

## Visit Hexham

# Website Development Brief July 2017

### 1. Background

Hexham Business Improvement District (BID) is business led and business funded, and works in Hexham to invest collectively in new projects and services that businesses have prioritised. We are led by a team of 11 voluntary Directors and a BID Manager.

Our vision is “Hexham’s BID will help our businesses to build on existing strengths and use new projects to grow and improve, enhancing the town for residents, visitors and the business community.”

One of the BID’s projects is Marketing. The key marketing objective from our Business Plan is that the BID will market the town as a place to work, a place to live, a place to shop and a place to visit. BID Levy funds will be used to invest in town’s marketing strategy and brand identity, to build on existing marketing initiatives in the town, and to develop digital solutions, including a consumer facing website, digital marketing to both businesses and consumers, appropriate use of apps and e-commerce.

To help market the town, the BID Board have identified the need for a destination website to act as a platform for the work. Hexham Community Partnership, the town’s development trust, have developed the Visit Hexham brand and website over some years, and along with the BID are now looking to strengthen the brand and re-design the website to underpin town marketing for the next few years. See [www.visithexham.net](http://www.visithexham.net) and our destination marketing report on <http://hexhambid.co.uk/town-marketing-project/> We now seek a contractor to re-develop the website.

### 2 Project Aims

#### 2.1 Aims and objectives

Our overall aim is to attract people to Hexham, whether to visit, shop, work, live or do business, and to increase the town’s prosperity by encouraging them to stay longer and spend more. We want to position Hexham as a welcoming, thriving market town, so the website should seek to match the best destination marketing sites for impact, clarity of message and ease of use.

Our objectives are to:

- Encourage local residents to use their town
- Encourage visitors from the region to view Hexham as a wide-ranging destination
- Encourage visitors from further afield to base themselves in Hexham, as a gateway to exploring regional attractions and to include Hexham as part of a visit to the region

- Promote Hexham as a great place to do business
- Promote Hexham as a great place to live

## 2.2 Target audience/markets

The target audiences indicated above are: local shoppers/service users; regional visitors/day-trippers; tourists; investors and residents. We have identified the following target tourist segments through the ARK Leisure segmentation model. Most of our current visitors fall into the following categories:

- Traditionalists – self-reliant and independent, they value good service although are unlikely to pay more for it. They enjoy a relaxed lifestyle and enjoy intellectual challenges
- Discoverers – value technology, new products, services & experiences but not worried about what others might think. Discoverers are independent of mind and value substance over style. Good value is important to them and their spend is relatively high.
- Functionals – not early adopters of new ideas but interested in new experiences. Self-reliant low spenders who value functionality and to whom arts & culture is important.

We would also like to encourage more Cosmopolitans, as currently not many visit Hexham or indeed Northumberland, so we would like to increase our market share if possible. These people are comfortable trying new things, risk takers but do what they want rather than follow any particular fashion; and are willing to pay more as service is important to them.

## 2.3 Key success criteria

Our overall goal is to increase the footfall in Hexham, and encourage people to stay longer and spend more with our businesses. So, we are looking to inspire people to come to Hexham, to increase the number of visitors to [www.visithexham.net](http://www.visithexham.net) and to convert these into customers.

## 3 Requirements for new website

- To refresh the look and functionality of [visithexham.net](http://visithexham.net)
- Simple, logical navigation
- Fully responsive across all devices
- Instant mobile accessibility
- Retain current good functionality
- Balance of functionality and inspirational content, with more UGC and friendly interaction, user recommendations and reviews
- Continuous SEO and SEM
- Cross integration with multiple social media channels
- Extensive use of visual imagery and video to inspire and reduce need for translation

### 3.1 Features and functionality

- Content management system
- Product management system
- Fully mobile enabled
- Management reporting & analytics
- Content format option - ask visitors to pick or search for activities they are interested in before showing related content
- Sign up form to create mailing list

### **3.2 Updating content/ site maintenance**

We would like to add content - eg events, news, photos – ourselves, and also to allow others to add content like events.

### **3.3 Future developments**

We are interested in commissioning an accompanying app that will enable the users to tailor their experience to their needs. We may need e-commerce functionality to allow for future sales of products and packages. Please quote as additional items for these.

## **4 Design and brand**

We are very keen for the new website to help us build the Visit Hexham brand identity, currently used in hard copy brochures, advertising and other publications, and to reflect our brand values.

Hexham BID/Visit Hexham values are

- High Quality
- Independence
- Friendly service
- Love Hexham

### **4.1 Technical information**

We would like the chosen supplier to host our new website or recommend a hosting provider. The current domain name (www.visithexham.net) plus www.visithexham.com is to be used for the new site.

We have no preference for the platform used to build the website and welcome your recommendations.

BID uses Insightly CRM to work with Hexham businesses to link to this system if possible, or for there to be a means of exporting data from the website and importing it into Insightly for the business section.

## **5 Marketing**

The website is intended to be a platform for other marketing activities by and for organisations in the town of Hexham. As part of our wider marketing strategy, we are planning on the following activities alongside the website:

- Creating new outdoor signage around the town and at key gateway sites, including themed trails
- PR eg for events, openings, offers
- Social media campaigns
- Advertising in key publications eg Northumberland Days Out brochure
- Creating other digital footage: drone flyover, 1 minute interviews with business owners, photo and video stock
- Recruiting and training up town welcome hosts
- Linking with other campaigns and events eg Northumberland National Park's opening of the Sill Discovery Centre; Dark Skies; Hadrian's Cavalry; Northumberland Day
- Other print resources, eg leaflets, brochures, window stickers, maps

## **6 Selection Criteria**

Tenders will be judged on: how well you demonstrate your ability to meet the overall brief; cost; ability to deliver; proximity to Hexham; and track record, in that order. A shortlist will be drawn up against these criteria and shortlisted applicants will be invited to present to a panel. Please note the timetable below.

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## TENDER

### 1. Contracting information

This work is available as a contract for a business. Please send a proposal addressing how you meet the specification for the work, [helen@hexhambid.co.uk](mailto:helen@hexhambid.co.uk). Please include all the information requested below, or explain why it is unavailable. Informal enquiries and discussions are welcome, by email to [helen@hexhambid.co.uk](mailto:helen@hexhambid.co.uk) or on 01434 607 962. Late submissions will not be considered.

The BID will provide regular information and support to contractors. We welcome informal enquiries. You can find more information at [www.hexhambid.co.uk](http://www.hexhambid.co.uk) including a copy of our business plan with other projects planned, map of the BID area, list of streets, policies and procedures and Baseline Services Agreements. The BID's procurement policy emphasises that we will seek to re-invest in the town wherever possible, and that we will encourage interest from local companies.

### 2. Budget

A budget of approximately £8000 is available.

### 3. Timetable

Tender published	7 <sup>th</sup> July 2017
Deadline for applications and shortlisting	3 <sup>rd</sup> August 2017 at 12 noon
Panel with shortlisted contractors presenting	9 <sup>th</sup> August 2017
Contractor appointed	10 <sup>th</sup> August 2017
Project start date	Tbc but asap
Review meeting	31 <sup>st</sup> August 2017
Site ready for testing/checking	25 <sup>th</sup> September 2017 at latest
Launch	9 <sup>th</sup> October 2017 at latest
First post-mortem	2 weeks post launch

### 4. Required submission documents

If you are interested in submitting a proposal, please include full details of how you will address the specification. As a minimum please state:

- Costs and timescales for the initial build of the website, and separately: the app; any ongoing maintenance arrangement; any e-commerce additions, and how this has been calculated
- Details of your approach to delivering the contract, including staffing, understanding of the brief – an example page would be welcome
- Your availability to undertake the work
- Evidence of a track record of delivery similar services or examples of previous work

Please also specify

- Arrangements for us to review and comment on the designs and proposals
- Details of any subcontracting, and of decisions re such, especially with regard to cost
- Your organisation's legal status, company registration and Directors
- Names and business address of contract manager(s)
- Confirmation of appropriate insurances
- Ability to comply with our data protection policy and procedures
- Any references from previous customers you may have
- Membership of any relevant professional bodies or quality marques

## **5. Exclusions**

This brief refers solely to this work and does not create ongoing contractual arrangements. Future contracting opportunities will be advertised on the BID's website.

The BID does not exist to replace or duplicate maintenance or development activities carried out or grant funded by public sector organisations, namely the Hexham Town Council and Northumberland County Council. Therefore, we refer interested parties to the Baseline Services Agreements on our website to clarify what activities the BID will NOT commission.

## **6. Communications**

Any contracts signed will emphasise the need for clarity in contractor's communications about which activities are BID funded, and therefore additional. We would also like to undertake general publicity work with the successful contractor.

## **7. Key contract performance indicators**

The contract will be monitored periodically, and contractors should be ready to provide evidence as follows:

- A schedule of works performed on time and to budget
- Clear written details of any extra cost before they are incurred
- Details of any issues or problems with delivery the contractor has experienced as soon as they arise