



TENDER 329 PART A PROJECT BRIEF AND SPECIFICATION

ISSUE DATE: 10 APRIL 2026

Visit Leyburn Website Design, Creation & Hosting

Abstract

Leyburn Town Council invites suitably experienced contractors to submit a quotation for the design, creation and hosting of a new Visit Leyburn website to enable the content to be added via content management system by Leyburn project volunteers.

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| 1 | PROJECT DETAILS |
| | Leyburn Town Council |
| | Project Name |
| | Visit Leyburn website |
| | Project Address |
| | Leyburn Town Council, Thornborough Hall, Moor Road, Leyburn, North Yorkshire, DL8 5AB |
| | Project Description/ Scope of works Summary |
| | <ul style="list-style-type: none"> • Title: Design, creation and hosting of new destination website for Leyburn, North Yorkshire. • The Council invites response to this Invitation to Tender (ITT) from suitably qualified suppliers ("Suppliers") for the design and build of the new Visit Leyburn website. The Visit Leyburn website (domains below) will be the official tourism platform operated by Leyburn Town Council (LTC), to be handed in due course to the new Community Interest Organisation (CIO) and plays a pivotal role in promoting the town as a visitor destination. It supports a wide audience including tourists, residents, local businesses, and other stakeholders by offering searchable listings of businesses, attractions, services, events, editorial content, guides, accessibility and travel information. • The website needs to be able to be sustainable, scalable, manageable, provide a level of self-funding after an agreed time, to be of value over a long period of time. • 3 domains already purchased. Agree which is best lead domain (for SEO) with other two redirecting to the lead domain: <ul style="list-style-type: none"> • https://www.visitleyburn.com • https://www.visitleyburn.org • https://www.visitleyburn.uk |

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| 2 | INSURANCE REQUIREMENT- N/A | |
| 3 | PROCUREMENT TIMETABLE | |
| | Tender issued | Friday 10 th April 2026 |
| | Deadline for Questions | Friday 1 st May 2026 |
| | Submission Method | All submissions must be sent via email to : clerk@leyburntowncouncil.gov.uk |
| | Tender return Date | Friday 8 th May 2026 |
| | Anticipate award date | Monday 18 th May 2026 |

| 4 CONTRACT INFORMATION | |
|--|--|
| Form of Contract | Council Standard Conditions for Services |
| Duration | Minimum 3 years with 3+ and 5+ years options. |
| Award Criteria | See section 7 below. |
| CPV Codes | <ul style="list-style-type: none"> • 72200000 - Software programming and consultancy services • 72413000 - World wide web (www) site design services • 72415000 - World wide web (www) site operation host services • 72500000 - Computer-related services • 72600000 - Computer support and consultancy services |
| Design /Content Requirement | See sections 3 and 4 below. |
| Cost Saving & Improvement options | Applies for longer term multiple years support. |
| Sustainable development & environmental considerations | Website development and hosting/licensing needs to be multi year, scalable so the website does not have to be rewritten within 2-5 years. |
| Price Fluctuations/ annual increases | Fixed price for the website, design, creation through to launch, and an agreed multi year inclusive support for hosting, service, SSL agreement in place, to limit price fluctuations for whole duration of the contract. Price fluctuations of % or RPI increase for renewable contract. |
| Proposed Contract Start/ Base Date | May/June 2026 |
| Contract End Date | Dependent on contract term of 3+ or 5+ years. |
| Execution Method | Under Hand (signed by a Director if under £300k) |
| Variations | Managed by the Contract administrator. |

| OTHER INFORMATION | |
|--------------------------------|--|
| Price to be held open for | 6 months |
| Product Warranty | N/A |
| Service/ maintenance provision | Included within whole contract cost |
| Subcontracting | This Contract does not allow for subcontracting. |

| HEALTH & SAFETY | |
|----------------------------|-----|
| H&S requirements | N/A |

PROJECT SPECIFICATION & SCOPE OF WORKS

Leyburn Town Council – Visit Leyburn new website

1. PROJECT BRIEF

1.1 BACKGROUND TO PROJECT

Leyburn Town Council (LTC) is seeking to appoint a provider to supply the design and development of a Visit Leyburn website, which will become the main digital channel through which we promote the Yorkshire Dales market town of Leyburn, both locally, nationally and internationally to visitors, groups, residents, the local community of the Yorkshire Dales and wider North Yorkshire.

1.2 PROJECT OBJECTIVES

Objectives

There are a number of objectives that we require for the delivery of the contract, both in the short term and looking to the future to enable the growth and value of the website.

1.2.1 Immediate Objectives

The new Visit Leyburn website should:

- Create an **award-winning, inspirational and cutting-edge digital platform** that motivates visitors from initial interest through to action, driving measurable economic benefit to Leyburn.
- Support **Tourism, Hospitality and Leisure partners** by increasing visibility, referrals and direct bookings on their own websites.
- Become the **primary digital gateway** for people planning a visit to Leyburn, Wensleydale, Swaledale and on to the wider Yorkshire Dales National Park.
- Serve multiple audiences including **tourism visitors, local businesses, residents and nearby North Yorkshire communities**.
- Showcase **Leyburn's personality and distinctiveness**—its countryside setting, farming heritage, outdoor experiences, friendly community and local character—through a high-quality, magazine-style design that provides compelling reasons to visit.
- Encourage visitors travelling to the Dales or surrounding destinations to **stop in Leyburn as part of their itinerary**, increasing dwell time and spend.
- Promote both **day visits and overnight stays**, with strong accommodation visibility and clear visitor pathways.

- Highlight **Accessible Leyburn**, presenting pan-disability accessibility information for at least seven accessibility categories, aligned with the VisitEngland Accessibility Toolkit and supported by Access Mini Guide data for 35–50 businesses.
 - Provide **UK-based hosting** for a minimum of three years, with options for discounted multi-year extensions (e.g., 5+ years).
 - Preference to provide a **fully inclusive package** for hosting, SSL security, maintenance and support as one package.
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1.2.2 Strategic Objectives

The website should also deliver the following long-term outcomes:

- **Increase Footfall and Visitor Spend**
Attract new and returning visitors, inspire longer stays, and support increased local spend across retail, hospitality, attractions and events.
 - **Strengthen Leyburn’s Identity as a Destination**
Present a distinctive, modern and visually compelling brand for Leyburn that stands out in a competitive tourism landscape.
 - **Provide Clear, Inspiring Visitor Information**
Offer intuitive navigation and well-structured content that helps visitors quickly understand what to do, where to stay, where to eat and what’s on.
 - **Support Local Businesses and the Visitor Economy**
Provide tools and features that promote local businesses, events and community assets, strengthening the overall visitor economy.
 - **Improve Discoverability and Digital Reach**
Ensure the site is highly visible through search engines, mobile optimisation and social media integration.
 - **Enable Effective Marketing and Campaign Delivery**
Support seasonal campaigns, itineraries, themed content and performance analytics to measure and improve marketing impact.
 - **Ensure Long-Term Flexibility and Scalability**
Provide a future-ready platform that can grow with Leyburn’s tourism strategy and accommodate new features without major redevelopment.
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1.2.3 Desirable Enhancements and Innovation Opportunities

Suppliers are invited to propose innovative, future-focused features that enhance the visitor experience and strengthen Leyburn's digital presence. These may include:

- **Personalisation and Smart Content**
Tailored content based on visitor interests, behaviours or location, such as personalised itineraries or dynamic recommendations.
 - **AI-Driven Enhancements**
Intelligent search, automated itinerary builders, conversational visitor assistance or dynamic content generation to enrich the user journey.
 - **Advanced Marketing and Campaign Tools**
Optional integrations for targeted campaigns, seasonal promotions, CRM connectivity or enhanced analytics to support data-driven decision-making.
 - **Revenue-Generating Features**
Opportunities for sustainable income generation, such as premium listings, advertising placements or partnership-based revenue models.
 - **Futureproofing and Expandability**
A platform architecture that supports modular growth, new integrations and emerging technologies without requiring full redevelopment.
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2. SPECIFICATION – SECTIONS OF THE WEBSITE

(and ability to create subsections/pages within all of these)

- **Businesses** - including facilities options
- **Attractions** in and near Leyburn
- **Services**
- **Accommodation providers** in and near Leyburn
- **Offers**
- **Events** including integration with other event sources
- **Seasonal offerings** / reasons to visit all year round
- **Accessibility (1)** search by accessibility requirements (2) link to Access Mini Guides (<https://www.accessminiguide.co.uk> & type in Leyburn) (3) Website Accessibility optimisation WCAG compliance statement (4) Future option of incorporating accessibility tool eg ReciteMe Option or specify if need to buy directly from them.
- **Local community**
- **Leyburn Town Council and North Yorkshire Council services** (as residents especially often do not have an understanding a to responsibilities for LTC and NYC) so need to be able to point people in the right direction
- **Roadworks and Traffic problems** - links to relevant pages
- **Map** (which can have layers eg accessible layer) and possibly be an interactive map / Directions from the 4 routes into Leyburn
- **Leyburn Tourist Hub**
- **Leyburn Heritage Hub**
- **Nearby to Leyburn**
- **Distinctly Dales** - ability to portray Leyburn's personality
- **Blogs**

3. DESIGN REQUIREMENTS

3.1 Functional Design Capabilities

The website must support a wide range of interactive and content-rich features that enhance visitor engagement and reflect modern destination-marketing standards. The platform must enable:

- Embedding of external media including YouTube, Vimeo, TripAdvisor, Google Reviews and similar sources.
 - Featured listings for businesses, attractions, events or campaigns.
 - A powerful on-site search function with filters for user types (e.g., families, couples, walkers, accessibility needs).
 - Full WCAG 2.1 accessibility optimisation across all design elements.
 - SEO-ready page structures, including metadata fields and schema markup.
 - Alt-text tagging for all images, with prompts or automated suggestions.
 - Creation of new pages or subsections in any part of the site using agreed templates.
 - User registration for news, updates or marketing communications.
 - A pop-up function for announcements, campaigns or urgent visitor information.
 - Design patterns that support personalised or AI-enhanced visitor journeys, including guidance on how AI could be used to increase engagement and showcase Leyburn's appeal.
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3.2 Backend and Administrative Support

The website must include a robust, secure and user-friendly backend that supports efficient content management and long-term sustainability. Requirements include:

- A CMS suitable for a lead content creator supported by volunteers, with intuitive editing tools.
- Ongoing server and CMS maintenance, including automatic updates to core code and plugins.
- Integration of Instagram and Facebook feeds.
- Page-speed optimisation across all pages.
- Redirect management to preserve SEO value for existing or future indexed pages.
- Built-in analytics dashboards showing page performance, dwell time, event views, business page views and trends over time.
- Ability to compare performance against external benchmarks (e.g., VisitEngland or Visit North Yorkshire data) where feasible.
- Footer-based legal and policy content including Privacy Policy, Cookie Policy, GDPR compliance, Terms of Use, Sitemap, Accessibility Statement and Copyright.
- Mobile-first design with full desktop compatibility, recognising Leyburn's older resident demographic.
- Guidance on image quality, compression and auto-resizing.
- Annual and multi-year licensing and hosting options.
- A workflow allowing the webmaster to review, edit and approve content submitted by volunteers before publication.

- Tiered admin rights for staff and volunteers, overseen by the webmaster.
 - Hosting on a reliable UK-based server with regular backups and minimal downtime.
 - Compliance with the latest accessibility, cyber-security and GDPR standards.
 - Compatibility with major browsers (Chrome, Firefox, Safari).
 - Automatic SSL certificate renewal and application.
 - Automated website and image backups.
 - Training and ongoing support to ensure staff and volunteers can confidently update content.
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3.3 Content Creation Requirements

The website must support efficient, accessible and visually consistent content creation. Requirements include:

- Content population to be carried out by the Leyburn Town Council webmaster, supported by trained volunteers.
 - Easy creation of additional pages using pre-agreed templates.
 - Simple uploading of documents (e.g., JPG, PDF) and embedding within pages.
 - Branding development in line with supplied guidance, including colours, fonts and logos.
 - No text placed directly over images to maintain accessibility.
 - Clear, high-contrast typography (e.g., black text on white background) to support WCAG 2.1 compliance.
 - Mandatory alt-text fields for all images, with automated prompts where possible.
 - A structured media library for storing and organising images, documents and videos.
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3.4 Futureproofing and Scalability

The website must be designed to grow without requiring a full rebuild. The platform must support future enhancements such as:

- Expanded user registration and email-marketing functionality.
 - Integration with Mailchimp or similar tools.
 - E-commerce capability for merchandise, tickets or local products.
 - Advertising placements to generate revenue for the town.
 - Bookability features enabling accommodation, restaurants, cafés, events and activities to be booked directly via VisitLeyburn.
 - GDPR-compliant email-marketing sign-up and segmentation.
 - Enhanced accessibility tools (e.g., ReciteMe) for pan-disability support.
 - Business login functionality allowing businesses to update their own listings, subject to webmaster approval.
 - TripAdvisor integration for reviews and ratings.
 - Online competitions and campaign-based engagement tools.
 - AI-powered features to personalise itineraries, recommend content or enhance visitor engagement.
 - A scalable media library for long-term content growth.
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4. Technical Requirements

4.1 Platform Architecture

The website must be built on a stable, secure and widely supported platform that enables long-term sustainability. The platform must:

- Use a modern, well-maintained CMS with strong community / commercial support.
 - Allow modular development so new features can be added without major redevelopment.
 - Support integrations with third-party APIs, event feeds, mapping tools and accessibility data sources.
 - Provide a clean, well-structured codebase that can be maintained by future suppliers if required.
 - Be compatible with industry-standard hosting environments.
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4.2 Accessibility and Compliance

The website must meet all current UK public-sector accessibility expectations:

- Full compliance with **Web Content Accessibility Guidelines (WCAG) 2.1** at Level AA as a minimum.
 - A WCAG-compliant **Accessibility Statement**, updated as required.
 - Semantic HTML, ARIA roles where appropriate, and accessible navigation patterns.
 - Keyboard-only navigation, screen-reader compatibility and colour-contrast compliance.
 - Accessible forms, error messages and interactive components.
 - Compatibility with future accessibility tools (e.g., ReciteMe) should the Council choose to integrate one.
 - Accessibility must be embedded in the design, development and testing process, not added retrospectively.
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4.3 Performance and Optimisation

The website must be fast, efficient and optimised for high-traffic visitor use. Requirements include:

- Fast page load times across all devices and connection speeds.
 - Optimised images, caching and compression.
 - Clean, lightweight code to minimise unnecessary scripts.
 - SEO-friendly structure, metadata and schema markup to improve discoverability.
 - Mobile-first performance optimisation.
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4.4 Security and Data Protection

The website must follow best-practice security standards and comply with UK GDPR. Requirements include:

- SSL certificate and secure HTTPS across all pages.
 - Regular security updates and patching.
 - Protection against common vulnerabilities (e.g., XSS, CSRF, SQL injection).
 - Secure handling of any user-submitted data.
 - Cookie management and a compliant cookie notice.
 - Daily backups and a clear disaster-recovery process.
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4.5 Hosting and Infrastructure

The supplier must provide reliable, UK-based hosting that meets the needs of a destination website. Requirements include:

- Hosting located in the **United Kingdom** for a minimum of three years.
 - Options for discounted multi-year extensions (e.g., 5+ years).
 - High uptime guarantee (99%+).
 - Scalable resources to accommodate seasonal traffic peaks.
 - Monitoring, logging and alerting for performance and security.
 - Regular backups with defined retention periods.
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4.6 Browser and Device Compatibility

The website must function consistently across:

- All major browsers (Chrome, Edge, Safari, Firefox).
 - Current and recent versions of iOS and Android.
 - Desktop, tablet and mobile devices.
 - High-resolution and retina displays.
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4.7 Search and Navigation

The website must include:

- A powerful, intuitive on-site search function.
 - Search filters for businesses, attractions, pan-accessibility and accommodation.
 - Clear breadcrumb trails and logical navigation structures.
 - URL structures that support SEO and user understanding.
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4.8 Mapping and Geolocation

The website must support:

- An interactive map with optional layers (e.g., accessible routes, parking, attractions).
 - Directions from the four main routes into Leyburn.
 - Integration with mapping APIs where appropriate.
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4.9 Analytics and Measurement

The website must include:

- Integration with analytics tools (e.g., GA4 or equivalent).
 - Tracking of user behaviour, conversions, referrals and outbound clicks to partner websites.
 - Event tracking for campaigns, itineraries and seasonal content.
 - Dashboard access for Council staff to monitor performance.
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4.10 Content Delivery and Media

The website must support:

- High-quality images, video and rich media.
 - A media library with tagging and search.
 - Optimised delivery of large files.
 - Embedding of social media content where appropriate.
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4.11 Integrations and External Data

The website must be capable of integrating with:

- Event feeds or third-party event platforms.
 - Business directories or tourism data sources.
 - Accessibility data (e.g., Access Mini Guides).
 - Social media channels.
 - Mapping and geolocation tools.
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4.12 Testing and Quality Assurance

The supplier must undertake:

- Functional testing across all devices and browsers.
- Accessibility testing against WCAG 2.1 standards.
- Performance and load testing.
- Security testing.

- User acceptance testing with Council representatives.
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5. Supplier Instructions

5.1 Proposal Format

Suppliers must submit a clear, structured proposal that directly addresses the requirements set out in Sections 1–4 of this specification. Proposals must be written in plain English and include all information necessary for Leyburn Town Council to evaluate capability, methodology and value for money.

Each proposal must include the following sections:

- **Executive Summary** — a concise overview of the proposed solution, approach and value offered.
 - **Understanding of Requirements** — a demonstration of the supplier’s understanding of Leyburn’s objectives, audiences and destination-marketing context.
 - **Proposed Solution** — detailed explanation of how the supplier will meet the functional, design, content and technical requirements.
 - **Project Plan and Timeline** — including key milestones, dependencies and delivery phases.
 - **Team and Expertise** — names, roles and relevant experience of the delivery team.
 - **Accessibility and Compliance Approach** — how WCAG 2.1 AA compliance will be achieved, tested and evidenced.
 - **Hosting and Security Proposal** — including UK-based hosting arrangements, uptime commitments, backup processes and cyber-security measures.
 - **Content Migration and Setup** — how initial content, templates and structures will be created.
 - **Training and Handover** — details of training for the webmaster and volunteers, plus ongoing support.
 - **Cost Breakdown** — itemised pricing for design, development, hosting, maintenance, licensing, optional features and future enhancements.
 - **Optional Enhancements** — proposals for innovation, AI, accessibility tools, bookability, revenue generation or other futureproofing options.
 - **References and Case Studies** — examples of similar destination, tourism or place-marketing websites delivered in the last three years.
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5.2 Mandatory Requirements

Suppliers must confirm that their proposal:

- Meets **WCAG 2.1 AA** accessibility standards.
- Provides **UK-based hosting** for a minimum of three years.
- Complies with **GDPR**, cyber-security standards and data-protection requirements.
- Supports the full functionality listed in Sections 3 and 4.
- Includes a CMS that allows non-technical staff and volunteers to update content.
- Provides a workflow for webmaster approval of content before publication.
- Includes training for staff and volunteers.
- Includes ongoing maintenance and support arrangements.

Proposals that do not meet these mandatory requirements may be excluded from evaluation.

5.3 Submission Requirements

Suppliers must submit:

- One electronic copy of the full proposal.
- A completed pricing schedule with clear breakdowns for:
 - Design and build
 - Hosting
 - Maintenance and support
 - SSL
 - Licensing
 - Preferred package price of above 5 bullet items
 - Optional modules or enhancements
- A proposed contract duration and renewal options.
- Evidence of insurance cover (public liability, professional indemnity, cyber liability).
- Confirmation of the supplier's financial stability.

5.4 Clarification Questions

Suppliers may submit clarification questions by email up to the deadline specified in the tender timetable. Responses will be shared with all bidders to ensure fairness and transparency.

5.5 Presentations or Demonstrations

Shortlisted suppliers may be invited to present their proposal or demonstrate relevant CMS functionality. Presentations may include:

- Walkthrough of similar websites delivered.
- Demonstration of CMS usability.
- Explanation of accessibility testing processes.
- Discussion of futureproofing and scalability options.

5.6 Evaluation

Proposals will be evaluated using the criteria set out in **Section 6 : Evaluation Criteria** (to be drafted next). Evaluation will consider quality, accessibility, technical robustness, innovation, usability, sustainability and value for money.

5.7 Contract Award

The Council reserves the right to:

- Award the contract to the supplier offering the most economically advantageous tender.
 - Request further information or clarification.
 - Not award the contract if proposals do not meet requirements or budget constraints.
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6. Budget

The budget is set to cover the following total cost of ownership for at least 3 years:

- Website design
- Hosting and licensing – costs for web hosting, domain renewals, SSL certificates, any plug-in licenses
- Maintenance and support
- Training and handover
- Itemised cost breakdown and itemised deliverables eg CMS, third party integrations, accessibility compliance
- All the above provided for at least 3 years from handover of the website and going live

The budget does not include purchase of domains as 3 domains have already been purchased.

Request budget outline requirement for provision of extension of website, license and maintenance package as above to enable optional enhancements, longevity and sustainability as outlined in section 7 below for further 3+ or 5+ years.

7. Evaluation Criteria

Proposals will be evaluated using a balanced scorecard approach that considers quality, accessibility, technical robustness, innovation, sustainability and value for money. The Council will award the contract to the supplier offering the most economically advantageous tender.

7.1 Evaluation Overview (Revised Weighting)

Each proposal will be assessed against the following weighted criteria:

| Evaluation Area | Weighting |
|---|------------------|
| Cost & Value for Money | 25% |
| Understanding of Objectives & Destination Context | 12% |
| Quality of Proposed Design & User Experience | 12% |
| Accessibility & Compliance (WCAG 2.1 AA) | 11% |
| Technical Solution, Scalability & Futureproofing | 11% |
| CMS Usability & Content Management Workflow | 8% |
| Project Delivery, Support & Training | 7% |
| Innovation & Optional Enhancements | 6% |
| Relevant Experience, Case Studies & References | 5% |
| Annual / Multi-year Support / Maintenance | 3% |
| Total | 100% |

7.2 Cost & Value for Money (25%)

The lowest price will not automatically score highest; value for money will be assessed holistically. Evaluation will consider:

- Transparency and completeness of the cost breakdown.
- Total cost of ownership over 3–5 years.
- Hosting, licensing and maintenance costs.
- Cost effectiveness relative to quality, resilience and functionality.
- Optional enhancements priced separately and clearly.
- Evidence of long-term affordability and financial sustainability.

7.3 Understanding of Objectives & Destination Context (12%)

Assessment will consider how well the supplier:

- Demonstrates understanding of Leyburn's tourism, visitor economy and place-marketing needs.
 - Shows awareness of the town's audiences, identity and competitive positioning.
 - Reflects the strategic and immediate objectives set out in Sections 1 and 2.
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7.4 Quality of Proposed Design & User Experience (12%)

Evaluation will focus on:

- Creativity, clarity and appeal of the proposed design approach.
 - Ability to showcase Leyburn's personality, distinctiveness and year-round offer.
 - Mobile-first design quality and responsiveness across devices.
 - Navigation, search, layout and overall user journey.
 - Ability to support rich media, storytelling and high-quality imagery.
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7.5 Accessibility & Compliance (WCAG 2.1 AA) (11%)

Proposals that cannot demonstrate WCAG 2.1 AA compliance will not be considered.

Suppliers must demonstrate:

- A clear methodology for achieving WCAG 2.1 AA compliance.
 - Evidence of previous accessible website builds.
 - Accessibility testing tools and processes.
 - Commitment to inclusive design (typography, contrast, structure, assistive technologies).
 - Ability to support future accessibility enhancements (e.g. ReciteMe).
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7.6 Technical Solution, Scalability & Futureproofing (11%)

Assessment will consider:

- Suitability and sustainability of the proposed platform and CMS.
 - Hosting, security, backups and uptime commitments.
 - Scalability for future requirements (AI, bookability, e-commerce, advertising, business logins).
 - Integration capabilities (mapping, events, social media, accessibility tools).
 - Performance optimisation, SEO readiness and code quality.
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7.7 CMS Usability & Content Management Workflow (8%)

Evaluation will focus on:

- Ease of use for non-technical staff and volunteers.
 - Content creation, review and approval workflows.
 - Page creation using templates.
 - Media library and document management.
 - Accessibility-friendly content creation (alt text, metadata).
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7.8 Project Delivery, Support & Training (7%)

Assessment will consider:

- Clarity and realism of the project plan and timeline.
 - Skills and experience of the delivery team.
 - Training provision for staff and volunteers.
 - Support, maintenance and update processes.
 - Communication and responsiveness.
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7.9 Innovation & Optional Enhancements (6%)

Optional enhancements may differentiate proposals. Additional points may be awarded for:

- AI-driven visitor engagement features.
 - Personalisation or smart recommendations.
 - Revenue-generating opportunities.
 - Bookability for accommodation, food, drink and activities.
 - Creative ideas enhancing Leyburn's digital presence.
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7.10 Relevant Experience, Case Studies & References (5%)

Evaluation will consider:

- Proven capability to deliver the contract.
 - Relevant experience of comparable scope, scale and context.
 - Case studies with demonstrable outcomes.
 - Transferability of methods and technologies.
 - Contactable references and differentiators.
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7.11 Annual / Multi-year Support & Maintenance (3%)

Evaluation will consider:

- Service levels, response times, resolution times and uptime.
 - Quality assurance standards.
 - Risk, contingency and downtime management.
 - Whole-life cost and commercial robustness.
 - Performance monitoring and compliance.
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8. Quotation and Pricing Requirements

Suppliers must provide a clear, transparent and fully itemised quotation that aligns with the scope and requirements set out in Sections 1–6. All pricing must be presented in GBP (£) and remain valid for a minimum of 90 days from submission.

8.1 Pricing Structure

The quotation must include:

- A **lump-sum price** for the full website setup, design, development and initial configuration.
 - A **three-year licence and hosting cost**, itemised and clearly separated from setup costs.
 - A breakdown of costs by project phase (e.g., discovery, design, build, testing, launch).
 - Clear identification of **VAT, contingency allowances**, and any assumptions.
 - A schedule of **invoice stages**, including dates and percentage amounts linked to milestones.
 - Lead times, delivery programme and any exclusions or qualifications.
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8.2 Ongoing Costs

Suppliers must provide:

- Annual hosting, maintenance and support costs.
 - A breakdown of licence fees (if applicable).
 - Any discounts available for multi-year contracts (3-year, 5-year, or longer).
 - A proposal for a **rolling renewable contract**, with future cost increases capped at an agreed percentage.
 - Costs for optional modules or enhancements (e.g., AI features, bookability, accessibility tools, e-commerce).
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8.3 Optional Pricing

Where optional features are available, suppliers must provide:

- Separate option prices for each enhancement.
 - Clear indication of whether the option can be added later without redevelopment.
 - Any dependencies or third-party costs (e.g., ReciteMe licence, Mailchimp integration, booking engines).
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8.4 Insurance and Competency Requirements

Suppliers must confirm:

- Public liability insurance.
 - Professional indemnity insurance.
 - Cyber liability insurance (if held).
 - Relevant competencies, accreditations or certifications (e.g., accessibility, security, CMS expertise).
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9. KEY PERFORMANCE INDICATORS & MEASUREMENT

- Completion within **agreed timescale**.
 - **Budget adherence**.
 - **Quality of design and user journey**
 - **Longevity and Future proofing**
 - **Customer satisfaction** (post-completion survey).
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10. PROJECT PHASING

Phase 1 – Design: Provide design ideas & examples to meet brief.

Phase 2 – Structure: Provide suggested structural page setup, with examples, of the website to meet the brief

Phase 3 – Design of individual sections: Provide design of pages for specific sections eg businesses, attractions, local services, so they have imagery and clear headings to take the user to the relevant sections and pages. Enable additional pages to be added to the individual sections eg as more businesses are added. Consistency and flow are key

Phase 4 – Training to enable content input (words, imagery, videos)

11. PROJECT MANAGEMENT PROCESSES

- **Contract Manager: Mrs Charlotte Smith**
t: 01969 622561 e: clerk@leyburntowncouncil.gov.uk
 - **Project Contact/Web Administrator: Diane Howarth**
t: 07880622291 e: cottageinthedaes@btinternet.com
 - **Prior to contract to agree dates of regular reviews** for progress and coordination.
 - **Fortnightly email reports from contractor (progress, problems, delays, risks).**
 - **Final inspection & approval** by Contract Manager, Project Contact and representatives of Leyburn Town Council prior to handover.
 - **Pre-Contract (Pre-Let) Meeting – Mandatory:**
 - Held with selected contractor **post-tender but pre-award to:**
 - Confirm schedule, staff to deliver, pricing and payment schedule
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End of Specification