



# **Discover Melton Website Rebuild & Redesign Specification**

**For**

**Melton Borough Council**

## **SPECIFICATION & SCOPE**



**Funded by  
UK Government**

### **SCOPE AND SPECIFICATION**

#### **1. BACKGROUND INFORMATION**

[Discover Melton](#) WP website was first designed and launched in 2021. Since the original build, the backend of the site has become cluttered with a build-up of additional plugins, coding, patches, and dynamic content that has resulted in major conflicts. In addition, technical incompatibilities impeded the user experience. This has caused the website to run more slowly and on occasions to crash.

To stabilise the site in the short term, plugins that do not to impact the functions of the site to reduce the number of processes that effect the load time, have been removed.

A long-term solution is now required to rebuild the site, with a stable 'theme' which would allow new functions, bringing the site up to date incorporating new structure and innovative design elements.

While the look and feel of the current site is great, a redesign would allow exciting and timely changes, bringing it up to date.

## **2. OVERVIEW OF THE SCOPE OF SERVICES**

Melton Borough Council wishes to secure a website developer to rebuild, restructure and redesign a place-based website for Discover Melton. We require an improved, sustainable, and stable theme, with the desired functionality to be built from the outset.

Looking to create a more purposeful site featuring newer web technology that would serve the Melton Tourism and Investment agenda and futureproof the website for some years to come.

The Discover Melton website is the main portal through which we look to promote the borough as a 'Place' to attract numerous different markets. The new website must be visually engaging, that reflects the regions broad offer, its own distinctive character and to reinforce the perspective that it is attractive for visitors, residents, investors, businesses, and event organisers.

**Key requirements** - site structure, functionality, user- friendly navigation, fast loading times, responsive layouts to ensure visitors have a pleasant experience, regardless of the device they are using. Needs to be optimised for mobile devices.

- 1) **Liteweight and sustainable theme.** That can perform with a hefty 'Directory' and events listings.
- 2) **Improved User Experience.** Easy to navigate and flow of information with rich content (images, videos, blogs, events, google maps).
- 3) **SEO - visibility is key.** Optimise the website to rank higher on search engine results pages, making it easier for potential visitors and investors to find our site. Incorporating targeted keywords and optimising the content, to help drive organic traffic to the website.
  - Ensure that SEO tools are up to date with relevant keywords and meta descriptions for all pages across the site. Edit existing and added content to ensure the site is fully optimised (attractions, accommodation, and events in Melton).

- 4) **Brand Elements.** The current website adheres to the style and branding guidance of the [Melton Tool Kit](#). Opportunity to incorporate and adopt contemporary design styles, colours and elements to keep the brand fresh, with a contemporary fresh look and feel. (Visual Language assets – paint stripes – are not used). A clean, simple, but eye-catching design that conveys Melton as a rural destination for tourism, heritage, and business.
- 5) **Restructuring.** The current site serves three functions - LIVE / INVEST / VISIT.
  - Requirement to reduce any perceived conflict of purpose with sections about 'Live' and 'Invest' either moved away or included in a better way that does not distract the primary tourism/events focus. Opportunity to separate sections into two websites, each having a clear purpose and agenda.
  - **Invest and Live** - section moved to new URLs (already owned)
  - **Visit** - focus on tourism to increase visitor numbers.
- 6) **Accessibility Compliance.** Ensure the website meets an elevated level of compliance with WCAG/W3C accessibility standards – font sizes, colours of buttons and backgrounds. Consideration for the control of responsive content on mobile devices to ensure accessibility compliance.
- 7) Manage site migration and go live.
- 8) Submission forms – ability for business and event organisers to add/submit a 'Business listing' & or an 'Event' direct to website, including images.
- 9) Sign-up for newsletter
- 10) Integrated Mailchimp – sign up newsletter.
- 11) Google Analytics, Google Tag Manager and Facebook pixel

### 3. DESIGN SPECIFICATION

The website needs to restructure content into two integrated sites – 'Visit' and 'Invest' sections. Live will sit under [Invest in Melton](#) moving forward.

- 1) **Discover Melton – VISIT:** All existing tourism, visitor related content from current site migrated to new build:
  - Tourism / Visitor focused homepage
  - All content under existing 'Visit' Navigation Section
    - Things to do - Activities, attractions, experiences, outdoors, itineraries, walks, cycling, spas & well-being.
  - Food & Drink (Taste the Place)
  - What's On (events listing) – including ability to 'submit an event.' The events section is the most visited and active section of the site currently.
  - Places to Stay - Separate listings search function.
  - Shopping
  - Blog
  - Heritage
  - Attraction listings & interactive maps (search & filter)
  - Instagram feed integration #discovermelton
  - Links to FB & Instagram
- 2) **Discover Melton - INVEST**
  - Invest homepage - Why Melton?

- Business Support Services – Who we are, News, Business Events & Networks, Funding, Skills & Workforce Support, Training, Planning, Contact Us (How Can We Support)
- Growth Sectors - Key sectors
- Location & Connectivity – where we are.
- Investment Opportunities – Commercial, Retail & Industrial Sites
- Live & Working

### **3) Additional Page Requirements**

- Space for key Marketing Campaigns and messages - Fitcation, Uncover the Story, Taste the Place, Christmas.
- Local villages & surrounding area. Including direct links to other district sites including Discover Rutland.
- Be Inspired – (useful information) – Place for digital visitor guides, group information, suggested itineraries, accessible tourism, sustainable tourism – Eco Tourism
- Industry Information - tourism business support (B2B)
- Competitions

## **4. TENDER REQUIREMENTS**

Responses will need to cover the following areas and will be scored out of 5 marks for each.

1. COSTS – 50% of overall marks
2. DESIGN – 50% of overall marks

MBC requirements: As a minimum the Council will require the following:

### **COMBINED COSTS**

- 1) **Cost for build of website:** to consider the requirements as set out above and to include:
  - Inception meeting – Estimated 10<sup>th</sup> March 2025
  - Weekly meetings to discuss progress, improvements, and changes.
  - Training – for MBC council officers to manage content and website post build.
- 2) **Cost for content creation & copy writing:**
  - Content creation for visit and invest webpages utilising the information provided by MBC.
  - Inclusion of visual creation (supplied photography, video's, maps, infographics)
  - Cost for any major future overhauls, within the first year (hourly rate)

### **DESIGN**

- 1) Submit a Mockup of 'Visit' home page and one other page to demonstrate visualisation as to what website could look like.
- 2) Narrative around approach to the project and how the build will be approached to ensure customer satisfaction with the final product.
- 3) Proposal: brief overview of your interpretation of the brief and how you would propose delivery.
- 4) Timescales: indicative timescales as to the length of time to produce a website following inception.
- 5) Two examples of work already undertaken to demonstrate what can be delivered.
- 6) Any other information you feel is pertinent to demonstrate how you would deliver the project.

**Additional quotes for the following to be considered by MBC.**

- 1) Optional Hosting Service – Off site hosting service 12 months contract
- 2) Maintenance Support Package – 24/7 call arrangement for any issues that might arise i.e., site hack or major error. Minimum weekly backups, and core WordPress and WordPress Theme updates and updates to the plug-ins used by the website. In addition, the package includes full security and malware scans, as well as providing the Security Certificate (SSL for https:// security required for most websites).
- 3) Development days for any ongoing amendments required to keep the site modern and fresh or upgrades required.

## **5. TIMING AND OUTPUTS**

It is expected that the project will last maximum of 3 months. Priority build 'Visit' followed by 'Invest.' Expected to start 10th March 2025. **Submissions due by 17:00 pm on Thursday 27<sup>th</sup> February 2025 to [kcampbell@melton.gov.uk](mailto:kcampbell@melton.gov.uk)**

## **6. MANAGEMENT OF THE COMMISSION**

Day-to-day management of the project will be undertaken by Kirsty Campbell, Senior Tourism & Events Officer.

The Consultant is required to nominate one senior person to be in overall charge of the project and with whom the Council shall liaise.

**Notes:** New imagery and video's will be commissioned to enhance the content.

**Useful information and Sites:**

[Melton Destination](#)

[Melton Tool Kit](#)

<https://www.visitlincolnshire.com/>

<https://investinderbyshire.co.uk/>

<https://investlincolnshire.co.uk/>

<https://www.investinnottingham.com/>