

Cathedral Quarter Trust and Destination CQ BID - Call for Quotations: Website Marketing & Digital Engagement Services

Cathedral Quarter Trust & Destination CQ BID are seeking a suitably experienced contractor to deliver comprehensive support for the new Cathedral Quarter website.

The new website (www.cathedralquarterbelfast.com) will bring together the existing Cathedral Quarter Trust, Culture Night Belfast and Destination CQ BID websites.

The scope of this contract will comprise two elements:

- Development and delivery of a comprehensive Marketing and Engagement Plan for the new website;
- Ongoing management of all aspects of website content and operations including listings, editorial, content creation and analytics and evaluation.

Background

The Cathedral Quarter is one of Belfast's most vibrant inner city neighbourhoods characterised by arts and culture, restaurants, entertainment, independent shops and significant new educational centres. Stretching from the big fish on the Lagan, to Sailor Town and across to Smithfield & and Union on the west side, the Cathedral Quarter is the creative heart of the city.

Now home to venues, galleries, festivals and some of Belfast best restaurants, cafés and hotels, the area is one of the most exciting places in Northern Ireland to live, work and visit.

The thriving and entrepreneurial character of the area harnesses a business community that is home to start ups, professional services firms and is continually developing and evolving. The area has a rich year-round cultural life with numerous festivals and events and is also the primary location of one of the city's largest free arts events, Culture Night Belfast, held in late September each year.

There are many other events – large and small – held in the Cathedral Quarter each week. These events draw in people from across Belfast, Northern Ireland, the Republic of Ireland Great Britain. There are thousands of people who live in the area and thousands more commute into the area for work.

The opportunity

Cathedral Quarter Trust and Destination CQ have recently tendered for the development and delivery of a website that will provide a unified customer and consumer facing portal for the Cathedral Quarter area.

Currently the Cathedral Quarter has a limited online presence; notable as a 'must do' experience in itself there remains little concentrated information regarding the wide range of offer. The ambition is that the USP of the new Cathedral Quarter website will provide a 'shop window' for the rich and diverse, arts, culture, hospitality and leisure offer within the area. The website will also promote local businesses and will provide a comprehensive listings and directory service for the area.

Most UK regional cities have online neighbourhood guides; many have a 'magazine' style format with listings and editorial content being a popular and effective engagement tool. Comparators include:

<https://peoplemakeglasgow.com/>

<https://www.southbankcentre.co.uk/>

<http://www.theskinny.co.uk/>

As a city Belfast is undergoing significant transformational change; the Cathedral Quarter is at the epicentre of this. The area is not only an increasingly popular tourism destination, but is a focal point in Belfast’s ambitious agenda to increase the proportion of residents living in the City Centre, through student accommodation and other proposed developments.

Objectives for the new website

An imaginative and engaging resource for customers, consumers, visitors and businesses to access information on the Cathedral Quarter; to tell stories, drive conversations and facilitate the wide range of needs and interests the area has to offer. The Cathedral Quarter has a thriving year-round calendar of events, activities and offers that will benefit significantly from a holistic approach to curation, management and promotion; the ambition is to increase awareness of the area’s entire offer, to bring in new audiences and ultimately to drive additional footfall into the vicinity.

Audiences

A stakeholder workshop was established to as part of the website development process- this has identified the multiple interests in the area.

Consumers	Influential Parties	Customers
Local residents / local workers / Belfast residents	Investors / Property agents / property developers / land owners	Funders Sponsors
Students	Media (The media overlaps between all three areas)	Statutory agencies Artists / venues / hospitality / community business / business and professional services
Rest of NI / ROI / Overseas		Institutions Suppliers / community groups / contractors

Role Description and Responsibilities

The successful Contractor will report to the Destination CQ BID Manager in the first instance and will also work closely with the director of the Cathedral Quarter Trust and the Culture Night team. The Contractor will lead on all aspects of Website Marketing & Digital Engagement activity including:

1. Development and delivery of an initial Marketing and Engagement Plan to support activation and promotion of the website.
2. Ongoing provision of the following website services using the website CMS:
 - a) **Listings curation, management and maintenance:**
 - Collation of listings and other area information on an ongoing basis. This should cover a comprehensive range of events and activities, from major ticketed events to small-scale ‘pop-up’ type events.
 - Listings preferably to be updated/ refreshed on a weekly basis.
 - Development of relationships with businesses and stakeholders in the Cathedral Quarter area to facilitate effective communications and information transfer for events.

a) Content creation and management including editorial.

- To provide ongoing editorial oversight and create bespoke content as required ensuring the Cathedral Quarter offer is accessible to the widest possible audience.
- To provide a minimum of two new stories per week on the website in consultation with DCQ BID.
- To work with relevant press and bloggers to curate content around the offer of the area including arts and culture, festivals and events, food and drink, leisure and retail, business and others as required.

b) Support Destination CQ in Social Media content planning and scheduling.

- Support DCQ team in creative input & thematic content

c) Measuring success; developing metrics

- Development and ongoing monitoring of a range of tools assessing impacts, demographics and metrics for website performance.

Timescales

The roll-out of the website will be phased across several months as below:

Phase 1: Development and Delivery of Website Marketing and Engagement Plan

August – September 2018.

Phase 2: Culture Night Website

Culture Night 2018 will take place on Friday 21 September. The full programme launch (print and on-line) will take place on 30 August 2018 and it is planned that the Culture Night part of the website will go live on this date. Provision of Communications and Marketing Services for Culture Night is already in place and the successful provider of Website, Marketing and Digital Engagement services will be required to work in close consultation with the Culture Night Communications and Marketing Provider.

Phase 2: Cathedral Quarter Belfast Website

It is envisaged that the remainder of the site build should be complete by Friday 5 October with the aim of going live on 16th October to link in with the start of Belfast's festival season.

NB. Destination CQ would seek an immediate start

Contractor Requirements

- Highly experienced (min 5 years) Website, Communications and Marketing professional with extensive experience of working with clients across in the arts, culture and hospitality industries.
- Strong editorial skills with extensive copy-writing experience and excellent communication skills.
- Solid background of creating engaging editorial and other content in a consumer-facing context.
- In-depth knowledge of the hospitality, culture and leisure sectors in Northern Ireland.

- Extensive network of contacts across Northern Irish press and media including print media and broadcasters.
- Extensive experience of website management including content creation, content management using a CMS and use of analytics and other tools.
- The successful candidate will be registered as self-employed and willing to work on a freelance basis. (some office based activity will be required)

Contract Details

The contract will run from September 2018 to 31st March 2019 in the first instance. The successful Contractor must have a flexible approach to working hours and duties. It is envisaged that Part 2 will require the equivalent of 15 hours per week on an ongoing basis.

For Quotation purposes the fee quoted should be divided into two parts:

1. Development and delivery of an initial Marketing and Engagement Plan to support activation and promotion of the website.
2. Ongoing provision of the following website services using the website CMS including the following:
 - Listings curation, management and maintenance.
 - Content creation and management including editorial.
 - Measuring success; developing metrics.

Destination CQ may accept proposals for one or both parts of the contract dependant on quality of proposer.

Fees quoted should be **inclusive of VAT** and should not exceed the limits below:

1. **£2,500 including VAT.**
2. **£7,000 including VAT.**

Additional budget (to be agreed) will be provided to assist in;

- Content creation
- Basic SEO services

Application Notes

Please email a quotation for services, CV, three examples of recent relevant contracts, and a covering letter to Gareth Neill, Destination CQ BID at gareth.neill@destinationcq.com by **3pm on Friday 7th September 2018.**

Shortlisted submissions may be required to attend for interview and will be notified within 3 working days of the closing date. Any questions regarding the role or the submission process should be directed by email to Gareth Neill, Destination CQ BID, gareth.neill@destinationcq.com

Reference Documents

DCQ Business Plan can be found [here](#)

Cathedral Quarter Brand Toolkit can be found [here](#)