

Tender for Jurassic Coast Website Development

Executive Summary:

We are seeking a digital partner to help us realise our ambitions of separating the functionality of our existing website into two digital spaces, which differentiate the work of the Jurassic Coast Trust (charity) and the Jurassic Coast Trust Trading Ltd.

This work will commence in January 2022, with first stage deliverables to be 'live' in April 2022. The key objectives of this project are:

Key Deliverables:

- 1) A commercial visitor-oriented site; in Stage 1 this will be a directory for accommodation and attractions, and a trading platform with functionality for income generation - see key deliverables below. In Stage 2, the site will host an integrated booking system for accommodation and attractions, retail sales functionality (currently delivered via World Pay), and built-in CRM which integrates with JCT's existing accounting software (Xero)
- 2) A heritage-oriented site focused on learning and engagement, including a CMS with a public interface for exhibiting fossils by way of a dispersed online museum. This site is based on enhancing the functionality of our existing jurassiccoast.org website, to include developing the look, feel and visual identity using graphic design and creation of visual assets.

The creation of the new website showcases and focuses on the offer of our trading subsidiary. This is a new and exciting development for the Jurassic Coast Trust and will realise a long-term aspiration for creation of holistic, user-focused experiences across both websites that will simultaneously maximise income, deliver outcomes for our valued Business Partners, and fulfil our charitable objectives.

We plan to develop and roll out the deliverables of our charitable and trading subsidiary websites over a 2-3 year period and therefore are looking for a digital partner who will work alongside us, suggesting and recommending options for the most efficient way to achieve our strategic plans, whilst recognising the constraints and ambitions of a not-for-profit organisation and the impact our work needs to make.

The enhancement of our existing website is with the intention to raise the profile of the Jurassic Coast World Heritage Site and audience reach of the work of the Jurassic Coast Trust, in its role as protector and conservator of the Site to existing, new, global and diverse audiences.

About us:

The Jurassic Coast Trust is an independent charity which leads the protection of one of the most precious places in the world – the Jurassic Coast World Heritage Site (JCWHS).

Our work is driven by our core aims to **protect** the World Heritage Site, **engage** with people and partners, **deepen** a collective appreciation for the Site's geoheritage, and build a **sustainable** future for the Trust. We also co-ordinate a wide [partnership](#) of people and organisations who have a stake in the future of this special place and who are committed to safeguarding it for future generations.

We deliver much of our engagement with stakeholders through our digital presence and have in recent times, pivoted our focus on engagement to our audiences through digital channels rather than hosting events in person.

Through creation of our digital strategy, we recognise that our existing website, is trying to be all things to be all people. It combines our visitor focused content with our conservation, science and geo-heritage content. These two streams of content are fundamentally accessed by two different audience types. The volume of traffic which accesses our website, which averages 600,000 unique users per annum, is heavily weighted towards visitor related content and therefore side-lines messages delivered through our conservation work (see Crowd website audit 2021 pages 7-13).

The separation of these two areas of our work also complements our income and sustainability strategies. The website which focuses on visitor management will enable us to capitalise on the brand of the JCWHS and enable sustainability of the Jurassic Coast Trust charity. It also provides opportunities to fundraise for an ongoing sustainable tourism fund which can be accessed by other not for profit organisations who enhance and benefit the conservation of the World Heritage Site.

The enhancement of our charitable website, will create better visibility and understanding of our charitable aims, raising the profile of our conservation and protection work.

Charity vision and links to digital

The Jurassic Coast Trust's Vision is:

'Everyone loves, understands and values the Jurassic Coast World Heritage Site'

This is a bold statement and one which is challenging to achieve without 'everyone' having awareness and access to information of what the Site can offer; traditionally this is thought to be achieved through planning a visit, experiencing it and finding out more about it as a destination during the visit. It is through being on the coast that people fall in love with something special about it and will explore available information to understand it better.

We recognise that the other route to understanding and valuing the Site is to provide awareness and access to the Site digitally, which is a different experience but nonetheless provides a great opportunity to immerse oneself in its heritage, scientific value and natural beauty through engaging content, which leaves a person wanting to know more, leading to an understanding and appreciation for the Site's OUV.

This may in the future lead to visiting the Site, or it may not, but it will lead to a better understanding and appreciation of the value of the World Heritage Site, which is what we aim to achieve for everyone in our vision.

'Everyone' in our vision statement, is not limited to those fortunate enough to live near the coast, or those visiting for the day or a week during their holidays, or those who come here to study for a short period of time.

Our vision for everyone to love, understand and value the Jurassic Coast World Heritage requires us to ensure that the Site is accessible to a global audience, and therefore this accessibility is core to our organisational strategy, to achieve our long-term vision.

Current audience

Business Partners – a B2B relationship.

A Business Partner Company who currently donates to the Jurassic Coast Trust. There are 65 such companies as of July 2021. Each gives between £250 and £8,000 per year to the Trust according to their size and capacity to donate. Business Partner income currently amounts to £45-£50K per year (pre-Covid). It is this amount we want to substantially increase through creation of the commercial site.

Delivery Partner – An organisation such as a museum or visitor centre (not for profit) whose work contributes towards people's experience of the Jurassic Coast. Such partners do not financially contribute to JCT at present, but are included in JCT's digital presence because of their importance to the World Heritage Site.

Visitors to the Jurassic Coast- The profile of visitors to the coast has changed since Covid, and at this time data has not been released which confirms the changes of visitor, but anecdotally we recognise a profile change based on experience. The main types of visitors are below:

Families- Our research data shows that families with young children are most likely to visit the Jurassic Coast for holidays and day trips. This is a mixture of local and UK domestic travellers, many of these visitors have not previously visited or have knowledge of the World Heritage Site.

Retired individuals and families with older children/parents and grandparents- these visitors typically have been visiting the coast over a number of years and will be familiar with the Site.

Young people (aged 18-30)- This has become a new visitor since Covid. Typically, UK domestic travel, without previous knowledge of the Site or destinations other than honey pot destinations.

Specifications for: 1. Commercial site

The commercial website must be created in a way which performs to the highest standards, but also clearly demonstrates the USP of the Jurassic Coast Trust, so that it is identifiable from other competitor sites. In its identity, look and feel, the digital experience we are offering is redolent to that of our charitable objectives, to the Outstanding Universal Value of the Site and our World Heritage Site credentials. We appreciate that this is a staged process, but our vision is that this platform will be very distinguishable from other providers due to its purpose and aims which relate to the conservation and protection of the World Heritage Site through sustainable tourism.

Stage 1 - delivered within the next 0-18 months

- Creation of a new site-specific URL, drawing on the SEO and domain authority of the existing jurassiccoast.org domain
- Creation of a commercially-oriented directory for Business Partners (including accommodation providers, visitor attractions, food and drink outlets and professional services providers), taking into account the equivalent listings currently featured on the jurassiccoast.org site
- Premium spaces available on site for advertising – banner ads, sponsored posts etc.
- Migration of all visitor-focused content from current jurassiccoast.org site to new commercial site
- Personal logins available for individuals to explore content relevant to them, with functionality to capture basic user rating/feedback of the site.
- CMS with plug-ins for Instagram, Facebook, Twitter, TripAdvisor and YouTube
- Integrated e-commerce component for retail sales of Jurassic Coast books and other related products, which integrates with JCT's accounting software (Xero)
- Creation of a CRM which complies with GDPR requirements in order to create and manage our customer database
- Integration with current email marketing platform (MailChimp) to automatically collect data via sign-up option on site OR development of bespoke email marketing platform
- Capacity to incorporate a variety of modes of content presentation – e.g. banners, calls-to-action, image galleries, integrated videos
- Capacity to flexibly add and change content across the site – e.g. graphics, animations and videos
- Integrated calendar showing upcoming events
- Highest levels of accessibility standards possible to fulfil our Equality and Inclusion goals and meeting or exceeding all legal standards
- Financial and data security standards which demonstrate high quality standards and promote user confidence.

Stage 2 - Delivered in 18-24 months

- Search and direct booking functionality for accommodation, visitor attractions and events, which in some cases will need to link to partners' existing booking functionality
- Per the above, embedded functionality for users to book accommodation with online travel agencies (OTAs) - e.g. booking.com, Expedia, Book Direct – without leaving the site, and combining such bookings with direct bookings of other aspects (e.g. attractions, events, products)
- Direct booking functionality to include capacity for users to add an optional donation when completing booking
- Personal logins available for individuals to manage their bookings
- Live chat function during office hours for users to ask questions of JCT customer service staff whilst planning their visit
- Create a framework for easy, flexible production and integration of rich, engaging content for users to help plan their visit – e.g. blogs, downloadable walks guides, podcasts, dynamic infographics, a 'Build Your Holiday' planner

Specifications for: 2. Heritage, learning and engagement site

- Based on our existing digital platform, create a site designed for users to explore and learn about the stories of the Jurassic Coast World Heritage Site, incorporating:
 - o The geological heritage of the Site, depicting the 'Walk Through Time' as evidenced by the rocks of the Jurassic Coast
 - o Engaging, visually rich digital presentation of the fossils of the Site, updating and taking forward the existing Fossil Finder database and integrating it with the Trust's Jurassic Coast Collection work to produce a dispersed digital museum
 - o The coast's iconic landscapes (e.g. Durdle Door, Chesil Beach), with capacity for these to be presented in visually arresting ways that encourage deeper exploration and long dwell time on site
 - o UNESCO World Heritage Sites, the principles and stories behind them, and how they relate to the Jurassic Coast
 - o The work of the Jurassic Coast Trust and how vital it is towards the protection and conservation of the World Heritage Site
- Align all heritage, learning and engagement content with the Jurassic Coast Trust as a charity, driving recruitment of JCT members, and retail sales via the accompanying commercial site.
- Create a framework for easy, flexible production and integration of rich, engaging content for users to help explore the World Heritage Site – e.g. blogs, downloadable walks guides, podcasts, dynamic infographics
- Integration with email marketing platform to automatically collect data via sign-up option on site
- Personal logins available for individuals to explore content relevant to them, with functionality to capture basic user rating/feedback of the site.
- Capacity to incorporate a variety of modes of content presentation – e.g. banners, calls-to-action, image galleries, integrated videos
- CMS with plug-ins for Instagram, Facebook, Twitter, TripAdvisor and YouTube
- Create framework for easy integration of volunteering opportunities

Key considerations:

- Allow for easy and complete integration of content between the two sites by JCT editors
- Easy integration with JCT's social media channels (Facebook, Twitter, Instagram and YouTube)
- Staff are familiar and competent with the WordPress platform, so creating the new sites in this platform would be preferable
- Our strategy is to purposefully separate trading activities from charitable objectives via the two separate but linked sites
- The trading site would need to be functioning prior to Easter 2022
- The learning/engagement site can be adapted from the current jurassiccoast.org site
- We are looking for a provider to recommend a system that is the best fit for our requirements and offers a long-term solution

Tender response:

We acknowledge that this is a big and potentially complex programme of work which will be undertaken in stages, to allow for review, feedback and testing.

We would like interested parties to respond with:

- 1) How you plan to interpret our intended outcomes into a delivery schedule
- 2) Any questions you may have around stages of work and delivery
- 3) Suggestions for the best method of delivery, including product and software recommendations
- 4) An estimated cost schedule for completion of each stage of work
- 5) Ongoing service charge including hosting, security, ongoing maintenance costs etc.
- 6) Timetable for delivery and options for testing.

The tender for this work was released on 15th November 2021 and will close at midday on Friday 3rd December.