Knutsford Town Council

Town Clerk: Adam Keppel-Green

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QUOTE REQUEST FOR
DISCOVER KNUTSFORD WEBSITE

*This project is funded by the UK government through the UK Shared Prosperity Fund (UKSPF).
The appointed contractor/supplier will be expected to ensure adherence to all UKSPF guidance.*

BACKGROUND

Knutsford Town Council is the most local tier of government in Knutsford. The Council plays an active role in the local economy organising events and initiatives to promote the town to both tourists and residents.

Whilst the council's website contains some tourist information, it is predominantly an administrative website aimed at residents. It promotes the work of the council but is not designed to be a visitor resource.

Over the years, a number of websites tourism websites have been developed (by external organisations) but all have declined and none that remain are particularly active or up to date. The exception to this is the relatively new Scene In Knutsford.

The Town Council has obtained funding to develop a new website to promote Knutsford as a tourist destination, as well as providing information and inspiration to the local community. The objective of the new website is to promote the local economy and drive visits to the area.

WEBSITE SPECIFICATION

DESIGN

The Town Council is currently developing a branding strategy for a *Discover Knutsford* campaign. This branding (logo/colour scheme/design elements etc) must be utilised in the design of the website.

The website should be a modern and clean design incorporating plenty of photography and video (to be created) to sell the town. The website should display equally well on computers, tablets and mobile devices.

CONTENT

The following sections are envisaged for the website:

Shop
- A directory listing of all Knutsford shops (c. 250)
- There should be the option to "feature" some listings (as a potential income generator to cover future operational costs).
- Main directory page should be sortable by street/category(tags)/alphabetically etc
- Main directory page should list the shops including a photo and preview from a description. Clicking should take user to a listing page.
- Listing page would comprise a photograph of the shop (with an option to add a gallery of additional photograph) and text introduction. It will have a section for the address/contact information of the shop and linking to the shop website/social media. Also display a mini-map.

Eat
As per "Shop" but for restaurants and cafes.

Stay
As per "Shop" but for accommodation.
Option to display all on a map for users to select from rather than a list.

Events/What's On
An events directory.

To be viewable by filtering (tags/categories e.g. "music", "for children" etc) and calendar view. Listings would comprise photos, information, external links etc.

Also include a "submit your event" form for people to send info for listings (if it could generate a listing to be authorised, that would be better). Or ability for designated accounts to be able to add events (but not amend other aspects of the website)

Be Inspired
Blog posts on a range of things e.g. ideas for days out, green spaces, summer weekends, ideas for families, teenagers, vlogs, and blogs.

Visitor Information
A page with information on (for example) parking, transport, EV charging points, cycle racks, public toilets etc

Heritage
Embedded video (tb created). Page of history information and old photographs, facts etc. Section of "be inspired" posts tagged with heritage. A section of the page will highlight Knutsford Heritage Centre and the Brook St Heritage Site

Contact
Page with local contacts and an enquiry form, mailing list sign up etc.

Online Shop   Page with e-commerce functionality to purchase Knutsford Shopping Bag, voucher and other items (to be determined)

It should be possible for the council to add new pages to the website and navigation as required without assistance.

The header/footer of the website should link to Discover Knutsford social media. The footer should contain an updatable list of external links.

It should be possible to add banners to the website e.g. to promote an event/activity.

We want to encourage sign ups to our Zoho mailing list, functionality to promote this should be included (e.g. on homepage, pop up etc).

WEBSITE EXAMPLES

We like the following websites:

- Altrincham BID
- Visit Harrogate
- Perth City and Towns

We do not like the following websites:

- Wilmslow's Way Better
- Knutsfordcheshire.co.uk
- Knutsford Hub

TECHNICAL

The website must be built to comply with W3C accessibility guidelines.

The website must be built on an intuitive CMS. Wordpress is preferred due to its flexibility and being open-source but alternatives would be considered.

The website must be optimised for search engine performance – we aim to have this website as *the* website that is found when people search for Knutsford and perform highly when people search for visiting cheshire, historic towns etc.

BUDGET

The total budget allocated for the development of the website is between £7,500 to £10,000.

QUOTE SUBMISSIONS

The deadline for submission of quotes is Friday 1st March 2024.

All quotes should be submitted by email to: sandra.curties@knutsfordtowncouncil.gov.uk.

The submission should comprise:

1) Quotation of a fixed price for the development of the website as outlined.
2) Price should ideally include (but itemised separately) loading the first content onto the website from supplied text/images.
3) Itemised breakdown of any ongoing costs post completion including costs for technical support as may be required.
4) Technical specification for the development of the website detailing the CMS and how the required functionality will be delivered.
5) Links to five example websites developed by your company.
6) Proposed timeline and project milestones for development
7) Proposals/ideas for additional functionality that could be delivered within the fixed price to enhance the outcomes of the Discover Knutsford website.

EVALUATION PROCEDURE

All submissions will be evaluated based on the table below.

Aspect	Points Awarded	How Measured
Perceived Quality	A score out of 70 will be allocated to each bid based on the perceived quality of the bid, where 70 indicates the proposal perfectly meets requirements and delivers high quality output and a score of 0 indicates poor quality or failure to meet requirements.	Quality of submission pack. Quality of example websites (design and functionality). Technical specification. References.
Price	A score out of 25 will be allocated to each bid where the lowest priced bid will be awarded 25 points.	Quoted price.
Locality	An additional 5 points will be awarded to companies based in Cheshire, 3 for companies based in the North West.	Company office(s).

A decision will be made w/c 11th March 2024.

CONTACTS

Lead contacts for the project are as follows:

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