

# Linlithgow Websites - Need for some order - Draft

## Introduction

The Linlithgow Community Development Trust (LCDT) has stepped in with the potential of becoming an overarching website for the Linlithgow Ward (EH49) and has created MyLinlithgow.

This has caused some concern to other Groups with their own websites, each providing what they see as setting out the services their group provides on behalf of their members.

However, there is significant overlap as to where they see their group sit in the overall 'picture' of Linlithgow

For example, the tabs set up for the MyLinlithgow are:



While those for the Linlithgow High Street Bid are:



The tabs for Linlithgow and Linlithgow Bridge Community Council are somewhat different and are;



This overlap is seen to be causing confusion to the unwary visitor to the web just trying to find facts about Linlithgow and events that are upcoming. The cry is 'why cannot I type in 'Linlithgow and get access to the whole picture'. This is of course the reason why the LCDT has come up with MyLinlithgow. At present keying in Linlithgow could lead to any of the websites listed in the appendix below; most start with a photo of the Palace.

The situation is made worse because many of the websites are not routinely maintained. Website maintenance is extremely costly in time and effort and often 'held off for another day'.

But equally important, Groups are very possessive and, in consequence, of their websites.

It is understood that there may be 160 groups in Linlithgow but clearly there are nothing like this number of 160 separate websites. The websites I know of are listed in the Appendix to this note. And there are at least two rogue Facebook Pages for Linlithgow which cause at best 'confusion'.

It will be remembered that we used to have one major website, Linlithgow.com, which provided pointers to some of the other groups in the Town. Linlithgow.com was maintained by John Aitken. As such it was the forerunner of MyLinlithgow (Linlithgow.com now points to Linlithgow.info which is an alias for the Linlithgow High Street BID).

We are in a state of Babel and, I believe, we need to bring some order to the Linlithgow Web Scene.

## I see the following as a start

1. Accept MyLinlithgow.org.uk as the overarching website replacing Linlithgow.com.
2. MyLinlithgow to provide hyperlinks to all the other websites where they exist. It would be fatuous to try and recreate these other websites directly into MyLinlithgow.
3. These links should be accessed via dropdown lists. My Linlithgow has already included the framework for such lists.
4. This will, of course, not prevent customers 'in the know' going straight to an individual group's website.
5. It will be the responsibility of individual groups to maintain and keep up to date their own information. Trying to do this centrally will fail if only because the individual group owners will complain that the central updates 'have not understood' the true position.
6. However, where a group has no existing website, they can ask the LCDT to help in providing the basic information that they wish to bring to the attention of visitors in Linlithgow.
7. There is, of course, common information that is valuable to visitors to Linlithgow, MyLinlithgow, such as where we are and how to get to us and just one photo of the Palace. LCDT has made a good start here in bringing together the standard photos. And I like the up to the minute Train Time table.
8. A trickier point is that there should be a common format / flavour to all websites hyperlinked to MyLinlithgow and the web developer of My Linlithgow should oversee these subsidiary groups and advise in conjunction with individual web developers on good practice.
9. It follows that there will need to be some policing introduced.
10. In this respect web technology continues to move very fast and significant costs are involved in replacing out of date web frameworks.
11. It is understood that LCDT has funds to support one or two additional staff to maintain MyLinlithgow and these may be available for help to existing groups and for assisting other groups to come on board.

## An Immediate Way Forward.

- We need to bring order into Linlithgow websites. To have just one website will fail. Individual groups won't accept it. I prefer not to give detail. In any case the work load would be prohibitive.
- This requires work to be done and I suggest this is best done through a small working group
- Bearing in mind that both the LLBCC and the LCDT have been set up to take forward the needs of the community, I suggest the working group is responsible to the LLBCC as the legal entity for the Community
- The group should confirm the structure of MyLinlithgow and in particular tabs and dropdown lists
- The group should set out the theory and practice on the 'shape' of website groups linking into MyLinlithgow and provide guidance on good practice. The web designer for MyLinlithgow will be critical here.
- The group should have powers to refuse to set up hyperlinks for groups that are well out of line with good practice.

- The group should have an initial lifetime of 12 months and Staff should be assigned accordingly.

Mike Vickers  
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## Some of the existing Web Sites associated with Linlithgow

1. Linlithgow Community Development Trust: [MyLinlithgow.org.uk](http://MyLinlithgow.org.uk)
  2. Linlithgow and Linlithgow Bridge Community Council: [LLBCC.org.uk](http://LLBCC.org.uk)
  3. Linlithgow Burgh Trust: [lbt.scot](http://lbt.scot)
  4. Town Centre BID: [Linlithgow.Info/town-centre-bid](http://Linlithgow.Info/town-centre-bid)
  5. Mill Road BID: [linlithgowmillroadbid.com](http://linlithgowmillroadbid.com)
  6. Transition Linlithgow: [Transitionlinlithgow.org.uk](http://Transitionlinlithgow.org.uk)
  7. Linlithgow Business Association: [Linlithgowbusiness.org.uk](http://Linlithgowbusiness.org.uk)
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12. Though of course some on the Home page(s) of MyLinlithgow will be top down information eg The Palace (though MyLinlithgow is the exception!). Clearly the LCDT should encourage individual sites to remove the same photos of the Palace but this will take time; duplication is annoying
  13. What MyLinlithgow intends/ should provide is that which is to central to the Town eg Events Calendar and such as how to get to Linlithgow. Useful for you to go to the web itself, if you haven't done so already, to see this real potential. I particularly like the Up to Date Train Table!