

## **Request for Quotation**

### **THE ISLA GLADSTONE CONSERVATORY – WEBSITE REDESIGN AND SOCIAL MEDIA PLAN**

#### **Background**

The Isla Gladstone Conservatory is one of Liverpool's most iconic venues, showcasing Victorian architecture dating back to 1870, yet fully restored and modernised into a unique events space whilst retaining its heritage charm. Set within its own private grounds and nestled within the beautiful, picturesque Stanley Park, the conservatory is flooded with natural light and provides a spectacular venue for extraordinary events and only 10 minutes from Liverpool city centre.

Our aim is to provide a spectacular venue for a variety of events and services, including weddings, corporate events and conferences, funerals, and football hospitality. Throughout the week, the conservatory is an award-winning bistro serving delicious breakfasts, lunches, and afternoon teas. It has been trading since 2009 and has built an excellent reputation across the city region.

The purpose of this Request for Quotation (RfQ) is to seek professional support to redesign our existing website and develop a supporting social media plan. The Isla wants to build on its existing customer base and expand into new market opportunities, offering more services and to a greater range of customers. One market opportunity that has been identified is attracting more multicultural weddings and events. The social media activity needs to be synchronised, posts and themes, to drive traffic to the website, which will be focus for sales.

The current website requires a refresh, to provide that luxurious 'look and feel' of The Isla. It is important that the site is easy to navigate, reaches out to new and established markets opportunities with imagery to support the desirable and unique branding of The Isla. The company's existing on-line presence undersells its offer and is not tailored sufficiently to new market opportunities.

#### **Requirement**

The Isla requires a website which will:

1. Enable existing and prospective customers to get an immediate feel of the uniqueness of the venue, its range of products, events and services.
2. Is easy to navigate, rich in imagery with a luxurious feel
3. Appeals to a wider range of audiences, but with bespoke information for multicultural weddings
4. Encourages customers to interact with the platform on a regular basis in order to access new and updated products and services.

In addition, the website needs to be scalable to include e-commerce capabilities in the future and it also needs to be editable through internal resource to keep the website up to date with news articles and the ability to change offerings when appropriate. As part of the quotation, services need to cover training and upskilling The Isla staff to be able to update the website with articles, offers and other information.

The second part of this RfQ is to deliver a comprehensive social media plan which has considered the current performances and successes and builds on the existing healthy profile the business has developed. Following on from this evaluation, a plan needs to improve the coordination of activity, its performance, and its ability to reach new customers and markets. The social media plan will need to cover activity for a 6-month period.

### **Deliverable Timescale**

The project needs to be complete by 15 Nov 2021. Work on this project can start immediately on appointment (estimated end of October 2021).

### **Indicative Budget**

We have initially allocated £7000 to this project.

### **Evaluation Criteria**

Quotations will be assessed and scored on the following criteria:

- **Quality/ Technical Merit (30%)**  
Supplier must demonstrate they have the technical and professional capability to deliver the requirement.
- **Delivery Timescale (20%)**  
Supplier must demonstrate they can deliver the requirement to timescales above.
- **Cost/Value for money (50%)**  
Does supplier offer value for money. This will not necessarily be the cheapest quote.

### **Scoring Methodology**

4 Excellent	Proposal meets and, in some places, exceeds the required standard
3 Good	Proposal meets required standard

2 Acceptable	Proposal meets the required standard in most respects, but is lacking or inconsistent in others
1 Poor	Proposal falls short of expected standard
0 Unacceptable	Completely or significantly fails to meet required standard or does not provide the relevant answer

### **Proposal Format**

Proposals should clearly demonstrate how they meet the requirement set out above.

### **Deadline and Submission**

Proposals are required by 12 noon, 22 October 2021 electronically to Gemma McGowan, [gemma@theisla.co.uk](mailto:gemma@theisla.co.uk)

### **Date Published**

7<sup>th</sup> October 2021

This work is part funded though the European Regional Development Fund

### **Conditions of Tender**

- Please be aware that due to the relatively low indicative budget for this work (i.e., less than the current OJEU limits) there is no regulatory obligation for us to provide feedback if you are unsuccessful.
- We reserve the right to discontinue this tender process at any time and not award a contract.
- You will not be entitled to claim from us any costs or expenses which you may incur in preparing and/or submitting your Tender at any stage of this exercises. This applies whether or not your organisation is successful.