
TITLE: Visit Ely Website

Committee: Transformation Programme Sub-Committee

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[Q194]

1.0 ISSUE

- 1.1 To seek approval to proceed with the delivery of a new Visit Ely website (www.visitely.org.uk) to promote tourism and support our new commercial agenda.

2.0 RECOMMENDATIONS

- 2.1 Members are requested to instruct officers to proceed to engage a web designer to provide a new website for Visit Ely.

3.0 BACKGROUND

- 3.1 East Cambridgeshire District Council manages the current Visit Ely website (www.visitely.org.uk) as a sub-domain of the Council's main website. The current site attracts 220,000 hits per year and lists well on various search engines and against target key words. However, the pages are now considered to look very dated, lacking in modern design methodology and are inconsistent with the progression of other more recent marketing materials used by Tourism organisations.
- 3.2 The current layout adds to poor navigability and is a constraining factor in attracting paying advertisers and offering special banner adverts.
- 3.3 The current design of the website means that it is difficult for the tourism team to be able to update content themselves which means that there are limitations on how quickly pages and content can be refreshed.
- 3.4 The website is now a constraining factor in the marketing and promotion of the district and is preventing the service from expanding its remit to become more commercial.
- 3.5 A new website has been identified as part of the Service Plan for 2015/16 which has been approved by Commercial Services Committee.

4.0 PROPOSALS/CONCLUSIONS

- 4.1 A draft specification document has been drafted and initial estimations show that a new website could be achieved for as little as £5,000. This moderate cost means that we can feasibly provide a new website which will meet our aims and objectives (see PID).

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

- 5.1 If estimated costs are correct then a figure within the region of £5,000 can be funded from the current Tourism Budget. If the cost of the new website comes in over our £5,000 budget, then we will seek external opportunities to secure funding.
- 5.2 We then have income opportunities by attracting new advertisers as well as selling banner advertising space. Thus making this new website a truly commercial venture.
- 5.3 We also have an allowance within our budget to cover the annual hosting/support costs as this money currently pays for a third party accommodation search which will cease once the new website is up and running.
- 5.4 Impact and Needs Risk Assessment will be required

6.0 APPENDICES

- 6.1 Project Initiation Document

<u>Background Documents</u>	<u>Location</u>	<u>Contact Officer</u>
None	Oliver Cromwell's House	Tracey Harding, Tourism and Town Centre Manager