



SUPPLEMENTARY REPORT 9.1

FINANCE & GENERAL PURPOSES COMMITTEE 19 October 2026

AGENDA ITEM 9.1 – SUPPLEMENTARY REPORT

Corporate Asset Management Update – Website Development and Branding

Report of the Chief Executive Officer / Town Clerk

1. Purpose of Report

1.1 To provide Members with a supplementary update on the amalgamation of the Town Council and Super Weston websites and seek a preferred direction on the emerging website branding proposals to inform ongoing development work.

1.2 This update was inadvertently omitted from the original Corporate Asset Management Report circulated with the Committee papers. It is therefore being provided separately in advance of the meeting.

2. Background and Progress

2.1 The Town Council's website forms part of its corporate digital assets and communications infrastructure. Oversight of corporate communications, including the website, falls within the Finance & General Purposes Committee's Terms of Reference.

2.2 Following the Committee's previous consideration of the proposed amalgamation of the Town Council and Super Weston websites in February 2026, Squarebird has been appointed and development work is progressing.

2.3 The project provides an opportunity to establish a modern, accessible and town-focused website promoting Weston-super-Mare as a place to live, work and visit, whilst maintaining a clear and recognisable identity for the Town Council as the democratically elected local authority.

3. Website Branding and Member Direction

3.1 The Communications & Visitor Experience Manager will provide a PowerPoint presentation at the meeting outlining progress with the website development, the emerging design and the opportunities for a consistent branding approach.

3.2 Members are invited to consider the branding opportunities and provide their preferred direction, particularly in balancing the promotion of Weston-super-Mare with the need to retain the Town Council's distinct identity.

3.3 This direction will inform the ongoing development work being undertaken by Squarebird and enable officers to progress the proposals within existing approved project arrangements.



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3.4 Final website and branding proposals will be brought back to the Finance & General Purposes Committee in December 2026 for consideration and approval, in accordance with the Council's Standing Orders and Scheme of Delegation. Any substantive proposals to change the Town Council's wider corporate identity will be referred to Full Council as appropriate.

4. Financial Implications

4.1 No additional expenditure is being requested through this supplementary report. Development will continue within existing approved project arrangements, with any additional financial implications reported separately where required.

5. Recommendations

The Committee is **RECOMMENDED** to:

5.1 Receive and note the presentation from the Communications & Visitor Experience Manager regarding progress with the website amalgamation and emerging branding proposals.

5.2 Provide a preferred direction on the proposed website branding to inform the ongoing development work being undertaken by Squarebird, ensuring that the Town Council retains a clear and recognisable identity within the wider town-focused website.

5.3 Note that officers will continue to develop the website and branding proposals with Squarebird, within existing approved project arrangements, with final proposals brought back to the Finance & General Purposes Committee in December 2026 for consideration and approval, in accordance with the Council's Standing Orders and Scheme of Delegation.