

**North**

**City**

**Business**

**Centre**

**Made in North Belfast**

# Contents

- Community partner	3
- The Project	5
- Objectives	6
- Target audience	7
- Deliverables	8
- Tone, message & style	10
- Similar organisations/benchmarking	11
- Budget	22
- Timescale	25
- Team members	26

# Community Partner

**North City Business Centre** is an organisation that provides physical spaces for people to start their own businesses and a supportive environment to test their ideas. Based in two main locations on Duncairn Gardens in North Belfast, the centre is now planning to expand to a third site, further strengthening its enterprise support for local businesses in the area.

These spaces are designed to meet tenants' needs and support the growth of their businesses. **NCBC** accomplishes this by gathering feedback during breakfast meetings and hosting guest speakers who provide talks and events. These insights and resources gained from these activities are then reinvested in the businesses. All events are open to both tenants and the general public.

**It is a space for people to achieve something**

**NCBC** provides space for multiple businesses and charities to operate as tenants within each of its locations. In addition, a team of business and employment advisors offer support to small businesses and individuals interested in starting their own business.

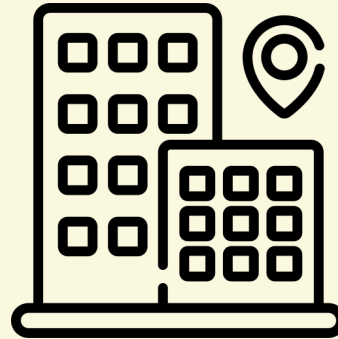
**NCBC** also offer commercial property and conference room rentals, as well as a virtual office service for those who work from home. This service enables sole traders to purchase a business address and have access to reception support.

As a result, **NCBC** plays a vital role in encouraging entrepreneurship, creating employment opportunities, and proving that successful businesses can grow and thrive in North Belfast!

# What NCBC offer



**49** units to let  
in the business centre  
(from 500 sq. Ft. to 200 sq. ft.)



**2** sites located  
on Duncairn Garden  
(3rd location pending)



Professional **guidance**  
and **advice**  
(on business start-up)

# The Project

The project involves reinvigorating **NCBC's** online presence to promote the organisation as they expand into their third location in North Belfast. **NCBC** intends to help develop the economic development in North Belfast bringing it from a deprived area into a successful and ideal location for business owners.

The project will be achieved by building **NCBC** a refreshed online presence. This will have a contemporary feel and will be refreshed using a bright and exciting colour palette. Additionally, the site will have features to include a map showing the three hubs, along with links for social media platforms.

The online presence will contain different media; we will utilise both photography and videography to capture shots of the premises. To create an immersive experience, 360 cameras will be used to film the buildings, allowing for walk-through experiences of the units. This creates a complete image for businesses considering operating from a unit.

Also, as **NCBC** hosts various events, this will give an opportunity to record and create highlight reels that can be uploaded to their online presence. Finally, pieces to cameras with individuals from **NCBC** will be filmed which will create a deeper understanding of the business and what it has to offer.

The project will be successful in refreshing the brand with intent to evolve alongside the digital world. The updated online presence and brand will ensure to reach each of the objectives set to reflect **NCBC's** purpose.

# Objectives

By refreshing NCBC's brand and online identity we will

## Encourage a strong sense of community

Create deeper engagement with local entrepreneurs, startups, business owners, and prospective tenants so that **NCBC** feels not just like a facility, but like part of the engine of North Belfast.

Promote **NCBC** as a hub where people support each other—through networking, mentoring, collaboration, and joint events—so that individuals see that success is possible within **NCBC**.

Increase visibility and community involvement in **NCBC** initiatives so people feel ownership and pride in what's built "in North Belfast."

## Position NCBC as a professional, trusted partner

Enhance **NCBC's** reputation so that when new or growing businesses consider a base, **NCBC** is among their first choices because of its professionalism, supportiveness, and accessibility. **NCBC** should be a place that is friendly and inviting.

Ensure that **NCBC** is seen as the go-to place for quality business advice, reliable facility provision (units, conference/training space, virtual office services), and affordable, flexible support.

## Drive economic development & accessible business support

We will expand and improve support services to lower barriers for people wanting to start or scale up a business—including mentorship, training, advice, funding guidance, and flexible leasing options.

Leverage **NCBC's** property assets (units, virtual offices, meeting space) to make business space accessible in size, cost, and location.

We will make sure people in North Belfast are aware of what **NCBC** offers, feel welcome, and know how to access support—especially those who may have been discouraged in the past.

# Target Audience

The target audience for this project is individuals involved in business activities such as start-ups, entrepreneurs and small established businesses.

We want to focus on individuals with a mindset that values innovative solutions and seeks efficiency for the running of their business - individuals who are proactively seeking external support to help them achieve their growth objectives.

**NCBC** helps entrepreneurs with large-scale growth by providing their businesses with units, allowing for more space to carry out their business duties. It is also very beneficial for small businesses that are interested in renting temporary space to hold a meeting or an event. We also aim to attract individuals who understand the importance of structured training programmes and other resources provided by **NCBC**, who are also ready to invest in this type of support to help the growth of their business.

# Deliverables

## Branding

A Bespoke Logo that captures **NCBC's** values and message of being a supportive place for smaller businesses in North Belfast.

Typeface that reflects how **NCBC** is adaptable and inclusive of all ages. (legible to a wide age range, and those with visual impairments)

Improve the Brand Colour scheme to reflect on the area of north Belfast, the type of work **NCBC** do and the type of audience they're looking to attract.

## Website

A reinvigorated new website design which will be more engaging, interactive and aesthetically pleasing to a wider range of audiences.

A dynamic design that will be fully responsive across all screen sizes.

## Social media

Short-form-videos captured on an iPhone for time effective social media reels on Instagram and Facebook.

Links to website on all social media platforms

Set up of meta suite so **NCBC** can schedule posts for the week ahead and manage all their comments, direct messages and social media invites from one place across Facebook and Instagram.

High quality Images of **NCBC** facilities for their social media to advertise rooms available.

Custom Templates to use for event days and other information **NCBC** want to showcase. With instructions on how to edit them and upload across different platforms.

Instruction of how to stay engaged and relevant on social media. Such as replying to comments, peak times to post based on follower online activity and how to find these times (e.g. most followers online between 3pm-5pm).

# Tone, message & style

The tone of the project will be friendly, inviting and professional, creating a welcoming atmosphere for business owners considering **NCBC** as a place to run and grow their businesses. It's all about making people feel supported and confident, showing that **NCBC** is here to help local entrepreneurs every step of the way.

The style will reflect this approachable and community-focused spirit through vibrant and exciting colours, capturing the energy and opportunity that **NCBC** offers. The visual identity will be fresh and engaging, designed to connect with people from all walks of life in North Belfast.

The message is "**Made in North Belfast.**" This speaks to the heart of **NCBC**—it's built by people born and bred in the area, rooted deeply in the local community, and growing alongside it. It celebrates the economic growth and positive change that **NCBC** brings to North Belfast, highlighting that this success is homegrown and something the whole community can be proud of.

# Benchmarking

During the development process, we used a research technique called benchmarking to help us produce the best possible outcome for **NCBC** online presence. Benchmarking allows us to research other similar businesses and websites by creating a series of criteria that we feel all sites should meet, we then score these sites based on how many best practices we noted within each site.

Our team decided to research 10 various business enterprise websites (including NCBC's current website) and compare what we thought worked well and what did not. These websites are:

- North City Business Centre
- Enterprise Causeway
- Mallusk
- Brewin Dolphin
- EnterpriseNI
- Roe valley enterprises
- Banbridge Enterprise
- East Belfast Enterprise
- Carrickfergus Enterprise
- Ballymena Business Centre

The aim of this part of the research development was to grade all of these websites and compare them to the grade received by the **NCBC** current website.

**The NCBC website was graded at  
34%**

**NCBC's** website has been successful with some of the main elements that a good website should have, such as a clearly identifiable target audience, a nicely positioned logo which makes it clear who the website belongs to, and a super quick load time of 0.8 seconds—one of the fastest among all the websites reviewed. However, the website did lack some very important features that would have made it more engaging, such as videos and better, up-to-date photography.

## Three main sites stood out to us

After reviewing the **NCBC** website, we looked at the other websites for comparison. All of the other websites managed to score higher, with the Brewin Dolphin website scoring the highest, sitting at 71% and Ballymena Business Centre website scoring the second highest, sitting at 66%. Our highest-scoring web space is The Brewin, which scored 71% in the benchmarking. Therefore, this should be the minimum experience we provide for our users. This site has HD images, Videos, is fully responsive, has a quick load time of 1.3s and is very easy to navigate. Our second-highest scorer, Ballymena Business Centre included some extra features within their online space that allowed them to take the lead in benchmarking. An appealing landing page and fully responsive design helped their website gain a respectable number of points.

Close behind was the East Belfast Enterprise website, which came in third. Sitting at 63%, EBE has been successful in maintaining a well-established online presence. A video on the landing page looks visually appealing and is well-received by users visiting the site. EBE has also been successful in presenting high-quality, up-to-date photography that is relevant to the business. A fully responsive design and a fast loading speed of 1 second contribute to the overall smooth flow of the website, helping it achieve a higher grade in the benchmarking process.

Banbridge and Carrickfergus both had average websites that ticked off most of the basics. Both had quick loading times—1.36 seconds for Banbridge and 0.8 seconds for Carrickfergus. The websites featured clear headings that served their intended purpose well. However, some of the negative issues both websites had in common were the lack of email subscription options. Email subscriptions are essential for such businesses; without them, potential customers miss the opportunity to receive updates or news, which could lead to a loss of engagement or missed business opportunities.

All these websites and the process of benchmarking provide us with the opportunity to reflect on what worked well, what didn't work well and how we can use that to enhance the user experience of **NCBC** website and make it a more exciting and engaging web space.

From this research, we know we need to have the bare minimum of:

- Engaging content (360 site tour)
- HD images
- Videos
- Easy navigation
- Fully dynamic (responsive)
- A clear and quickly identifiable of Target audience
- A clear and quickly Identifiable Chief Aim
- Links to social media
- A quick way for users to get back to the top of the page without scrolling (such as an arrow)

Our team feels each of these elements plays a key role in creating a cohesive web environment that will benefit both the user and **NCBC**.

The main objective of this research was to ensure **NCBC's** website does not make the same mistakes as other sites and instead provides a joyful experience for users on the website.



= poor online presence



= good online presence

Category	Feature	Enterprise Causeway <a href="https://www.enterprisecauseway.co.uk/">https://www.enterprisecauseway.co.uk/</a>	Mallusk <a href="https://mallusk.org/">https://mallusk.org/</a>	Brewin <a href="https://www.brewin.co.uk/">https://www.brewin.co.uk/</a>	EnterpriseNI <a href="https://enterpriseni.com/">https://enterpriseni.com/</a>	Roe valley enterprises <a href="https://roevalleyenterprises.co.uk/">https://roevalleyenterprises.co.uk/</a>
First Impressions	Aesthetics	Hero banner with their baseline and hashtag that represents them. strong brand colours as soon as you enter the online space. there's not a lot of imagery, and they use a lot of white space. The information to visual content (images, animations, videos) doesn't seem balanced.	Contemporary corporate feel. It's laid out professionally with easy navigation; however, the colours are bright, bold and fun. There are animations, video content and lots of imagery. You have a lot of room to breathe through the information, and it's a visually pleasing site. This site is fun and would appeal to a wide range of users and potential audience.	Very corporate, clean layout, and easy to navigate. Lots of white space. cool tone colours, navy blue, grey and white, which are known for being corporate colours. Hero with their main aim in text and indication of the target audience. cards to direct the user to sections and pages that provide the information they are looking for. This provides quick navigation and accessibility in the site. There's also a video to make the information more engaging. Images displayed across the site help to make this web space more engaging; however, you get the feel this is aimed at an older market.	Again we're seeing the colour scheme of blues and greens gives it a corporate feel; however, the green makes it pop and adds some vibrancy. Bottom borders have rounded corners, and the buttons themselves animate their scale when hovered over. This adds interactivity and enhances engagement. The information is cleverly sectioned for easy navigation with accessibility in mind. The site itself has lots of animations, e such as numbers flipping as its counts up, and menu list items animating in colour when hovered over. This site is more fun and appealing due to these small interactive elements, colour scheme and easy navigation.	Again, seeing blues, however this colour scheme is lighter and doesn't feel as corporate. You can see they're using colours that link to the river roe as its the same colours used in their logo, which is using negative space as the river with either grey and blue to the sides of it to form the shape of an 'R' for River Roe. The web space features lots of images, and they are sharp and bright. This gives the user something else to look at to break up all the information in text. The web space also features a calendar for upcoming events which we haven't seen yet. This shows a sense of community spirit. The nav bar animated to add a background colour when hovered over, and the button border corners are rounded, so it diverts away from strict corporate layouts as it adds movement to the site.
	Identifiable Target Audience	On Home Page	On Home page	On Home Page	On the home page	On the home page
	Identifiable Chief Aim	On Home Page	On Home page	On Home Page	On home page	On home page
Look and Feel	Retina (HD ready)	Most of images are	Most images are	Some images are	Some images are	Most images are
	Responsive	Yes, not fully responsive. When on a screen sized 1440px by 900px the hamburger menu does not display all nav options.	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive	Yes, fully responsive

	<b>Content in Prime Position</b>	Yes. Uses hero, cards, banners and videos on the home page which helps section all the information and make it easily navigable to the information you want to find.	Yes. Uses a hero slider, designated sections for easy navigation of information, a very clear contact form on the home page, a carousel for tenant testimonies to condense the layout, and offers a video tour.	Yes. Uses hero with tag line, cards, banners, sections, videos and images which help to keep the information sparse and give the rest of the content room to breathe.	Yes, uses sections for information, image carousels, cards to highlight key information, bullet point lists, and maps for visual representation of all their locations.	Yes. uses a slider hero with a call to action on the first page, sections for easy information navigation, cards with images and text and calls to action and an interactive calendar.
	<b>Body Text Font</b>	proxima-nova, (sans-serif)	Overpass, (sans-serif)	Roboto, Arial (sans-serif)	General Sans (sans-serif)	SF-Pro (Sans-serif)
	<b>Logo placement</b>	Top Left	Top Left	Top Left	Top Left	Top Left
<b>Technical</b>	<b>Book Online</b>	No. There is however a contact form on contact page	You can express interest online. There's an 'available spaces' button on the nav, which will tell you which spaces are available to rent, along with information about the unit and prices. Each space has an 'enquire now' call to action. This then opens a form and the user can fill it in to express interest in the unit and give consent for the business to contact them about it. There is also a Contact form on the home page and contact page.	No. There is no book online; however, users can request a call on their contact us and home page.	No booking online however users can make an account on their site for EconX.	No booking online however, users can contact the business from the contact form on the contact page.
	<b>CMS</b>	Wordpress	WooCommerce	WordPress	WordPress	WordPress
	<b>Analytics Embedded</b>	Google Analytics	Google Analytics	Google Analytics	Google Analytics	Google Analytics
<b>Navigation</b>	<b>Primary Menu Format</b>	Horizontal navigation bar, which switches to hamburger menu with a drop-down for screens with a width of under 1450px	Horizontal nav bar with primary menu in the top bar and a secondary menu beneath. This then changes to a hamburger menu, which opens a sidebar for a responsive layout for screen widths under 1200px.	Horizontal nav bar on the left-hand side, with a drop-down to showcase the sub-menu options. This nav turns to a hamburger menu on the right side when the screen width drops below 992px for a responsive design.	Horizontal Nav bar in the centre of the web space. This offers a drop-down sub-menu on 2 out of the 5 nav options. This changes to a hamburger menu on the right-hand side for screens under 1025px wide for a responsive layout.	Horizontal Nav bar on the right-hand side with a top bar sub-menu. The nav bar changes to a hamburger menu on screen sizes less than 767px wide for a responsive layout.
	<b>Primary Menu Position</b>	Top Right	Top Right	Top Left	Top Centre	Top Right
	<b>Means of getting to top of page</b>	Scrolling back to the top or clicking the links in the footer to reload the page	Scrolling back to the top or clicking the page line in the footer	Scrolling back to the top, clicking the page link in the footer and there's a 'back to top' call to action in the footer too.	Very limited. Scrolling back to the top or clicking the page's link in the footer from the few listed.	Scrolling back to the top or click on the link in the footer to refresh the page.

	<b>Sitemap</b>	None	None	None	None	None
	<b>Bread crumbs</b>	None	None	Inside the hero	Inside the top banner	Inside the hero
	<b>Contact Us</b>	In primary menu and footer	form on home page, and link to contact page on primary menu and footer	In primary menu and footer	In primary Menu and footer	In sub-menu in top bar
	<b>No. of clicks to Contact Us</b>	1 click away	0 clicks. On the home page and the designated contact page.	1 click away	1 click away	1 click away
<b>Content</b>	<b>Explanation of Service</b>	on the home page in the form of a video or 1 click away for textual.	On the home page	On the home page	On the home page	On the home page
	<b>Evidence of Outdated content</b>	Events blog on the first page and Units to Rent section are dead links.	No	Yes, a few deadlinks	Yes, a few deadlinks	Yes, a few deadlinks
	<b>Social Media</b>	Linked in footer. Facebook, X and Instagram.	Linked in footer. Facebook, X, instagram and LinkedIn	Linked in footer and contact page. LinkedIn, X, Facebook.	Linked in footer. Facebook, X, Instagram, LinkedIn, and Youtube.	Linked in footer. Facebook, X, LinkedIn.
	<b>FAQ Section</b>	None	None	None	None	None
	<b>Privacy Policy</b>	None	None	Yes	Yes	Yes
<b>Search</b>	<b>Search</b>	None	None	Yes	None	None
	<b>Type of Search Button</b>	N/A	N/A	Input field with a search icon	N/A	N/A
<b>Functionality</b>	<b>Load Time</b>	3s LPC	20.3s LPC	1.3s LPC	10.9s LPC	1.8s LPC
	<b>Email Subscription</b>	Yes, on every page in a banner above the footer	Yes, on a banner above the footer on every page	Yes, 1 click through the sub-menu	No	No
	<b>Multilingual</b>	No	No	No	No	No
	<b>No. of languages (other than English)</b>	N/A	N/A	N/A	N/A	N/A
<b>Accessibility</b>	<b>How many font types</b>	3	1	2	2	1
	<b>Clear &amp; accurate headings</b>	Yes	Yes	Yes	Yes	Yes
	<b>Are links visually distinct</b>	Yes	Yes	Yes	Yes	Yes
	<b>Link underlining</b>	No, arrows appear beside them	Yes	Yes	Yes	No
	<b>Hyperlink change colour if visited</b>	No	No	No	Yes	No
<b>Overall Score</b>		57%	57%	71%	62%	51%

Category	Feature	North City Business Centre <a href="https://www.north-city.co.uk/">https://www.north-city.co.uk/</a>	Banbridge District Enterprise <a href="https://bdelonline.com/">https://bdelonline.com/</a>	East Belfast Enterprise <a href="https://eastbelfast.org/">https://eastbelfast.org/</a>	Carrickfergus Enterprise <a href="https://ceal.co.uk/">https://ceal.co.uk/</a>	Ballymena Business Centre <a href="https://www.ballymenabusiness.co.uk/">https://www.ballymenabusiness.co.uk/</a>
First Impressions	Aesthetics	Text over image carousel, which is very jumpy	Image of conference room roughly indicating what they offer, matching colours, accompanied, creating a professional feel	Appealing short video that sets out the mood for the website, followed by a slick design	Appealing home page with a photo carousel which is moving at a nice pace show showcasing what's on offer	Pleasant entry to the website with a short introduction to the business and a "Contact Us" button
	Identifiable Target Audience	First glance text mentions units to rent, indicating the target audience could mainly be businesses/business start-ups	"Meet your business needs" first seen quote indicates the target audience is businesses	Heavy on the word "Entrepreneurs" throughout the whole homepage, indicating their primary audience	Clearly stated that they are working with "the local business community" and "entrepreneurs"	Target audience outlined on the landing page: "Entrepreneurs" and "Business Owners"
	Identifiable Chief Aim	The aim of the company has been fully explained on the About Us page	The goals of the company have been identified on the About Us page	Goals mentioned on the home page: "We support entrepreneurs at every stage"	Goals mentioned on the home page: "supporting budding entrepreneurs and growing businesses"	The goals of the company have been outlined thoroughly on the home page
Look and Feel	Retina (HD ready)	Images used are of low quality from the web, causing distortion	High-quality photography has been used, which seems to be up to date	High-quality images have been used, as well as any videos present	High-quality images have been used	High-quality photography has been used, which seems to be up to date
	Responsive	No, the website is not fully responsive for mobile screen sizes.	Fully responsive design	Fully responsive design	Fully responsive design	Fully responsive design
	Content in Prime Position	Positioning of content has a simple solution, not necessarily eye-pleasing.	Content seems to be placed nicely, positive use of white space present, as well as image-to-text proportion adequate.	Great placement of all content, well-thought-out website and planned.	Content placement excellent, one big mistake on the about us page, where text is cut off on one section of the page.	Great use of space, video and images on the website
	Body Text Font	Avenir, sans-serif	Sans Serif	Sans Serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left	Top Left	Top left
Technical	Book Online	No	Yes	Yes	No	No
	CMS	Wix	WordPress	WordPress/WooCommerce	WordPress	Wix
	Analytics Embedded	No analytics embedded	No analytics embedded	Google analytics	No analytics embedded	Google analytics
Navigation	Primary Menu Format	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Burger menu

	<b>Primary Menu Position</b>	Top centre of every page	Top of the page, towards the right-hand side	Top right corner of the website	Top of the page, below the header	Top of the page, right-hand side
	<b>Means of getting to top of page</b>	Scroll back to the top of the page	Back to top button available	Scroll back to the top of the page	Scroll back to the top of the page	Scroll back to the top of the page
	<b>Sitemap</b>	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Unable to locate a public sitemap .xml	Sitemap available on ( <a href="https://ceal.co.uk/site-map-tenants/">https://ceal.co.uk/site-map-tenants/</a> )	No .xml file detected
	<b>Bread crumbs</b>	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable	Breadcrumbs unavailable
	<b>Contact Us</b>	The "Contact Us" button on every page is easily accessible	"Get in touch" button available at the top right of the page	"Contact Us" button inside the burger menu	Contact information displayed in the header	"Contact Us" button on the landing page
	<b>No. of clicks to Contact Us</b>	1 Clicking on the "Contact Us" button will take you directly to the contact page	1 Clicking on the "Get in touch" button will take you directly to the contact page	2 User must click on the burger menu and then locate "Contact Us"	0 Contact information is provided in the header of the website	1 Clicking on the "Contact Us" button will take you directly to the contact page
<b>Content</b>	<b>Explanation of Service</b>	Yes	Yes	Yes	Yes	Yes
	<b>Evidence of Outdated content</b>	Outdated photos are used on the website	Page seems to be up to date	Website seems fresh, possibly updated not a long time ago	Photos seem to have been used the same for a few years back	Page seems to be up to date
	<b>Social Media</b>	Buttons available to access a Facebook page and X	No social media links detected	Social media buttons are available at the bottom of the page	Buttons for various platforms are available in the header	Part of the website used to promote their social media
	<b>FAQ Section</b>	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website	No FAQ on the website
	<b>Privacy Policy</b>	No	No	Yes	Yes	Yes
<b>Search</b>	<b>Search</b>	No	No	No	No	No
	<b>Type of Search Button</b>	No	No	No	No	No
<b>Functionality</b>	<b>Load Time</b>	0.8s	1.36s	1s	0.8s	5.3s
	<b>Email Subscription</b>	Yes, email subscription made possible, sign up for the newsletter	No	Yes, provide an email for the newsletter	No	Yes, subscription is available
	<b>Multilingual</b>	No other languages detected	No other languages detected	No other languages detected	No other languages detected	No other languages detected
	<b>No. of languages (other than English)</b>	English (0)	English (0)	English (0)	English (0)	English (0)
<b>Accessibility</b>	<b>How many font types</b>	1	1	1	1	1
	<b>Clear &amp; accurate headings</b>	Clear, accurate use of headings	Good use of headings	Good use of headings	Appropriate use of titles, headings, etc, website easily readable	Good use of headings

	<b>Are links visually distinct</b>	No, hard to locate links that look just like most text on the website	Links are of different colours, making them stand out more	Links are not clearly shown, hard to tell what the main text/link	Links are off a different colour, ensuring they are highly recognisable	Links are of different colours, making them stand out more
	<b>Link underlining</b>	No	While on hover, the link gets underlined	No	No	While on hover, the link gets underlined
	<b>Hyperlink change colour if visited</b>	Links change colour while hovered on, but don't change back to the original colour after interaction	Links do not change colour after being visited	Links change colour after they have been interacted with	Links change colour on clicks, but are barely noticeable	Links fully underlined
<b>Overall Score</b>		<b>34%</b>	<b>57%</b>	<b>63%</b>	<b>54%</b>	<b>66%</b>

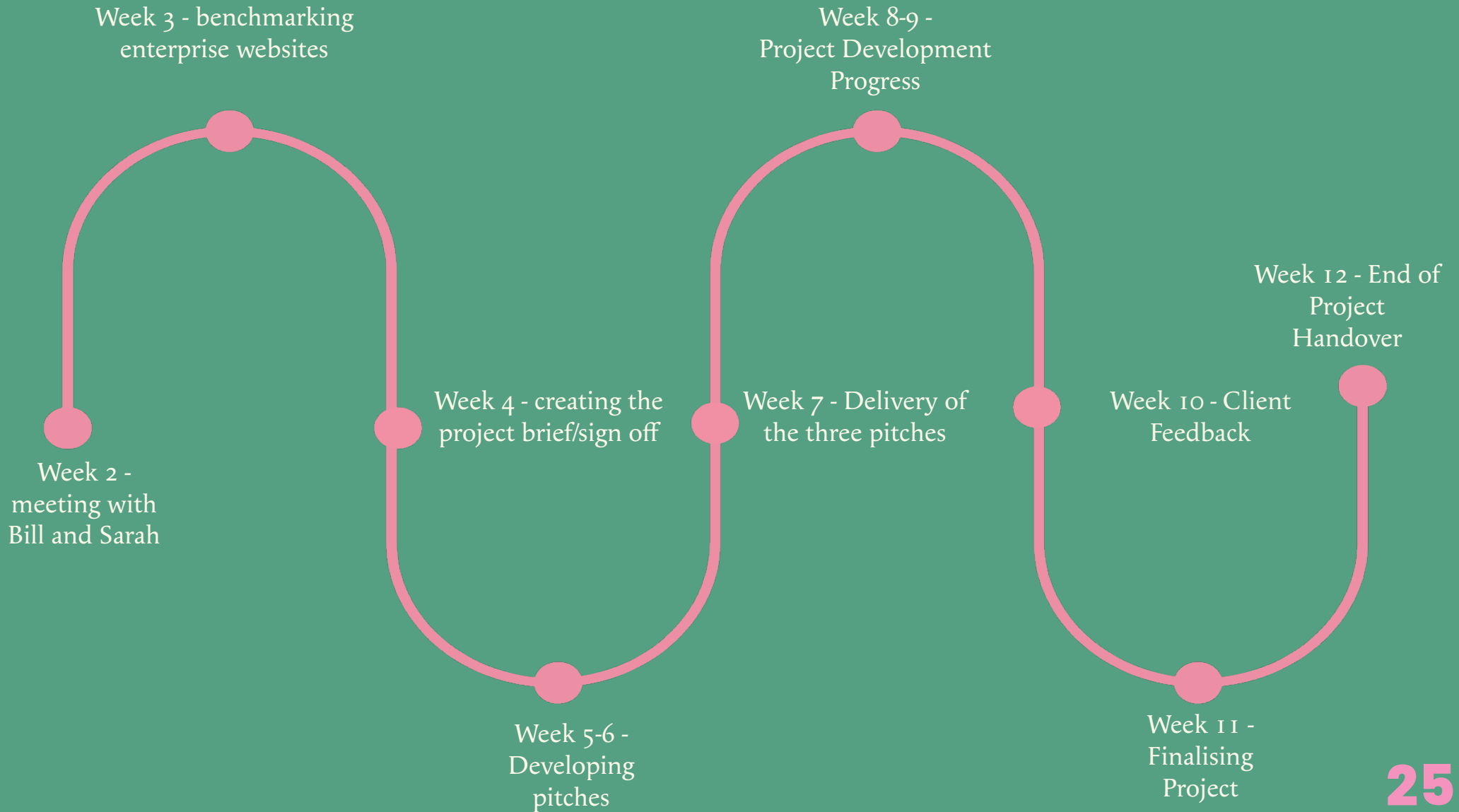
# Budget

**NCBC** has no set budget for this project and does not require any extra items including printing, merchandise etc. The website on the other hand will require some additional costs to fulfil the goals needed to be achieved. **NCBC** requires a big online space therefore the website will require a bigger amount of space (considering video and high-quality photographs) We will look at 2 available offers on WordPress that could handle the workload. Extra storage is also available within the business plan with extra costs which would allow for more room on the website, Possible costs have been outlined below.

Plans available	Cost per month	Costs per year	Features
Premium	£7	£84	<ul style="list-style-type: none"> <li>- 13 GB Storage</li> <li>- Unlimited pages, posts, users, and visitors</li> <li>- Free domain for one year</li> <li>- Ad-free browsing experience for your visitors</li> <li>- All premium themes</li> <li>- Fast support from our expert team</li> <li>- Premium stats</li> <li>- Install plugins</li> <li>- Customise fonts and colours sitewide</li> <li>- Connect Google Analytics</li> <li>- Upload Videos</li> </ul>
Business	£20	£240	<ul style="list-style-type: none"> <li>- 50 GB storage</li> <li>- Unlimited pages, posts, users, and visitors</li> <li>- Free domain for one year</li> <li>- Ad-free browsing experience for your visitors</li> <li>- All premium themes</li> <li>- Priority 24/7 support from our expert team</li> <li>- Premium stats</li> <li>- Install Plugins</li> <li>- Customise fonts and colours sitewide</li> <li>- Connect Google Analytics</li> <li>- Upload Videos</li> <li>- SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments</li> </ul>

<b>Additional storage</b>	
<b>Business plan</b>	<b>Costs per month</b>
50 GB + 50 GB	£40.71
50 GB + 100 GB	£67.83
50 GB + 150 GB	£101.75
50 GB + 200 GB	£135.67
50 GB + 250 GB	£169.58

# Timescale



# Team Members



**Kat**

Atkinson-C5@ulster.ac.uk

Loves photography & short-form video production

Her German Shepherd takes her for lots of walkies

Could live all day in a VR World (and has done)



**Karol**

Winiarski-K@ulster.ac.uk

Loves Coding, Designing websites

Addicted fish keeper (setting up 4th fish tank)

Loves to travel, Favourite location visited (EGYPT)



**Amy**

McGoldrick-A5@ulster.ac.uk

Loves filming and editing

Very active and enjoys sports

Favourite place is the beach