

Agenda Item:	12.2
Report to:	Finance & Human Resources
Date:	Wednesday 14th October 2020
Subject:	Website Accessibility – External Linking Policy
Summary:	External Linking Policy
Recommendation	To consider the parish council local amenities webpage in relation to external linking protocols.

Background

A website accessibility test has been undertaken on the parish council website.

www.kingshillparish.gov.uk

One main section of the test refers to the naming of links and external links. It states that if you need to link to an external site, you must read the external linking policy to find out rules and procedures.

External Linking Policy

Rules for linking to external websites

- Users must be able to access the content without having to pay or register to see it.
- You can link to commercial websites, but GOV.UK must be impartial.
- You must have reason for linking to one commercial website instead of another if they provide similar information.
- Linking to one commercial website instead of another can look like endorsement, or give one company an advantage over the other.
- Check if the site is usable and accessible (especially on mobile) and if it's a safe place to send a user. Read the site's privacy and cookie policies.
- Plan how you're going to maintain the link. The content on the website can stop being useful. Links break and the design, content and privacy can change without warning.

Parish Council Website

The local amenities page has external links.

http://www.kingshillparish.gov.uk/Local_Amenities_30460.aspx

Councillors are asked to evaluate this page with regard to the above policies as there is room for error. For example, one site may not be accessible but if you remove it the council is linking to one commercial website instead of another which could make the council look as though it is biased.

Decision Required.

To consider the parish council local amenities webpage in relation to external linking protocols.