

# Welcome to the South Wiltshire Community Web

## Introduction to the South Wiltshire Community Web

"Make local people more aware of services and facilities available to them." That was the challenge set for decisions makers in South Wiltshire following a series of public workshops held across rural South Wiltshire in 2001. Of the 5,000 or so voluntary groups, clubs and businesses that operate across this large rural area many do so with only very limited resources, providing vital services and activities that have a direct impact on the wellbeing of the community. At the workshops, many local people admitted they were unaware of the services and community resources available to them or how to contact those providing them. The South Wiltshire Community Web is an initiative aimed at maximising the benefit of this existing social infrastructure.

## What is it?

The community web is a simple idea - to give everyone living or working in South Wiltshire the opportunity to build and maintain websites for free. No technical stuff, no HTML, just simple templates - type and go. Although underpinned by a highly innovative computer programme, the user interface is simple and easy to use - in fact it was designed by the users themselves. Call it a portal, call it a content management system - in reality it is a single Internet domain linked to a powerful database programme that turns users content into web pages. Simple, quick and easy - a single point of access to an online community.

## The key features of [www.southwilts.com](http://www.southwilts.com)

- Use of the facility is 100% free for all users - including businesses.
- The information on the site is created and maintained by the community itself - ongoing maintenance imposes no significant expense for public authorities.
- Users can create fully functional websites and upload pictures, documents and links using simple 'type and go' templates.
- Content is displayed in HTML and text only versions meeting Level 1 of W3C accessibility standards.
- Visitors can search the site in a variety of different ways to find local information.
- Users can submit press releases to an online newspaper and events to the what's on guide.
- Users can add job vacancies and items for sale into the gazetteer section.
- Users can set up mailing lists for supporters and customers.
- The site incorporates a 'self policing' system so that users can submit complaints about any unsuitable content.
- Ongoing revenue costs are met by sponsorship income from Global IT Company Unisys and local recruitment company Personnel Placements.
- The site anticipates and delivers the ENCORE national e-communities project standards in almost all respects.

## How we did it

Like any complex project, a lot of hard work went into making the community web a success. In 2000, the Wiltshire and Swindon eGovernment Partnership successfully bid for £1.4M of funding from the Government Pathfinder Scheme. One of the themes of the programme was 'Improving Community Access' and the South Wiltshire Community Web has become a key component of that programme.

The project was developed by the South Wiltshire Strategic Alliance (LSP) and from the outset the involvement of the community was a key priority. A detailed specification was drawn up for the web site with the help of a group of community volunteers - including parish and district councillors. [[Click here to view the Workshop Notes](#)] The groups met to discuss what sort of information should be available on the community web, how the site should be managed and policed and to agree the principles that would underpin its operation - including sponsorship and advertising. Community involvement has also seen local people helping to test the site and to act as 'champions' within their own communities.

Following competitive tender, Cravenplan Computers Ltd based in Swallowcliffe near Salisbury was selected as development partner to create the software that runs the Community Web. Essentially, this is a Unisys database platform that creates static HTML pages from the information submitted by users. The site was launched officially at the Guildhall in Salisbury on 17th May this year. Cravenplan are partners in the project and manage sales to other areas of the country under the Neighbourhood Web banner (see [www.neighbourhoodweb.com](http://www.neighbourhoodweb.com) for details).

## Why we did it

The South Wiltshire Community Web is one way of stimulating community regeneration. Increasing access to information and services helps maximise take-up and this can help to build and maintain the viability of demand led services, such as community transport schemes and rural businesses - consultation work revealed that many small businesses are unable to meet the costs of providing their own dedicated web sites or have the expertise to do so. It also helps support the long-term sustainability of clubs, societies and voluntary groups - providing them with a simple way of communicating with members, users and the wider community.

## Does it work?

There are now 495 sites hosted within the system with a hugely diverse user profile - from beekeepers to GPs. Sophisticated statistical information is collected automatically and reveals that in the last 12 months the site has received over 4.5m hits. The numbers are increasing each month as publicity and promotion helps to raise awareness in the community. Don't take our word for it - read some of the comments of our users in the case studies attached.

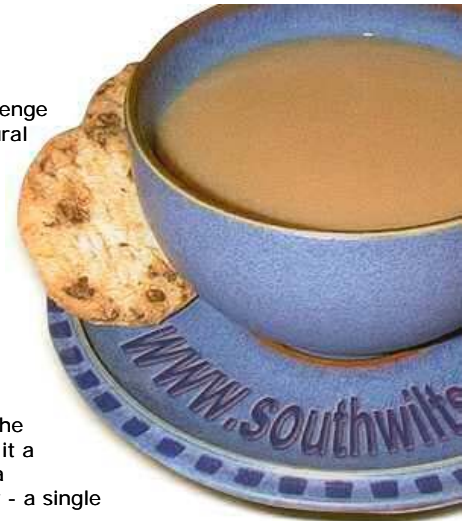
## Want to find out more?

There is more information about this project at [www.neighbourhoodweb.com](http://www.neighbourhoodweb.com)

**Steve Milton**

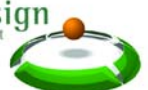
Project Manager

April 2005



South Wiltshire Community Web is designed by

**Cravenplan Website design**  
and management



## South Wiltshire Community Web: *Case Studies*

These are just a few of the 500 local groups that now have a website thanks to the Community Web...



**Shaftesbury Cricket Club**

### Case Study 1: Shaftesbury Cricket Club

Shaftesbury Cricket Club was one of the first Clubs to set up a site:

*"The Club lies on the border of Wiltshire and Dorset but many of our players are drawn from the South Wiltshire villages. We wanted to promote the club and its activities and the South Wiltshire Community Web seemed a good way of doing it. We started by setting up a couple of simple pages and we now have a well developed site with fixtures, averages, news, in fact all the features you would expect from a fully*

*functional website. The great thing for us is that the site is completely free. Most community groups like Shaftesbury CC run on half a shoestring so that is a Godsend. If we had wanted to develop a site like this using a professional Company we would have been looking at almost £500 plus annual maintenance costs."*

#### Guy Lowton,

Shaftesbury Cricket Club

[www.southwiltshire.com/site/shaftesburycc](http://www.southwiltshire.com/site/shaftesburycc)

### Case Study 2: Shrewton WI

Shrewton WI provides a social and recreational facility for women living in the remote villages strung along the southern flanks of Salisbury Plain.

*"We were one of the first Wiltshire WI to have our own email address and now I think we are the first to have our own website - which gives us lots of Kudos. We're hoping it will attract interest from as many people as possible. We are enormously proud of our website and it is great fun. In the past the WI had a reputation as being a bit stuffy and behind the times and our Institute is determined to change that and show we are well up with the 21st century."*



#### Wendy Trevenor,

Shrewton WI

[www.southwiltshire.com/site/shrewton-wi](http://www.southwiltshire.com/site/shrewton-wi)



### Case Study 3: Forest School of Dance

A Dance School for young people situated in the New Forest.

*"One thing I have noticed immediately is that the website makes communicating with existing customers a lot easier. They know to look on the website for regular updates, events and term times. Hopefully more people will find out about what we do through the site."*

#### Melanie James,

Forest School of Dance

[www.southwiltshire.com/site/Forest-School-Of-Dance-And-Theatre-Arts](http://www.southwiltshire.com/site/Forest-School-Of-Dance-And-Theatre-Arts)

### Case Study 4: Bemerton Heath Surgery

A large and busy medical facility serving the biggest Council housing estate in Salisbury

*"The Bemerton Heath Surgery has its own site giving information for patients. It includes a welcome to the practice page, details of the medical and reception staff, an explanation on how to use the surgery, for example making appointments, surgery hours, details of weekly clinics and health promotions, and details of the nearby pharmacy."*

#### Joy Underwood

Practice Manager

[www.southwiltshire.com/site/bemerton-heath-surgery](http://www.southwiltshire.com/site/bemerton-heath-surgery)



Just 50 of our 500 users...

[Salisbury Civic Society Brainshaker](#)

[Link Up Disability Arts](#)

[Salisbury Oxfam](#)

[Anger Trauma Depression](#)

[My family history by Mark Wareham](#)

[Swimming](#)

[West Grimstead Village](#)

[Salisbury and District TUC](#)

[Wiltshire Wildlife Trust](#)

[Neighbourhood Watch](#)

[Household Waste and Recycling](#)

[Chernobyl Children Life Line](#)

[Allington Preschool](#)

[St Melor Surgery](#)

[South Wilts Primary Care Trust](#)

[Carol Webb](#)

[Cameo Fine Jewellery](#)

[Stagecraft Ltd](#)

[Redlynch Parish Council](#)

[South Wiltshire Strategic Alliance](#)

[Cllr Warrander](#)

[Southern Area Committee](#)

[Amesbury Library](#)

[Fovant Parish Council](#)

[St Edmunds](#)

[UNISON](#)

[LDCC Fonthill CC](#)

[Figheldean Table Tennis Club](#)

[Sarum over 50s Group](#)

[Sarum Orienteers](#)

[Durrington Swimming Pool](#)

[Fovant paths](#)

[WVCH](#)

[Manaraefan Vikings](#)

[Graham Oliver Gallery](#)

[Howards House Hotel](#)

[Lover and Redlynch Pre School](#)

[Chalke Valley Sports Centre](#)

[SSAFA Salisbury](#)

[Salisbury and District Beekeepers](#)

[Salisbury Big Band](#)

[Connexions Wiltshire and Swindon](#)

[Calypso Campers](#)

[Sunshine Healthy Living Project](#)

[MOD Police](#)

[Larkhill Primary School](#)

[Clear Horizon Consultancy](#)

[Jo Jingles](#)

[South Wilts Industrial Archaeology](#)

[Health Through Warmth](#)

[Environment](#)

[Salisbury Ambassadors](#)

[Wilton Alarm Services Ltd](#)

[Clear Horizon Consultancy](#)

[Priority Digital](#)

[Colton Dancing Academy](#)

[Sarum Hobnob Lacemakers](#)