Lanternfly Digital

Proposal for Northgate Climbing

Class times where your members already look

A new Webflow site built for phones, with your live class timetable on it and every old link redirected, ready to launch in mid-March when work starts in the first week of January.

INVESTMENT	**£14,800 fixed, excluding VAT**
NEXT STEP	**Sign our project agreement and pay the 30% deposit, and we start in the first week of January.**
PREPARED FOR	Ruth Okoye, Operations Manager, Northgate Climbing
PREPARED BY	Tomás Ferreira, Lanternfly Digital
DATE	21 November 2026
STAYS OPEN	30 days from the date above

Why this matters now

Your spring courses are coming, and you want the new site live by mid-March, before they start. When members open it on their phones, it should answer their first question straight away: when is the next class?

A new site, built for the phone in a member's hand, can put your class timetable on the screen straight from the booking system you already use. Members can then check class times without picking up the phone.

The timing works. The project runs for 10 weeks from signing. Starting in the first week of January puts launch in mid-March, before spring courses begin. A mid-January start would move launch to late March. You and your co-owners plan to decide by 12 December, which leaves room to sign and start in that first week.

What we understand

Northgate Climbing is an indoor climbing centre in Stockport, and your current site runs on WordPress. You told us three things about it.

- **Members can't find class times on their phones.**
- **Booking by phone takes staff time.**
- **You want the new site live by mid-March,** before spring courses start.

From what you described, many of those calls may start with a question the site could answer on its own: what's on, and when.

Your main worry is losing your Google ranking when you move. It's the right thing to plan for, so we've built it into the plan from the first week rather than leaving it to launch day.

Ruth, you're leading this as operations manager, and you'll decide with Northgate's two co-owners by 12 December.

Our approach

The idea: make the next class the easiest thing to find. Everything on the new site is arranged around the member who opens it on their phone wanting to climb. Three choices carry it.

1. **Built for the phone first.** We design every page for a small screen first, then scale up. Your class timetable sits on the site itself, pulled from the booking system you already use through its own embed, so what members see on the site is what is in your system.
2. **A move planned to protect your place on Google.** In the first week we list every address on your current site. At launch, each one is sent to its new page with a 301 redirect, so anyone following an old link, from a search result or a bookmark, lands in the right place. We set up the basics of on-page SEO and Google Search Console, so you can see how the new site is found.
3. **Yours from day one.** The Webflow account is in Northgate's name from the start, and the site and its content are yours on final payment. At launch we train your team on the new site.

That is how the plan answers your worry: the move is mapped address by address before anything goes live, and the account never sits with anyone but you.

The package at a glance

Scope: a new Webflow website for Northgate Climbing, designed for phones first, with up to 12 page templates, your class timetable from your booking system, 301 redirects from every old address, basic on-page SEO and Google Search Console set-up.

Timeline: 10 weeks from signing. Start in the first week of January and launch lands in mid-March.

Investment: £14,800 fixed, excluding VAT, in five modules. Paid 30% on signing, 40% at design sign-off and 30% at launch.

Rounds of changes: two at the wireframe stage and two at the design stage.

You receive: a live site in your own Webflow account, training for your team, and ownership of the site and its content on final payment.

Optional after launch: a care plan at £180 a month.

What we'll do

Design and build are separate modules, so you can see where design ends and development begins. Tomás leads the project and the strategy, Priya Lal designs and Ben Ward builds.

1. Discovery and site map (£1,200)

- A kickoff with you to agree what the site must do and who it is for
- A review of your current site, and a list of every page address on it
- A site map for the new site, setting out the page templates (up to 12)
- The Webflow account set up in Northgate's name

You receive: an agreed site map, and the full list of old addresses that the redirects will cover.

We need from you: logins for your current site and your domain, and your brand assets, in week 1.

2. UX and wireframes (£2,400)

- Wireframes for each template: what goes where, and in what order, starting on a phone screen
- A clear route from every page to the class timetable
- Two rounds of your changes

You receive: signed-off wireframes for every template.

We need from you: feedback within 3 working days of each round.

3. Visual design (£3,800)

- The look of the site, built from your brand assets: type, colour, imagery and layout
- Designs for the key templates, on phone and desktop
- Two rounds of your changes

You receive: signed-off designs, ready to build.

We need from you: all the copy for the site by week 4, and feedback within 3 working days of each round.

4. Webflow build and testing (£5,600)

- Ben builds every template in Webflow, phone first
- The class timetable added from your booking system, through its embed
- Basic on-page SEO set-up across the site
- Your copy added, and the whole site tested before launch

You receive: the finished site, tested and ready to go live.

We need from you: your Webflow site plan in place before launch.

5. Launch, redirects and training (£1,800)

- The new site goes live on your domain
- 301 redirects from every old address to its new page
- Google Search Console set up
- Training for your team on the new site

You receive: your live site, every old link redirected, Search Console set up, and a team trained to use it.

Pages, platform and launch

Pages

Up to 12 page templates. Which pages they are is agreed in the site map in week 1, with the class timetable at the centre of it.

Platform

We build on Webflow. The account is in Northgate's name from day one, so the site never sits in anyone else's account.

Content

Northgate supplies the copy for every page, by week 4. Copywriting isn't part of this proposal; if you'd like help with the words, we can introduce you to a copywriter. Photography isn't included either.

Your timetable and booking system

The class timetable is pulled from your existing booking system through its embed. We don't change the booking system itself.

Hosting and domain

Your site is hosted on a Webflow site plan, which Northgate pays for directly: about £20 to £40 a month, depending on the plan. Webflow sets that price, so check its current pricing before you choose a plan. You keep your current domain; we'll need its login to point it at the new site.

Testing and launch

We test the finished site before it goes live. At launch, every old address is redirected with a 301 redirect, and Google Search Console is set up.

After launch

Training for your team is part of the launch module. After that, an optional care plan is available at £180 a month: hosting set-up, Webflow updates and one hour of edits each month. You can cancel it at any time with 30 days' notice.

Investment

Module	What it pays for	Fee
1. Discovery and site map	Kickoff, review of the current site, list of old addresses, site map	£1,200
2. UX and wireframes	Wireframes for every template, two rounds of changes	£2,400
3. Visual design	The look of the site and key template designs, two rounds of changes	£3,800
4. Webflow build and testing	Up to 12 templates built, timetable embed, on-page SEO, testing	£5,600
5. Launch, redirects and training	Go-live, 301 redirects, Search Console, training	£1,800
Total	**Fixed fee, excluding VAT**	**£14,800**

VAT at 20% adds £2,960, making £17,760 in total.

Payment plan

When	What it is for	Amount
On signing	The 30% deposit, so work can begin	£4,440
At design sign-off	40% of the fee, once you approve the designs	£5,920
At launch	The final 30%, when the site goes live	£4,440
Total	**Excluding VAT**	**£14,800**

Paid to third parties

- **Webflow site plan:** about £20 to £40 a month, depending on the plan, paid by Northgate directly to Webflow. Not part of our fee.

Optional care plan

- **£180 a month,** after launch, if you choose it: hosting set-up, Webflow updates and one hour of edits each month. Cancel at any time with 30 days' notice.

This proposal sets out the work and the fee. Work begins once Northgate signs Lanternfly's project agreement and pays the deposit.

Assumptions, exclusions and changes

What the plan assumes

- Copy for every page arrives by week 4.
- Feedback on each round comes back within 3 working days.
- Two rounds of changes at the wireframe stage and two at the design stage.
- Up to 12 page templates.
- Logins for your current site and domain, and your brand assets, arrive in week 1.

What isn't included

- Copywriting (you supply the copy; we can introduce a copywriter)
- Photography
- Paid ads
- Changes to the booking system itself

Changes and extra work

Anything beyond this scope, including further rounds of changes, is quoted before we start it, at £550 a day.

Roadmap

1. **Discovery and site map (week 1).** Kickoff, the list of old addresses, the site map.
2. **UX and wireframes (weeks 2 and 3).** Every template laid out, phone first, with two rounds of changes.
3. **Visual design (weeks 4 and 5).** The look of the site, two rounds of changes, then design sign-off. Rests on your copy arriving by week 4.
4. **Webflow build and testing (weeks 6 to 9).** Every template built, the timetable added, the site tested.
5. **Launch, redirects and training (week 10).** Go-live, redirects, Search Console and training.

Launch in week 10 rests on your copy arriving by week 4 and feedback within 3 working days of each round.

Project plan, week by week

Week 1 is the week work begins. Starting on Monday 4 January 2027, week 10 is the week of 8 March, so launch lands in mid-March. The dates rest on copy by week 4 and feedback within 3 working days.

Week	What happens	What we need from you
1	Kickoff. Review of the current site and a list of every old address. Site map drafted. Webflow account set up in Northgate's name	Logins for the current site and domain; your brand assets
2	Site map signed off. Wireframes begin, phone first	Feedback on the site map within 3 working days
3	Wireframes, with two rounds of changes. Wireframes signed off	Feedback within 3 working days of each round
4	Visual design begins on the key templates	All the copy for the site
5	Visual design, with two rounds of changes. Design sign-off	Feedback within 3 working days; design sign-off and the 40% payment
6 to 8	Webflow build of every template. Timetable embed. On-page SEO set-up	Nothing new: we build from what you've sent
9	Copy in place. Full site tested. Redirect list checked against every old address	Your Webflow site plan in place before launch
10	Launch. 301 redirects live. Google Search Console set up. Training for your team	The final 30% payment, at launch

The first 30 days

- **Week 1: kickoff and discovery.** We meet you to agree what the site must do, review your current site and list every old address. The Webflow account is set up in Northgate's name. We need logins for the current site and domain, and your brand assets.
- **Week 2: the site map.** You sign off the site map and its templates, and Priya starts the wireframes, phone first.
- **Week 3: wireframes.** Two rounds of your changes, each with feedback back to us within 3 working days, then wireframe sign-off.
- **Week 4: copy in, design begins.** Your copy for every page arrives, and Priya starts the visual design on the key templates.

By the end of the first month you'll have an agreed site map, signed-off wireframes and the first designs under way.

Why us

Similar work

Halden Physio, new website, 2025. We made Halden Physio's new website. In their words:

> *"Bookings now come through the site instead of the phone."*
>
> *Halden Physio*

That is one client's experience, not a promise for yours, but it is the same problem you described.

Who does the work

- **Tomás Ferreira:** project lead and strategy, from kickoff to launch.
- **Priya Lal:** designer. The wireframes and the visual design.
- **Ben Ward:** developer. The Webflow build, the timetable embed and the redirects.

We're a three-person studio in Manchester, and the people you meet at kickoff are the people who design and build your site.

Next step

Sign our project agreement and pay the 30% deposit, and we start in the first week of January.

Once you and your co-owners have decided, tell us and we'll send the project agreement and the deposit invoice. In week 1 we'll need logins for your current site and domain, and your brand assets.