Holmes Chapel Parish Council

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LOCAL COUNCIL AWARD SCHEME QUALITY GOLD

1 Church Walk, Holmes Chapel Cheshire, CW4 7AZ

STRATEGY AND PARTNERSHIPS COMMITTEE

You are summoned to attend a meeting of the Strategy Committee on **Thursday 27 April 2017** at the Academy Suite, Holmes Chapel Community Centre commencing at 7.00 p.m.

If members of the public are present there will be a period of question time at the beginning and end of the meeting.

Planning applications will be available for inspection at 6.45 p.m.

AGENDA:

1. **Apologies** - To approve any apologies for absence. Cllrs M & S Ranger have already sent apologies.

2. **Declarations of interest –** To receive any declarations of interest:
   a) disclosable pecuniary interests or
   b) other disclosable interests
   as required under Chapter 7 of the Localism Act 2011.

3. **Public Speaking** -The Chairman will adjourn the meeting to allow questions from members of the public to last no longer than 15 minutes. After questions the Chairman will reconvene the meeting.

4. **Minutes** -To approve the minutes of the Committee meeting held on 23 March 2017 **–** copies circulated

5. **Matters arising –** To receive verbal reports on any matters arising from the above minutes

   - **Attendance records** – to note attendance records at meetings for each member are now on the Parish Council website.
   - **HCCC and JLMC** – to acknowledge the reports received at Full Council on 20 April 2017.

6. **Planning applications –** To consider any applications on lists recently circulated by CEC and any others which appear on the Cheshire East Council web site.
   - **17/1775C** – 2 Church House, Parkway, CW4 7BA Change of use from shop (A1) to dog grooming salon (Sui Generis) - see proposed comments at Appendix 1

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7. **Committee structure** to consider a review of the committee structure approved by Full Council on 20 April 2017 and to prepare information to be circulated to the next Full Council on processes.   Paper to be sent separately.

8. **Neighbourhood Plan handover** – to consider the document approved by Full Council on 20 April 2017 that Strategy should prepare processes and a plan for adopting the recommendations of the Steering Group.

9. **Community Resilience** – to note the preferred date for a practice test of the plan at Appendix 2 and to approve a working party to arrange the event.

10. **Website** – to review the website content and consider whether to address security and viewing issues as listed in Appendix 3.

11. **Review of the Strategy committee** - to review work taken on by this committee over the past year and to consider items for the agenda for the next year.

12. **Chairman's and Clerk's reports –** To receive reports.

13. **Future Agenda Items.**

14. **Public speaking**.

Nicola Clarke
Clerk of the Council
21 April 2017

Appendix 1

Comments from Holmes Chapel Parish Council

This is a minor change of use application but it is within the Conservation Area of Holmes Chapel. It is therefore disappointing that no mention of this is made in the short design and access statement.

However, the main sign and projecting sign are tasteful and in keeping with the objectives of the traditional appearance of the Conservation Area. This is emphasised by the clean appearance of the door and shop window – but in practice the windows will become more cluttered when the business is active.

Consequently, we believe a further sign on the wall as proposed would create a cluttered appearance. We would recommend that either a smaller sign just stating the opening hours and not a repeat of the logo is used or the information is placed in the door window in the traditional manner.

The new owners should be made aware of the Shop Front Design Guide produced by CEC and the policy of limiting advertising boards on the highway.

<u>Appendix 2</u>

I would suggest that we look at testing your plan September /October time. This will give us enough time to organise the event but also from experience to stay away from school holidays as attendance tends to be reduced. I suggest Thursday 14 September 2017 as the preferred day.

The Parish/Town Council then book a room big enough to host the number of people you wish to invite and if you wish to provide refreshments. This is normally people who would be involved with the plan if activated. Regards to other invites I would allow 2 spaces for Joint Cheshire Emergency Planning Team, 1 space for Cheshire Police and 1 space for other emergency responder. The events normally get more attendance in the evening and other councils have normally run their event from 18.30 arrival and refreshment's 19.00 to start 20.30/21.00 to finish.

Once the date and venue are confirmed then I think it would be probably easier for us to arrange a meeting to go through what happens and I can give you options on how the event is run.

Ruth Stevens, CEC

<u>Appendix 3</u>

<u>Website</u>

2017 looks set to be the year when insecure web browsing dies! As the owner of a website being hosted and managed by CBJ Digital, we want to help you make sure that your site is ready for when this happens.

What is insecure web browsing?

Since the World Wide Web was born in the mid-1990s, the protocol (language) for communication between a user's web browser (e.g. Chrome, Safari, Firefox, Edge or IE) and the website server has been HyperText Transfer Protocol, or HTTP for short. You can see this at the beginning of a lot of website addresses, e.g. http://www.cbjdigital.com/

If a website is served over HTTP, all the data sent over the internet between your computer and the web server is unencrypted. This means that any bad guys – for example hackers, Russians, the CIA or MI5 (choose your favourite) – can snoop on your activities, change the information that's being transmitted or even impersonate you online.

To fix this problem, a new protocol was created to secure communications over the internet, called HTTPS: *HyperText Transfer Protocol Secure*. You've probably already seen and experienced this on shopping sites where you enter sensitive data such as credit card numbers. When HTTPS is used on a website, all communications between your browser and the web server are encrypted, which means eavesdroppers can't listen in and data can't be tampered with or forged.

My website has been okay on HTTP so far, what's changed that means I need HTTPS now?

Back in 2014 Google – the company behind arguably the most important search engine on the web – announced a call to action: for HTTPS to be used by all websites so that the internet as a whole could be made more secure. To encourage website owners to adopt HTTPS, Google said that all secure sites would be given a boost in their search engine results. So, if your site was competing for position against a site that wasn't secure Google would give your site a little helping hand. However, Google also said that, in their search engine at least, websites that weren't secure would not be penalised.

In January this year Google upped the stakes. In the new version of their Chrome web browser (which has over 55% of all users) they would begin displaying the security status of a website's connection to the browser in the address bar of pages that have a password entry or credit card details form.

This is the start of Google's long term plan to alert all visitors to sites being served over HTTP as not secure so that they can be warned that any sensitive or personal information they enter is not being safely transmitted to the server. Consequently, sites with contact forms, or indeed any form of data entry, will display a warning if they aren't secure. Where Google leads, the other browser makers are sure to follow.

So, to ensure that visitors aren't scared away from using your website by these warnings, you need to think about *when* and not *if* you should make the switch to HTTPS. All our e-commerce sites already use HTTPS and all new projects that we are currently working on at CBJ will include HTTPS as standard. We want to be sure that all sites we build and manage are secure by default.

How do I get HTTPS on my website?

For your site to be served over HTTPS you'll need an SSL certificate. SSL stands for *Secure Sockets Layer*. You might also hear it called TLS, short for *Transport Layer Security*. SSL and TLS are cryptographic protocols which encrypt and secure communications over a computer network. The SSL certificate contains a unique 'key' which is placed on your site's web server. The key is used to verify that any information sent between web browser and server hasn't been tampered with, and also to encrypt and decrypt it at either end of the communication channel.

If you give CBJ the go-ahead to secure your website we will:

- choose the right certificate for your website
- install the certificate on your website
- update the configuration of your site so that it works over HTTPS instead of HTTP
- redirect all requests for your 'old' HTTP website to the location of the HTTPS site
- update your web site's configuration in Google Analytics or advise you of how to do this if we do not manage your analytics
- test and confirm that the conversion was successful
- renew, reinstall and test the certificate each year

How much will this service cost?

CBJ Digital offers two levels of SSL certificate:

high level   for e-commerce or sites which handle very sensitive information at £175 per year and

low level   for informational sites with member areas, contact forms etc. at £120 per year

To encourage as many of our clients as possible to make the switch we're offering these certificates for a limited time at the discounted price of £120 (high level SSL) and £80 (low level SSL). Your website will most likely only need a low level SSL certificate.

If you want to make the most of these rates you can choose to purchase up to three years of cover in advance at this price.

If you would like us to go ahead and install your SSL certificate, so you'll have the peace of mind of knowing that your site is secure and Google-friendly, or if you have any questions, hit *reply* to this email and let us know how many years (1-3) you'd like to purchase at the special discounted rate.

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I hope all is well with you at the moment. We've been reviewing all of our clients' sites lately, looking at ways that we could help you to improve them. One of the main boosts you could give to your site would be to make it responsive. Below is some information about what this is and how it might benefit your site and ultimately you!

The number of global users browsing the web on mobile devices (smartphones and tablets) surpassed those using more traditional laptops or desktop computers in late 2014. Shopping and browsing via mobile are growing fast - over 80% of people now use their phones and tablets in this way.

Most people using the Web in the UK are now multi-platform: browsing on their phones during the morning commute; on their laptops or desktop computers while at work during the day, and then on a tablet (e.g. iPad) while relaxing in the evening. Your website needs to be ready for all of these devices.

The majority of social media consumption is done on mobiles so if you're already sharing links to your products and services on Twitter, Facebook, LinkedIn or Pinterest then you'll need a mobile-friendly website too.

What is a responsive website?

Responsive websites work by adapting their design, layout, and content to all kinds of screen size, from tablets and smartphones to laptops and televisions without the need to create separate sites to cater to new devices as they come onto the market. With over 400 different screen sizes on devices on the market today this has become a nearly impossible task anyway! Responsive sites also provide a better experience for your visitors: no more pinching, zooming and side-scrolling to try to see and read a page on a site that doesn't fit properly on a mobile screen.

What are the benefits of a responsive website?

If a user is frustrated with your site or can't see what they are looking for, there's a 60+% chance that they will just leave immediately and go to elsewhere. Conversely, if they have a positive experience with your mobile site, then they will be nearly 70% more likely to choose your products or services. So, better user experience means lower bounce rates, more conversions and better overall perception of your brand.

Responsive sites improve your SEO rankings. Google recommends a responsive development approach to mobile web design and, to encourage this, Google ranks responsive websites with a single URL for the site (rather than separate addresses for desktop and mobile versions) more highly. With just one URL for each page, it is easier for Google to crawl your site and reduces the chance of SEO errors, in turn leading to better search engine performance. So, if you don't have a mobile-friendly responsive website already, you're being penalised on Google's search results pages.

A single site is easier to manage with just one set of content to create and keep up to date, lowering your content management costs and improving your ROI.

Why do you need a responsive website?

In 2017 a mobile-friendly responsive website isn't just a nice-to-have additional feature, it is now unquestionably necessary and will certainly impact your business' growth and success. With a responsive site, you'll stay a step ahead of your competitors and have a website that stands out in the crowd, providing a pleasurable and usable experience for your customers.

How can CBJ Digital help?

At CBJ we've already built or converted over half of our clients' websites to be responsive, and many of them have already reaped the rewards of higher mobile conversion rates and more satisfied customers. We can take your current site and adapt its design to create a new responsive layout or, alternatively, we can discuss its complete overhaul and modernisation. We may even be able to convert it from our content management system to run on WordPress instead.

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Holmes Chapel Parish Council
Calendar for 2017

2017			
Jan			
5		July 6	Strategy & Finance Committee
12	**COUNCIL** (budget / precept) Finance Committee (3rd qtr)	13	Amenities~~Finance (4th qtr)~~
19	Strategy Committee	20	Office & Infr~~Amenities Committee~~
26	Amenities Committee	27	**Full Council**~~Technical Services Committee~~
Feb 2	Technical Services Committee	Aug 3	
9		10	**COUNCIL ?**
16		17	
23	**COUNCIL**	24	
March 2	Strategy Committee	31	
9	Amenities Committee	Sept 7	Strategy & Fin Committee
16	Technical Services Committee	14	Amenities Committee
23		21	Full Council~~Technical Services Committee~~
30	**ANNUAL PARISH MEETING***	28	**Full COUNCIL**
April 6		Oct 5	Strategy & Fin Committee
13		12	Amenities Committee
20	**COUNCIL** (Year end accounts) Finance Committee (4th qtr)	19	Office & Infra~~Finance (2nd qtr)~~
27	Strategy Committee	26	Full Council~~Technical Services Committee~~
May 4	Amenities Committee	Nov 2	Strategy & Fin committee
11	Technical Services Committee	9	**Amenities**~~COUNCIL~~
18		16	Office & Infras~~Strategy~~ Committee
25	**COUNCIL** – Annual meeting	23	**Full Council**~~Amenities Committee~~
June 1		30	~~Technical Services Committee~~
8	Strategy & Finance Committee	Dec 7	Strategy and Finance Committee (Budgets)
15	Amenities Committee	14	**COUNCIL**
22	Office & Infrastructure~~Technical Services~~ Committee	21	
29	**Full** COUNCIL	28	

Unless advertised otherwise:

All meetings will commence at 7.00 p.m.

All Council Meetings including the Annual Parish Meeting will be held in the Academy Suite, Holmes Chapel Community Centre, CW4 8AA.
*Annual Parish Meeting will be held in the Brooklands Suite.

Notes
This is a suggestion for the remainder of the year to incorporate a meeting a month with the exception of August. This doesn't impact too much on the calendar already published to ensure attendance!

Do we want to add meetings in August? Shall we delete the FC in August?

There could be an issue with S&F meeting early in the month as financial information will not be able to go out with the agenda at the end of each quarter. This would have to be taken to the meeting (or sent out when the reconciliation has been done).