

INVITATION TO QUOTE: new website for Dorset Food & Drink

Responses to hello@dorsetfoodanddrink.org by 9am on Monday 22nd May

1. About Dorset Food & Drink

Dorset Food & Drink (DF&D) is an initiative managed by the Dorset Area of Outstanding Natural Beauty Partnership and hosted by Dorset County Council. It exists to promote, celebrate and foster the diverse local food and drink sector in the county. In January 2017, it was incorporated as a Community Interest Company to enable commercial development whilst remaining as a non-profit enterprise.

DF&D is a membership organisation; its members pay a subscription based on turnover to access a variety of benefits and support DF&D's wider work. Benefits of membership include promotion, networking, information signposting and increased access to markets. Members must be Dorset-based food and drink enterprises which support a local food and local economy ethos. Members currently number around 190.

DF&D aims to increase the availability of local Dorset produce; to encourage farmers and producers, artisan makers and leading food and drink companies based in Dorset, and to support a vibrant, sustainable Dorset food and drink sector. Dorset Food & Drink aims to link people visiting, working and living in the County with the outstanding food and drink produced within it.

2. Background to this ITQ

Dorset Food & Drink CIC applied for EU-origin rural development funding through the Southern Dorset Local Action Group to resource some basic set-up for the company as the operation transfers from the public sector to the new company structure. It has passed the initial appraisal.

The funding bid has two contract elements:

- Development of the membership product
- Design and construction of a new website

We also seek quotes for ongoing website management and support (outside of the scope of the funding bid).

In addition to being good procurement practice, it is a requirement of the funding bid process that competitive quotes are received for these elements.

Dorset Food & Drink's web presence is currently as part of the Dorset AONB's Joomla-based website. We are not wedded to Joomla if you wish to propose more a user-friendly CMS.

www.dorsetfoodanddrink.org redirects to www.dorsetaonb.org.uk/food-and-drink

3. What we want from a website

We require a new, stand-alone website. It needs to be easy to locate and navigate around; it must also be appealing to our audience. It needs to have a user-friendly CMS to enable smooth editing and page creation by the DF&D team.

Objectives

- Providing clear, simple and accessible information about Dorset Food & Drink for three clear purposes:
 - To inform and engage consumers
 - As a tool for doing business with existing members
 - As a tool to recruit new members
- Providing a clear, simple navigational structure with clear, logical menu headings.
- Keeping people engaged within the website, encouraging them to click through to other areas and to reduce the bounce rate.

Audience

There are 3 distinct audiences:

- The consumer searching for where to buy food and drink, events and festivals; seeking information on members' businesses. This group will comprise local people and visitors; it also comprises other food businesses seeking information on others.
- Member businesses, seeking information on events, offers and discounts available to members, making bookings for them and ideally paying online for event fees and membership subscriptions.
- Prospective member businesses researching why they should join.

Design requirements

- The current trademarked Dorset Food & Drink logo will remain and should feature strongly.
- A suitable palette which reflects or complements this colour scheme would be appropriate.
- We need a simple standard template format that is easy to use and gives clear consistency to page layout. This should include simple, clear picture format options to give increased visual consistency.
- We'd like a map page showing locations of member businesses (with a filter according to criteria used in the printed DF&D Guide - <https://joom.ag/hruW>)
- Each member business needs its own page.
- Images – we have a reasonable library of food and drink images and many that reflect the beautiful landscape of Dorset; we would like the new website to make the best use of this visual resource. However, the use of non-photo designed elements (background/surrounds) would be considered favourably.
- Calls to action – all pages on the website should have a relevant prompt, be it signing up to a newsletter (consumer), making a membership enquiry or application (prospective member) or making an event booking/membership renewal (existing member).
- We would like the facility to take online payments (e.g. for event booking or membership renewal).
- The new website should be compatible for viewing on a smartphones and tablets.

- Advertising: the website will need to have the facility to offer advertising as a method of income generation, either through bespoke banners or possibly through some element of Google ads. We would like to see options for this.

Websites we like:

- <http://jurassiccoast.org/>
- <https://parksaustralia.gov.au/uluru/>
- <http://www.tyunnos.co.uk/>
- <http://www.cornwallfoodanddrink.co.uk/>
- <http://hungrymule.co.uk/>

Main menu

We'd like the menu to be clear, uncluttered and easily navigable. Your professional opinion is welcomed, but we feel a potential menu list could be:

- Find local food & drink
 - Events calendar
 - Directory list (members)
 - Directory map
 - Search function
 - Consumer offers/coupons
- Join Dorset Food & Drink
 - Why you should join
 - The deal
 - Our promise
 - Our expectation
 - Charges
 - Online application form with payment function*
- Members area (login)
 - Membership renewal / event booking*
 - Offers
 - Forum – B2B discussion area
- About us
 - The mission
 - Our supporters / corporate members
 - Our people
- News / Blog

Header / Footer Menu

- Your professional advice is welcomed

* Integration with off-the-shelf packages such as MembershipWorks and an online payment system which can integrate with an accounts package would be sought.

4. What we'd like from you

We're seeking a quote broken down into:

- A quoted price for designing and building a modern, dynamic new Dorset Food & Drink website, fulfilling the specification requirements as defined above and ready for content.
- A quoted price for data migration from the existing site
- A proposed and costed, clearly defined ongoing management and support system for the website, including support for the Dorset Food & Drink team with regard to content input, editing and management, and SEO.

5. Contract management

- The contract will be managed by Tom Munro on behalf of Dorset Food & Drink CIC (contact details below).
- The contractor will report on a day-to-day basis to Tom Munro
- Applicants may choose to undertake the whole contract directly through their own resources, or alternatively may choose to contract and manage other specialists to undertake elements of the required work. However, whichever route is chosen the successful applicant remains entirely responsible for the contract.
- Should the contractor choose to sub-contract any part of the work, they must advise Dorset Food & Drink with at least 2 weeks' notice, with a CV of the sub-contractor and the reasons for sub-contracting. We reserve the right to reject potential sub-contractors.
- We accept that projects of this type can be fluid and that changes to contractual arrangements may need to be made. We also expect that the contractor chosen to deliver the contract will have an approach that is flexible and pragmatic, and one that is based on dialogue and discussion.

6. Termination

- This contract is being let with the approach of trust, openness, honesty and transparency, and we hope that any problems or concerns with the delivery of the contract can be resolved through dialogue.
- If either the Team or the appointed contractor wish to, after having made all efforts to resolve any dispute through dialogue, terminate the contract, they should give a minimum of 1 week and a maximum of 2 weeks' notice. Any agreed outstanding payments or work due will be honoured by either the Team or the contractor.
- Other conditions by which this agreement shall be terminated:
 - On the expiry date of the contract period.
 - Immediately if either party commits a fundamental breach of the terms and conditions of the Contract. The offended party shall serve written notice to the party in breach, giving details of the way in which it is considered they are in breach.
 - If the Contractor becomes bankrupt, or makes a composition or arrangement with his creditors, or has a proposal in respect of the business for voluntary arrangements for a composition of debts, or scheme or arrangement approved in accordance with the Insolvency Act 1986.

- The Contractor shall upon the termination of their engagement immediately deliver up to the Team all work owed and any other and property belonging to the Team which may be in the contractor's possession or control. Please also refer to section 8 below with respect to Intellectual Property.
- If, during the period of the contract, the contractor becomes incapacitated and are unable to complete the contract, they are expected to find someone else to undertake the work, subject to the approval of the Team. If this is not possible, for health reasons, the contract will be terminated as per the terms set out in the second bullet of section 6 above.

7. Assessment and scoring

Quotes will be assessed on the following criteria:

- Value for money (60%)
- Track record that gives us confidence in your ability to deliver (30%)
- A commitment to reducing your business environmental footprint (10%)

8. Intellectual Property Rights and Copyright

- The Contractor shall not cause or permit anything that may change or endanger the intellectual property of Dorset Food & Drink or assist or allow others to do so
- The Contractor, at their own expense, shall defend and indemnify Dorset Food & Drink against all costs and expenses arising out of any claim that any part of the contract infringe Intellectual Property Rights of a third party provided that Dorset Food & Drink notifies any allegation of such infringement to the Contractor without delay, and makes no admission of liability in connection therewith.
- The Contractor shall not use the Dorset Food & Drink logo, nor cause these to be used other than in accordance with a protocol to be mutually agreed at the start of the contract.
- All bespoke code or other digital content (graphics, text etc) created as part of this contract will be the copyright of and owned by the Dorset Food & Drink CIC, unless agreed in writing.

9. Timescales & return of submission

- Quotes sent by email to hello@dorsetfoodanddrink.org by 9am on Monday 22nd May
- Dorset Food & Drink's bid for LEADER funds must be submitted by May 25th.
- If approved, the project will start in August/September

10. Disclaimer

Funds for this project have not yet been approved. A contractor will only be appointed following project approval from the Southern Dorset Local Action Group.

11. Contact details

Project manager: Tom Munro, t.munro@dorsetcc.gov.uk / 01305 228237

The Dorset Food & Drink membership officer, Katharine Wright is also available to answer questions about this project; k.wright@dorsetcc.gov.uk / 01305 228239