4.1.1 IP15 Develop Internet Channels Version August 2024

Purpose

To develop Accessible Wells website and other relevant social media to deliver information in a structured and controlled manner

Outcomes

- Disabled people have better experience of Wells
- Useful resource for disabled people and others

Benefits

- Disabled residents and visitors better informed
- Improved understanding of the objectives of the campaign
- Greater involvement from disabled people
- Ability to ensure information accuracy and control the narrative
- Vehicles to deliver training, education and information
- Two way communication
- Progress reporting
- Repository for valuable resources and links

Methods

- Development of accessiblewells.org.uk website to provide:
  - Practical information for residents and visitors
  - Platform to report progress against the Accessible Wells Vision
  - Disability awareness information and education
- Development of other appropriate media channels e.g. Facebook, X

Leaders	**Team members**
• Lead manager: Cllr. Georgie Robbins • Disabled lead: xxx	• Hellen Cooke (Illustrator) • Bath Spa (Xanthe, Iwan, Ethan) • Theo van Hensbergen • xxx

Actions identified

1. Approach educational establishments to seek win-win-win collaboration for student/faculty/Accessible Wells
2. Agree outline web architecture and identify broad budget requirements for capital and ongoing operational costs
3. Secure internet hosting services to enable website build and collaboration access; also information sharing processes
4. Make list of all content deliverables e.g. text, graphics, maps, images and assign dates and owners for completion
5. Identify all appropriate interested parties e.g. WCC, CoC, LCN, Tourist Office, attractions, shops and businesses, disability organisations and contact to establish cooperative working
6. Identify all impacted sub-strategies and discuss with their leaders how best to ensure they are reflected in web presence
7. Work with website creator to first draft and through to completion
8. Develop appropriate complementary social media channels and capabilities
9. Arrange formal management handover to Accessible Wells volunteers on substantive completion of build
10. Arrange training for Accessible Wells team members to ensure continuity