

Website Specification for 'Visit Ramsgate'

Introduction

In line with our neighbouring towns including Broadstairs, Sandwich, Deal and Herne Bay, Ramsgate Town Council are seeking to contract and work with a website builder to create a website designed to showcase Ramsgate as a tourist destination. This website will be linked off from the main site www.ramsgatetown.org

Overview of the Project

The website will be designed specifically for visitors but will also be a useful resource for residents. Much of the information on our civic site can be incorporated on this site (eg, history, heritage, certain shops, restaurants etc.). The new site will be more visual with rolling graphics depicting iconic Ramsgate images including Royal Harbour and arches, the marina, sunrises, sunsets, beaches. Much of the content will be sourced by us and images may be supplied by our local contacts including local photographers, Thanet Tourism, Explore Kent and our own database. The hope is this new site will render the current 'visitramsgate' site obsolete as depicts a town where little happens with no attractions.

Timescale

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

Specification

The new website will be linked to the main www.ramsgatetown.org site but will have a separate identity to specifically encourage visitors to the area.

The quotes should include an example of how the homepage will look online which can be viewed by the Councillors to help with their decision.

Stakeholders

Businesses including restaurants, cafes, hotels, B&Bs, bars, theatre, cinema, boutique shops, hairdressers, beauty salons and swimming pools/fitness centres, golf clubs.

New businesses

Events organisers

Thanet tourism

Kent tourism

English and British Tourism

Local council

Local Attractions

Design

A modern design using high quality graphics and images featuring Ramsgate's Royal Harbour, the iconic harbour arches, award winning beaches, sunrises and sunsets over the sea and harbour. Graphics on the homepage should have a masthead that changes every 10 – 20 seconds. Images should appear at the top of each page wherever the user navigates too.

Preferred colours to include sky/sea blue, sand/sun, and gold/yellow (colours to be decided by committee). Easy to navigate with drop down menus with additional content no more than 3 clicks away. Website should be compatible for use on all devices.

Navigation

A maximum of 3 clicks away to access any information. A search bar may be useful. Contact details would be for Ramsgate Visitor Information Centre at footer.

Accessibility

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

Language

To have a translation feature into multiple languages (include this as separate in quote).

Content

Much of the content will be supplied by the Town Promoter who will enlist stakeholders to join the site. Their advert will be agreed upon and will include graphics (one or two images), prices, special offers and contact details including a link to their respective websites. This information will be passed on to the contracted web builder to include in initial content.

Advertising

It would be useful to include a quote for potential businesses to have exclusive adverts possibly as a rolling 'pop up' on the home page or a appropriate sub page (eg. hotel on where to stay or meal deal special offer on restaurant page)

Administration

Once the site is live with business listings/attractions (approximately 150 different listings) 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.

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

Web stats essential that will include user's location.

Additional Functions

Links to the RamsgateTown twitter, facebook, Instagram and youtube accounts is essential.

Security

Privacy Policy readily accessible.

Hosting

RTC have purchased the preferred domain name 'visitramsgate.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.

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