

Corn Exchange Working Party

Date: 9th March 2020

Title: Websites and Branding

Contact Officer: Venue Manager (Tomas Smith)

Background

The Corn Exchange (and Public Halls in general) has lacked from an identity for some time and has been found only on a page embedded in the Council's main website. We need to develop a modern and relevant website for the development and future of the Corn Exchange, we also need to create an identity for the Corn Exchange so that we stand out and become recognisable and synonymous with the arts in Witney.

Current situation

There is currently one page under Venues on the Town Council's Website which although serves a basic function is outdated and maintained by the Town Hall. Our individual branding is currently non-existent.

I have contacted four local web designers and asked them to provide quotes for a website which can grow as the business grows. It needs to look professional and include a lot of content which can be updated regularly by Council officers and the designers as and when required. The website needs to be mobile friendly and designed in a way which makes it easy for people of all ages and impairments to interact with it (Quotes attached as Appendix A).

I have also contacted four graphic design companies in order to get an idea of the costs involved in establishing us as a recognisable brand in Witney and surrounding areas (Quotes attached as Appendix B).

Environmental Impact

There is no perceived environmental impact from the establishment of a branding and a new website.

Risk

In choosing the website provider and the branding, the Council needs to ensure it represents the best value and provides the best return for the council in regard to the functionality and appearance of the website, as well as becoming the easily identifiable brand we want to market and develop. If the Council chooses the wrong developers for this, we run the risk of having an outdated site in a short time.

Financial Implications

All quotes are sourced from local companies where possible and range in cost between £3-5000). Details are attached – and commercially sensitive so documents are restricted as confidential.

Officers have identified an underspend in the 2019-20 budget for Public Halls publicity of £3000 which could be used towards the cost of website and/or branding.

Further budgets of £3000 for Corn Exchange publicity and £6000 for digital signage have been set in the 2020-21 budget should the Council wish to request some of this funding towards website and branding.

Members should note the ongoing revenue costs of hosting the website etc and the impact on future budgets going forward.

Recommendation

Members are asked to note the report and consider the quotes provided for Website and Branding and decide on how the Working Party would like to proceed.

Appendices

APPENDIX A – Website Quotes

APPENDIX B – Branding Quotes