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| **Meeting Type:** Full Council | **Agenda Item:** 13 |
| **Date of Meeting:1**1 Sept 2024 |  |
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| **OAKHAM TOWN COUNCIL** |
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| **Report Authors:** Cllr Paul Ainsley | **Subject:** Web site update |
| **Title:** Web site update and promotion of Oakham Town |
| **Strategic Aims:**The Economic Strategy Working Group is working on a plan to better promote Oakham and to inform local residents, and the wider national and international audience, about Oakham’s offerings, promote its existing historical attractions, highlight upcoming events and any proposed Town Centre improvements.Our current website is looking tired and is in need of a refresh. Additionally, the web site is not intuitive for office staff and fellow councilors to make changes and information updates.Our existing web site creative designers have proposed a basket of services that we could dip into. Given the potentially large scope of marketing and web site projects it is proposed that the ESWG continue to work with Welland to scope the web site changes and rebranding. Note: The office has already put the wheels-in-motion to purchase the *discoveroakham.com*and *discoveroakham.co.uk*domain names. |
| **Proposal:**1. That council agree to an initial budget of £2500 to scope and deliver the necessary update to the website.
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For completion by the office

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| *Budget Header:* | IT and telephone  |
| *Proposed Expenditure* | *£275/m* | *Initial Budget* |  | *Unbilled Expenditure* |  |
| *Budget Remaining* |  | *Time Sensitive (Y/N)* | *N* | *Expiry Date* |  |