

## Invitation to Tender for Rocks and Wheels Website

### **1 The Opportunity**

Dalbeattie Community Initiative (DCI) is looking for a partner to create a vibrant website for Rocks and Wheels. The site will be the 'shop window' for Rocks and Wheels, providing information for potential customers and the general public.

### **2 Dalbeattie Community Initiative**

The Initiative was originally founded in 1997, recent work has redefined our vision:

*'Work with the community to drive and enable opportunities for all,  
improving the place we live'*

The Initiative is a Limited company and a Registered charity. The Initiative is governed by a Board of Directors made up of local people with a wide range of backgrounds, experience and ages. There are five part time paid members of staff, Chief Executive, Finance Officer, E-bike Project Co-ordinator, Rocks and Wheels Project worker, and an Admin. Assistant. All other roles, including Chair, Secretary and Treasurer, are performed by the Initiative's army of over 130 volunteers.

The Initiative runs lots of other projects, including a Community Pantry, the Initiative shop, a Duathlon, Walking Festival, but Rocks and Wheels is by far our largest project to date.

The Initiative maintains an active website which was recently updated, initiative.scot, but a new separate website is required for Rocks and Wheels.

### **3 Rocks and Wheels background**

In 2016 the new Dalbeattie Learning Campus opened, with Primary and Secondary schools in the same place. DCI organised a number of surveys to ask the towns people what should be done with the old Primary school buildings and site. The Rocks and Wheels project is based on the results from these and later surveys. A small group of dedicated volunteers, supported by DCI staff, is responsible for the project.

The original Dalbeattie granite buildings are being totally refurbished and adapted to create the Rocks and Wheels facility, comprising :-

- 52 bed accommodation building
- refectory and indoor/outdoor café
- indoor bouldering (low level 'rock' climbing)
- outdoor cycle pump track for all ages and all wheeling
- three multi-purpose rooms

Rocks and Wheels will be operated by a new subsidiary company of DCI which will be registered as a Community Interest Company.

The Main Contract has been awarded to Ashleigh(Scotland) who commenced work at the site on 3<sup>rd</sup> December 2024. The build programme runs for 54 weeks with handover to DCI due in January 2026. We hope to open for business in Spring 2026, and will employ over 20 people when fully up and running.

Our market research to date has identified these groups as our target markets.

- Youth Groups – uniform organisation, youth organisations, school groups
- Adult Groups – outdoor pursuit organisations, cycling groups, climbing groups
- Families – domestic tourist
- Event Participants
- General Visitor

#### **4 Attributes**

##### **User Facing**

- Clean modern look and feel
- Clear structure
- Easy to navigate for all users
- Use of click and scroll as appropriate
- Equally effective on PC screen, tablet or phone
- Observes the Rocks and Wheels Brand Style Guide – logos, colours, voice

To give a more general idea of what we are looking for, we have researched websites for similar businesses. These websites feature the sort of look and feel that we are looking for:

[www.eastquaywatchet.co.uk](http://www.eastquaywatchet.co.uk)  
[www.lendrickmuir.org.uk](http://www.lendrickmuir.org.uk)

##### **Technical**

- Created using well known tools that have wide support in the industry
- Hosted on secure servers to ensure 24/7 availability
- Ability to post to the site so that we can react quickly to events, via an interface suitable for an IT literate user.

DCI is the owner of the domain 'rocksandwheels.org' which will be used for the new site, replacing the current site. Rocks and Wheels is active on Facebook (Rocks And Wheels), and Instagram (rocks.and.wheels71). A TikTok account will be activated in the near future.

## **5 Content**

The detailed content will change as the project progresses – this section is included to give bidders some idea of the scope of the website. The project team will expect to work closely with the developers and content creators to provide the bulk of the text and pictures, possibly in consultation with our Branding consultants Creatomatic.

The site is mainly text, photos and video with a couple of significant interactive processing areas in the Stay, Shop and Support Us sections.

### **Landing Page**

Very important, must capture the user's attention.

*'A unique facility in the heart of beautiful, peaceful Dumfries and Galloway, ideal for a 'no-hassle' stay.*

A few effective photos, maybe a short drone clip of the site, showing our location and the pump track. The project has both a stills photographer and drone operator working with us.

A short Mission statement, with a link to a longer text about DCI and our other projects in the 'About' section.

A couple of sentences about Dalbeattie, link to more in 'About'.

The buildings have names in Scots, we will need to explain them for those that 'dinnae ken' Scots.

### **Stay**

In the Bunk Hoose. The accommodation consists of four 4 bunk rooms and six 6 bunk rooms, all ensuite, normally bookable on a per room basis. Photos of a 4-bunk and 6-bunk room, and the common area. List of facilities in room and outside the rooms. Pricing information.

On line facilities for straight forward bookings, with card payment, is required for individuals and small groups. Bookings for large groups, which we believe will be a major part of the business, are likely to be part of a complete package negotiated with the Centre Manager.

An overnight stay includes breakfast, additional meals can be provided. Link to sample menus.

We would encourage bidders to demonstrate how on-line bookings for all Rocks and Wheels features, rooms, pump track, bouldering, meeting rooms, activities, can be made available in a cost-effective way.

## Eat and Drink

In the Muckle Hoose at the indoor/outdoor café, hours of service, sample menus with prices, highlight the excellent coffee we serve.

## Ride

The Track. A championship standard pump track, designed and built by Velo Solutions regarded as the leading company for pump tracks. Bike hire for the track, and mountain bikes for outwith the centre available. Map of the track, photos, videos. Pricing information including hiring the whole track.

## Climb

The Wa' in the Muckle Hoose, designed and installed by RockWorks. Photos and videos. Pricing information including for exclusive use.

## Activities

We will be offering a range of activities on-site and off-site such as Archery, walks and guided cycle rides. Details and pricing.

## Meet

In the Wee Hoose, which has three large rooms and a central space for rent for meetings, workshops etc. There are toilets and catering facilities in the building. Provide a list of possible uses for the rooms to stimulate interest. Pricing.

## Events

Using the centre for your event, party, group get together etc. Contact us to discuss your requirements.

## Visit

Location map, getting here by car, public transport, bike. Dalbeattie is only 3 miles off National Cycle route 7.

## Shop

An on-line shop selling Rocks and Wheels branded merchandise e.g. Tee shirts, Polo shirts, hats etc. As above we would encourage bidders to demonstrate how a shop could be implemented in a cost-effective way.

## Contact Us

By phone, text, email form, postal address, What/three/words identifier.

## About

A brief history of the project, 1 or 2 sentences with a link to much longer text for those interested, with old/new photos, videos of construction. Highlight that this is a project developed by the community.

About Dalbeattie Community Initiative and our other projects.

A section about Dalbeattie with links to other websites, activities timetable, What's On guide, other attractions in the area.

## Support Us

The project needs to raise additional funds to be able to equip the Centre. A draft proposal for a public sponsorship scheme is being developed. This is included as a separate attachment.

## **6 The Partner**

The phrase 'Big enough to cope, small enough to care' probably sums up the sort of company we are looking to work with. Local to Dalbeattie/Stewartry/D&G preferred.

## **7 Timescales**

This ITT issued to selected companies and the opportunity advertised on-line  
Monday 15 September 2025

Closing date for Tenders Friday 3 October 2025

Successful company appointed Friday 31 October 2025  
(subject to funding)

Website live Early 2026

## **8 How to respond**

Companies wishing to submit a tender must do so by midnight on the closing date above. Late submissions will not be considered.

Tenders should be in .pdf format, emailed to the address below.

Tenders must include charges for the initial build of the website and ongoing hosting and administration charges. Any charges for training of DCI staff must be specified.

Tenders must be clear on what is and is not included in the submission.

Tenders must be clear on the role of DCI staff in the project and the level of involvement that will be expected.

Tenders must provide the URL of up to three websites for which the company was responsible.

Tenders must include a Company profile, CVs of staff who would be involved in the contract and your companies Terms of Business.

## **9 Contacts**

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