Case Study : Chesham Town Council

A website is today’s tool for instant communications for any local council to reach out to those in their community. It should also be used as part of a two-way process in engaging with citizens as well as informing them.

The e-mango Local Councils CMS is the right solution.

About Chesham

As the largest town in the Chiltern District, Chesham, with a population of over 20,000, lies in a steep-sided valley 28 miles north-west of London. Assimilating the old and the new, Chesham is a successful combination of market town, industrial centre, commuter dormitory and bustling community.

Chesham Town Council had an unsatisfactory web site that was a hybrid of two systems – the main pages had been designed by a web company and the rest of the site was composed of a bulletin board system that was prone to hacking and required monitoring to prevent spam appearing on the site.

What Chesham needed was a website that they had full control over, could update easily and regularly and not be burdened with security issues and high maintenance or support costs.

e-mango quickly established an excellent working relationship with them and guided them through the process of creating a website that they could manage for themselves and be confident in its security and support. They can now easily publish current information on a daily basis, that is of real interest and value the local community.

The Contact Us page is widely used to send messages to the Council and people really like the rapid response to questions via email, in return. This has resulted in the creation of an FAQ page to deal with the most common requests.

Chesham Town Council is a long standing e-mango customer so when we asked Kathryn Graves for her comments, she told us,

“The website CMS is very flexible, which means that we will be able to adapt and change the structure of the web site over time to reflect the evolving role of the council in the community.

We find it extremely easy and quick to update, enabling the site to be dynamic and current. Even with a large number of pages, the platform is easy to navigate making content management quick and convenient. The look of the site projects the professional image appropriate for a local council. The site search is a really powerful tool, making it easy for users to quickly find the information they want.”

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Kathryn Graves – Policy and Projects Officer

Summary

- Simple low price solution
- Easy to use, no software to install
- Training and Support options
- Update web pages in seconds
- Upload meeting minutes, agendas and news articles
- Provide sponsorship and advertising opportunities

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