



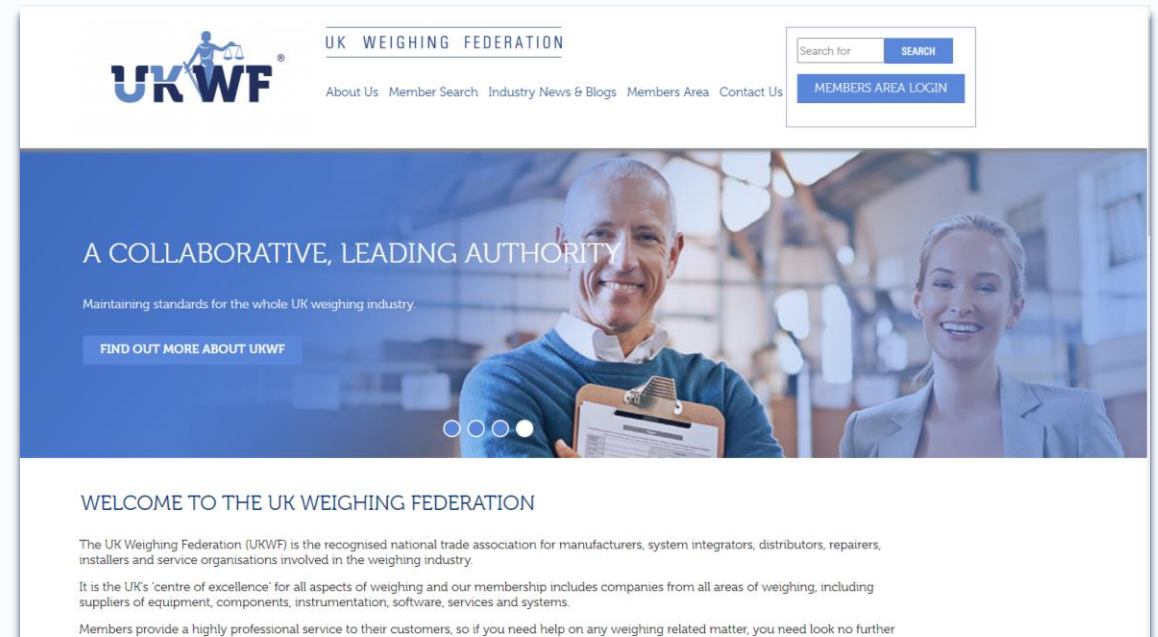
UKWF website refresh – Tom Marren

30 March 2023

# Why have a new website?



- Current website is more than 5 years old and outdated
- The website doesn't represent our brand and key messages
- Edits to the website can be costly and we rely on the current provider to make design changes
- It's a bespoke site that is tied to our hosts



# What do we want our new website to do?



# What are our options?



**Option 1 - Lift & Shift. Build on current platform with a modern look**

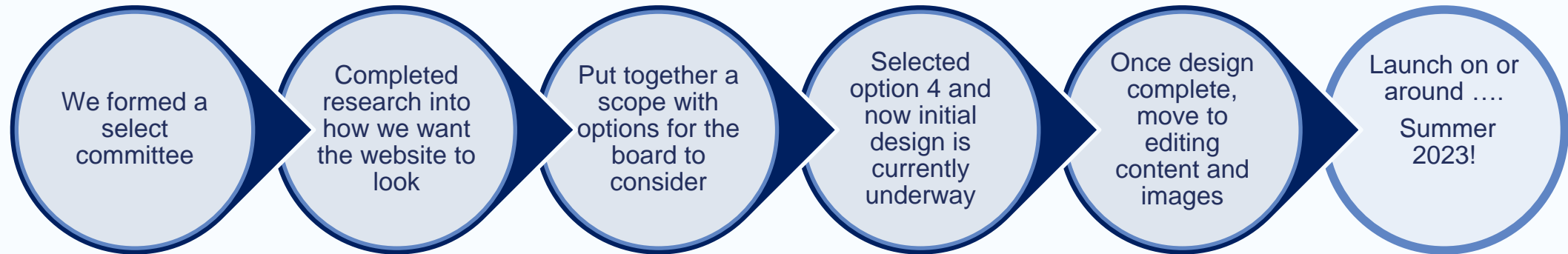
**Option 2 - Launchpad with professional design**



**Option 3 - Full redesign with wireframes & rebuild**

**Option 4 - Complete rebuild on WordPress framework**

# Actions and Launch



The team – Tom Marren, Melvin Crane, Chris Goodacre and Katie Begg



Any Questions?