



# BMW Historic Motor Club Website Proposal

v1.0

01/09/2022

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# I A brief overview of Prominent Media

Our goal at Prominent Media is to help your organisation make better use of its technology investment. We do this by providing online software solutions which complement the skills of your workforce, transforming the way you do business with new and existing customers.

## I.1 Our goals

- To **generate a rapid return** on your investment by providing a solution tailor-made for your business requirements.
- To **increase visitor usage and loyalty** through solutions that are straightforward, stable and robust.
- To **build long term relationships** with our customers through the provision of high-quality work and excellent customer service.
- To **reduce your running costs** while improving service and performance by creating self-service and automated solutions.

## I.2 Our guarantee

- **Honesty** - We will explain at the outset exactly what we can do for you. If we find we can't do what we agreed, we will refund you the full amount.
- **Transparency** - We will explain exactly how we will charge for your project and what's included. If you come across any hidden costs, we will not charge you for that part of the work.
- **Security** - If you find a bug that we both missed during testing, we will fix it, immediately, absolutely free.
- **Simplicity** - You will be able to update the content yourself, without being a website editing expert.
- **Confidentiality** - We promise complete confidentiality regarding any information you give us about your business.
- **Clarity** - We will use plain English to explain what we're doing and why.

For more information please either contact a member of our team on **01908 239971** or visit our website at **[www.prominentmedia.com](http://www.prominentmedia.com)**.

## 2 Your requirements

### 2.1 In brief

You are happy with the service your current website – developed by us in 2014 – has given you, but are aware that a lot has moved on in the past 8 years. In particular, you would like the editing system to be much more user-friendly, and to take advantage of recent developments in website development software. Therefore, you need us to:

- **Design** a new website style that will work on both desktop and mobile devices
- **Build** the site on a software platform that is easy to use, while adding powerful features
- **Develop** additional functions, like forums, which offer your members a central point for online discussions
- **Support** you with training and advice as required
- **Host** this system in a fast, secure and GDPR-compliant data centre

### 2.2 The bottom line

We will build your site in Umbraco. This gives best-of-breed display and editing capabilities while remaining easy to use.

We will bring Hive Creative in again to build the new design; they worked on the current site which you mentioned has generated many compliments. In addition, we work with them regularly, so they will be able to produce something that works for us in uSkinned with the minimum of fuss.

The discussions forums are not standard software and will require additional development, which adds to the cost. As I say in the main proposal, I would advise against this.

**We can build you everything you want for £8,500 + VAT. This includes up to 20 pages of content migrated from the existing site.**

**If you didn't need to discussion forum, the price would drop to £6,000 – this still includes all membership and ecommerce functionality.**

*VAT at the prevailing rate will be added to all prices.*

## 3 Your new system

### 3.1 Graphic design

We will engage a professional graphic designer to create a unique site template, giving your visitors an immediately favourable impression of your organisation. Once completed, the attached design questionnaire will form the basis for this.

This design will also be mobile-friendly, resizing perfectly on smartphones and tablets, as well as conventional desktop computers.

### 3.2 Umbraco

Umbraco is the perfect system to underpin your website. It marries modern, best-of-breed technology with a friendly interface to give you a powerful site that you can easily keep updated. It is fast and flexible, meaning that we can shape it to your specific requirements.

For example, its powerful image management means that you can upload an image once and use it across the site in a number of ways, and each time, the image will be correctly sized. You don't need to understand resolutions or dimensions; as long as the image is good quality, Umbraco will make it work with the minimum of fuss.

Another example: we can define colour palettes, so that when it comes time to pick a background colour for a text block, you know you are selecting from pre-approved brand colours, and any text which goes on top will automatically be the correct colour to work with it.

We can give you a number of different ways of laying out content, so each page doesn't simply end up as a big block of text, but still has consistent styling. Consistency plus flexibility - a winning combination.

#### 3.2.1 Your specific needs

In addition to the image processing and colour palettes mentioned above, there were items in your requirements document that our system will be a huge help with, so I wanted to highlight them specifically:

- **Videos** – we recommend Vimeo for video hosting as the quality is excellent. With our solution you can embed video content from Vimeo or YouTube with a simple button press.
- **Committee** – we have an excellent system for easily displaying the people in your committee, with images and pop-up text if necessary. I would welcome the chance to demonstrate this in person.
- **Membership** – this is spoken about in more detail in the next section, but our system includes membership functionality out of the box.

### 3.3 Password-protected content

This is a password-protected area of the site that will allow your members to access private content. When somebody new registers, the system can notify your CW, and if they are happy they approve the application, and the new member can access the content.

### 3.4 Integrated ecommerce

If required, you can sell your regalia online using Ecwid, a leading ecommerce platform, that integrates nicely with uSkinned. It allows up to 10 products for free, but for £12.50 per month you can sell up to £100 products. You could take payment via PayPal or Stripe, neither of which have recurring charges.

Alternatively, you could add new regalia pages in a similar way to the present system.

### 3.5 Forums (optional)

To be honest, I would advise against developing your own forums with the number of members that you have. We have developed forums for customers in the past, and they need thousands of users to be 'alive' enough to be worth a visit. I suggest first building the community in a Facebook group, which allows you to use all their features at no charge, and then, if you find you are getting regular engagement, developing the forum functionality.

However, if you **did** want to go ahead with it, we would charge £2,500, and it would integrate with the same member database that powers the password-protected content (item 3.3).

### 3.6 Content migration (optional)

Please note that in your requirements document you say that you have 10 pages on the website, but actually if you run it through crawling software, you discover that there are over 200 pages on the website, most of which is expired content.

Our quote includes migrating 20 pages of content; if you would like us to migrate more than that, we charge £15 per page.

I don't think that you will need us to migrate anything like 200 pages, but this is just to flag that you will need to let us know *which* 20 pages to migrate for you.

Appendix II lists the pages on your current site, for ease of navigation.

### 3.7 Architecture

Umbraco is built on Microsoft .NET, utilising a MS SQL database. This is a common and robust framework, allowing us to create a fast, flexible and secure system that can be hosted anywhere.

We propose hosting the system on our dedicated servers, which reside in Nuco Technologies' Class IV data centre in Milton Keynes. This facility is extremely secure, ISO27001-compliant, and as a UK facility you can be confident that your data never leaves the country, assisting with GDPR compliance.

## 4 Cost breakdown

### 4.1 System development

	Days	Price
Core website build		
Graphic design	2	£ 1,000
Website development	10	£ 5,000
<b>Subtotal</b>	<b>12</b>	<b>£ 6,000</b>
Additional work		
Adapt forum software	5	£ 2,500
<b>Total</b>	<b>17</b>	<b>£ 8,500</b>

*VAT at the prevailing rate will be added to all prices.*

### 4.2 Timescales and payment terms

The system build is likely to take 2 months. I propose three payment stages:

- Deposit (1/3 payment)
- Halfway stage (1/3 payment)
- Project complete (Final 1/3)

### 4.3 Hosting

We can provide hosting for your system for £40/month. This includes support and training on the system, daily database backups, a highly-resilient server and secure HTTPS certificate management so it remains secure at all times.

Additionally, if we host the system, we have the following bug-free guarantee:

*If you find a bug that we both missed during testing, we will fix it, immediately, absolutely free, while the site remains hosted with us.*

This lasts for the duration of the hosting – some systems that we built in 2005 are still hosted by us, still running, and still covered by the guarantee.



## 5 Terms of business

Our standard terms of business are attached, and will form part of the specification schedule when the project has been agreed.

One item of importance is Clause 8, which states that:

*The Supplier licenses all such rights to the Customer free of charge and on a non-exclusive, worldwide basis to such extent as is necessary to enable the Customer to make reasonable use of the Deliverables and the Services.*

This means that **there is no additional charge** if you want to take the code we develop for you elsewhere. We want you to continue to use us because you are delighted with our service, not because you feel held to ransom. We think this should be the norm, but not all software developers share our views.

We will agree payment stages in advance, and payment will be due only on completion of each stage. We will also take an initial deposit. Any hosting and support fees are taken monthly by Direct Debit.

The quotation provided within this document is valid until 31<sup>st</sup> December 2022, at which point a new quotation for the project will be required.

If you have any questions about the information contained in this proposal, please do not hesitate to contact us at:

**Prominent Media Ltd**

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Broughton  
Milton Keynes  
MK10 9LP

[01908] 239971 / [www.prominentmedia.com](http://www.prominentmedia.com)

Many thanks for taking the time to read this document, and I hope to work with you soon.



Iain Row  
Managing Director  
Prominent Media Ltd

## Appendix I – Lynx Networks Case Study

Lynx Networks' existing database platform needed updating, both for security reasons and in order to modernise it. It was a reliable system with its roots in Microsoft Access, but it was twenty years old and Lynx knew it was time to move forward.

They were aware that transferring all of the data and information would mean a major upheaval, one that couldn't be effectively done by off-the-shelf software – as Lynx's Managing Director, Alan Bullen, found out when he tried. It simply wasn't possible to customise enough of the vendors' existing software to fit their purposes, and they knew that they didn't want to abandon the processes that had made their business a local success story over many years. "We wasted a lot of time and money on that," said Alan. "And sleep!"

**"Prominent Media's answer to most questions is 'yes'. When I ask if something can be done, the answer is usually 'yes' – and they always deliver."**

After the initial problems researching and rejecting existing software solutions, Alan decided to reach out; he had worked with Prominent Media before and knew that he could trust Iain and the rest of the team to collaborate effectively with Lynx. Communication was a priority, and Alan knew from experience that he could trust Iain to convey important information clearly and effectively, without excessive use of technical jargon.

He also knew that the Prominent Media team would go out of their way to produce a cutting-edge system, running on the latest technology. This meant that the system would be a pleasure to use, which was important as so many staff use it on a daily basis. A lot of time was spent honing the user interface, so that it gave all the benefits of the new system while remaining familiar enough to be intuitive to Lynx's team.

Both Lynx and Prominent Media had their sights set squarely on the future, and the combination of forward-thinkers led to synergy during the planning process. Prominent Media were able to use their understanding of the latest software standards to generate a system that behaved responsively despite being web-based.

**"We understand each other."**

Iain was determined to create a system that would meet all of Lynx's goals, and Prominent Media was able to deliver on that promise. Lynx ended up with a strong database system, with a smooth switchover from their old system to the new one. Iain is confident that the new system will match the previous one's twenty-plus years of use – or last even longer!

*If you would like to talk to Alan Bullen, MD of Lynx Networks directly, he is happy for you to do so on 01908 633833. We strive to delight all of our customers, so if there are others you would like to speak to, just let me know.*

## Appendix II – Existing pages on current site

<https://bmwhistoricmotorclub.co.uk/>  
<https://bmwhistoricmotorclub.co.uk//davidwilliams/>  
<https://bmwhistoricmotorclub.co.uk//johnmuschamp/>  
<https://bmwhistoricmotorclub.co.uk//markgarfitt/>  
<https://bmwhistoricmotorclub.co.uk//mikesythes/>  
<https://bmwhistoricmotorclub.co.uk//submit-for-sale/>  
<https://bmwhistoricmotorclub.co.uk/1931-bmw-315-da4-dixi-saloon/>  
<https://bmwhistoricmotorclub.co.uk/1935-frazer-nash-bmw-315-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/1935-frazer-nash-bmw-319-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/1935-frazer-nash-bmw-319-chassis-with-a-replica-328-body/>  
<https://bmwhistoricmotorclub.co.uk/1936-fn-bmw-315-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/1936-frazer-nash-bmw-315-40-2-seater-sports/>  
<https://bmwhistoricmotorclub.co.uk/1936-frazer-nash-bmw-315-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/1937-frazer-nash-bmw-319-55-gmd-174/>  
<https://bmwhistoricmotorclub.co.uk/1937-frazer-nash-bmw-326-saloon/>  
<https://bmwhistoricmotorclub.co.uk/1937-frazer-nash-bmw-326/>  
<https://bmwhistoricmotorclub.co.uk/1937-frazer-nash-bmw-329-328-sports/>  
<https://bmwhistoricmotorclub.co.uk/1938-bmw-326-special-tlk-97/>  
<https://bmwhistoricmotorclub.co.uk/1938-frazer-nash-bmw-326-rhd-4-door-saloon/>  
<https://bmwhistoricmotorclub.co.uk/1938-frazer-nash-bmw-328-80/>  
<https://bmwhistoricmotorclub.co.uk/1939-bmw-327328/>  
<https://bmwhistoricmotorclub.co.uk/1939-bmw-range-catalogue/>  
<https://bmwhistoricmotorclub.co.uk/1939-fn-bmw-326-for-sale/>  
<https://bmwhistoricmotorclub.co.uk/1952-emw-327-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/1960-isetta-300-lhd-brighton-build-17190-miles/>  
<https://bmwhistoricmotorclub.co.uk/1961-bmw-502-2600l-v8-lhd-for-restoration/>  
<https://bmwhistoricmotorclub.co.uk/1964-700-luxus/>  
<https://bmwhistoricmotorclub.co.uk/2014-agm-woodall-spa-lincolnshire/>  
<https://bmwhistoricmotorclub.co.uk/2016-agm-weekend/>  
<https://bmwhistoricmotorclub.co.uk/2016-annual-rally-5-to-9-may-2016/>  
<https://bmwhistoricmotorclub.co.uk/2017-vscc-herefordshire-trials/>  
<https://bmwhistoricmotorclub.co.uk/2018-agm-weekend-friday-21st-sunday-23rd-september-2018/>  
<https://bmwhistoricmotorclub.co.uk/2019-agm-weekend-20th-to-22nd-september-2019/>  
<https://bmwhistoricmotorclub.co.uk/2019-annual-rally-thursday-16th-sunday-19th-may-2019/>  
<https://bmwhistoricmotorclub.co.uk/2020-agm-weekend-friday-18th-to-sunday-20th-september-2020-2/>  
<https://bmwhistoricmotorclub.co.uk/2021-agm-rally-28th-29th-september/>  
<https://bmwhistoricmotorclub.co.uk/2021-pre-war-prescott-weekend17th-18th-july/>  
<https://bmwhistoricmotorclub.co.uk/2022-annual-rallyisle-of-man-12th-16may/>  
<https://bmwhistoricmotorclub.co.uk/319-engine-wanted/>  
<https://bmwhistoricmotorclub.co.uk/319-valves-2/>  
<https://bmwhistoricmotorclub.co.uk/320-kit-of-parts/>  
<https://bmwhistoricmotorclub.co.uk/326-engine-and-327-zf-gearbox/>  
<https://bmwhistoricmotorclub.co.uk/326-spares/>  
<https://bmwhistoricmotorclub.co.uk/328-road-spring-set-2/>  
<https://bmwhistoricmotorclub.co.uk/328-sports-model/>  
<https://bmwhistoricmotorclub.co.uk/41st-international-bmw-annual-meeting-24-to-28-may-2017/>

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<https://bmwhistoricmotorclub.co.uk/70th-anniversary-of-the-bmw-car-club-gb/>  
<https://bmwhistoricmotorclub.co.uk/ac-owners-club-sprint-at-goodwood-race-track10th-november-2018/>  
<https://bmwhistoricmotorclub.co.uk/ac-owners-club-sprint-at-goodwood-race-track5th-november-2016/>  
<https://bmwhistoricmotorclub.co.uk/ac-owners-club-sprint-goodwood/>  
<https://bmwhistoricmotorclub.co.uk/agm-weekend-29th-september-1st-october-2017/>  
<https://bmwhistoricmotorclub.co.uk/alastair-pughs-328-htu-446/>  
<https://bmwhistoricmotorclub.co.uk/aluminium-mouldings-for-spare-wheel-cover/>  
<https://bmwhistoricmotorclub.co.uk/annual-general-meeting-rally-september-2022/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-2015/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-2016/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-2020/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-in-alsace27th-may-2nd-june-2018/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-lake-district-18-to-21-may-2023/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally-lake-district-18th-21st-may-2023/>  
<https://bmwhistoricmotorclub.co.uk/annual-rally11-15-may-2017/>  
<https://bmwhistoricmotorclub.co.uk/archive-photo-gallery/>  
<https://bmwhistoricmotorclub.co.uk/archives/>  
<https://bmwhistoricmotorclub.co.uk/ashtrays/>  
<https://bmwhistoricmotorclub.co.uk/baseball-cap/>  
<https://bmwhistoricmotorclub.co.uk/binder-for-historic-bmw-magazines/>  
<https://bmwhistoricmotorclub.co.uk/black-316i-bmw-1995/>  
<https://bmwhistoricmotorclub.co.uk/bmw-100th-anniversary-celebration-weekend5th-to-7th-august-2016/>  
<https://bmwhistoricmotorclub.co.uk/bmw-303/>  
<https://bmwhistoricmotorclub.co.uk/bmw-309/>  
<https://bmwhistoricmotorclub.co.uk/bmw-315-complete-engine-for-sale/>  
<https://bmwhistoricmotorclub.co.uk/bmw-315-ps-da-2-da-4/>  
<https://bmwhistoricmotorclub.co.uk/bmw-315-two-seater-sports/>  
<https://bmwhistoricmotorclub.co.uk/bmw-315/>  
<https://bmwhistoricmotorclub.co.uk/bmw-3151-sport/>  
<https://bmwhistoricmotorclub.co.uk/bmw-319-engine-gearbox-etc/>  
<https://bmwhistoricmotorclub.co.uk/bmw-319-model/>  
<https://bmwhistoricmotorclub.co.uk/bmw-3191-sport/>  
<https://bmwhistoricmotorclub.co.uk/bmw-3192/>  
<https://bmwhistoricmotorclub.co.uk/bmw-320-ps-am-1-4/>  
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<https://bmwhistoricmotorclub.co.uk/bmw-328-cylinder-head-in-good-condition-perhaps-from-the-veteranen-club-batch/>  
<https://bmwhistoricmotorclub.co.uk/bmw-328-starter-motor-2/>  
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<https://bmwhistoricmotorclub.co.uk/bmw-329/>  
<https://bmwhistoricmotorclub.co.uk/bmw-335/>  
<https://bmwhistoricmotorclub.co.uk/bmw-500-series-saloons/>  
<https://bmwhistoricmotorclub.co.uk/bmw-503/>  
<https://bmwhistoricmotorclub.co.uk/bmw-507/>

<https://bmwhistoricmotorclub.co.uk/bmw-600/>  
<https://bmwhistoricmotorclub.co.uk/bmw-700-bits-and-pieces/>  
<https://bmwhistoricmotorclub.co.uk/bmw-700-crankshaft-2/>  
<https://bmwhistoricmotorclub.co.uk/bmw-700-mechanical-parts-for-sale-engine-trim-gearbox-etc/>  
<https://bmwhistoricmotorclub.co.uk/bmw-700-sport-coupe/>  
<https://bmwhistoricmotorclub.co.uk/bmw-700/>  
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<https://bmwhistoricmotorclub.co.uk/bmw-isetta/>  
<https://bmwhistoricmotorclub.co.uk/bmw-items-for-sale/>  
<https://bmwhistoricmotorclub.co.uk/bmw-pre-war-automobilia-collection-items-2/>  
<https://bmwhistoricmotorclub.co.uk/bmw-spanner-to-complete-toolkit/>  
<https://bmwhistoricmotorclub.co.uk/bmw-specials/>  
<https://bmwhistoricmotorclub.co.uk/bmw-spring-rally17-20-may-2015/>  
<https://bmwhistoricmotorclub.co.uk/bmw-wartburg-da-3/>  
<https://bmwhistoricmotorclub.co.uk/bmw340-2-1952/>  
<https://bmwhistoricmotorclub.co.uk/bmw700-ersatzteile-illustrated-parts-book-for-bmw700/>  
<https://bmwhistoricmotorclub.co.uk/book-on-car-club-rallies/>  
<https://bmwhistoricmotorclub.co.uk/bristol-400-crankshaft/>  
<https://bmwhistoricmotorclub.co.uk/bristol-starter-motor-2/>  
<https://bmwhistoricmotorclub.co.uk/buff/>  
<https://bmwhistoricmotorclub.co.uk/castle-combe-autumn-classic-3-october-2015/>  
<https://bmwhistoricmotorclub.co.uk/castle-combe-autumn-classic-race-meeting1-october-2016/>  
<https://bmwhistoricmotorclub.co.uk/choke-control-cables-2/>  
<https://bmwhistoricmotorclub.co.uk/competition-type-car-or-special/>  
<https://bmwhistoricmotorclub.co.uk/contact/>  
<https://bmwhistoricmotorclub.co.uk/davidwilliams/>  
<https://bmwhistoricmotorclub.co.uk/dixi-315-ps-da-1/>  
<https://bmwhistoricmotorclub.co.uk/down-to-earth/>  
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<https://bmwhistoricmotorclub.co.uk/extra-strong-locktabs-2/>  
<https://bmwhistoricmotorclub.co.uk/federation-of-british-historic-vehicle-clubs/>  
<https://bmwhistoricmotorclub.co.uk/first-or-reverse/>  
<https://bmwhistoricmotorclub.co.uk/fleece-mens-heavyweight/>  
<https://bmwhistoricmotorclub.co.uk/fleece-mens-lightweight/>  
<https://bmwhistoricmotorclub.co.uk/fleece-sleeveless-men-and-womens/>  
<https://bmwhistoricmotorclub.co.uk/fleece-womens-heavyweight/>

<https://bmwhistoricmotorclub.co.uk/fleece-womens-lightweight/>  
<https://bmwhistoricmotorclub.co.uk/fn-bmw-315/>  
<https://bmwhistoricmotorclub.co.uk/fn-bmw-and-bmw-replica-toolboxes/>  
<https://bmwhistoricmotorclub.co.uk/fn-bmw-bell-housing/>  
<https://bmwhistoricmotorclub.co.uk/fn-bmw-calendar-uncertain-vintage/>  
<https://bmwhistoricmotorclub.co.uk/fn-bmw-price-list/>  
<https://bmwhistoricmotorclub.co.uk/for-sale-1939-frazer-nash-bmw-32780-cabriolet/>  
<https://bmwhistoricmotorclub.co.uk/for-salewanted/>  
<https://bmwhistoricmotorclub.co.uk/four-avon-turbospeed-mk4-600h16-tyres/>  
<https://bmwhistoricmotorclub.co.uk/frazer-nash-bmw-319-55-gmd-174-ex-sandy-burnett-car/>  
<https://bmwhistoricmotorclub.co.uk/frazer-nash-bmw-plate/>  
<https://bmwhistoricmotorclub.co.uk/frazer-nash-car-club-badge-wanted/>  
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