

Website Refresh and Rebranding

Action

1. The Commission is invited to consider a refresh or redesign of its website and the associated need for rebranding, including the name of the Commission.

Background Information

2. The Commission's website was last updated in 2009. The refresh will improve accessibility and compatibility for users.
3. The Scottish Boundary Commissions Secretariat maintain 3 websites:
 - Local Government Boundary Commission for Scotland (LGBCS) - <http://www.lgbc-scotland.gov.uk/>
 - Boundary Commission for Scotland (BCS) - <http://www.bcomm-scotland.independent.gov.uk/>
 - Scottish Boundary Commissions (SBC) - <http://www.scottishboundaries.gov.uk/>. This website was established to redirect users to the LGBCS and BCS sites. There is little content on this website and depending on usage statistics will consider removing this site.
4. Both the BCS and LGBCS websites have a similar design and structure but use a different colour scheme. It is expected that both the BCS and LGBCS websites will be updated at the same time and redesign costs shared between the Commissions; this may offer some cost savings.
5. It is estimated that the cost to redesign/ refresh will be approximately £10,000. However there may be additional costs for the Commission to ensure effective consultation capability, GIS and search functionality; and to incorporate a new name and logo.
6. It is expected the refresh will take 4-5 months and could be completed within the current financial year.
7. The refresh will be managed by the Secretariat and supported by the Scottish Government Digital Transformation team. External developers will update the webpages, GIS and provide other technical input.
8. The new website will utilise a content management system where it is simple for all staff within the Secretariat to update and maintain the site with no technical experience required. This will offer considerable advantage over the current system.
9. The Scottish Boundary Commissions Secretariat managed their own IT until August 2016 when their IT was migrated to the Scottish Government SCOTs network. The websites were not migrated at this time due to limited budget and timescales.

Logo

10. The Secretariat would also like to consider updating the Commission's logo as part of a rebranding exercise. The current logo is based on the Commission's seal (a coat of arms). Appendix A shows the existing LGBCS and BCS logo and logos currently used by some of the other UK Boundary Commissions, all of

which have a more modern look. Costs for designing a simple new logo is expected to be in the region of £2,500 - £4,000. A design team would be employed to undertake this work and present options for the Commission's consideration.

Domain name

11. The Commission may wish to consider a new domain name, due to it recently taking responsibility for undertaking Scottish Parliament boundary reviews. The Commission can retain the current domain name www.lgbc-scotland.gov.uk but with the release of dot scot domain names the following domain names were reserved and can be considered for use as part of the refresh:

- boundaries.scot – due for renewal November 2020
- lgbc.scot – due for renewal November 2017

Name of the Commission

12. The rebranding of the Commission outlined above raises again the question of whether a new name should be adopted given the new responsibilities LGBCS has assumed. Scottish Government officials advise that there may be a legislative opportunity to introduce a new name formally but pending that there are examples of bodies using "brand names" for example the Electoral Management Board uses "Elections Scotland" as its public-facing name.

13. As long as the Commission's formal name is used on all official documents, or possibly footnoted to that effect, then there is no reason the website and associated branding could not use a new name such as "The Scottish Boundary Commission". The Commission is invited to consider whether it wishes to consider name change at this point as part of the rebranding exercise.

Examples of websites

14. The following public bodies have recently updated their websites and the Commission's website could have a similar style. They include:

- <https://www.scotlandsfinancialhealthservice.gov.uk/> (incorporates GIS)
- <https://www.aib.gov.uk/>
- <https://www.judicialappointments.scot>

Conclusion

15. The overall objectives of the refresh are to:

- have the Boundary Commissions websites/ webserver hosted within the SCOTS network to ensure cost-effective security, resilience and support;
- improve design and accessibility for users;
- ensure its easy to maintain and update;
- include some consultation functionality;
- ensure compatibility with technology eg GIS and possibly video;
- integrate social media.

16. Full costs will be worked up but are expected to be met within the existing budget for 2017-18.

17. The Commission is not expected to be directly involved in the project but will be invited to review progress at key stages of the project and test and preview sites before launch.

18. The Commission is invited to:

- approve plans to progress the refresh of its website;
- consider a new domain name and development of a new logo as part of associated rebranding; and
- decide if it wishes to pursue a change of name for the Commission.

Secretariat
September 2017

Logos - Scottish Boundary Commissions



Logos - Welsh Boundary Commissions



Logos - English Boundary Commissions

