

## **PROJECT CLOSING REPORT – Town Team Website Hosting**

### **1. OVERVIEW**

The establishment of an annual contract to host the BTT website, and transfer of the website and emails to the new host.

### **2. DETAIL OF WHAT TOOK PLACE**

The existing website was transferred from the web host provided by Dave Golding and established on the server from Crazy Pages (GoConnect). Mailboxes were created for executive Town Team members and groups (e.g. Comms@buxtontownteam.org, treasurer@buxtontownteam.org etc.) The website was considerably expanded and access given to other members of the communications group so that work could be shared. New features of WordPress were incorporated including links to Facebook, Twitter and Youtube Channel. A public and a private area were defined so that certain information could be made confidential to Town Team members only.

The site has been maintained to a high standard with Janet Miller performing the vast bulk of populating the site with relevant documents and news. John Phillips has provided a series of Press Releases and Andy Parker has made various alterations to the layout and structure of the site under the direction of the Communications Group.

### **3. ASSESSMENT AGAINST AIMS AND SUCCESS CRITERIA**

The aim of the project was:

**"The Town Team Website will act as a communications hub for members of the Town Team to access relevant documents and exchange ideas. It will also have a public facing area that will give general information about the Town Team including press releases and details of projects. The existing site was set up and hosted free of charge by Dave Golding. We now need to set it up on a commercial basis."**

These aims have been met, although it has been found that members are reluctant to use the site as a means of exchanging ideas.

The measurable success criteria of the project were as follows:

#### **1. The website is back online with the new host within the estimated outage time**

The website transfer went smoothly without any significant interruption of service.

#### **2. The required email addresses are fully functional**

Some early glitches were soon resolved with help from the host. Since then emails have been operating well and it has been relatively easy to create additional addresses as needed.

#### **3. The website response and uptime is adequate for the needs of Town Team members and the public**

We believe this has been achieved, we have had no advice to the contrary.

#### **4. Updates and modifications to the site can be carried out with minimum hassle, and support from the host to resolve any technical problems is acceptable**

There were some issues early on but these were due to our inexperience with Wordpress, updates and modifications are now being carried out without undue difficulty. The host has always been ready to help with technical difficulties and to date there have been no issues that could not be resolved.

### **4. ANY FURTHER BENEFITS**

The Communications Group has developed a more sophisticated view of the interrelationship between various electronic media such as the website, electronic mail and social media. We have a deeper understanding of how these can be used for the effective running and promotion of Town Team Activities. The use of Google Analytics to understand our web traffic is being developed further.

## 5. COSTS

Project expenditure against budget was as follows:

<b>EXPENDITURE</b>		
	<b>Budget</b>	<b>Actual</b>
Year 1	£130 + VAT	£128.00
Year 2	£120 + VAT	£167.99
Year 3		£167.99
Year 4 to date		£11.00
<b>Total Expenditure</b>	£ 300.00	<b>£474.98</b>

Note that the budget included in the project proposal covered the first 2 years only. At the end of this period the Communications Group recommended that we remain with the current host for a further two years.

The hosting charges were as laid out in the original quote and have not increased over the period. The annual cost for registering the domain name has proved higher than budgeted at £35.99 per year, but again has not increased over the period.

## 6. LEARNING POINTS FOR THE FUTURE

We need to keep costs under review and now our expertise is greater we might consider using a cheaper webhost. We must balance the costs of staying with a local supplier against that of using a larger national firm.

It is recommended that we remain with the existing host for the time being, but that this is reviewed at the end of 2017.

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