



The Bishop's Castle & Beyond Project Background

The Bishop's Castle & Beyond website has been created following a grant funding award to Bishop's Castle and District Lifeline Company Ltd, trading as Enterprise South West Shropshire. The grant for £50,000 from Shropshire Council, as part of its Economic Recovery Programme, has been used to develop a high-quality website focusing on the area and all it has to offer with the aim of boosting the visitor economy of South West Shropshire following the COVID-19 pandemic.

The Bishop's Castle & Beyond Project Development

The primary focus of the project has been the creation of an interactive, content rich tourism website. Covering South West Shropshire area and beyond, the new website aims to attract people to the area, highlighting the diverse experiences on offer and increasing visitor spend by raising awareness of the wide range of businesses operating in the area. The project has been developed in partnership with Bishop's Castle & Clun Tourism Community Interest Company, who already focus on tourism within the area, and whose diverse membership base was used as the starting point for identifying categories and populating the site.

After a review of suitable providers, Shropshire based web developers, Web Orchard, were commissioned to build the site and 7Video were commissioned to create short films of the area. Local photographers, Shropshire & Beyond and Sharon Field Photography were commissioned to provide the majority of images for the site, while the remainder were sourced from local photographers. The project also used local freelancers to carry out initial research and support the project development.

The Bishop's Castle & Beyond Website Features

The new website has been designed with the aim of engaging both local businesses operating within the visitor economy and those people who plan to or are visiting the area. A high-quality recognisable brand was developed, featuring the silhouette of Bishop's Castle Town Hall on the logo, and including a selection of bright colours throughout the website to reflect the colourful nature of the town and surrounding area. The site is due to go live in Mid-November and can be found at www.bishopscastleandbeyond.co.uk, in the meantime screenshots can be found at the end of this report.

The site offers businesses, voluntary groups or local events the opportunity to create their own unique editable directory listing, which can be linked to different categories and contain detailed information about their enterprise, location details and images. These individual listings also include customised web addresses for those businesses that don't already have their own website.

The site concentrates on using visual imagery to compliment the directory listings and integrates specially commissioned films, using drone and video footage, and high-quality images to capture the essence of the area and reflect its attractiveness and uniqueness.

Providing a user friendly, engaging experience was of key importance during the site development. The home page has an engaging film showing what is on offer in the area, supplemented by high quality images for different attractions. Key categories; Things To Do, Places To Stay and Food and Drink, each have high quality short films and images to illustrate what is on offer, these categories are then further broken down to reflect the diverse range of businesses within these categories. Users will have the opportunity to use a set of integrated filters, such as accessible, onsite parking or dog-friendly, to customise their searches.

The site also offers users details of What's On, map-based searching to illustrate everything on offer within a specific area and the opportunity to plan their visit by adding listings to a planner which they can save, email or print in advance of their visit.

The Bishop's Castle & Beyond Project Engagement

Bishop's Castle & Beyond Project Total Enterprise Engagement	
Project Development	
- Website Development	1
- Filming	1
- Photographers	4
- Freelancer support	6
- Stakeholder group consultations	3
Project Development	15
Website Listings	
Directory Listings	
- Businesses	
- Accommodation Providers	39
- Café/Restaurants	6
- Retail	14
- Services	6
- Attractions	16
- Local Events	18
Directory Listings	99
TOTAL ENGAGEMENT TO DATE	114
<i>Additional businesses (tourism, retail and service) invited to have a directory listing</i>	<i>200</i>
Place Listings	
- Towns	7
- Villages	14
- Places of Interest	30
Place Listings	51

The Bishop's Castle & Beyond Project Expenditure

Total Grant Award from Shropshire council: £50,000. Total Project Expenditure: £50,001.91

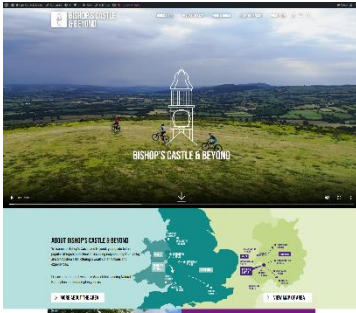
The grant funding was used to commission external resources in the form of freelancer capacity to research and market the project, a website design company, filming company and photographers. Also included was funding for project management by Enterprise South West Shropshire.

Total Project Expenditure		
Initial Research and Project Set-Up	<i>Freelancer support</i>	<i>£1,971.91</i>
Website Design & Build	<i>Web Orchard</i>	<i>£28,980.00</i>
Site Content & Consultancy	<i>Bishops Castle & Clun Tourism CIC</i>	<i>£5,000.00</i>
Filming	<i>7Video</i>	<i>£3,500.00</i>
Images	<i>Shropshire & Beyond & Sharon Field</i>	<i>£1,950.00</i>
Project support and marketing	<i>Freelancer support</i>	<i>£600.00</i>
Project management	<i>Enterprise South West Shropshire</i>	<i>£8,000.00</i>
Total Project Spend		<u>£50,001.91</u>

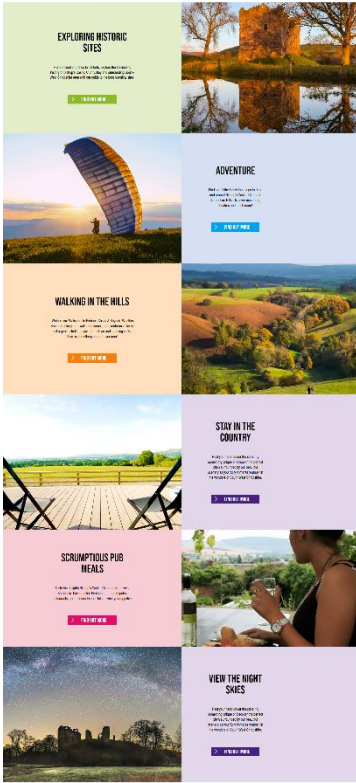
The Bishop's Castle & Beyond Project Future Plans

Plans have been put in place to ensure the website will continue to be updated to ensure it is current and relevant. Going forward the directory will continue to be populated by Bishops Castle & Clun Tourism Group members and plans are in place for ongoing promotional activities aimed at encouraging new businesses to get involved with the project by listing on the site. The overall aim of the project going forward is to continue to increase engagement with a view to making the Bishop's Castle & Beyond site the go to place for information on the South West Shropshire area. During the next year Web Orchard will be responsible for increasing the ranking of the site and Search Engine Optimisation, they will then continue to host the site, while Enterprise South West Shropshire will be responsible for maintaining and refreshing the site content.

Sample Web Pages



WHAT'S ON IN BISHOP'S CASTLE & BEYOND?



WHERE TO STAY IN BISHOP'S CASTLE & BEYOND?



PLANNING YOUR VISIT



SELF CATERING

Use the filters to narrow down the self-catering options in Bishop's Castle and the surrounding area. Whether you need a full or half board, a room for a night or a week, or a self-catering holiday home for a longer stay, we have a range of options to suit your needs.

FILTERS

LOCATION

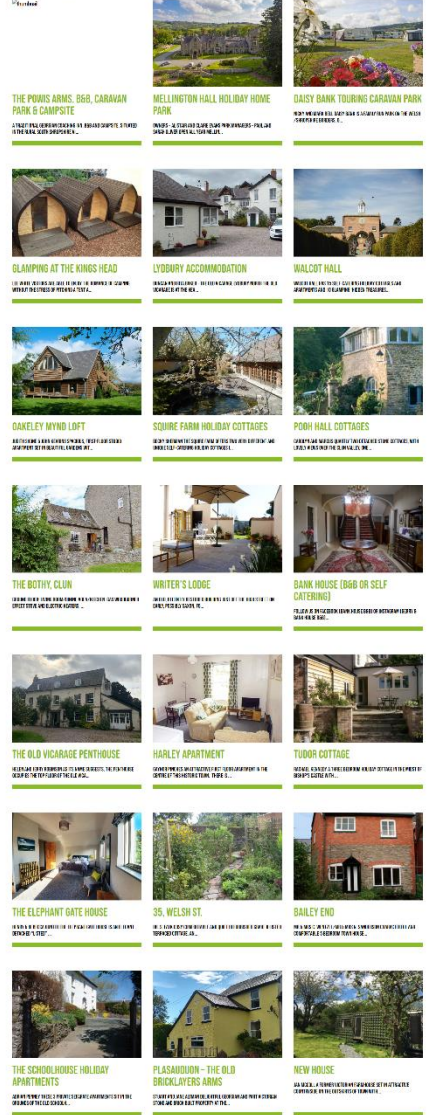
- Bishop's Castle
- Clun
- Cravenhoe
- Cravenhoe Park
- Cravenhoe Park
- Cravenhoe Park
- Cravenhoe Park
- Cravenhoe Park

APPLY FILTER



CLICK TO SHOW ON MAP:

VIEW MORE



VIEW MORE



THE FARM SHEAF & TY CAMLAD

A holiday home with a garden, featuring a large garden and a modern interior.

