



Web Site Redesign and Offline Print Collateral Tender - <https://m1corridor.ie/>

An introduction

The 'M1 Corridor' initiative is a promotional tool designed to support existing agencies promote the greater Louth/ North East Region as an attractive location to invest, work and live. The M1 Corridor marketing initiative highlights;

- the many reasons to work, live, play and invest in the region,
- leverage employment opportunities, skillsets in the region, aid future sustainable population growth.
- provide substantiated key facts and figures that demonstrate the region as an ideal location to start or grow a business.
- enhance the profile of the region/M1 Corridor as a location recognised globally as an excellent opportunity for trade and investment.
- employer and employee benefits of locating adjacent to the only EU land border, to exploit potential opportunities for post-Brexit relocations.

In particular, the M1 Corridor initiative will highlight the critical mass of talent and infrastructure in the area which in turn can be used by IDA and EI to help market the region internationally.

It is a public–private partnership made up of the Chambers of Commerce in Dundalk and Drogheda, Oriel Hub Dundalk, The Mill Enterprise Hub Drogheda and Louth Co.Co. with its Local Enterprise Office.

Scope

The M1 Corridor working group wishes to engage a website design company to create an impactful website to promote the region globally to those organisations and companies seeking investment locations. The core elements we wish to highlight are the advantage of investing, living and working in the region. For reference, content is compiled, see <https://m1corridor.ie/>

The website will be used by State bodies e.g. Enterprise Ireland & IDA Ireland, and private entities e.g. location and property consultants, accounting and legal advisers to international businesses, to promote the region, provide key information statistics and emphasize reasons to locate. Additionally, the website design developed as part of this project should be transferable onto a print format for marketing folders, brochures and infographics.

The following are some of the main requirements

- The design must be distinctive, professional and highlight different aspects of investing, living and working in the region
- The design must have the facility to place emphasis on extracting/highlighting key information points e.g. statistics
- Design must be fully mobile and tablet responsive
- Fast loading on mobile and desktop - ideally 5 seconds or less
- Images and video will be supplied
- HTML5 & CSS3 latest coding standards are required to be implemented.
- The site must operate fully in current browsers including; MS Edge, Chrome, Opera, Firefox and Safari
- Content entry should allow for the inclusion of; text, images, video, PDFs (& 3rd part software such as Mailchimp, flip book software & social media
- The CMS should be easy for staff of M1 Corridor to use and add content to.
- The website should be accessible to search engine spiders and coded with search engine optimisation in mind
- Initial content entry is expected to be carried out by the preferred tenderer.
- Google Analytics are required
- Goal capturing & reporting is required on the website which would include; a facility to record telephone number clicks, contact form submissions, document downloads & clicks on links to external websites

Timeframe

- The timeline for completion is 14 weeks from contract
- The tender is for 2 years – hosting and technical support to be included as part of this contract

Technology, systems and management techniques

- WordPress is the preferred platform
- Domain registration, SSL Certificate and hosting of website & emails by the winning tender for a period of 2 years

Technical Support

The following support and maintenance is required for an initial 2 year period following the completion and handover of the website:

Patch management must be enabled to quickly install security fixes and test these fixes. All associated costs should be included as part of the tender.

- Site monitoring is required to ensure up time and to alert the successful tenderer to any issues which need resolving.

- Implementation of hacking/malware scanning on website & restore feature
- Successful tenderer must perform or request any server updates as necessary to ensure platform security.
- Service Level Agreement (SLA): the successful tenderer must commit to an appropriate service level agreement on award of contract.

Training requirements

We require training for users in managing the website. Users should be able to add, edit and delete content without the need to access code. Users should be able to easily update information in pre-designed formats.

Marketing Requirements

As part of this development we wish to ensure that the website can be discovered on search engines nationally and internationally. We would be advised by the winning tender on any aspects of this development that would help ensure this outcome.

Reference Sites

<https://www.sligo.ie/>

<https://www.limerick.ie/>

<https://investliverpool.com/>

The budget for this is

Up to €8,000 (approx.)

Format of Response

Please use the following format in replying to this tender;

Contact Person + Company details

Response to requirements

Outline of approach

Experience

Implementation timetable

Cost Breakdown

Website Design

Hosting x 2 years

Technical Support x 2 years

Any other relevant factor

Submissions

Please submit tender applications titled "M1 Corridor website" to tenders@leo.louthcoco.ie

The deadline for submission of tender applications is Friday 31st of July 2020 at 5pm

For queries please email stephen.mcquillan@leo.louthcoco.ie

Late submissions will not be considered and will be ruled automatically ineligible if submitted after the 5pm deadline