

Project title	VISITOR WEBSITE FOR NORTHALLERTON
Project description and purpose	This project will create a new visitor website for visitors/shoppers and residents in Northallerton
Target audience/s	The main audiences for this project are Northallerton residents and users of the High St and surrounding retail areas. Anecdotally most retailers report their average shopper is female aged between 45-60.
Overview of proposed content	The key message is Northallerton is a great place to shop, stay, eat and play. It is envisaged each business will get its own page where they will supply their own content (please give options for member login for this facility) All content will be provided by the Northallerton BID Company LTD.
Tone/style guidance	Think classy, think Best of British, stylish independents, think Bettys, Barkers and Lewis & Coopers.
Creative medium	This is a website, preferably built in Wordpress and easy to update and manage, with SEO throughout.
Design guidelines	The BID has a selection of high quality images which can be accessed if necessary.
Stakeholders	The Marketing Group will review and recommend a new brand identity which will be approved by the Northallerton BID Company Board of Directors which meet monthly.
Lifespan	This is a one-off project with the option of providing more web services in future. A hosting contract would also be included if appropriate and also some options for updating and maintenance.
Quantities	1
Budget	We have an agreed budget for marketing but we would like you to surprise us with your affordability!
Project timescales (including anticipated risks) and next steps	We would like to see briefs including quotes by close of business 14 th August 2017, these will be evaluated and a decision made by mid-September and a contract issued forthwith.
Deadline for returning the tender	14/08/17
Lead contact details	Julia Chance, julia@northallertonbid.co.uk 07393445613