

# Salisbury Website Development Request for Proposal

Salisbury BID

RFP date:  
Response submission date:

3 August 2020  
Friday 21 August 2020

## 1. Background

Salisbury BID are leading on the creation of a new city/destination website for Salisbury on behalf of a group of city stakeholder partners including Salisbury City Council and Salisbury Cathedral. We are seeking to appoint a web development company to develop and create the site.

With the establishment of a new partnership place board for the city and the creation of a new unifying competitive brand positioning, we believe the time is right for the creation of a new city website for Salisbury. The new site will be *the* online expression of Salisbury's brand positioning-showcasing the city as an appealing place to live, visit and work/study.

Content promoting the city of Salisbury to day and staying visitors is currently spread across several websites and social media platforms including [Visit Salisbury](#) (jointly funded by Salisbury BID and VisitWiltshire, the county Destination Management Organisation) and several campaign sites throughout the year, e.g. Salisbury BID's [Christmas in Salisbury](#), [Salisbury Independents](#), etc.

Meanwhile it has been recognised that Salisbury lacks a central channel of information aimed at inspiring resident and local people to enjoy the city's offer in terms of events, promotions, community activities, etc.

Partners have therefore come together to create a new website which should appeal to a range of audiences and which will form a key role in an emerging integrated partnership communications plan. The ambition for the new site is that it should be the 'home' of Salisbury online.

### 1.1 Traditional Original Brand Positioning

In 2019 Salisbury stakeholders made a significant investment in the development of a new competitive brand positioning for the city. Created by brand agency, Heavenly, the central positioning idea is encapsulated in the words 'Traditional Original'. You will find more information on the pillars of our positioning; Salisbury's ageless beauty, living heritage, engaging culture and enduring spirit, and on our values of ambition, independence, care and creativity as well as our tone of voice and sector specific propositions in our Competitive Positioning guide [here](#).

Research undertaken by brand agency, Heavenly, highlighted the need to amplify the city's strengths, revealing Salisbury's story to a wider audience and to inject energy and imagination into the promotion of Salisbury across all sectors and audiences. This holds true for the resident audience as much as for visitors and is also important in raising the profile of the city as a desirable place to invest in and relocate to.

## 2. Objectives of the new Salisbury website

Our objectives in creating the new website are:

- Effectively position the city as a great place to visit, live, work and study, and use the new Traditional Original brand positioning to inject energy and imagination into the portrayal of the city; communicating the city's ageless beauty, living heritage, engaging culture and enduring spirit and capturing the essence of our values of ambition, independence, care and creativity.
- Influence visits and footfall amongst target audiences.
- Effectively communicate Salisbury's offer as a complete 'experience'; including arts and culture, attractions, events (including community events), retail, food and drink, entertainment, heritage.
- Deliver a comprehensive user-friendly event listing with strong search functionality, showcasing the range and diversity of events within the city.
- Position and grow the reputation of Salisbury as a great place to live and work by effectively communicating the brand positioning and the vibrancy of the city offer alongside practical information on life in the city
- Provide compelling information on events and activities targeted to Salisbury residents, encouraging participation in events and engendering pride in living in the city.
- Maximise partnership working across city stakeholders to ensure best use of limited marketing resources and reduce duplication
- Support and maximise involvement of local businesses to support the Salisbury economy
- Ensure the city is communicating up to date accurate and reassuring information to visitors in the current Covid pandemic/ recovery.

### 3. Target Audiences

The new site will be the home of Salisbury online and will need to appeal to the following audiences outlined below, along with some of the key audience objectives.

Target Audience	Audience Objective	Positioning Goal
<p>Day visitors from home as defined by <a href="#">VisitEngland segmentation</a>)</p> <p>Primary: 'Free and easy mini breakers' and 'Country-loving Traditionalists'</p> <p>Secondary: 'Aspirational Family Fun'</p>	<p>Attract more visits/ repeat visits – positioning the Salisbury experience in totality (heritage, culture, retail, food and drink), in order to promote the city as an appealing place for a day visit</p> <p>Lengthen dwell time of existing visitors – e.g. if visiting for an afternoon shopping/ visiting the cathedral, etc encourage checking out what's on at The Playhouse, staying for a meal, visiting nearby attractions in the city, etc.</p> <p>Provide 'new' reasons to visit year-round</p> <p>Provide effective reassurance and accurate information for would-be visitors during the present/future COVID pandemic conditions.</p>	Great place to visit
<p>Tourism visitors staying in Salisbury or visiting for a day as part of a tourism trip way from home</p> <p>Domestic segments defined as per above plus international visitors.</p>	<p>As above.</p> <p>Communicate the position of Salisbury in proximity to nearby attractors: Stonehenge, New Forest, etc</p>	Great place to visit
Group travel organisers and travel trade operators	<p>Inspire inclusion of Salisbury in itineraries.</p> <p>Signpost to sources of additional support for trade</p>	Great place to visit
Residents	<p>Ensure residents know what is going on in the city</p> <p>Encourage participation in events, etc</p> <p>Generate pride in living in the city</p>	Great place to live and work
Potential residents	<p>Showcase the vibrancy of the city</p> <p>Deliver top level practical information on living in the city (education, etc)</p>	Great place to live and work

## 4. Website Requirements

### 4.1 Key Challenges

We see several challenges inherent in the development of one site and are particularly interested in agency responses to these challenges:

- Tailoring messaging and content to visitor and resident

Whilst much content and messaging will appeal across audiences, we are aware of the challenge of ensuring each group feels that the site offers something tailored for them.

We are particularly interested in creative means to address this, whether through personalised navigation or even serving content based on IP address location or use of a personalised location selector.

- Events

One area in which the above challenge is most keenly felt is the area of events. We want to ensure that the events search is effective in both showcasing the very best headline attractor events to serve as motivation to visit for catchment and visitor audiences, whilst also serving the resident audience, who will be interested in local community events as well as those headline events.

- Experiential Salisbury

We know visitors are motivated by the overall experience on offer when choosing to visit a city destination. We want to appeal beyond 'tick-box' tourists, to those seeking a great day out with their family and friends and it is therefore vital to portray the overall Salisbury experience; our heritage and cultural attractions, our restaurants and cafes, our independent shopping scenes as well as giving reasons to visit and enjoy the city 'today' by highlighting the year round events programme. The site must capture the essence of Salisbury's unique competitive positioning.

- A new type of city destination site

We want the site to showcase the city whilst providing real value to residents and visitors alike. It will be editorially led and should create trust with use of social media integration. It should be visually appealing and inspiring, whilst offering actionable information to encourage conversion.

### 4.2 Destination websites we like

We have reviewed city websites amongst our competitive set and beyond and, as a reference, would highlight two sites which we believe to be a good model for the type of presence we would like to build.

[Original Shrewsbury](#) – very similar in scope to our desired site.

[Visit Norwich](#) –additional functionality we would like to explore.

### **4.3 Content Management System (CMS)**

We are keen to ensure the site is simple and cost effective to maintain and develop and are therefore primarily interested in the use of non-proprietary CMS systems, however this would not preclude consideration of a solution based upon a proprietary CMS if it was found to offer the desired functionality and outcomes in a cost effective manner.

Desired CMS functionality:

- Intuitive and user-friendly to use and update
- Ease of managing business listings and varying membership/listing types (ability of businesses to revise listings/ create events listings with editorial permission to publish)
- Admin functionality to control rights of editorial staff, business listings, partner access.
- Ability to manage and maintain in-house the majority of the new site design, content and page structures in-house
- Should allow for easy page creation after go-live
- Ability to create campaign landing pages and to customise branded short URLs for all pages
- Directory capabilities to house listing information (events, businesses, attraction, etc)
- Ability to create forms for competitions, surveys, etc
- Ability to run a comprehensive event listing
- Ability to tag and pull related content to display throughout the site
- Hold an image and asset library
- Potential to integrate an ecommerce module for online sales and ticket booking

### **4.4 Website concept and design**

The website should be:

- Visually appealing  
We are seeking the experience to be more akin to browsing a magazine for inspiration, rather than looking up information in a directory. We would like to have a number of page templates capable of displaying a range of content types and media, including video
- True to the Traditional original positioning  
It is vital that the site portrays the Traditional Original positioning and uses the emerging visual identity in a creative way. (The visual identity and guidelines are currently in development and will be available for the agency's reference on this project.)
- User friendly and easy to navigate
- Optimised for mobile – information is accessible to residents and visitors whilst in the city
- Accessible- consideration should be given to best practice standards, with recommended approach outlined within your proposal

#### 4.5 Website Desired Functionality and features

Our wish list includes the following and your response should indicate which of these features could be developed within the costs proposed – we will work with the selected agency to prioritise this list.

- Content rich, using imagery and video
- Effective and user-friendly use of mapping – ability to overlay listed businesses, trails, wayfinding etc, to search by area, to display search results on map if applicable
- Intuitive and user-friendly navigation
- Integration with social media, in particular Instagram
- Optimised for sharing pieces of content on social media throughout
- Ability to add items to a personal itinerary or saved list
- Responsive and Fast to load
- Useful and effective site analytics with ability to track page/content performance throughout
- Ease of search engine optimisation
- Ecommerce pages for online sales (potential development)
- Online chat/help facility linked to information centre (potential development)
- API feed from partner’s sites for automated event upload (see [The List](#) as an example)

#### 4.6 Business Listings

It is anticipated on launch that the following category of listing will be held in the CMS and displayed on the site:

Retail

Places to eat and drink

Tours and experiences

Events

Places to visit

Places to stay

Professional services

Schools and education

The site must include a powerful and effective filter system to search/ refine business listings, to include e.g. by sector, theme, family friendly, price, location/city quarter.

All listings should be visually appealing and include a description, image gallery, links to social media, opening times, location map, link to events at that location. (This listing type will be available to all 500 Salisbury BID levy-payers and on a buy-in basis to non-levy-payers.)

We would also like the option to offer enhanced listings with additional benefits, e.g. additional social media links, additional media (video).

## 5. Timescale

We are envisaging a phased approach to the website with development completed asap (in line with a content development roadmap to be developed by Salisbury BID and partners). Please indicate a realistic timescale in your proposal.

## 6. Budget

We have a budget in the region of £15-25k for this work.

## 7. Scope of work/ deliverables

Develop layout design of site and site map in consultation with client

Develop a style guide

Develop fully functioning website including all agreed integrations (to be agreed)

Integrate a CMS and provide access

Hosting and maintenance

User training to client group

Bug fixes and maintenance support post launch

## 8. Submitting a Proposal

Your submission should include:

- Full company details including company name, registered office address, registration number. If the Company is a member of a group of companies, give the name and address of the ultimate holding Company. (Note, we will consider consortia proposals where evidence of prior track record / references of working as a consortia on similar projects is provided.)
- Confirmation if all or part of the work will be contracted to a 3<sup>rd</sup> party. Declaration of Actual or perceived conflicts of interest
- Full contact details of the person to whom any queries relating to this Quotation should be addressed
- A brief history of the Company and its evolution.
- An overview of the range of services that the company supports
- The Company names, contact names and contact details of referees from whom references may be sought (note, references may be taken prior to interview)
- Biographies of team working on this project should the contract be awarded to your company
- Details of relevant experience of projects of similar size/scope/complexity
- Examples of relevant work undertaken by the team
- Design samples of recent website development work
- Your thoughts on the brief – and any changes or recommendations you would suggest
- Details of CMS recommended
- Details of your approach and rationale
- Outline project plan to include resourcing, timescales, milestones and reporting
- Detail of the assumptions that have been made about the management of, and input to, this piece of work, including time commitment.
- You may include any other information which you consider may be relevant to support your submission.
- Cost breakdown to include:
  - Development, design and build, including loading a proportion of initial content



- CMS system (including initial training costs and any ongoing/annual costs)
- Hosting and maintenance costs (3 years)
- Additional fees for future enhancements
- Cost to add in an ecommerce element should such a development be required.

### **8.1. Selection Process:**

Please provide a written submission to Kara Rogers ([kara@salisburybid.co.uk](mailto:kara@salisburybid.co.uk)) by close of play Friday 21st August.

For any points of clarification or questions on the RFP please contact Amanda Snowe ([amanda@salisburybid.co.uk](mailto:amanda@salisburybid.co.uk)).

Shortlisted agencies will be informed by Tues 25<sup>th</sup> August and invited for interview (by zoom) on 27<sup>th</sup> or 28<sup>th</sup> August.

Agency will be appointed week beginning Mon 31<sup>st</sup> August.

All submissions will be evaluated by a panel consisting of Salisbury BID executives and representatives from project partner organisations and will be scored against the following criteria.

1. Company information and experience (35%)  
Past experience (references provided) in web development demonstrating successful implementation of a project of similar size/scope/complexity.  
Creative design samples
2. Response to the brief (35%)  
Understanding of the brief  
Clear and complete methodology  
CMS appropriate for needs
3. Cost analysis (30%)  
Price, including development, implementation and ongoing support  
Value added benefits/services

## **9. Selection terms and conditions**

- No Quotation received after the stated submission date specified and / or provided other than in accordance with these instructions shall be accepted or considered. Once the proposal has been submitted, no alterations to the text will be permitted.
- Your quotation will remain open for 30 days from the submission date.
- Salisbury BID reserve the right to award the contract at such or at a later date, or not at all.
- Salisbury BID does not bind itself to accept the lowest bid or any quotation. And reserves the right to withdraw any part of the quotation document prior to award of contract, and reserves the right to discontinue the quotation process at any time.
- Salisbury BID will not accept responsibility for any expense or loss which may be incurred by any potential supplier in the preparation of their Quotation.
- The completed website will be the property of Salisbury BID who reserve full copyright on the site.