



DIGITAL SERVICES PROPOSAL

design + development:

KirkbyLonsdale.co.uk

This web design and development proposal aims to show you that Webny Digital is a great fit for the needs and aims you have consolidating 3 existing 'Kirkby Lonsdale' sites into a single site on the KirkbyLonsdale.co.uk domain. We will set out in simple terms how our services and expertise can help you.

for

Michael Burchnall

Kirkby Lonsdale Town Council

by

Adam Zahler

Webny Digital Limited

summary.

Based on our meeting the other day, we understand that you are currently looking to combine 3 existing Kirkby Lonsdale websites (Town Council site, Chamber of Trade site and Kirkby Lonsdale & Lune Valley Community Interest Company site) into a single brand new website.

The Problem:

The existence of three individual websites that people land on when they search for information online about Kirkby Lonsdale is confusing and inefficient for both local residents and visitors. The 3 websites are also competing with each other for mostly the same online visitors and while they represent the 3 'bodies' described above, there are overlaps in information. Having 3 separate sites all being operated in isolation also prevents coordination in the common goals of promoting Kirkby Lonsdale and providing the best services to residents and visitors.

Strategy Overview:

To address the current problems described above, Webny Digital can manage your project using the following strategy to meet your long-term goals for 'consolidating' the 3 websites into one brand new website to be hosted at KirkbyLonsdale.co.uk:

1. Initiation of a **Discovery** phase to establish a full understanding of the requirements and needs of both the 3 organizations involved (Town Council, Chamber of Trade and Kirkby Lonsdale & Lune Valley Community Interest Company) and also potential users of the site (Kirkby Lonsdale residents and visitors). If necessary, we will also explore with you any plans you have for the future which could impact on the site design, development, and management.
2. We will **Plan + Design + Develop** a brand-new website structured around a *Website Architecture* optimized for people using it and information learned during the *Discovery*.
3. Support for **The Future**; for example, as KirkbyLonsdale.co.uk expands its user base, you may wish to expand the functionality of the site with ideas that benefit users and possible income generating methods.

This proposal and deliverables discussed are based on Webny's initial conversation with you and our own expertise in design, development, and marketing. The following pages will give you an outline of work involved together with *estimated costs* using current available information.

Cost

Following is a breakdown of costs only based on communications to date. Please note that if the scope of the project changes, then costs provided in this proposal may need to be revised. We will of course let you know immediately if any cost adjustments are required. Please note that all costs are quoted 'excluding VAT' and so 20% VAT will be added.

Consolidation of 3 sites into a brand-new site at KirkbyLonsdale.co.uk

Name	Cost
Discovery	£300
Brand Option 1: Logo Refresh	£500
Brand Option 2: Logo Refresh + New Concept	£1100
Web Design	£2600
Development + Population	£7500
Accessibility (WCAG 2 AA)	£2370
Additional Paid Plugins (as required, e.g. business directory and events plugins)	from £70 / month (estimated)
Project Management	£550
Hosting + Care	from £80 / month

Premium Plugins

To handle advanced functionality, a selection of premium plugins will be required. Based on all current understanding of the scope, we have planned for additional premium plugins managing...

- Business directory listings and management
- Events management
- Banner advertising management
- Customised bookings
- Customised applications + payments
- File archiving / management

Estimated Premium Plugins: from approx. £70/month

Hosting + Care

Websites should be managed on an ongoing basis and so we provide a service that covers the maintaining of security, core website updates, hosting, backups (both at the server level and an offsite cloud solution) plus 3 options to include the additional support you need (*note: unused time does not rollover to the next month*). Any necessary premium plugins are also included.

Hosting + Care 30: £80/month

Includes up to 30 minutes of support.

Hosting + Care 60: £115/month (RECOMMENDED)

Includes up to 1 hour of support.

Hosting + Care 120: £150/month

Includes up to 2 hours of support.

*Email Services

Approximately 7 email address. Our recommendation is to get you set up with Microsoft services and we work with Stream Computer Services Ltd. To organise this, we would introduce you directly to Stream and support them as they require to get you set up. Stream is a local and highly experienced IT support company that we introduce our clients to in these situations and Webny does not charge any additional cost on top of Stream's own costs.

Billable Hours

Standard Hourly Rate: £80

NOTE

All prices are subject to VAT (additional 20%)

Payment Terms

We offer a few payment options to suit your budgetary needs (monthly services are charged separately on an ongoing monthly basis via direct debit).

Example Option 1 (with Brand Option 1):

Website + Branding	Monthly Charge	Total
Single Payment (get a 5% discount!)	N/A	£13129 + VAT
2 Monthly Payments	£6910 + VAT	£13820 + VAT
4 Monthly Payments	£3627.75 + VAT	£14511 + VAT

The following pages show a few examples of work from our portfolio:

1. **Bibby's of Ingleton**

A tour operator running trips across the UK and Europe. The site currently displays all tours and enables visitors to send enquiries for specific tours which Bibby's then take bookings for offline.

2. **Charlotte May Weddings**

This is an example of a project for a company that plans and arranges luxury weddings abroad for their clients.

3. **Country Village Inns**

This is an example of a long-standing client of ours. Over the past year or so, we have been overhauling their various websites. They are a company that manage a portfolio of country hotels/pubs/inns. Each establishment has its own character, so it was important to show they are all part of the Country Village Inns family while maintaining their individual identities.

4. **Lancaster Grand Theatre**


Although we first developed this site a few years ago, it's an example of a project where we developed a custom 'event' import system. The site displays theatre shows that the client manages in a 3rd party 'box office system' so they needed a website that automatically displays shows by pulling data directly from this 3rd party system. This is an example of a successful project with ongoing website support and management.

5. **Escape Campus**

This is a student housing website that enables students to find privately owned houses and rooms to rent and we support them on a very regular basis with changes and updates to their site.

6. **Swynford Manor**

We developed and continually manage the site which recently launched. This client makes great use of the Care plan they have with us as things are continually evolving in their business.

01524 241330   

BIBBY'S
OF INGLETON

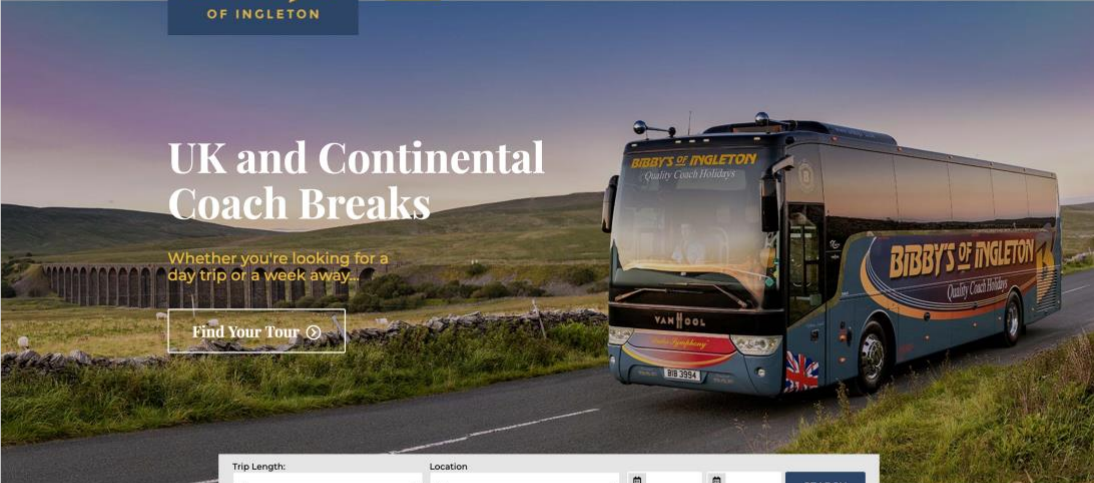
[Home](#) [Tours & Excursions](#) [Our Story](#) [Information](#) [Private Hire](#) [Brochures](#) [Contact](#)

UK and Continental Coach Breaks

Whether you're looking for a day trip or a week away...

[Find Your Tour](#)

Trip Length: Location:



Quality Coach Holidays Since 1956

Bibby's of Ingleton are a family run coach holidays operator based in beautiful North Yorkshire. We have been offering quality coach holidays, coach day excursions and private hire from Lancashire & North Yorkshire for over 50 years.

Our extensive Summer and Winter coach holidays programme is unrivalled, offering a wide selection of quality coach tours throughout the UK and Europe. UK & European coach holidays destinations include Austria, France, Scotland, Ireland, the South Coast and the West Country.



[OUR STORY](#)

Popular Coach Breaks



Hamilton

Departs: December 9, 2023
£129.00 pp

[View Full Details](#)



Sidmouth

Departs: June 11, 2023
£629.00 pp

[View Full Details](#)



North Devon & Dorset, Two Centre, Barnstaple &

Departs: May 15, 2023
£819.00 pp

[View Full Details](#)

[ALL COACH BREAKS](#)



Holidays

We have created what we hope is a varied selection of UK and continental holidays to suit all tastes and pockets.



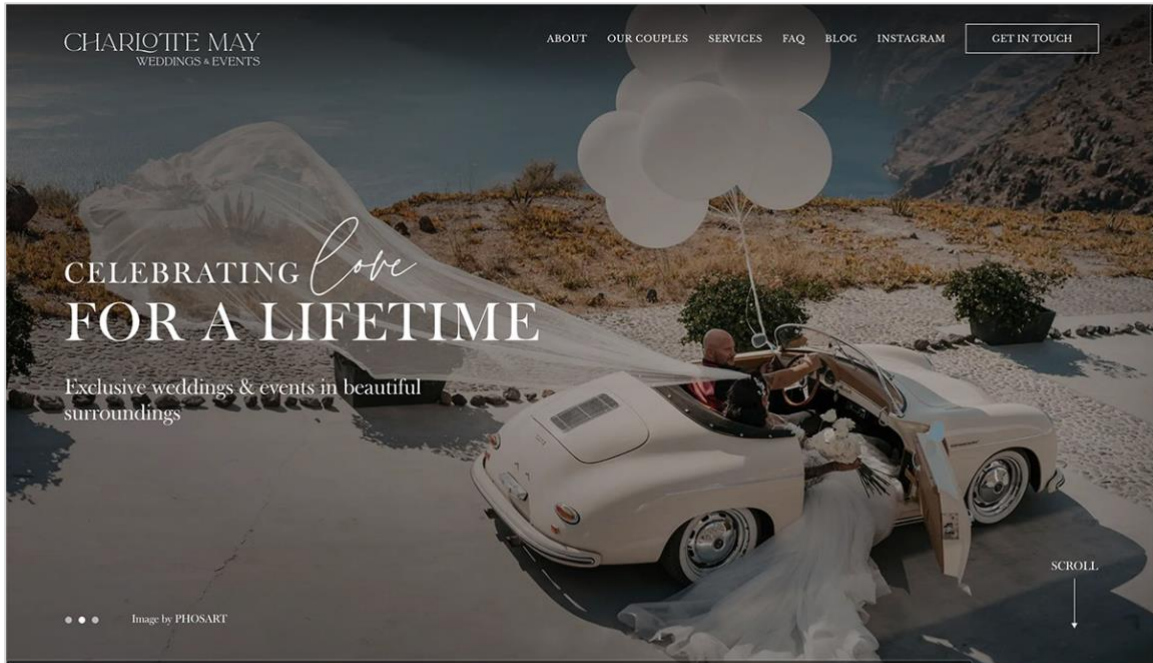
Day Excursions

Throughout the year we provide an exclusive list of day excursions visiting a varied range of locations.



Private Hire

We are pleased to quote for any coach hire needs you may have. Call to discuss your requirements.



CHARLOTTE MAY
WEDDINGS & EVENTS

[ABOUT](#) [OUR COUPLES](#) [SERVICES](#) [FAQ](#) [BLOG](#) [INSTAGRAM](#)

[GET IN TOUCH](#)

CELEBRATING *Love* FOR A LIFETIME

Exclusive weddings & events in beautiful surroundings

Image by PHOSART

SCROLL

LET'S *create* SOMETHING SPECIAL

“Your wedding day is a celebration of a lifetime and my vision is to create a tailored wedding completely unique to you.”

After a number of years planning weddings with a client base all over the world, *Charlotte* is proud to have established a committed team of experienced planners, coordinators and support staff who work behind the scenes to bring the magic of Charlotte May Weddings & Events to life.

Working specifically in Santorini and IOS (Greece), and Southern Spain, we endeavour to encapsulate the essence of your love story throughout the planning process. Whether you're dreaming of an endlessly luxurious wedding day with *all* the trimmings or you have fallen for the thought of an intimate elopement, our team will collaborate with you to deliver a destination wedding that defines you and your love for one another.

[DISCOVER MORE](#)

FEATURED WEDDINGS

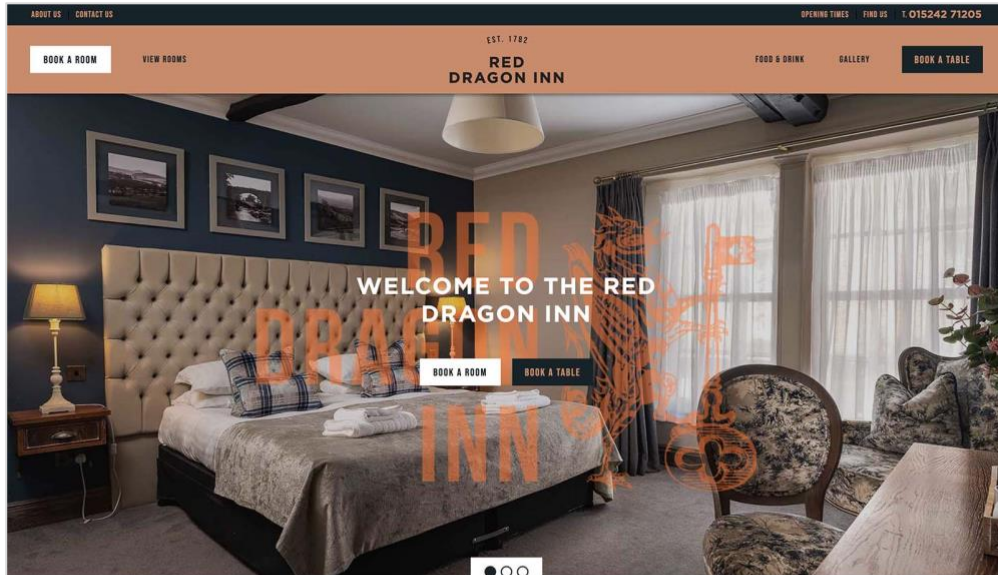


VENETSANOS
EMMA & ROSS

[VIEW COUPLE](#)




EL VIENTO
ELLA & JAMES



WELCOME TO KIRKBY LONSDALE

The Red Dragon is a recently refurbished coaching Inn in the heart of the Famous Market Town of Kirkby Lonsdale. Serving Robinsons cask ales, crisp lagers, fine wines, fabulous G&T's and fantastic pub food. All this just fifteen minutes from J36 on the M6 and you are in the middle of this surprisingly bustling, charming Market Town. This is your 'get away from it all' place, enjoy.

Our bar is a great place to relax and unwind and watch the world go by and the rooms are just what you need to relax after a good day on the hills, travelling or working.



ROOMS

VERY COMFORTABLE & AFFORDABLE

We have 7 beautifully appointed, en-suite bedrooms packed with everything you need to unwind. Overnight guests can start the day with a full English breakfast and all the trimmings or a lighter, continental-style alternative or both!

Our rooms come in a variety of configurations, do not hesitate to give us a call if you have any questions or book online with our discount code - [CLICK FOR DISCOUNT CODE!](#)

[BOOK A ROOM](#)



TRADITIONAL PUB FOOD YOU'LL LOVE




COME & QUENCH YOUR THIRST

Home of Entertainment since 1782
Box Office 01524 64695 | [Contact](#) [Twitter](#) [Facebook](#) [Instagram](#)

Lancaster Grand Theatre

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ONE NIGHT OF
ELVIS

Find Out More

What's On

Show List Comedy Dance Drama Family Interest Music Musical Charity



Lancaster Grand Theatre
New Foyer Appeal

New Foyer fundraising campaign

Drive to raise £2.84million


After many unavoidable delays, we started to re-vitalise our fundraising campaign for the New Foyer but suffered a major setback with the Corona virus pandemic when funding availability was reduced due to other priorities. The Theatre does not receive any external funding so we rely on the support of you, our supporters, to help us generate funds. The money we receive from ticket sales goes directly to the upkeep and restoration of the theatre. We had already raised £648K and secured an additional £635K grant but unfortunately, that grant will time expire in March 2023 as we will not have raised enough to complete the build by that time. Detailed design work has already been completed and so with a projected cost of £2.84 million, we now need to raise £2.4 million more to build this new and exciting facility for everyone to enjoy for many years to come.

Find Out More


The Home of Entertainment since 1782 and Lancaster Footlights since 1951

The Grand Theatre, under its many names, has been a major part of the social and cultural life of Lancaster since it opened in 1782. Today, as a result of a continual restoration drive, the theatre is in the best condition it has been since the rebuild in 1908 and now operates as one of the key north west venues for amateur drama, music and dance and professional touring companies.

Find Out More




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Student Accommodation
in Lancaster

STUDENTS




FIND YOUR IDEAL
TENANT

LANDLORDS

STUDENT HOUSING IN LANCASTER FROM ESCAPE CAMPUS

Nestled between the most beautiful counties in England, the historic City of Lancaster is home to two of the country's leading Universities and a vibrant social scene. With stunning architecture, set to a backdrop of Lancaster Castle and the glorious Lancashire landscape, it's no surprise that Lancaster student accommodation is increasingly sought after. As a leading student housing provider in Lancaster, we take pride in helping both **students** and **landlords** secure trusting and long lasting relationships, through our experienced management of quality accredited **student property**.

More about us



OUR LANDLORDS

“

I hadn't rented student properties before, either in Lancaster or anywhere else. I know student lettings is a specialist area but getting in touch with Escape Campus was a good move. Their insight into the student property market made me feel confident and has given me a real head start in being a landlord of this kind of property in Lancaster. I would definitely recommend speaking to someone at Escape Campus.

”

DAVE STUDENT LANDLORD AND PROPERTY OWNER


OUR STUDENTS

“





When I first started researching Escape Campus, I saw lots of really positive reviews on their social media, now I see why. They're friendly, honest and very genuine in trying to give you the best experience with your student home. I was a little bit scared about getting a student house in Lancaster because I'd heard horror stories about poor living conditions, student houses not being what they seemed and student landlords not adequately responding to problems that arose. With Escape Campus I didn't have any of those issues. I'm so pleased I went with them. I like them as people and as my student letting agents. I would recommend them to anyone.


”

TANI LANCASTER UNIVERSITY STUDENT



OUR PARTNERS



LINKS

Students


Landlords

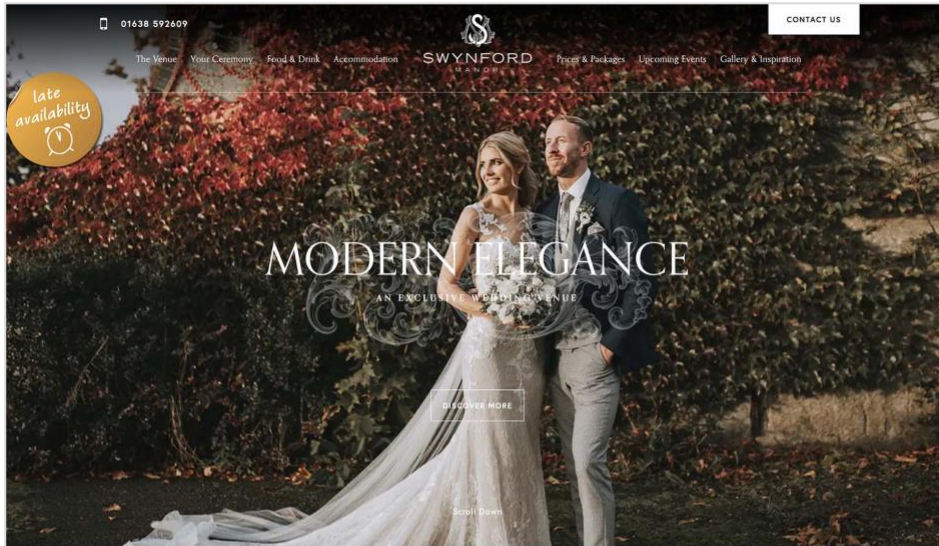
FIND US

3 Hampson Lane
Lancaster, Lancashire

CONTACT

T. +44 (0)1524 926326
E. hello@escapecampus.com





Boasting a heady combination of romance and glamour, *Swynford Manor* is a delightfully different, exclusive use wedding venue in Cambridgeshire.

You gave me the key to your heart, my love
— Lord Byron

WELCOME

Nestled in the Cambridgeshire countryside, our chic manor house features an elegant monochrome interior accommodating up to 170 guests in the daytime and 220 in the evening. Licenced for ceremonies both indoors and outdoors and with 12 guest bedrooms plus a spacious honeymoon suite, Swynford Manor is your perfect wedding venue choice. You can enjoy every aspect of your special day in one place at our exclusive wedding venue.

[DISCOVER MORE >](#)



Thank you sooooo much for helping us have the perfect wedding. Food was incredible, service was flawless & you listened to our needs in ensuring everything went to plan.

We couldn't fault you guys, so thank you so much for making it a stress-free day for us.

Thank you so much for guiding us through the day, the whole day was just perfection & we both loved every second of it.

Please pass on my thanks to all the team!
You all smashed it! X

CHARLOTTE & JAKE 28TH AUGUST 2023



THE PERFECT SETTING

The first step taken in a new project is to conduct the Discovery phase which involves information gathering on various aspects relating to your project. As an example, these aspects would include the following (and more) ...

- **Understanding details for consolidation of the sites**
We are interested in understanding how the 3 sites can be combined into a single site seamlessly so that aspects and values of the existing sites are maintained as you require and as website visitors would expect.
- **Business directory planning and functionality**
We would establish the full requirements and functionalities for the business directory. This would include understanding how the business listings on the existing KirkbyLonsdale.co.uk site and the existing KirkbyLonsdale.info site would be combined into one business directory with respect to CoT memberships and so on.
- **Events / What's On section**
We would establish the full requirements for the website calendar functionalities.
- **Additional website functionalities**
We want to have a full understanding of all functionalities you want for the website that have not already been discussed. An example of this could be that the AKL Magazine could be published on the site as an interactive digital magazine and so a plugin that converts PDF documents into an online magazine could be added (paid plugin costs may apply).
- **Understanding of who will require website management capabilities**
There are potentially several different people who will require access to the website's management system in order to make updates/edits to the site according to their 'job role'. We will establish what those roles are and provide appropriate access privileges accordingly.

We don't assume everything before beginning your web design project as we know it is much better that we learn / *discover* what will work best for you. This is important as it is in your interest that we understand critical information about the direction of your efforts and your target users before we make recommendations on design concepts, functionalities, specific website plugins, and so on.

The Discovery process is important in making sure that we deliver a website that gives you an effective platform for achieving the goals you have online.

NOTE

It is possible that the scope for the design and development phases may need to be adapted according to the outcome of the discovery phase. If a change in cost applies, we will let you know as soon as possible and will discuss further before progressing.

Website Architecture

The Discovery phase helps us gather the information we need to work with you to plan your new website's *architecture*. We'll create this architecture in the form of a graphical site map laying out the page hierarchy for the site as well as planning how your visitors will be directed to the information they need. Planning the website architecture is important for efficiency of design and development as well as setting the stage for a successful search engine marketing campaign – it helps you to get the best for your budget.

Concept Design

Finalizing the website architecture with you enables us to go into the design phase with a clear understanding of how you will provide visitors to your site with the best experience possible. In the design phase we will create graphical concepts that will address...

- **Visitor navigation paths**
For example, how someone landing on your homepage progresses through to locating information about a particular type of business.
- **Integration of required sections**
These are website features that cover main sections/functionalities such as the local businesses directory.

Design for Accessibility (WCAG 2 A/AA)

We will pay attention to WCAG 2 AA standards right from the start of the web design phase with strong consideration to following through with WCAG implementation during development and beyond. This involves consideration made for font selection, colours used, contrast levels, page structure and so on.

Development

Once you approve the design concepts, our web development phase will turn the designs into a fully working responsive website (which means it will of course work well on all devices) that includes building out the website architecture together with the required functionalities established during the discovery stage (e.g., contact forms, business directory, events, news, village information, and so on). The site will be developed with a CMS (Content Management System) so that designated people will be able to make certain updates to the site as you

require. Your site will be populated with content (either provided by you or written by our copywriting team).

Development for Accessibility (WCAG 2 AA)

During development we will continually implement and test pages, templates, elements, and structures using various tools and following WCAG requirements to ensure the site is compliant with AA standards ready for launch.

User Roles / Organisation Editors

We understand the need for different members of your group requiring different administration powers according to the relevant sections of the website and we will install systems to manage people's editor capabilities according to their assigned role.

Pre-Launch

Before the site is launched, you will be invited to review all the work done while we also carry out our own testing of the site in different browsers and with different devices. We'll also test the required functionalities, for example, any contact forms, calendar features, email sending, interactive elements and so on. This is an important time for addressing anything you need with us prior to going live.

Launch

Once testing of the website is complete, we will launch the new site(s) on the live domain(s) and implement final website performance optimizations.

Deliverables

You'll get a brand-new original website(s) based on your branding, ideas discussed with you, your functional requirements, your knowledge of your market, our suggestions regarding branding, marketing, and so on. The completed website(s) will include...

Responsive web design

It will look great on computers and mobile devices, and it will be optimised for usability.

Content Management System (CMS)

The site will be developed with a CMS (WordPress) that enables you and your team to easily manage content changes for the site.

Page Population

Setup of all information pages using the content supplied. You will be required to assist in this process with direction and data entry as we request it.

'What's On' Section

Event listings and calendar.

Business Listings Section

A local business directory with exclusive features available to CoT members **including the ability for CoT members to update their own listing.*

'News' Section

A 'News' will be included and will be run in a similar way to a blog.

Other Pages

We will set up other pages as used on the existing sites as required plus additional pages agreed upon during the Discovery phase.

'Contact Us' Features

The site will include necessary basic contact forms as well as 'click-to-call' buttons / links especially useful to mobile users (if needed).

****Randomised Advertising Banners Sitewide***

Advertising banners that show on every page. Banners to be provided to us.
(Requires premium plugin)

****Lunesdale Hall Booking System***

The site will include the ability to take booking for the Lunesdale Hall.
(Requires premium plugin)

****Payment Page for Other Services***

A page allowing CoT members to pay for additional services (eg Christmas Trees') via advanced ordering forms.
(Requires premium forms plugin)

****CoT Advertising Application***

A page allowing CoT members to apply and pay for advertising via an advanced custom form.
(Requires premium forms plugin)

****TC File Management / Archives***

WCAG 2

Before launch, we will review the site with respect to WCAG 2 AA standards.

**Additional requirement added since initial quote from April 2023*

Accessibility and WCAG 2 AA Compliance

Although we aim to launch the site with WCAG 2 AA standards implementation, Webny Digital cannot be held responsible for maintaining WCAG implementation post launch as any changes made to content, images, links, etc., by your team could cause compliance issues. Should you wish us to help maintain the site with respect to accessibility, this can be added as an additional ongoing cost.

it's been a pleasure!

Thank You

We are delighted to have had the opportunity to meet you and learn about your project and how we can work with you. We hope you find the information in this proposal useful and clearly presented. If you have any questions, comments or if there is anything extra you would like the proposal to cover, please don't hesitate to get in touch!