

Complete content – and complete content management

The deployment of Virtual Viewing's **OSCAR content management system** allows the London Borough of Redbridge to update all key information within the website in 'real time', so that the latest demographic and to equally easily link in downloadable files to give web-site visitors more information.



The site is designed to initially **provide an instant overview of Ilford**, with the Home Page including a **simplified visual map** that emphasises both the Borough's convenient **location** and its excellent **connectivity** to key destinations (the West End, the City of London, Stratford, London City Airport, and the Olympics 2012 village). Important messages are highlighted by including a scrolling banner (built in Flash by Virtual Viewing).

The site also incorporates fully content managed pages that enable the Borough team to ensure it always contains up to date information that stresses and explains three themes that define the Borough:

- > **Connectivity** – information that explains the excellent road, rail and bus connections within – and to – the area, access to airports, and also including pages that explain the future impact that the Crossrail development have
- > **Liveability** – Ilford is one of London's safest town centres, with affordable housing, excellent leisure facilities and high quality schools; keeping this information easily accessible and up-to-date enables the Borough team to deliver important messages to support its attractiveness as an area for inward investment
- > **Opportunity** – in addition to the detailed information and 3d models of opportunity sites, the site includes content-managed sections on **Key Facts** and **Change Drivers**, and focused sections on different aspects – **Residential, Retail, Hotel, Workspace and Leisure** – that support the team in making **information about Market Gaps and Market Opportunities** easily accessible.

What the Client Said ...

"focused, reliable, detailed and accessible technical information to a level not previously provided by a local authority. Virtual Viewing's contribution to the Borough initiative cannot be underestimated: their services and capabilities extended far beyond technical expertise, to include 3d modelling, urban design and bringing reality to policy-making, all of which were provided as a true 'joint venture' operation."

– Chris Berry, Chief Planning and Regeneration Officer, London Borough of Redbridge

What Virtual Viewing did next ...

The next phases of our partnership working with the Planning and Regeneration Department will see a number of new developments:

- > two '**Director's Cut**' versions of the **area flythrough video**, adding captions and detailed explanations for the added benefit of those unfamiliar with the area
- > an **enhanced website introduction**, focusing on the impact that the Crossrail development and its improvements to connectivity will have on business, residential and leisure aspects of the Borough
- > incorporation of a **fully searchable development opportunities database**, that will allow web site users to search by such aspects as time to market, type of use, footprint and number of units, status and phasing.