

In 23 II 1996

To Vic Callaghan

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European first for council enterprise

A NEW breed of computer user has been born with a town council in north Essex becoming the first in Europe to connect to the Internet.

Those who regularly surf the waves will soon be able to pick up tourist information about Wivenhoe, thanks to its switched on council.

Councillors, in conjunction with Essex University, have decided to make use of the world-wide web, used by more than 35 million people, to promote their town.

They hope to attract tourists to the picturesque area while the University of Essex sees the web as one of the best ways of reaching prospective students around the world.

The Guide to Wivenhoe will provide comprehensive information about leisure and recreational facilities, shops, pubs and businesses.

Later in the year, it is hoped to extend the information to

include pages on sports, history and the arts and include up-to-date photographs.

Although Wivenhoe can claim to be the first town council in Europe to log on, it is not the first in the world.

University staff who scanned more than 19,000,000 pages of Web information, believe that honour belongs to Los Gatos in California.

Town councillor Cyril Liddy said the idea was put to him by lecturer Vic Callaghan.

He was excited by the idea but at first it all seemed a bit daunting, he said. "Because this is uncharted territory, the feeling is that we are flying a bit by the seat of our pants."

However, he believes it is the way forward for towns hoping to promote themselves.

Many Thanks

Cyril