



Lewes
Town
Council

Lewes Town Council Website Policy and Guidance

Date	1 November 2022
Document Number	1
Edition Number	1
Replaces	n/a
Policy Maker	Victoria Gray, Communications Officer
Responsibility	Open Council Working Party
Resolution Number	N/A
Review Cycle	Every three years

This information pack contains:

Lewes Town Council Website Policy and Guidance
--



Lewes Town Council Website Policy and Guidance

1. Introduction

The purpose of this document is to define responsibilities regarding the content and maintenance of the Lewes Town Council website.

Overall responsibility lies with the Communications Officer who will have ultimate responsibility for ensuring Town Council staff maintain the content of the website and that the website works.

2. Website Aims and Objectives

Through the website the council will actively promote the services it delivers and use it to increase its presence in the community and become a reliable and trusted information provider.

3. Responsibilities

3.1 The council and employees managing the website must observe other relevant council policies which cover roles and responsibilities, namely the Information Technology and Telecommunications Policy, Code of Conduct, Community Engagement Policy, Equal Opportunities Policy, Data Protection Policy, Photography and Filming Policy, Press and Social Media Policy and Privacy Notice.

3.2 The Communications Officer's function is to manage the Website, adding, deleting, and editing material as required. The responsibilities of the Communications Officer will include writing and updating website policies, the development of the website as needed to conform with the council's communication priorities and deliver its objectives, the prioritisation of website development tasks, overview of the content including ensuring that staff have been trained and have access to their pages for editing. The Communications Officer will also offer support to colleagues with general troubleshooting as well as deal with public complaints related to the website, its policies and its content. The Communications Officer is the point of contact for the website host and developer.

3.3 The Communications Officer will work with team managers to establish their requirements and identify areas of development including team responsibilities and content/navigation needs. The maintenance and editing of pages will be carried out by the Communications Officer in addition to other staff members who have access to their own pages for editing (assigned users). Requests for access shall be directed to the Communications Officer.

4. Website Content

4.1 Subject only to the requirements of law, the council has the right to determine what should or should not be included on the website.

4.2 The website will contain material that arises from council business such as committee agendas, minutes, policies, councillor contacts and factual information about the council and councillors.

4.3 It may also contain other information deemed relevant to residents, visitors and the business community, this may include reports, surveys etc.

4.4 The following guidelines must be observed:



Lewes
Town
Council

- Ensure that the information shared has a purpose and is clear. Do not use abbreviations if possible.
- Content and images must not be offensive, discriminatory or derogatory relating to sex, gender, race, disability, sexual orientation, religion or age.
- Content must not disclose confidential matters or criticise colleagues, councillors or council decisions or bring the council into disrepute.
- Content must only include personal details if the individual has granted permission. Images of young people can only be used when permission has been granted.
- Content must not breach copyright by using content without permission
- Content must always remain politically unbiased.
- Content cannot make reference to party political issues.

4.5 Archival material will be available on the website as per the table below. It is the responsibility of assigned users to ensure that their sections are up to date and that the files on the content management system (CMS) reflect the policy. Files no longer needed must be removed from the CMS by the assigned user and the Communications Officer notified of the changes.

Section	Type of content	Display period	Responsible officer
Committees	Agendas and minutes	Current council administration and previous council administration (minimum 4 years and maximum 8 years)	Committee admin
Finance (How we spend)	Annual accounts, budget, expenditure over £500	Current financial year plus 6 years	Finance admin
Grants	Grants, major funding requests, service funding agreements	Current council administration and previous council administration (minimum 4 years and maximum 8 years)	Committee admin
Your Mayor	List of past mayors	Indefinitely	Civic officer
News items	Council business Including consultations, tenders, elections	5 years	Comms officer
Events promo	Listings of times and dates to promote events	Unpublish the following day	Comms officer

Commented [SC1]: Do you have one? I've not seen it. Maybe something to add to the 'to do' list.

5. Form submissions



Lewes
Town
Council

There are forms on the website. The data from each completed form is automatically sent to info@lewes-tc.gov.uk, these are called submissions. Submissions will be deleted every 12 months, or sooner if an individual exercises their 'right to be forgotten'.