

Report No 1

Community and Town Promotion Committee – November 2015

Virtual Tour of TIC by Shortwork 360°

1 Purpose of the Report

- 1.1 To invite the committee to consider the expenditure of £150 for a 'virtual tour' of the TIC

2 Background

- 2.1 The Town Clerk has been approached by a company who are building up a portfolio of clients interested in a marketing tool which provides for a 360 degree virtual tour of their premises.
- 2.2 Clients have included a museum, public house and Abbey where the marketing is aimed at promoting the attraction by using a visual tool.

3 Proposal

- 3.1 The company has offered to provide a virtual tour of the TIC for the sum of £150.

4 Financial Implications and other considerations

- 4.1 There will be a one off charge of £150.
- 4.2 Whilst the format is new and becoming more commonly used on websites the committee will need to consider if a virtual tour of the TIC is likely to result in more visitors and increased business.
- 4.3 A virtual tour of premises we are trying to promote such as the Town Hall would make for a more commercially viable proposition and the committee may wish to consider referring the item to the Town Hall and Facilities committee in order for them to seek a price from this and other companies.

5. Recommendation

The committee is requested to consider the actions to be taken.