

An outline business plan for the MDCP/MDTC joint venture website for Market Drayton Tourism and Visitors

Mission

To provide a joint venture on a 50 / 50 basis between the Market Drayton Community Partnership – MDCP and the Market Drayton Town Council – MDTC, to provide a website to encourage the development of tourism etc in the town. This is being undertaken under the aegis of the MDCP Tourism and Visitors group.

Objective

To build an online tourist platform for Market Drayton with the aim of presenting an attractive online resource, which will attract more visitors to Market Drayton.

The site will be an interactive information-portal for tourists, as well as an information network for the local community. The site will communicate and promote the town locally and nationally. It will also enable the local businesses related to tourism, to market their services/products directly to new visitors via the website.

Concept

The website is to also include the following:

- Interactive map of town/CMS system setup for organisations to add events & business listings
Content can be uploaded by anyone anytime. (We will aim to moderate within 48hrs of adding before making live).
- Page for local history & information on the canal.
- Calendar timetable style / events page – (ability to download/ print).
- Links page to local tourist attractions such as neighbouring towns in Staffordshire, Shropshire and Cheshire, where they exist. Also a link to Shropshire Tourism/Virtual Shropshire. Possible links to National sites of relevance.
- Photo gallery.
- Email for up to 5 admins.
- Visitor counter/google analytics .

The website will also include a portal to a business listing page/site which will include local and useful business related services to tourism such as doctors, car mechanics, lock smiths, dentists, car hire, walking guides etc. This portal will be managed separately by tf9online.

All local businesses are to be listed on a sliding scale from free to paid, depending on the desired level of commitment. This fee is paid directly to tf9online.

The website Menu will be as follows:

1. About the town > history; contact details; getting around; links

2. Accommodation > B&Bs; Hotel; Caravan; Camping.

3. Food and drink > Pubs; Restaurants; Cafes; Wine Bars.

4. What to do

- > Markets
- > Places to Visit; gardens; historic houses; canal , brewery etc
- > Shopping; Markets; gift shops; local food outlets etc
- > Activities; Walking; cycling; riding; golf; swimming; brewery tour etc
- > Groups

5. What's On

- > Music
- > Theatre
- > Film
- > Festivals

6. Useful links

Estimated Project Timeline

Item	Detail	By Whom	Date
Date of consideration	Consideration for funding and sign off	MDTC	6 th November 2014
Concept	Concept to be signed off by MDTG	MDTG	11 th November 2014
Styling, Visual Identity including Name	To be agreed by MDTG	MDTG	11 th November 2014
Building	Development and building of and integration of content management system	tf9online	January 2015
Content	Content to be developed	tf9online	January 2015
Sign off	Final draft to be considered and signed off . Project Manager to be agreed.	By MDTG	January 2015
Delivery	Website to be signed off	tf9online and MDTG	January 2015
Launch	Website to be launched	tf9online	January 2015

For the fee paid, Designs4 will provide the following for MDTG

Design of website	£300
Development of website	£400
Development of content management system	£350

An annual fee will be invoiced to cover the following:

Annual software licence fee & Hosting of site	£230
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Total = £1,280

Income generated from tourist/businesses listing on the site will fund the following:

Management of CMS system and site.

Marketing and promotion of site including social media and blog.

Software licence fees & Hosting of site