

Document: Liskeard Town Council, website brief
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Introduction

Liskeard Town Council currently operates a single website under the URL www.liskeard.gov.uk. The website is functional and contains basic information regarding the town itself (what's on and news), the council (meeting dates and minutes) and some basic information for the TIC (Town Information Centre).

The plan

The plan is to split the function of the current website in two and make it broader in its appeal with each one targeting different audiences. **Website One** (the TIC site) will focus on how the town is sold to the outside world for purposes such as tourism while **Website Two** (the Town Council site) will focus on the more functional Town Council information (communication of the basics, council support and general what's on). This brief includes both Website One and Two.

Liskeard Town Council is tendering the re-design of these two websites jointly with the Town Team's website. The separate briefs for the Town Council/TIC two websites and the Town Team's website are intended to create one integrated, common portal that provides seamless access for the user to the complementary websites of the two organisations. This project is an important opportunity to create a unified front for the town. There will be a collaborative client interface for the website designer.

Audience

Website One (the TIC site)

- Planning stage tourists (where do we want to go in the South West)
- Specific tourists (we're coming to Cornwall, where do we want to visit)
- Residents of SE Cornwall (we want daytrippers in Liskeard)
- Residents of Liskeard (re-engage with town)

Website Two (the Town Council)

- Residents of Liskeard
- Residents of Liskeard's surrounding villages
- Stakeholders within the council (councillors, staff, attendees)
- Casual visitors

Function

Website One (the TIC site)

- It is important that it can be updated by the TIC team to keep the information current.
- The website should be optimised to be viewed on mobile devices.
- A much friendlier website that promotes the town and shows it in its best light (something similar to Lostwithiel's website is visually appealing).
- To promote our accommodation providers in a better way. Currently we just have a basic Word document. It would be good to have multiple pictures and a longer description of each property. Once we improved the way accommodation is promoted on the website our aim is to charge a realistic membership fee.
- Linked to Facebook and Twitter page and have the option to link videos to the page.
- Flexible enough to have different layouts on each page and include the TIC podcasts.
- Upcoming events to be displayed via a calendar feature with the ability to search for events by date and type of event. It is helpful if days with events on are highlighted on the calendar (similar to www.secta.org.uk) so that visitors can see at a glance when things are happening.
- Sales function using PayPal eg map, books and tickets.



The screenshot shows the South East Cornwall Tourism Association website. On the left is a navigation menu with links for SELF CATERING, HOTELS & B+B, CARAVANS & CAMPING, LATE AVAILABILITY, and RESTAURANTS. The main content area features an 'Events Diary' section with a calendar for November 2013. The calendar highlights the 2nd, 9th, 16th, 22nd, 23rd, 24th, 28th, and 29th. A specific event is listed for Saturday, 2nd November at 8:00pm, titled 'Gigspanner'. The event description mentions a welcome return to The Old Chapel for a gig featuring fiddle player Peter Knight, guitarist and composer Roger Flanagan, percussionist Vincent Salzaas, and congas, playing Folk/Rock and Cuban sounds.

Website Two (the Town Council site)

More functional website with the ability to be updated by the council office with minimum fuss.

Expectations

The agency will be expected to be responsible for the following:

- Creation of all design elements.
- Sourcing of all imagery.
- Drafting of all text.

Design element

Even though the two websites will have very different functions it is important that the unified design theme should run consistently across them all. Above all the design theme should be engaging, bright and attractive to reflect the vibrancy of the town and communicate the opportunities available within Liskeard.

Management

Once built it is hoped that both websites will be manageable by council staff (Website One by the TIC team, Website Two by the Assistant Town Clerk). However, in addition the websites need to be set up with a degree of SEO planning (*Search Engine Optimization* which affects how items are ranked on internet searches) that can be continued by the ongoing management team (council staff).

Timings

24 January	Brief to be approved and posted on Tenders in Cornwall.
6 February	Deadline for registration of interest.
10 February	Shortlisted agencies notified.
w/c 17 February	Pitches to take place

An agency will appointed by Friday 21 February 2014.

The aim is to have the website fully operational by 31 March 2014.

Budget

The total budget allocated for this brief is £3,000 inclusive of any management fees for the first year. This is split as follows:

- TIC Website £2,500
- Town Council Website £500

Payment for the initial design and build will be made on completion on the job with any ongoing management fees being paid quarterly.