

Invest in Ramsgate Website Specification

Introduction

Ramsgate Town Council (RTC) is looking to develop a website to attract new business into town. This would be a microsite and act as an add-on to the www.ramsgatetown.org website but would open in a separate window with its own domain name.

Current Situation

Thanet District Council have an Invest in Thanet Website as part of their Visit Thanet site but businesses have to register and login at www.visitthanetbusiness.co.uk. We have nothing specific that focuses on Ramsgate.

Overview of the Project

The website will be developed to promote Ramsgate as a great place to live, work and invest in. It is intended to attract people to the area who are looking to set up a business here, move their family and purchase a home.

Timescales

We will require this website to be live before the end of the year and ready for the following summer season.

Specification

The website will be designed to promote Ramsgate as a destination for new and expanding businesses. The website will need to inform prospective businesses why Ramsgate is the right place for them and their families.

Stakeholders

Potential stakeholders will include:

- Commercial agents/transfer agents
- Estate agents
- Other existing businesses
- Accountants
- Solicitors
- Local Council
- District Council
- County Council
- Funding Agencies
- Community Groups

Design

The website homepage would include a background image of Ramsgate harbour and ten reasons to invest in Ramsgate. Contact details of key people to discuss viable options for new business (eg. Town Clerk, Local Councillors, Town Promoter). Links to funding opportunities. There would also be an opportunity for accountants, solicitors and other interested parties to advertise their services.

Colours would be different shades of blues.

Navigation

Using drop down menus with no more than 3 clicks to any page. Contact details should be easily found at the footer of each page, which would include the RTC address and phone number plus email address.

It should have an easy to navigate format with additional sections including;

Vacant commercial premises - The agents would need access to their pages in order to keep them updated if possible.

Estate Agents

Testimonials

Getting Involved - Which would include community groups/event organisers/facebook closed business group forum, Town Promoter contact details.

Free Image Gallery

School Listings

Map of the Town

Accessibility

To comply with current Disability Discrimination Act incorporating appropriate accessibility features such as easy ability to alter font size.

Content

See **Design** and **Navigation**. Commercial and Estate Agents would need secure access to their respective pages to manage their content on a regular basis. Much of the other information will remain static. The initial content will be collated by the Town Promoter in collaboration with businesses around Ramsgate.

Administration

Once the site is live and all pages complete, the admin will be controlled by the CMS (content management system) and managed by the Town Promoter and updated accordingly by appropriately trained staff. As already mentioned, the agents would need control over their own pages if possible (include separately in quote).

Basic training from the web designer and written instructions will be required.

Web stats would be required that include user's location.

Security

Privacy Policy readily accessible.

Hosting

RTC have purchased the preferred domain name 'investinramsgate.co.uk' but will require a place for hosting the website, which should include a CMS so information can be edited with relative ease.

Minimal hosting services should be required.

Relationship with Developer

We will need to maintain an ongoing relationship with the developer if any issues occur that were beyond the capabilities of our admin staff to rectify. It would be useful to include a 'call out' charge (if necessary) within the quote.

Created by:
Rebekah Smith
Town Promoter