mediadreams®
PRODUCT DESIGN STUDIO

Quote for	**Headland Yachting**
Project	**headlandyachting.co.uk**
Date	**19 October 2026**
Valid until	**18 November 2026**
Lead	**David Balfour**

A new website for Headland Yachting

Thank you for asking us to quote. Below is what you asked for, how we'll deliver it, and exactly what it costs. We've kept it short and plain. If anything is unclear, just ask.

Initial cost	Ongoing work	Phase 1 live by	Hosting & email
£6,000	**£96/hr**	**9 November**	**Year 1 included**
£5,000 + VAT. One fixed price.	£80 + VAT. Only when you ask for it.	2026, in time for the BVI Fall Charter Show.	With security certificate (SSL).

1 Your requirements

What you asked for	How we'll do it	What we need from you
A beautiful homepage with striking Caribbean yacht imagery, possibly with a short background video	YES Built with our video hero. We'll source the footage; premium video may cost extra to license.	A steer on budget for premium imagery or video.
A curated selection of charter yachts with profiles, photos, specifications and indicative rates	YES A yacht profile template that pulls details and photography from the CYA feed.	Access to the CYA API, or the yacht content itself.
Simple browsing and filtering by yacht type, guest numbers and budget	YES The CYA feed includes yacht type, guest numbers and weekly rates, so all three filters are covered. See the appendix.	As above.
Destination pages for the BVI, USVI and wider Caribbean	YES We'll draft these with AI tools, which gets us about 90% of the way.	A read-through and your own local knowledge.
An About Us page introducing Headland Yachting and your personal approach	YES Drafted the same way, in your voice.	A short chat about your story, then a read-through.
Clear enquiry forms throughout, especially on yacht profiles	YES Using Formspree, which is free for up to 50 enquiries a month.	The email address enquiries should go to.
A professional email address on your domain	YES Unlimited addresses on headlandyachting.co.uk.	The addresses you want, e.g. emma@ or charters@.
Mobile-friendly design, strong SEO, Google Analytics and Search Console	YES Designed for phones first and built for speed and search. See the analytics options in section 4.	Your Google Analytics ID, or a go-ahead to use Umami.

2 Initial cost

One fixed price for design, build, launch and the first year of hosting and email. Everything in section 4 is covered.

Website design, build and launch Brand, design, templates, pages, forms, analytics, SEO foundations, first-year hosting and email	£5,000.00
VAT at 20%	£1,000.00
Total	**£6,000.00**

Payment terms	When	Amount
First payment, 50%	When you accept this quote	£3,000.00
Final payment, 50%	When the website is complete, after Phase 2	£3,000.00

3 Ongoing costs

After launch, you only pay for what you use. There's no monthly retainer.

£96/hour

£80 + VAT per hour for anything after launch: changes, new pages, content updates, software upgrades or support. We'll always tell you roughly how long something will take before we start.

Other costs to plan for	When	Paid to
Website and email hosting	Monthly, from year 2: **£30 + VAT (£36)**	Media Dreams
Domain name renewal	Yearly, on your renewal date	Your domain registrar
Formspree enquiry forms	Free up to 50 enquiries a month. Above that, the Personal plan covers 200 a month for $10 a month, billed yearly ($120).	Formspree
Umami analytics	Free up to 100,000 page views and events a month. Above that, the Pro plan is $20 a month for up to 1 million.	Umami
Premium imagery or video	Only if you choose licensed content	The image or video library

How the work is phased

Phase 1 · live by 9 November 2026
Brand, design, all templates and pages, forms, analytics, SEO foundations, hosting and email, plus up to 10 yacht profiles added by hand if needed. Your site goes live at the end of Phase 1.

Phase 2 · after launch
Connecting the CYA API feed so yacht details, photos and rates update automatically. Content management, so you can edit pages and posts yourself. Site search follows once the feed is in. Then 2 hours of training for your team.

4 What's included in the initial cost

Your site is built from Somnia, Media Dreams' own component library. Every component is hand-crafted and tested for accessibility and usability, and all of them are available to you: accordions, carousels, page and video heroes, image galleries and lightboxes, share bars, stat grids, cards, callouts, tables, search, forms and more.

Project delivery	• Julia Balfour, our Project Manager and Director, leads delivery from start to launch. She's your single point of contact for scope, schedule and progress (mediadreams.co.uk/about).	**Throughout**
Logo and brand	• A Headland Yachting logo, plus colours, fonts and simple rules for using them. • We'll work with you on your brand messaging: what you stand for and how you say it. See ours at mediadreams.co.uk/somnia/brand.	**Phase 1**
Website design	• A custom design built on Somnia, our in-house design system, using its tested components (mediadreams.co.uk/somnia/components). • Light, dark and automatic display modes. Try it with our theme builder. • Designed to meet the WCAG 2.2 AA accessibility standard.	**Phase 1**
Templates	• **Yacht index** for browsing and filtering the fleet, and **yacht profile** pages, both ready to take details, photography and rates from the CYA feed. • Up to 10 yacht profiles added by hand for launch, if the feed isn't connected by then. • Blog article, a landing page to your spec, and legal pages.	**Phase 1**
Pages	• Home, About, Contact and destination pages. • A blog with 12 starter articles, drafted with AI tools. See our own at mediadreams.co.uk/insights. • Legal pages (privacy, cookies, terms, etc.) with generic content drafted by us. We can also add a modern slavery statement and an accessibility statement. **Please check the legal content is right for your business.** See ours: privacy, cookies, terms, accessibility and modern slavery.	**Phase 1**
Content and imagery	• Sourcing up to 20 free stock photos for use across the site, from services such as Unsplash. • Resizing and compressing graphics for the content templates, so pages stay fast. • Uploading graphics and applying them to your web pages. • Laying out content to follow your brand guidelines and best-practice page layout.	**Phase 1**
Enquiry forms	• Set up with Formspree, on yacht profiles and throughout the site. See our own at mediadreams.co.uk/contact.	**Phase 1**
Analytics	• Your choice. We use **Umami**: it doesn't store cookies, so you might not need a cookie banner. • Or **Google Analytics**, which needs a cookie banner. Somnia includes one. Google Search Console set up either way.	**Phase 1**
Speed and search	• Fast, lightweight page templates with optimised images. • Page titles, descriptions and social-share previews on every page. • XML sitemap and robots file so search engines find every page. • Structured data that tells Google about your business, yachts and articles, for richer search results. • An llms.txt file that helps AI assistants such as ChatGPT and Claude describe you accurately.	**Phase 1**

4 What's included, continued

Testing	• Accessibility testing against the WCAG 2.2 AA standard. • Cross-browser testing (Chrome, Safari, Firefox and Edge) and device testing on phones, tablets and desktops.	**Phase 1**
Hosting and email	• First year of hosting with SiteGround, including the SSL security certificate. • Unlimited email addresses. Easy to move to Gmail later if you want to.	**Phase 1**
Site search	• Search across yachts and blog posts, like ours at mediadreams.co.uk/search. We need to research how this works with the CYA feed first.	**To confirm**
CYA yacht feed	• Connecting the CYA API to the yacht profiles, browsing and filters, so details, photos and rates stay up to date. • Includes up to 2 days of development. If the API needs more, we'll agree a quote with you before going further.	**Phase 2**
Content editing	• A content management system so you can add and edit pages and posts yourself, most likely TinaCMS or a bespoke Media Dreams CMS.	**Phase 2**
Training	• 2 hours of training for your team on running and updating your website, once Phase 2 is complete.	**After Phase 2**

Why we don't use WordPress

WordPress sites tend to be heavy and slow, and depend on lots of third-party plugins that need constant updating. We build lean pages instead, which load faster, rank better and give us full control over the design. For editing, we'll set up a modern content tool (most likely TinaCMS or our own bespoke CMS) in Phase 2.

Fast and easy to find: our own site, tested by Google

100	100	100	92
Performance	SEO	Accessibility	Best practices

Google PageSpeed Insights (Lighthouse 13.5) on the mediadreams.co.uk homepage, desktop, 19 October 2026 (see the report). On a simulated mobile phone over slow 4G it still scores 93 for performance and 100 for SEO and accessibility. Your site uses the same system.

Ideas to talk about

A lead magnet
Visitors swap their email address for something useful, such as a free BVI destination guide as a PDF. It builds your mailing list from day one. Ours: mediadreams.co.uk/prototype-readiness-check

Premium imagery and video
Beyond the 20 free stock photos included, we can find premium images and footage for the luxurious look you want, such as a homepage video.

A web ops manual
A plain guide to how your website works, what each part does, and how to keep it up to date.

5 What's not included in the initial cost

Any of these can be added at our hourly rate, or quoted separately if larger.

Extra features or functionality
Anything not described in section 4.

Hosting after year 1
£30 + VAT a month through us, from year 2. See section 3.

Domain name renewals and management
Stays with you and your registrar.

Ongoing maintenance
Software upgrades and content updates after launch.

New components
Anything not already in the Somnia design system.

Licensed imagery and video
Premium stock photography or footage, if you choose it.

Photography and video shoots
Commissioning a photographer or film crew.

Online booking and payments
Taking charter bookings or payments on the website.

Copywriting and translation
Professional copywriting beyond our AI-drafted content, and other languages.

Email marketing and social media
Newsletter setup (e.g. Mailchimp) and social media accounts.

CRM and email marketing connections
Connecting the website to a CRM or email marketing platform.

Other API connections
Connecting any API other than CYA, and CYA work beyond the 2 days included.

Paid advertising and ongoing SEO
Google Ads, social media ads, and SEO or marketing after launch.

CYA fees and feed changes
Any CYA subscription or API fees, and rework if CYA changes its feed.

Legal advice
We draft generic legal pages; a legal adviser should check them.

Google Workspace or Gmail
Moving your email to Google, and its licence fees.

Third-party price rises
Price changes by SiteGround, Formspree, Umami or other suppliers.

Next steps

1. Let us know you're happy to go ahead, and pay the first 50% (£3,000).
2. Send us: CYA API access, the email addresses you'd like, where enquiries should go, and your analytics choice.
3. David books a kick-off call and shares the Phase 1 schedule.
4. Your new site goes live by 9 November 2026, as long as we have your content in time.

6 Terms

Payment
50% (£3,000) when you accept this quote, and 50% (£3,000) when the website is complete, at the end of Phase 2.

Quote valid for 30 days
Until 18 November 2026.

Design revisions
Two rounds of design changes are included. Further rounds are charged at our hourly rate.

Your content
Our timescales, including the 9 November launch, depend on receiving your content and feedback. Delays here can hold the project up.

Changes to scope
Anything new is quoted and agreed with you before we start work on it.

Ownership
Once paid in full, you own your website, its content and the design we create for you. Somnia remains ours and is licensed to you for this site.

Bug fixes
30 days of free fixes after launch for anything that doesn't work as agreed.

Your accounts
Your domain, Google Analytics, Search Console, Formspree and Umami accounts are set up in your name, with access for us.

Confidentiality and data protection
We keep your information confidential. Both of us will follow UK data protection law (UK GDPR), and any personal data we handle for you is used only on your instructions and kept secure.

Acceptance

To accept, reply to us by email or sign below. On behalf of Headland Yachting:

Name	Signature	Date

Julia Balfour, Project Manager and Director
David Balfour, Product Designer and Director

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Appendix: yacht data from the CYA feed

These are the details the CYA API provides for each yacht. They drive the yacht index, the filters and every yacht profile, so the site stays up to date without you re-typing anything.

How the site will use it

On your website	Built from this CYA data
Yacht index cards	Name, type, location, guests, cabins, lead photo and weekly rate from
Filter by yacht type	Type (motor, sail, etc.)
Filter by guest numbers	Guests, with cabins as an extra option
Filter by budget	Base rate low and base rate high
Filter by location SUGGESTED	Location, e.g. BVI or USVI, linking to the matching destination page
Profile photo gallery	Up to 20 photos, opened full screen in a lightbox
Profile video	One video, where the yacht has one
Profile details	Accommodation, crew, air conditioning, toys, amenities and your own description

Every field available

The yacht

Yacht name	
Type	motor, sail…
Location	
Build year	
Crew	
Your own description	see note

Photos and video

Photos	up to 20
Video	1, if available

Rates

Weekly rates	from–to
Base rate low	
Base rate high	

Extras

Watersports and toys	text
Other amenities	text
Air conditioning	

Accommodation

Guests	Cabins
Double cabins	Twin cabins
Showers	Heads
Electric heads	Wash basins
Tubs	Additional details — text

Note: the description field isn't on CYA yet. It lets Headland Yachting put its own spin on the best each yacht has to offer, in your voice rather than the operator's.