



## SHREWSBURY THE ORIGINAL ONE-OFF

### Original Shrewsbury Website Development Project

Shrewsbury BID is wishing to appoint a digital design company to work with us on the next phase of the OriginalShrewsbury.co.uk website.

Original Shrewsbury is the main website for Shrewsbury, ranking number 1 on google for many search terms relating to Shrewsbury and regularly receives over 60,000 page views per month.

We are looking to build on the success of the existing site and develop our audience with improved design and user experience, new engaging content and online tools to make visiting the town easy and attractive.

The website needs to appeal to a range of audience of all ages, from locals to visitors, and potential investors.

In summary we are wanting to develop a world-class digital platform for the town.

#### Platform

Original Shrewsbury is currently hosted on Drupal 7 which will shortly be unsupported. We are looking to develop the new site on an open-source platform and we'll require a seamless crossover with all links diverted and content migrated.

#### Design

The new site will need to be redesigned working closely with the BID team, partners and potential users.

The overall look and feel should loosely follow the town's toolkit. Suggestions and modifications for the toolkit's digital application including the injections of colour are encouraged.

Shrewsbury is a very photogenic town and the site and the presentation of images/videos will play a key part in the site's design.

Over 55% of the website's visitors access Original Shrewsbury on mobile devices. The site should adopt a mobile first strategy with full and easy functionality across all devices. The site should follow accessibility guidelines, be quick to load, score highly on Google Analytics and site tools, and should not be affected by Ad-Blockers.

## **Integration with Instagram**

The site should have a comprehensive integration with Instagram - with hashtags used to pull relevant content from our and others' social media channels throughout the site ensuring the site is 'of the moment' and not static.

We'll also need the ability to pull through from multiple accounts simultaneously, linking individual business listings to their own Instagram feeds.

## **A simple and powerful filter system for listings and events**

All the businesses/attractions/assets in town should be searchable by sector, location, business type, child friendly etc. This filter system could be packaged on the site as a number of sector specific tools.

## **Smart Search Functionality**

We are looking for an improved search functionality so users can discover business listings, events, and content with ease.

There needs to be a hierarchy with the order of search results, i.e. business listing first, then current or upcoming events, articles, historic events etc.

## **Business Listings**

Business profiles are a key part of the platform, accounting for over 20% of page views during 2019 & 2020. They are the basis for business promotion on the platform and should be flexible and easy to update and customise.

- Description
- Business type filters
- Contact information
- Available facilities
- Headline image with attached gallery
- Links to social media accounts

- Opening Times
- Location Map
- Live Instagram feed
- Live Google reviews feed
- Linked events
- Similar businesses
- Businesses within the same town area

## Member login

We currently offer member logins to update profiles but as this has not been a well used feature, we're not planning to continue offering this.

## Event listings

The Original Shrewsbury events pages are the most comprehensive listings available in the town. They are one of the most visited areas of the website with over 12,000 page views per month, accounting for 20% of our page views. Listings should be flexible and easy to update and customise.

- Description
- Event date, with the ability to add in multiple for reoccurring events
- Booking link
- Event type filters
- Contact information
- Available Facilities
- Location & location map
- One headline image with attached gallery
- Links to social media accounts
- Events from the same business & similar events
- Events within the same town area

## Features

During 2019 we launched the Original Shrewsbury Features, these are updated weekly with seasonal articles covering all aspects of life and tourism in Shrewsbury. It needs to be easy to pull in other content types from the website such as Business Listings, Events and Maps into feature pages.

The Features have been growing in popularity over the last 2 years, with readership increasing by almost 250%, and this is something we're keen to see flourish and given prominence on the website.

Features need to be fluid, and easy to update and customize with content ranging from static copy to videos, galleries, pdfs, interactive maps and more.

The Features section should suggest related features through the use of content tags.

## **Images**

The use of images makes a key part of the Original Shrewsbury platform and helps us illustrate and showcase our wonderful town.

We'd like to enhance the use of images through captioning, particularly with the ability to caption with live links to both the location or event shown and the photographer when credit is needed.

## **Exclusive Content/Deals Emails Signup**

A compelling design to encourage email signup for exclusive content and offers.

## **Mapping and trails**

A mobile friendly Google Map with our existing Shrewsbury map assets layered on top to match the physical wayfinding products that are installed around Shrewsbury's town centre.

We'd like to expand our content with interactive trail maps, highlighting the various trails and sightseeing spots around Shrewsbury. These should be easy to customise and update.

## **Campaign customization**

The BID runs regional and national campaigns and the website should easily allow the setup of bespoke landing pages.

We'll also want the ability to reskin and update the graphics across the site in line with seasonal campaigns, this should include site wide wraparound graphics.

## Timescales

- Tender advertised 1<sup>st</sup> October
- Tender responses by 22<sup>nd</sup> October
- Interviews commencing 1<sup>st</sup> November
- Appointment 8<sup>th</sup> November
- Project starts 15<sup>th</sup> November
- Website launch end of March 2022

## Submitting your Tender

We are looking to work with business that has substantial experience of developing place-based or destination websites.

If you are interested in working with Shrewsbury BID on this project, please submit a proposal of no more than 10 pages covering:

- Your thoughts and response to the brief
- How you would phase and implement the work
- Examples of relevant work – design & functionality – you have completed
- Examples of other websites which are inspiring for this project
- At least two place-based websites that you have developed
- Tender returns should include a breakdown of the cost for developing the site as well as hosting and maintenance costs for the site until the end of March 2024.

Evaluation of tenders will be undertaken according to the following breakdown:

Response to the Brief 30%

Experience 30%

Programme and Implementation plan 20%

Cost 20%

Please submit proposals to [tenders@shrewsburybid.co.uk](mailto:tenders@shrewsburybid.co.uk) by 22<sup>nd</sup> October 2021.