

Brief for the production of a new website for Kirkby Lonsdale

Background

For historic reasons there are two main websites for Kirkby Lonsdale, one controlled by the Chamber of Trade (CoT) and one by the Community Interest Company (CIC). A third site is controlled by the Kirkby Lonsdale Town Council (KLTC). There are a number of other websites run by organisations in the town such as the Civic Society and the Community Cupboard.

The CoT, CIC and KLTC are agreed that there needs to be one overarching website for the town in which would be embedded the content from the three existing websites; that each organisation should still be responsible for maintaining their areas of the site; and that links to other organisations should be possible at no cost to those organisations.

Specification for quote

Quotations are sought for the following:

- The production of a new high quality and user friendly website for the town of Kirkby Lonsdale. The website will have the domain: kirkbylonsdale.co.uk
- The new site will merge the present websites: kirkbylonsdale.co.uk; kirkbylonsdale.info; and kirkbylonsdaletowncouncil.org.uk.
- WordPress would be the preferred operating system as it is the system used by the CIC website and is relatively easy for the three organisations to use and should make the transfer of information to the new website easier. However, it is recognised that other operating systems may have advantages over WordPress and if other operating systems are proposed then the tenderer should clearly outline their advantages both in the short and long term.
- The site should sell Kirkby Lonsdale as a tourist destination, an historic town and a warm and friendly place to visit. A new Kirkby Lonsdale logo is required but other than that new re-branding and marketing should be kept to a minimum.
- The new site should incorporate all of the information on the three current websites and although appearing as one website, the content provided by each organisation should be capable of updating only by that organisation. If this is not possible then security measures should be put in place to allow access for updating to only three named individuals.
- The website must comply with WCAG (Website Content Accessibility Guidelines) 2.1AA and be compliant with the Transparency Code for Smaller Authorities.

- The site must be capable of carrying advertising in the same way that the current CoT site does and this must be across the whole site and capable of further development. A mechanism for identifying the income generated should be incorporated.
- The site must be capable of having links to other local organisations, at no cost to those organisations.
- Examples of other or similar websites designed by your company should be provided.
- At the design phase of the work representatives of each organisation will be available to discuss requirements with the successful developer.
- A core cost should be provided but a range of optional costs may be specified such as ongoing support, further development etc.
- Quotations should clearly identify the steps/process that would be involved in developing the website.

Submission of quote

Your quotation should be submitted by end of play on Friday, 21 July, 2023 and sent to mikeburchnall@gmail.com.

If you have any questions in relation to this Brief please contact Mike Burchnall on the above email address.