

Somerset Web Services

Media Release

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Historic Somerset town boosted by 21st century websites

The historic town of Bridgwater, Somerset, is being given a massive boost for its civic and corporate profiles thanks to one of the county's leading web design businesses, Somerset Web Services.

Two dynamic new, interlinked websites for the town will officially go live during a VIP reception being held on Thursday, February 21.

The first is a Bridgwater Town Council site which incorporates all the latest web tools for informing the community about the grass roots of local government.

It contains a diary of council meetings, archived minutes of discussions and decisions, and contact details for all councillors, plus useful information on how to obtain help.

The site utilises Somerset Web Services' content management system, which allows the council total control when updating information on it.

The second is the official Bridgwater town site – a community and business oriented facility which informs news and information about the town and its organisations for local people and visitors alike.

The town website includes a powerful business directory of more than 2,500 local firms and businesses which are based in the area, all of which have been given a free advert.

It also features dozens of pages written by local historian Roger Evans, a dynamic events calendar, a news feed from the Bridgwater Mercury newspaper website, and an interactive map which uses satellite imagery.

For anybody thinking of visiting Bridgwater from another part of the country, the site has a local weather feed from the Met Office and details of accommodation and attractions in the area.

The VIP launch reception takes place at The Exchange, Bridgwater, between 5 pm and 7 pm and will be hosted by the Mayor of Bridgwater, Cllr Philip Smeed.

The evening will include live demonstrations of the two sites, and businesses which attend the reception will be able to claim a 50 per cent discount on

enhanced advertising in the community website business directory, which has three different packages ranging from a simple link to a company website through to a microsite containing text, photographs, and a Google map.

Both websites were commissioned by Bridgwater Town Council last year after it saw the new Creech St Michael site built by Somerset Web Services which won the Community Council for Somerset's award for the best large village site.

Somerset Web Services also previously produced a flagship website for the Bridgwater Guy Fawkes Carnival, which gives visitors a real flavour of the carnival by using leading edge technology to display information, graphics, photographs, and streaming video.

Somerset Web Services managing director Nigel Finch said: "We use our skills to help people understand the potential of what they can do with a website and then we build each site individually for them rather than relying on the use of templates.

"A typical site can be completed in about three to four weeks, but this twin Bridgwater project was quite a complex affair as we were combining two pieces of work into one.

"It has been really exciting for us and has broken new ground because it is our first local government site.

"We have been able to show what we are capable of doing with advanced systems and leading edge technology to create an absolutely stunning community/council website concept which is sure to be a benchmark for many other towns."

More information about Somerset Web Services, which is based in Taunton, is available by telephoning 01823 353760 or emailing info@somersetwebservices.co.uk or visiting the website www.somersetwebservices.co.uk.

- Our photograph shows Somerset Web Services managing director Nigel Finch (left) with the company's lead web designer, Darren Keirle.

ENDS

Notes for Editor:

- A jpeg is attached to this media release, for which a caption is included in the text above
- Queries on this media release can be directed in the first instance to Julia Netherton or John Thorne, M2S Media, PR consultants to Somerset Web Services, on 01823 663146 or email julia@m2smedia.co.uk or john@m2smedia.co.uk