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Tender

Visit Newquay Website Design and Build

Newquay Town Council

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-082875

Procurement identifier (OCID): ocds-h6vhtk-05ee12

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Scope

Description

The Council invites response to this Invitation to Tender (ITT) from suitably qualified suppliers ("Suppliers") for the design and build of the Visit Newquay website. The Visit Newquay website is the official tourism platform operated by Newquay Town Council (NTC) 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, events, editorial content, guides, and travel information.

The existing platform has been in place since 2015 and provides a Destination Management System (DMS) that enables back-end control of tourism products, business entries, and local seasonal events.

In late 2024 the Council commissioned a review of the site to assess the websites structure, usability, functionality and development potential given the issues that were being found around the Industry standards in mobile usability, search engine optimisation (SEO), accessibility (WCAG compliance), and user engagement tools as all of the ears have evolved significantly since the site's launch, and although upgrades have been carried out these are limited with the existing site.

And although the website remains functionally adequate, it does require modernisation to comply with relevant regulations and to ensure it remains at the forefront of providing a service the numerous users, to be compliant with industry standards.

The Key findings of the review included:

- Overall Performance: The current system was found to be satisfactory in its core performance and internal usability.
- Mobile Experience: Google Lighthouse audits identified significant performance issues on mobile devices, affecting page load times and responsiveness. These issues must be addressed to improve the user experience across platforms.

This evaluation reinforced the value of the existing system while highlighting specific areas that must be enhanced through a structured rebuild and the modernisation process. These improvements have been included within the full details of the specification.

Website Performance Statistics

Despite its age, the Visit Newquay website continues to receive strong and consistent traffic, demonstrating its value to the local tourism economy:

- Over 350,000 unique users annually
- 40,000+ visitors during peak months (July-August)
- Average of 3.8 pages per session
- Bounce rate of approximately 38%

These performance metrics underline the importance of sustaining and improving the platform through a strategic rebuild.

Total value (estimated)

- £71,000 excluding VAT
- £85,200 including VAT

Below the relevant threshold

Contract dates (estimated)

- 26 January 2026 to 26 January 2029
- 3 years, 1 day

Main procurement category

Services

CPV classifications

- 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

Contract locations

- UK - United Kingdom

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

12 January 2026, 11:59pm

Tender submission deadline

16 January 2026, 12:00pm

Submission address and any special instructions

www.newquay.gov.uk/tenders

Tenders may be submitted electronically

No

Award criteria

Criteria: Quality 80%

Understanding of requirements 15%

Quality of technical solution 20%

Relevant experience and references 15%

Team qualifications and affiliations 10%

Annual support and maintenance 10%

Project delivery and timescales 10%

Criteria: Price 20%

Sub-Criteria - See Schedule 1 20%

TOTAL Quality / Price 100%

Procedure

Procedure type

Below threshold - open competition

Documents

Associated tender documents

[Below Threshold-ITT-Part A-Instructions Visit Newquay Website Design & Build 03.12.25.pdf](#)

[Below Threshold-ITT-Part B-Response Visit Newquay Website Design & Build.docx](#)

[Pricing Schedule Visit Newquay Website.xlsx](#)

[Visit Newquay Specification.pdf](#)

[Clarification Log Visit Newquay Website.xlsx](#)

Contracting authority

Newquay Town Council

- Public Procurement Organisation Number: PTZC-1693-DJPQ

Municipal Offices, Marcus Hill

Newquay

TR7 1AF

United Kingdom

Email: tenders@newquay.gov.uk

Website: <http://www.newquay.gov.uk>

Region: UKK30 - Cornwall and Isles of Scilly

Organisation type: Public authority - sub-central government