

Introduction

This document updates the 'Great Brickhill Heritage Project Management & Funding Proposal' (Proposal) dated Jan 2023 v 1.3 as published on the GBHP.info site under Posts. The Proposal has been submitted and accepted in part by the Parish Council Committee (PCC). They have agreed to fund the hosting software for the site, being a WordPress hosted Business Plan package. They have not yet agreed to fund the membership element of the proposal or the associated payment software.

Current Situation

The site has been redeveloped on a new account for the PCC. The site uses the same domain as before. This redevelopment work has involved transferring the data, images and documents, copyreading and cataloguing, and rewriting some of the 250 plus pages where required. The menu system has been redesigned to allow wider access by 'Guest' users. The dual membership set up for the original demonstration site has been simplified to one level of membership. Facebook and What's App accounts have been established and the site is now ready to welcome users to join the existing membership until the year end for a fee of £10. Guests can continue to use the site free of charge. Discount vouchers are available for those who need them. Our Duty of Care to the many contributors to the site has been maintained.

The site is currently funded jointly by the PCC, by Marcus Feinhols (Fine Homes Property) and by [Gable Cottage Art](#) (David Anne Marlow).

Proposal for 2024

Starting on 1 Jan 24, the proposal is now as follows:

1. The GBHP site continues to be managed by the incumbent team until 31 Mar 24.
2. The site continues as a part guest part membership site as currently set up to see how the site progresses with visitor traffic and so on.
3. The Site Management Team (SMT) continues to look for income from membership and from any other sources open to it to dilute the cost to the funders.
4. The SMT needs to set a fee for membership for 2024 and associated discounts.
5. The SMT explores Social media and other means of promotion to attract visitors and revenue.
6. The PCC should be aware that to date there are no volunteers to take over from the current SMT.

Plan for the SMT

Short Term Goals

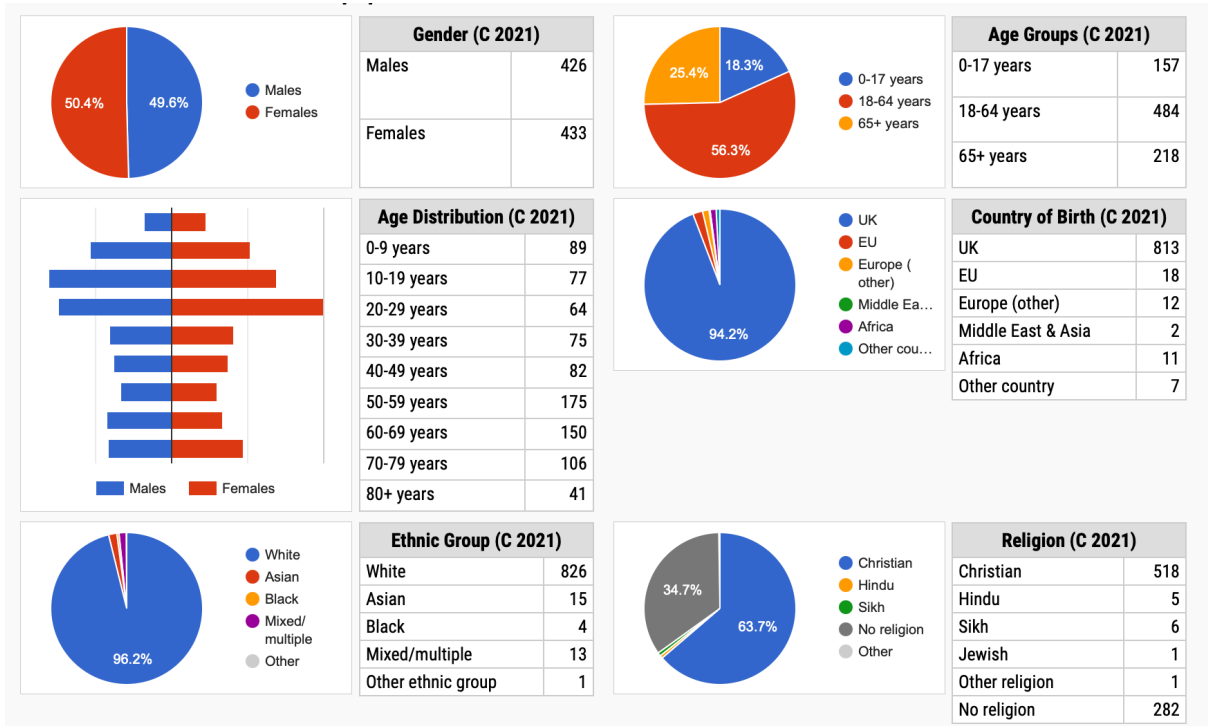
1. To increase awareness of the GBHP being in existence.
2. To increase subscriptions to the membership base.
3. To maintain our Duty of Care to the contributors to the site.
4. To attend to site security issues as they arise and take measures to avoid them.
5. To increase the content available to the membership.
6. To find, with the help of the PCC, SMT members.
7. To set the membership fee for 2024.

Strategy to Achieve Goals

To meet the first three goals, we need to be aware of our target audience. This is primarily the residents of Great Brickhill but also includes their families and friends who could be anywhere. We have several important contributors to the site who have moved away. We need to utilize local channels to attract local residents. Families and friends are a different issue possibly addressable through Social Media.

The population of Great Brickhill is shown below.

Source: UK Office for National Statistics (web).



Great Brickhill Parish News

Merryl Jenkins (Copywrite Services) supports the project. The Parish News has around 600 email addressees. Since it is part funded by the PCC, I assume we will continue to benefit from her business services FOC. We run a monthly advert in the Parish News and the SMT should continue to do that, using the relevant 'branding'.

Great Brickhill Village What's App Group

This is managed by Barbara Wight (who is also on the PCC). This is a Membership Group. The SMT need to consider carefully the message(s) to be promulgated. Barbara is doing her best to quell the ever-increasing number of 'adverts' for local businesses eager to gain access to the 269 participants (as of today 20 Nov 23).

The SMT have set up a separate WA group. We need to decide if we actually need this separate group, or if we should piggy back onto the existing Village Group.

Great Brickhill Facebook

This is an audited membership site. Marcus is one of many 'admin' persons on the site. This is a great place to post, is free and goes to people who have been audited to have connections with the village.

Heritage Site Facebook Page

The SMT have set up a separate [FB Heritage site](#). The site needs to be reviewed. It has the potential to attract its own audience from similar history / heritage organisations locally; and there are many.

Associating with other Heritage Sites Locally

There are several likeminded organisations surrounding us. The SMT would do well to create a liaising role with the more successful including a very large group in Milton Keynes.

Leaflet Drop

It is an interesting observation that we should embrace the idea of a leaflet drop in 2023 /4. The demographics however support this.

Marcus suggests a leaflet drop to local residents, to ensure that no one slips through the net. He is volunteering to sponsor this including the design, printing and distribution costs.

Discounts

The current site software supports discount vouchers (coupons specifically). Vouchers can be set up using a general code (Dec10 = 10% off in December) or a complex BHT3R6CY one which is harder to guess. The vouchers can be set with an end date, with a percentage or set amount of discount. There is an unending choice of options including once only or many per code.

The Dec 23 Parish News submission includes the statement 'to contact us by email if they need a discount' (on £10). We will see what if anything happens.

Duty of Care

The SMT need to protect the content of the site generally and some pages need specific care. Just as the Facebook and What's Groups maintain their own 'membership' regime, the Heritage site needs to do the same. Currently, the site is protected overall by being a WordPress 'https' registered site. There is a membership overlay on top which facilitates guests and members to different areas, whilst still accommodating 'non-guests' access to defined areas of the site.

In addition, some pages are password protected because they are not ready for publication; we also have pages which are in draft which are only accessible by admins for instance. The current is totally flexible, easy to manage.

Site Security

Site security is provided by the host WordPress, their servers, our sign ons, our networks and our membership software. The weakest point here is probably our password control. The SMT is attending to all these issues in the round and like other groups, Facebook and Whats App for

instance, we have changed from a fully controlled to a semi-controlled membership suite following requests from the PCC to open up the site.

I am not convinced that this 'more open structure' has been wise. I have asked Kenny Purdie (former Great Brickhill Resident) for his comments on our site security a software security professional. I am hoping he will make some recommendations as well.

Increasing the Content

The SMT's general aim is to increase content for each membership category. There is an unending sea of possibilities here. The PCC for instance could be encouraged to support the site by submitting historical notes about their own areas of interest in the village and the buildings they know and love public and private. Families often face a plethora of information about their recently departed love ones, images, stories, family history. Much of this information would be an invaluable addition to the Heritage site. Timing however is paramount so as not to intrude. Other local societies and special interest groups can provide links, information and so on. The SMT, in the longer term, need to think these issues through. There is no limit to the information available.

The SMT

Every local group faces the same challenge as we do; how to maintain the management into the future. The PCC have embraced what we are doing with some energy and are keen to support us. Marcus and I will continue to play our part I have no doubt. My own role has had to change though, and I have signaled that widely. I am no longer willing to devote time and energy into maintaining the site.

It can continue as is though, with little input from me. Someone, somewhere needs to pick up the reins and take over so that the full potential of what has been set up can flourish. The PCC are in the best position to do this. In my view, they have the expertise and ability to do this. I am happy to help them provided it is before the end on March 2024.

2024 Membership Fee

My recommendation is to set the fee at £25 for the year ending 31st Dec. I would look for a revenue of £500 for the year after discounting, to allow for the purchase of more software for mapping and other add on values to be established.

The provision of the proposed 'café' suite at the village parish hall has been identified as a site for public asses to the site, through a dedicated PC / video screen, to increase both awareness and access for all.

Fine Homes and other sponsors may wish to associated with the site by contributing to it as they see fit. I would see the site increasing in value over the next say five years, to become an increasing asset on the PCC's books and to increase the 'social worth' of the site to the village.

Note to All

I have little or no availability for meetings in January next.

David Marlow