

Monthly report	
Subject:	<b>CCC Website Report</b>
Meeting date:	<b>9 August, 2021</b>
Author:	<b>Moe Guertin</b>
Date of report:	<b>8 August, 2021</b>

## CCC Website Update

**8<sup>th</sup> August 2021**

CCC website visitation has decreased in the past month. As previously highlighted, the CCC website needs to be more accessible from the main InCallander Homepage. Unfortunately, due to sudden resignations of community councillors, priorities had to be adjusted to accommodate the communication gap which ensued.

As previously communicated, the CCC email address has been restored ([Callandercc556@gmail.com](mailto:Callandercc556@gmail.com)), and we actively work all requests received from the public.

It is anticipated that work to improve the CCC presence on the InCallander website can resume in mid-August once business continuity is fully restored.

It was noted, by a member of the public, that prior approved minutes were not available on the CCC website. In 2 cases this was due to minutes only recently being approved at the last CCC meeting and the third case was due to a gap in communication which has been resolved in the past 2 months.

## **Website Statistics**

	<b>People Visiting the Site</b>	<b>Pages Viewed</b>
June 2020	110	1098
July 2020	413	1912
August 2020	301	1624
September 2020	144	1276
October 2020	398	2395
November 2020	247	1955
December 2020	317	2208
January 2021	224	1700
February 2021	154	1428
March 2021	129	1066
April 2021	154	1394
May 2021	215	1281
June 2021	332	2695
August 2021	183	1411

The 10 most visited pages in July were:

1. Home, 338
2. Meetings, 180
3. Minutes, 89
4. July Meeting Reports, 62
5. June Meeting Reports, 46
6. About Us, 45
7. Your Council, 34
8. Topics, 29
9. Rural Housing, 26
10. News - Covid, 21

## **Facebook Statistics**

	<b>Facebook Page Reach</b>
June 2020	7116
July 2020	26,400*
August 2020	2831
September 2020	5841
October 2020	4417
November 2020	5061
December 2020	3776
January 2021	3284
February 2021	1121
March 2021	1229

April 2021	1830
May 2021	1297
June 2021	1573
July 2021	1716

### **Video Recordings of CCC Meetings**

Per CCC agreement, all recordings will only be accessible by the CCC chair, secretary and notetaker and are to be used for notetaking purposes only.

### **Virtual Meetings**

We requested the use of Stirling Council's (SC), Microsoft Teams (MS Teams), account for use of our public meetings which initially was agreed by SC. This would have allowed SC to join CCC meetings without hesitation or conflict of SC policy. Unfortunately, it was found that only SC employees can utilise the SC MS Teams account. Investigation was done to create a CCC 'MS Teams free' account, however, we would have lost the ability to record meetings or use breakout rooms. The cost to upgrade the MS Teams free account to include recording and breakout rooms would have been roughly the same as that currently being paid for Zoom, however, it would have been on top of an MS Office 365 account which CCC do not possess. The decision was thus taken to remain with the Zoom platform which allows recording (locally), and breakout rooms.

### **Ongoing Updates**

The website administrator has created a 'Meeting archive' using the November reports as the initial instalments. This can be located by navigating from the CCC homepage, Select Meetings from the top row bar, and then meeting archive in the left-hand bar. All reports and minutes which have been submitted are available in the archive from November 2020 to date. Callander Community Councillors with any historical reports or documents are now invited to send those to myself for inclusion in the archive which dates back to 9 January 2017.

### **InCallander Website**

I have scrutinised the InCallander website and it is my opinion that CCDT have pride of place. As elected representatives of Callander it is my position that CCC should occupy that place.

The screenshot shows a website layout with a blue header. On the left, there are two white boxes with red borders. The top box is titled 'A great place to visit' and contains text about Callander's location and a link for visitors. The bottom box is titled 'A great place to live' and contains text about the local community and a link for residents. On the right, there is a 'News & Events' section with a sunset image and a 'Welcome Back!' message.

**A great place to visit**

Callander is a beautiful holiday town situated at the junction of two rivers in an area of outstanding natural beauty known as The Trossachs, with opportunities for many outdoor pursuits.

Here on IN CALLANDER you can find out everything you need to know about your visit, whether it's a long stay or a day trip.

[InCallander For Visitors >>>](#)

[THINGS TO DO](#) - [PLACES TO STAY](#) - [FOOD AND DRINK](#) - [PLACES TO VISIT](#) - [LOCAL SHOPS](#)

**A great place to live**

Callander has an active local community with many groups and projects. The Callander Community Development Trust (CCDT), a charitable organisation, undertakes many practical projects for the benefit of the whole community.

[InCallander For Residents >>>](#)

[ABOUT CCDT](#) - [GROUPS AND PROJECTS](#) - [JOIN CCDT](#)

**News & Events**

Sunset on the River Teith at Callander meadows, 20 January 2021

Welcome Back!

Callander has now moved to **Tier 3** and can welcome visitors back to the town. We look

Currently, the only way to navigate to the CCC website is through a text link in the News section. Even here, CCDT are listed first.

The Bracklinn Bridge in Callander has been temporarily closed as a precaution to allow for a specialist engineering survey to be carried out. Please don't use the bridge or climb over the temporary barriers.

[More info here >>>](#)

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[CCDT News >>>](#)

[Callander Community Council News >>>](#)

My primary proposal is to replace all text under the 'A Great Place to Live' banner with CCC specific information elevating it to first and foremost. There are 3 sections at the bottom of the website for visitors, CCDT and Callander Enterprise. Again, CCC can only be found as a link in the News section which I deem unacceptable. My proposal would need to be agreed by all community councillors before I approach the other organisations for their approval to update the InCallander site.

Alternatively, we could look at removing CCC from the InCallander website and have our own purpose-built website. There are pros and cons to this, the pros being obvious, however, the main downside being up front cost of building the website in addition to bearing all hosting and maintenance costs ourselves as opposed to the current shared model.



Moe Guertin  
8<sup>th</sup> August

**\*Emergency Parking Prohibition on A821 reached 21,600**