# introduction

We are seeking quotations for the provision of web and associated social media support for [www.folkestone.works](http://www.folkestone.works) between March 1st 2018 and February 28th 2020, with the aim of maintaining and evolving the website to ensure that it continues to meet its main purpose.

We anticipate the agent contributing an average of 2-3 days a month to this work.

The maximum budget for the contract is £25,000.

This support required will be in two main forms.

1. **Provision of site updates and related social media support**

Working in liaison with the Economic Development Team, the agent will:

* Generate new content and update or correct existing content (both text and graphic);
* Post a minimum of 10 economic development news items per month;
* Curate the current collection of business success stories to ensure they remain relevant and interesting to users and add at least 5 new success stories annually;
* Generate approximately 40 [www.folkestone.works](http://www.folkestone.works) Facebook and Twitter account posts per month (currently using Hootsuite for scheduling);
* Produce 4 Economic Development newsletters annually and distribute these electronically through Mailchimp; and
* Produce monthly Google Analytics reports to identify usage characteristics and areas and opportunities for improvement.

1. **Website evolution**

We consider that the site is functioning well and our aim is to keep it largely “as is” in terms of structure and styling. However, we require a review of the website including Google Analytics results and comparisons with competitor sites with accompanying recommendations, to identify ways of evolving the website to ensure that it remains attractive to existing users and grows new audiences.

The Economic Development team will:

* Provide information for inclusion in the website and in the ED Newsletters
* Approve new content prior to upload, provide suggestions for new success stories
* Consider and approve periodic suggestions for any redesign or structural improvements to the website.

**Contract Review**

Quarterly meetings will be held to review the effectiveness of service delivery against the specification and agreed KPI targets.

# [www.folkestone.works](http://www.folkestone.works) overview

[www.folkestone.works](http://www.folkestone.works) was launched in 2015 to showcase the economic development opportunities in Shepway and to help deliver the Shepway District Council’s (SDC’s) Corporate Objective of creating jobs and growth. Its main purpose is to be the first point of contact for information about Shepway for new business start-ups, inward investors and existing local businesses looking to expand.

Designed in-house the site was developed and is now hosted by RedBullet. The CMS used is Wordpress.

**Key communication objectives**

* To raise the profile of the Shepway area to wider South East, UK and international audiences as welcoming, entrepreneurial and modern with opportunity for start-up and growth.
* To provide clear and easily accessible information on the area and share investment and funding opportunities which clearly differentiates the Shepway area from its competitors by emphasizing its Unique Selling Points.
* To provide clear and easily accessible information to existing residents and people from outside the area about the support available if they wish to start a small business.
* To provide clear and easily accessible information about support available from Shepway DC to existing businesses.

**Key business objectives**

* To encourage new start-ups to either come to Shepway to start their business or existing residents to start-up a new business.
* To stimulate inward investment in the Shepway area by demonstrating delivery is underway because of its connectivity, business support services and opportunities for growth.
* To promote growth within the existing business community.
* To contribute to economic development growth targets of creating new jobs, increasing new start-ups and increasing the appointment of apprenticeships.

**Website functions**

* Act as an online brochure that can be continually updated.
* Respond directly to target audiences and their requirements.
* Make clear what the Shepway area offers to key audiences.
* Provide an overview of the area and a directory for more information.
* Act as a portal to property search.
* Act as a resource – with all documents available in pdf and an image gallery.
* Act as a source of business news for the area.

# website audience

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| **Audience** | **Why visit?** |
| Property Investors | * Find out about financial investment potential. * Understand the full location package and sector excellence. |
| Inward Investors (businesses) | * Find out about inward investment potential. * Find new offices to expand or relocate. * Understand the full location package and sector excellence. * Find out about strategic sites and future developments for potential self-build and owner occupation. |
| Developers | * Find out about investment potential, speculative build. |
| Business advisers | * Business advisers looking to scope out areas for their clients. |
| Inward investor SMEs and Start Ups (new or resident in area) | * Business owners looking to relocate offices and services. * Start-ups looking for information and advice and identify growth opportunities. * Start Ups to find available business incubation and workspace units and flexible workspaces. |
| Existing businesses | * Businesses looking for information about loans and grants, need business support. * Existing businesses who plan to expand, find new premises. * Businesses who are considering apprenticeships. * Businesses looking to become more embedded in local business community through joining business representative organizations or attending events. |
| Local community | * Residents who are interested in a local apprenticeship (scheme). |
| Kent, South East consumers | * Attendees at SDC and business community events. |
| Media | * Source of business news, fact-finding about the area. |

**Engagement goals**

* Increase traffic using the website by different types of users (e.g. existing users, potential inward investors, etc)
* Register for e-newsletter mailing list
* Search and select information to download
* Direct enquiries to the team through online contact us form or direct emails to [economy@shepway.gov.uk](mailto:economy@shepway.gov.uk)
* Follow you on Twitter
* Share the website pages (specific pages) with others

**Design**

How we want users to perceive the site

* Modern - automated animation
* Accessible – content chunked, bite size information
* Professional – instil business/inward investor confidence
* Visual and vibrant
* Energetic and enthusiastic
* Want to return to get fresh information

# measuring success

**Outputs**

* Sessions/visits per annum by different types of user (by location)
* Encourage return visits and regular use, reinforcing the site as a driving force in delivering growth in the area.
* Registrations for ED newsletter
* Direct and indirect (through completion of ‘contact us’ form) email enquiries
* Number of property searches and property-related enquiries.

**Outcome**

* Increased awareness of Shepway as a good business location.
* Increased investor activity in business development sites within Shepway
* Increased inward investment from companies relocating into Shepway
* Greater involvement of Shepway businesses in networking events promoted on the website
* Growth of Shepway businesses
* Recognition of the website as a first point of information for economic news, facts and contacts in Shepway and of the Council as a facilitator for economic growth.

**Impact**

Growth of the Shepway economy and the attraction of more higher value added jobs to the district.