

# LEATHERHEAD BUSINESS IMPROVEMENT DISTRICT (BID)

## INVITATION TO QUOTE

### Website Development Brief

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#### 1. About Leatherhead

Leatherhead is an attractive and well-connected market town in an affluent part of Surrey, benefiting from an exceptional location adjacent to the M25 and with strong rail links into London. It also sits as a gateway to the Surrey Hills National Landscape, offering a distinctive “town meets countryside” identity. Like many lower order town centres, Leatherhead faces many challenges including retail vacancy, footfall pressure and the loss of national chains; however, the town is at a key moment of change with major planned regeneration of the town centre (including the Swan Centre and Bull Hill). This is progressing through the planning process and is positioned to transform the heart of Leatherhead into a more vibrant place to shop, work, spend time and invest.

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#### 2. About Leatherhead BID

Leatherhead BID is a newly established Business Improvement District commencing 1 January 2026, representing c230+ levy-paying businesses within a total of over 300 businesses in the town centre BID area. The BID will deliver a five-year business plan focused on improving the trading environment, increasing footfall, enhancing the visitor experience, strengthening business engagement, and supporting town centre vitality.

This is a rare opportunity play a pivotal role in developing a website for Leatherhead town centre, at the start of the new BID’s ambition to raise the profile and elevate the presence of Leatherhead with residents, visitors, employees, businesses, stakeholders and investors.

You can read more about the Leatherhead BID at [www.leatherheadbid.co.uk](http://www.leatherheadbid.co.uk)

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#### 3. Brief

Please provide a quotation to create an innovative, creative, engaging and informative consumer-facing website for the Leatherhead BID, which will include a business hub section with information specifically for the business community.

It is important to consider other websites currently being used in Leatherhead and how the BID can have its own distinct identity, yet reflecting the location.

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#### 4. Specifications

Website build to include:

1. Content advice and guidance on website goals and audience, what they will feel and what we want them to do when visiting the website.

2. Design, colour and typography style – how visitors will connect visually – that will showcase Leatherhead and the Leatherhead BID, co-ordinating with the visual identity and brand guidelines being developed.
3. Website structure with clear cut through visitor journey, easily navigated menus and filters.
4. Identifying the content of each web page including the actions we want visitors to make, media and/or links, image gallery, logo and social media links, where relevant, compatible with SEO and AI-driven search tools.
5. Create and build a SEO (technical, on-page and off-page) and AI-search capable, responsive website optimised for desktop, tablet, and mobile devices.
6. Testing prior to soft launch / full launch including on device options above, errors or faults resolved, with support after go-live.
7. Handover training on how to update copy and visual/audio content.
8. Licencing and staging site advice.
9. Hosting maintenance and annual support, and advice on relevant costs.
10. Advice on additional costs, eg font licences, any additional items not outlined.
11. Advice on future proofing the website, including the addition of e-commerce functionality.

#### **Key elements:**

1. Home – landing page
2. About – information about Leatherhead and the Leatherhead BID
3. Leatherhead directory with filter capability, linking to comprehensive retail/hospitality/service/business/evening economy/wellbeing listings, imagery and filter results
4. Leatherhead overview map – illustrating gateways, proximity to London and key visitor attractions, car parks and facilities, incorporating BID area map
5. News / blog
6. Events/What's On – blog layout + filter by date, self-upload with website admin authorisation
7. Offers and Competitions
8. Staff Vacancies
9. Sign up for newsletter (consumer)
10. Business Hub – info about the BID, membership, training and other initiatives, business premises vacancies page
11. Sign up for mailshots and further information (business)
12. Contact page and/or link for more information
13. Analytics and user report generation

#### **Functional:**

- Header / Footer, drop down menus
- Search function
- Links to relevant social media channels
- Privacy Policy
- Cookie Policy
- Maintenance Mode
- Error 404

#### **If required:**

Cookies pop-up plug-in (depending on contact/sign up form format and activation of GDPR)

**Future options:**

- Advice on capacity to add plugins, bolt-on's, widgets and e-commerce functionality
  - Interactive map
  - Password protected page containing brand guidelines, graphic assets, photo & video library etc that BID businesses, partners and stakeholders can access
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Deadline for submissions is **midday Wednesday 18 February 2026.**

**Responses**

If you would like to quote for this contract, please include the following evaluation criteria:

- An overview of your company and your approach to this project
- Include examples of any recent relevant experience which highlight your suitability for this contract, including at least 2 recent and relevant case studies
- The time you have allocated to this project.
- A full breakdown of costs to deliver this project and costed options, see above
- Additionality, what can you offer in addition to the above brief that will add value to the project, especially in relation to working for a not-for-profit organisation

Please confirm when you would be able to start the project, and specify your time to deliver this contract in your response. This project will complete by end May 2026.

Applicants are welcome to quote for this brief only, or this and other parts of this supplier procurement across branding and visual identity, website development, and digital marketing and communications.

Shortlisted applicants will be invited to meet Leatherhead BID board representatives for an interview and presentation.

**Contact**

To submit your quotation or if you have any questions, please email the BID consultants:

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