

ALCESTER TOWN COUNCIL – Report to Full Council on Visit Alcester website

Background

The Visit Alcester website was set up by the Alcester Chamber of Commerce. It has not been updated for at least 5 years and the domain registration had expired.

The Town Clerk has been discussing this site with Warwickshire Towns Network (WTN) for some time as they were keen to have a link from the Visit Warwickshire website to a page for Alcester and the Visit Alcester site would be the obvious choice.

<https://visit.warwickshire.gov.uk/> Currently the page for Alcester just links to the Shakespeare's England page for Alcester <https://www.shakespeares-england.co.uk/places/alcester/>

Actions so far

- The Town Clerk has met with John Mills, who originally created the Visit Alcester website.
- John Mills has recommended that we purchase the domain name which has now been done <https://visitalcester.org.uk/>
- John Mills has arranged for the existing website files to be connected so that we can check that it all works as it should.
- Cllr Ashfield and the Town Clerk met with Julia Aratoon from Warwickshire Towns Network to discuss the Visit Alcester website and to learn from other examples of good practice around the county.
- The Town Clerk attended the Warwickshire Towns Network meeting on 22nd September which was being used to plan the rebranding and relaunch of the Visit Warwickshire website. This therefore seems the ideal time to relaunch Visit Alcester.
- Finance and General Purposes Committee approved initial expenditure on the website at their meeting on 30th September. Ongoing costs to be put in the budget for 2026-27.

Proposal to Full Council

That a task and finish group is created to:

- Decide what the structure for the new website should be.
- Decide on whether the current branding is appropriate.
- Commission professional photography
- Work up content for the website.
- Look at best practice – eg Love Shipston website <https://www.loveshipston.co.uk/>
- Contact local businesses to get them to advertise on the website
- Integrate with Visit Warwickshire team

Cllr Ruth Ashfield and Vanessa Lowe, Town Clerk

1st October 2025