CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

Isle of Anglesey County Council
Digital Publishing Policy

Version 4.2 (updated April 2026)

About this policy

The council websites, apps and portals are the public face of the Isle of Anglesey County Council on the web and exist to provide bilingual, relevant, current, and reliable information and digital services channels, consistently, responsively, and accessibly presented.

When producing digital information and providing transactional services, we must ensure we are providing a high quality, accessible, professional, and reliable resource for all.

All content published on Isle of Anglesey County Council's websites and apps must adhere to the council's Language Policy and government regulations regarding accessibility.

Revision history

Version	Date	Summary of changes
2.0	26 January 2018	Document revised
3.0	26 April 2022	Document revised
4.0	29 November 2023	Document revised
4.1	4 December 2024	Document revised
4.1.1	13 October 2025	Updated links
4.2	28 April 2026	Updated wording and references, expanded scope (including cloud/SaaS), and strengthened key compliance and governance requirements

Date of next review

This policy will be amended regularly in response to changing circumstances as digital technologies develop and in response to operational and legislative requirements.

This document will be reviewed in April 2027.

This document will be reviewed by the Digital Product and Delivery Manager.

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We are happy to provide this policy in alternative formats on request. Please use the above contact details.

Mae'r ddogfen yma ar gael yn y Gymraeg This document is available in Welsh

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1. Introduction

1.1 The Welsh and UK Governments have set out several documents placing clear expectations on the modernisation of public services in the UK, and specifically for Wales to move to a digital first model.

1.2 Compliance to, and application of, the policy will ensure that Isle of Anglesey County Council (IOACC) achieves maximum benefits from digital technologies, whilst maintaining its security, integrity and legality.

2. Legislation, policies, and procedures

2.1 The quality of information published by the authority plays an important role in presenting the council to the citizens of Anglesey and the wider community, and in maintaining the council's reputation. The contents of all digital channels under Isle of Anglesey County Council jurisdiction must comply with council and government policies, standards, frameworks, protocols, codes of practice and regulations, as well as national and international law and associated codes of practice.

2.2 To maintain the effectiveness of all council policies and those relating to digital publishing, the relationships between them must be stated. This is accomplished within this policy by acknowledging that there is a digital publishing requirement in other policies that must be met.

2.3 Existing council policies should also, where appropriate, be amended to acknowledge their relationship with the Digital Publishing Policy. The following are made explicit by reference:

- Data Protection Policy
- Information Communication Technology (ICT) Policies
- IOACC Digital Strategy
- Communication Strategy
- Customer Care Strategy
- Brand Guidelines
- Equal Opportunities Policy
- Welsh Language Policy
- ICT Technical Specification

3. Who this policy applies to

3.1 This policy applies to all employees of Isle of Anglesey County Council, both permanent and temporary, members, contractors, consultants, seconded staff contributing to any of Isle of Anglesey County Council's websites, apps or portals.

4. Scope of this policy

4.1 The policy applies to:

- all web sites, portals and apps hosted on equipment and systems leased, owned and operated by the council
- all cloud hosted, including Software as a Service (SaaS) websites, portals and applications procured, subscribed to, or used by the council (whether hosted by the council or a third party)
- browser based front ends to council systems
- partnership sites and apps where the council is one of the partners

4.2 It is acknowledged that some aspects of design and function may be limited by the delivery technology, however every effort should be made to comply with the policy requirements, wherever possible, including reasonable negotiation with service providers.

4.3 The Social Media Policy[i] is available for utilising social media for publishing and communication purposes.

5. Roles and responsibility

5.1 All council staff have an individual responsibility to ensure compliance to the Digital Publishing Policy and accompanying standards and protocols when publishing digital content. Any breach of policy will be dealt with in accordance with the council's general disciplinary procedures.

5.2 Design, structural integrity and strategy for all council websites and apps are managed through the Digital Product and Delivery Team of the Digital, Data and Technology (DDaT) Division of the Digital, Performance and Modernisation Service to ensure a consistent approach across our systems.

5.3 The Digital Product and Delivery Team provides digital information management, digital publishing, transactional and development services including advice and

guidance to all council services and associated organisations. This includes the strategic development, design and management of all Isle of Anglesey County Council websites, portals and apps and the development and enforcement of the council's digital content management and service delivery targets within the context of wider ICT and transactional government strategies.

5.4 There is a responsibility for every service to provide the Digital Product and Delivery Team with relevant, current, and bilingual information. Any document that needs to be published on the web will need to adhere to the council's Language Policy, and the government's accessibility regulations (see Accessibility section).

6. Digital publishing

6.1 www.anglesey.gov.wales and www.ynysmon.llyw.cymru are the principal website domain names for the council. Legacy systems may still use the gov.uk versions. The issuing of all .gov and .llyw domains is controlled to create an orderly, reliable system of addresses.

6.2 The authority's policy is to operate a single, bilingual public website in line with UK Government and Welsh Government guidance. No staff member or council service may establish different domains, internet site, portal or app without a business case approved by the head of service and a formal discussion with the Digital Product and Delivery Team (see New websites, portals or apps section).

6.3 Multiple websites weaken the potential power of the overall council on the web. Each new website dissipates that power, as the public see a range of websites, each with a relatively small set of links. If the organisation behaves as a single website (such as .GOV, BBC), then all incoming links will converge under a single website address, thus making the organisation more visible and credible.

6.4 Should other domain names be necessary for partnership or other initiatives, they must be registered and purchased through the Digital Product and Delivery Team who will ensure that a list of all council domains is maintained and that they are redirected to the appropriate site.

7. New websites, portals or apps

7.1 Should a business requirement to develop separate websites, portals or apps arise, the service or authority's representative on the partnership will consult the Digital Product and Delivery Manager and DDaT Business Partnership Manager and submit a Business Case Request. The documentation provided by the customer should include budgetary information, links to organisation modernisational goals and Privacy Impact and General Data Protection Regulations (GDPR) assessments.

7.2 Consideration must also be given to hosting, support, maintenance and quality assurance, including the associated requirements, costs, and proposed arrangements. This information must be included in the supporting documentation/business case.

7.3 Once completed, the documentation will be presented to the Digital Program Board for consideration, with the DDaT Board first making its assessment and providing its supporting documentation to the Digital Program Board along with customer documentation in advance of the meeting. Some instances may also require further escalation to the Leadership Team.

7.4 If a separate partnership web presence is agreed and obtained with outside contractors, it must comply with government standards and legislation and with the council's digital standards, design standards and digital policies. Contractors must be committed to, and be experienced in developing bilingual, accessible, responsive, and usable websites, and the supplier is required to complete the IT Technical Specification document as part of the procurement process.

7.5 The Digital Product and Delivery Team will work with the contractors to ensure that the new web presence adheres to the council's style guide.

7.6 The criteria within the Technical Specification document covers aspects such as:

- responsive design
- branding
- adhering to the Welsh Language Policy
- meeting accessibility regulations

8. Content

8.1 Bilingualism

8.1.1 All public websites, portals and apps must adhere to the Welsh Language Standards[ii] and the Welsh Language Policy[iii] and information must be provided and published simultaneously in both Welsh and English.

8.2 Accessibility

8.2.1 Making a website or mobile app accessible means making sure it can be used by as many people as possible. This includes those with:

- impaired vision
- motor difficulties
- cognitive impairments or learning disabilities
- deafness or impaired hearing

8.2.2 Accessibility means more than putting things online. It means making your content and design clear and simple enough so that most people can use it without needing to adapt it, while supporting those who do need to adapt things.

8.2.3 For example, someone with impaired vision might use a screen reader (software that lets a user navigate a website and 'read out' the content), braille display or screen magnifier. Someone with motor difficulties might use a special mouse, speech recognition software or on screen keyboard emulator.

8.2.4 The Digital Product and Delivery Team aims to improve the accessibility of the council's websites by incorporating content into web pages as opposed to offering information as downloadable documents where possible.

8.2.5 The accessibility regulations came into force for public sector bodies on 23 September 2018. The full name of the accessibility regulations is the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. The accessibility regulations build on our existing obligations to people who have a disability under the Equality Act 2010.

8.2.6 Intranet and extranet websites are covered by the accessibility regulations. These are internal websites which disabled employees working in or with the public sector may use.

8.2.7 Documents available on the council's websites must comply with accessibility regulations. Therefore, the Digital Product and Delivery Team will not publish any documents that fail to meet these standards. Websites or mobile apps will meet the legal requirements if they:

- meet the WCAG 2.2 AA accessibility standard[iv] - although there may be valid legal reasons why accessibility standards have not been met[v]
- publish an accessibility statement that explains how accessible the website or mobile app is

8.3 Usability

8.3.1 Websites and apps should be developed following user centred design principles and therefore should not expect citizens to understand how or why services are distributed amongst the council's various departments or among different levels of government. The structure of the site and content should be tailored to the needs of the user and must conform to the Isle of Anglesey County Council standards.

8.3.2 Good usability can be defined as a product that is:

- intuitive to use
- efficient to use
- easy to remember
- enjoyable to use
- consistent in its behaviour

8.3.3 This means using well structured content and design and creating content that is easy to find and simple to navigate.

8.3.4 The Digital Product and Delivery Team aims to improve the usability of the council's websites by incorporating content into web pages as opposed to offering information as downloadable documents where possible.

8.4 Clear language

8.4.1 Clear language, keywords, and descriptive page titles improve the user experience by making the content easier to find, read and understand.

8.4.2 We follow the Welsh Government and Government Digital Service (GDS) style guides. These standards have been researched and developed by government.

8.4.3 The council's digital style guide[vi] can be found on Monitor.

8.5 Design

8.5.1 All website, portal or app branding must work with the council's brand guidelines[vii]. Users will rely on look and feel to know if they are still on the council's website, therefore the design should be consistent throughout. Radical changes in design from page to page are unacceptable and will confuse users.

8.5.2 All site designs must be created exclusively by the Digital Product and Delivery Team to guarantee compliance with the council's brand guidelines and accessibility regulations.

8.6 Imagery

8.6.1 Images used on the council's websites must be of high quality and resolution. Animated graphics and clipart must not be used on Isle of Anglesey County Council web pages.

8.6.2 Text in images (that does not include text that is part of a picture that contains significant other visual content) will not be published on the council's websites as this will not meet accessibility regulations (see Accessibility section).

8.6.3 Generally, it is essential that consent has been sought and obtained for all images which might be used by Isle of Anglesey County Council. Special considerations apply when you take photographs of children and young people which might be used on the internet.

8.6.4 All images published on one of the council's websites must have written permission from the copyright holder. The Digital Product and Delivery Team have access to a stock photography library and can assist in acquiring high quality images with the required copyright.

8.7 External links

8.7.1 The council encourages links between its public websites, portals, apps and those of other organisations. This includes hyperlinks from the intranet site to the public council website to avoid duplicating content. Staff suggesting links to an external

site should check that the site is accurate and does not contain offensive or inappropriate material. External links will be clearly indicated.

8.8 Monitor

8.8.1 Information published on Monitor will be internal data and will not duplicate information that already is, or could be, published elsewhere. Links will be established to the council website and to partner organisations. Monitor is not the vehicle for sensitive or private departmental documents.

9. Copyright

9.1 When using external contractors for copywriting, design, printing, images, and so on, services must ensure that they own the copyright for both printed and digital purposes. Failure to provide the Digital Product and Delivery Team with the copyright status of an internally or externally produced or designed document or image will prevent publishing.

9.2 This includes the use of images generated by Artificial Intelligence (AI), as the AI tool used may have been trained on existing copyrighted materials, risking the generated images to be subject to the same copyright infringement of the sources it has been trained on.

10. Data protection

10.1 To adhere to data protection legislation, the council must ensure that the end user is made aware of any personal identifiable data that is collected through a detailed privacy notice.

10.2 Where an online form is provided that requires a user to enter personal details such as their email address, a home address or a contact telephone number, a link to the council's privacy and data protection statement must be accessed from the page. All such occurrences need to adhere to the council's Data Protection Policy and will need the Data Protection Officer's approval following a submitted Data Protection Impact Assessment from the service.

10.3 With a few exceptions, every person or organisation holding personal data (data controller) must be registered with the Information Commissioner's Office. The Isle of Anglesey County Council is registered as a data controller. Any use of

personal data beyond the description stated in the council's registration will be illegal.

11. Advertising and sponsorship

11.1 All sites offering to include a link from their site to the council website for payment will be disregarded as will advertising or sponsorship of content. Pop up ads are one of the most invasive forms of advertising on the internet, are inaccessible, and are considered to be poor web design practice. They can represent security risks, often being employed as a means of distributing viruses and malware. They are not used on the council digital publishing platform.

11.2 Services can refer to project sponsors and their support of a project by adding a text link to their website. Sponsors should not be a supplier of services to the council, or someone with whom the council is currently negotiating. This will avoid any appearance of impropriety. Services must contact the Digital Product and Delivery Manager on any matters relating to sponsorship on any Isle of Anglesey County Council website before making any plans or commitments.

12. Discussion areas and bulletin boards

12.1 Unmonitored discussion areas and bulletin boards are not permitted on the council website. This is because it is not possible to manage them outside working hours and they could be used to post defamatory or offensive comments that might be harmful to the public and to the council. If a discussion area or a bulletin board is required, the service must complete a business case which includes provision for monitoring the area, which will then be discussed by the Digital Program Board.

13. Monitoring and evaluation

13.1 Meaningful access statistic reports can be provided upon request to services on specific pages/sections of the web page. The statistics that can be provided include:

- the number of unique users (visitors)
- the number of visits
- the number of pages viewed

13.2 The Digital Product and Delivery Team will:

- provide continuous monitoring of use by means of a web analysis service
- compare the design and presentation of information against the best sites available to monitor trends and developments in design and technology and adopt as appropriate
- encourage feedback from users and respond positively to feedback and consider suggestions for new content
- on request, meet regularly with services to review their pages' performance and discuss suggestions for change and improvement
- regularly review the council website and intranet to ensure the website meets the current needs of citizens and business of the council

Weblinks

[i] https://monitor.anglesey.gov.wales/policies/human-resources/Social-Media-Policy.pdf
[ii] https://www.welshlanguagecommissioner.wales/public-organisations/welsh-language-standards/codes-of-practice
[iii] https://monitor.anglesey.gov.wales/en-gb/at-work/policies-and-strategies/council-policies/welsh-language-policies
[iv] https://www.gov.uk/service-manual/helping-people-to-use-your-service/understanding-wcag
[v] https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps#exemptions
[vi] https://monitor.anglesey.gov.wales/en-gb/council-resource/digital-standards-and-guidance/digital-style-guide
[vii] https://monitor.anglesey.gov.wales/en-gb/council-standards-and-identity/brand-guidelines