

# Somerset Web Services

## Media Release

Ref: SWS/JEN003

February 25, 2008

### **Two Mayors launch historic town's twin websites**

Two mayors and nearly 100 civic and business guests attended a reception for the launch of twin state-of-the-art websites designed to boost the historic Somerset town of Bridgwater.

Somerset Web Services has used cutting-edge cyber technology to tailor make the websites for use by Bridgwater Town Council and also by the town's residents and visitors.

The dynamic interlinked websites contain a host of leading technological features, such as the ability for people to use satellite photography to 'fly' over the town and zoom down onto any area for a close-up view.

Both feature interactive calendars of events and meetings which tell people exactly what is going on in the town and when.

The town council has been given complete content control over the civic website and can now instantly post agendas and minutes of meetings, or news about the authority.

The websites officially went live during a VIP reception held in The Exchange, Bridgwater, which was hosted by the Mayor of Bridgwater, Cllr Philip Smeed.

Also attending was Cllr Ken Hayward, who is the Mayor of Taunton Deane, where Somerset Web Services has built a site for the community of Creech St Michael which won the Community Council for Somerset's award for the best large village site.

The Bridgwater town site includes a powerful business directory of more than 2,500 local firms and businesses based in the area which allows them to have a micro-website and direct links to their own site.

Each business has been given a free standard advert and those which attended the reception were offered a 50 per cent discount on enhanced listings. A 30 per cent discount will continue to be offered for a short time.

Somerset Web Services managing director Nigel Finch said: "This was a first project of its kind for us and we are now looking at rolling out the principle of it to other towns in Somerset.

“The interlinking of parallel council and community sites gives the local council the ability to involve everybody everywhere in anything which it does, while residents and visitors alike can find all the information they need about local affairs, right down to a live weather forecasting feed from the Met Office and news updates from the local newspaper.”

Somerset Web Services also previously produced a flagship website for the Bridgwater Guy Fawkes Carnival, which has enabled the carnival committee to expand its marketing by reaching directly into the living rooms of potential visitors all over Europe and to boost revenue by selling merchandise to them over the internet.

More information about Somerset Web Services, which is based in Taunton, is available by telephoning 01823 353760 or emailing [info@somersetwebservices.co.uk](mailto:info@somersetwebservices.co.uk) or visiting the website [www.somersetwebservices.co.uk](http://www.somersetwebservices.co.uk).

- Our photograph shows Somerset Web Services managing director Nigel Finch (left) being congratulated by the Mayor of Bridgwater, Cllr Philip Smeed.

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](mailto:julia@m2smedia.co.uk) or [john@m2smedia.co.uk](mailto:john@m2smedia.co.uk)