

Objectives/Expectations (list is indicative but not considered exhaustive):

Website Design and Build

The Supplier will be responsible for delivering a fully branded, modern, and mobile-friendly website that captures the spirit of Visit Newquay and provides a smooth experience for both visitors, residents and content editors.

The new site should include:

- 1.1. Seamless application of the Visit Newquay branding using a supplied digital style guide.
- 1.2. A mobile-first design that works beautifully across all devices—phones, tablets, and desktops.
- 1.3. A more responsive system.
- 1.4. Accessibility improvements for compliance and inclusion.
- 1.5. Enhanced SEO structures and content management features.
- 1.6. Scalable architecture for future enhancements, such as bookings and dynamic content.
- 1.7. Both the Content Management System and Destination Management systems should be fully integrated and delivered as a single, seamless package, ensuring compatibility and smooth user experience for both administrators and visitors.
- 1.8. Clear and logical navigation that helps users quickly find what they're looking for.
- 1.9. A user-friendly flexible, and intuitive Content Management System (CMS) featuring.
 - Drag-and-drop editing tools using panels and widgets
 - Easy in-page content editing and real-time preview options
 - A flexible page template builder to suit different content needs
 - The ability to save multiple drafts and schedule publishing in advance
 - Easy to use for non-technical editors

2.0 Core Website Functionality

The website should offer a range of essential features to support Newquay's role as a leading visitor destination, including:

- 2.1. A visually engaging homepage slideshow and flexible image/video header options across internal pages.
- 2.2. A powerful and intuitive product search tool to help visitors explore what's on offer.
- 2.3. Customisable panels and content collections to highlight key themes, areas, or campaigns.
- 2.4. Fully integrated modules for listings, events, and special offers a built-in site search function and smart user permissions to manage content safely and effectively.
- 2.5. Chatbot Integration: A chatbot was recommended to improve engagement and reduce the burden on internal teams handling routine queries.

3.0 Content and Destination Management Training

The new website should include an easy-to-use, tailored Content Management System (CMS) that allows the Visit Newquay team to manage content confidently and efficiently.

Key CMS features should include:

- 3.1 Metatag and redirect management for SEO
- 3.2 Built-in site search and user permissions
- 3.3 Blog and event feeds with RSS
- 3.4 QA tools to check for broken links and errors

To support the team:

- Provide **three remote training sessions** (3–4 hours each) for up to four users
- Cover Destination Management System (DMS), Content Management System (CMS) usage, content workflows, and publishing best practices

This will ensure the team can manage the website independently with minimal ongoing support.

4.0 Digital Management System (DMS) – System Integrations and Modules

The new website should seamlessly integrate with essential systems to support Newquay's tourism operations and ensure legal compliance. The Destination Management System (DMS) will be required, featuring CRM modules for managing both business and visitor data, along with tools for handling listings, approvals, and submissions. The DMS should be hosted by the Supplier and include access to customer support for admin users.

In addition, the system must include SaaS tools and compliance features such as postcode lookup integration, cookie consent management for GDPR, and strong SEO tools like redirect management and metatag support. These features are crucial to keeping the site functional, secure, and user-friendly.

Key requirements include:

- 4.1** Integration of business and visitor CRM modules within the DMS
- 4.2** GDPR-compliant cookie tools and postcode lookup functionality

5.0 Hosting, Security and Maintenance

The website must be hosted on a secure and scalable platform in the EU that can handle high traffic volumes, especially during peak tourism periods. A minimum of 30GB monthly bandwidth is required to ensure smooth performance. The hosting package should include an SSL certificate to provide secure browsing for users.

In addition, the Supplier must provide ongoing software maintenance and regular security updates to keep the site safe, stable, and up to date.

6.0 Support and Ongoing Service

Ensure the website remains fully functional and supported after launch, the Supplier must provide ongoing technical support for both the CMS and DMS. This includes access to a dedicated customer service team and regular platform updates to address any bugs, improvements, or feature enhancements. Reliable support is essential to keep the platform secure, up-to-date, and running smoothly throughout the contract period.

Support must include:

- 6.1** Technical assistance for both CMS and DMS
- 6.2** Dedicated support channels for queries and issue resolution
- 6.3** Regular updates, patches, and platform improvements

7.0 Optional Enhancements / Add-ons

To future-proof the platform and support evolving needs, the Supplier should offer a range of optional add-ons that can be implemented either at launch or as part of future development phases. These features will help improve user experience, increase engagement, and expand the site's commercial potential.

Recommended optional features include:

- 7.1** Accessibility tools compliant with WCAG and other recognised standards.
- 7.2** Geo-triggered content to show nearby listings, events, or offers based on user location.
- 7.3** Advertising banners with setup and configuration support.
- 7.4** Online booking engine integration for accommodation, activities, or ticketing.
- 7.5** Capability to integrate an optional AI-powered chatbot that provides user assistance and complies with the General Data Protection Regulations (GDPR).

8.0 Project Timeline

The project will begin immediately upon the award of the contract after the decision at the Community and Tourism meeting held on.

The Supplier will work closely with Newquay Town Council to ensure it can work to its proposed timetable. It will develop a clear project plan, outlining key stages from design through to go-live.

Milestones will be agreed collaboratively to ensure timely delivery and smooth coordination between teams.

Key milestones will include:

- 8.1 Design approval
- 8.2 Website build, development phases, content migration and population
- 8.3 Quality assurance, testing and training
- 8.4 Final launch and handover

We expect the entire project to be completed within **12 weeks** from the contract start date.