



www.visit-tadcaster.co.uk – future arrangements scoping paper

1. The CEF Partnership Board have funded the development, hosting and updating of the visit-tadcaster website.
2. The website is now fully functional and is updated on a monthly basis. This updating + hosting and upgrades/technical management has cost £3332.00 pa.
3. Tadcaster and Rural CIC provide the management for the website with technical assistance provide by Newman Wray and hosting by 34sp.com.
4. The website provides an excellent entry point to the town and benefits from being very clear in purpose, properly designed so that navigation is straightforward and by being up to date. The website has a contact page and this is used increasingly frequently by stakeholders to contact us and provide with updated information.
5. From the perspective of social media, the visit-tadcaster website sits centrally between the Tadcaster Town Council site (which is primarily Town Council business) and Tadcaster Citizen site (which is a community site). All are complemented by a range of Facebook and Twitter accounts.
6. The site is increasingly popular and following work commissioned in 2017 from Seven Video to upgrade its Search Engine Optimisation, the site is now 2nd on Google when searching “Tadcaster” (after www.yorkshire.com/tadcaster) and 1st when searching “visiting Tadcaster”.
7. Tadcaster and Rural CIC accept that it is impractical for this site to be funded by the CEF *ad infinitum*. We also firmly believe that if the site is unfunded i.e. it becomes a voluntary initiative, then it will fall into disrepair over time. So, we have the following proposal to put to the Partnership Board to endorse for the next 12-month period - 2018/19.

That management of the site remains with T&R CIC for the year ahead who will investigate commercial opportunities for monetising the value of the site without losing its ‘user friendliness’ or in any way compromising its impartiality. Strategies could include:

1. Single or multiple sponsors
2. User contributions
3. Paid advertising
4. Alternative grant assistance

The eventual strategy will be brought back to the CEF for agreement in due course during the year. We will be seeking expert input to this process and will discuss further with SDC’s business support team in the first instance.