



Project Handover Document: The Wheatsheaf Bingham Redesign

This document outlines the strategic vision, design specifications, and technical requirements for rewriting and rebuilding **The Wheatsheaf Bingham** website and its underlying Content Management System (CMS). The goal is to elevate the digital presence to match the professional, conversion-focused standard set by the **Distinctive Inns** group (Model Site: The Priory).

1. Executive Summary & Strategic Goals

Primary Goal: To increase conversion rates for table bookings and room reservations by modernizing the design and streamlining the user experience (UX).

Attribute	Specification
Current Site	https://thewheatsheafbingham.co.uk/
Model Aesthetic	https://www.distinctiveinns.co.uk/the-priory/
Core Tone	Elevated, luxurious, focused on quality food and accommodation, and reflecting the family business ethos.
CMS Strategy	Migrate to a modern, modular, block-based CMS (e.g., Headless or modern WordPress) to replace the niche platform and enable non-technical content updates.

2. Proposed Site Architecture & Navigation

The navigation is simplified to prioritize core services, with **BOOK A TABLE** as a high-contrast, primary call-to-action (CTA) button in the header.

A. Global Navigation

Link Name	URL Slug	Replaces Current Section	Function/Content Focus
STAY	/stay	Rooms	Luxury accommodation, check availability.
FOOD & DRINK	/food-drink	Restaurant & Bar	All menus, service times, drink offerings.
EVENTS & OFFERS	/whats-on	Live Music / Promos	Dedicated calendar for music, specials, and seasonal offers.

OUR STORY	/our-story	About Us	History, team, family ethos, location.
CONTACT	/contact	Contact Us	Map, contact form, detailed opening hours.
PRIMARY CTA	N/A	Book Table	High-contrast, persistent booking button.

B. Homepage Content Blueprint (Modular Flow)

The homepage must be built from reusable, high-impact modules.

- 1. **Hero Section:**
 - o **Visual:** Full-width, high-resolution feature image (exterior or stunning interior shot).
 - o **Tagline:** A short, compelling phrase like: *"Dining, Drinks, & Decadence in Bingham."*
- 2. **Primary CTAs (Conversion Focus):**
 - o Prominent widget/button: **BOOK A TABLE**
 - o Secondary button: **CHECK ROOM AVAILABILITY**
- 3. **Service Modules (The Core 3):** Three clear, clickable blocks (must use professional images):
 - o **EAT:** Link to /food-drink. (Focus on local, fresh ingredients).
 - o **DRINK:** Link to /food-drink. (Focus on local ales and premium selections).
 - o **SLEEP:** Link to /stay. (Focus on luxury, individually designed rooms).
- 4. **Feature Highlight:** A full-width, dedicated block promoting a key achievement (e.g., "Pub of the Year 2025") or the current main seasonal offer (e.g., "Festive Dining Menu").
- 5. **Location & Contact Summary:** A module with a map snippet, brief contact info, and current opening hours.

3. Technical & CMS Implementation Requirements

The developer/AI Agent must implement a modern CMS that enables the client to manage content modularly and effortlessly.

A. Core CMS Mandate

- **Platform:** Use a modern, performance-optimized solution (e.g., React/Next.js front-end with a Headless CMS like Strapi, or highly customized block-based WordPress).
- **Modularity:** All non-static content pages must be composable using **reusable content blocks** (e.g., text block, image gallery block, booking form block).

B. Required Custom Content Types

The CMS must contain dedicated, structured sections for key content elements:

Content Type	Key Editable Fields	Usage Notes
Room Type	Title, Image Gallery (Multi-upload), Price Range, Short Description, Full Amenities List, Booking Link/Widget Code.	Populates the /stay page. Enables easy management of room inventory and features.
Event / Offer	Title, Date/Time, Location (Bar/Restaurant), Description, Featured Image, Booking/Ticket URL, Status (Active/Archived).	Populates the /whats-on calendar. Events must be automatically sortable by date.
Menu	Menu Type (e.g., Lunch, Dinner, Festive), PDF Upload, HTML Text Field (Preferred for SEO), Last Updated Date.	Populates the /food-drink page.
Global Settings	Food Serving Times (Daily), Bar Opening Hours (Daily), Address, Phone Number, Email Address.	Data used across the header, contact page, and footer.

C. Critical Integrations

The front-end must integrate the following third-party systems seamlessly:

1. **Table Booking Engine:** Integrate the widget or API for the chosen booking provider (TBD) on the Homepage, Header CTA, and /food-drink page.
2. **Room Booking Engine:** Integrate the widget or API for the chosen room reservation provider (TBD) on the Homepage and /stay page.
3. **Analytics:** Set up Google Analytics 4 (GA4).
4. **SEO:** Ensure every CMS content type and page has dedicated fields for **Title Tag**, **Meta Description**, and **Social Share Image**.

4. Final Review Checklist (For Implementation Agent)

Before deployment, the implementation must verify the following:

- ☐ **Mobile-First Design:** The site is fully responsive and looks exceptional on mobile devices.
- ☐ **Booking Functionality:** All table and room booking links/widgets are fully operational.
- ☐ **CMS Flexibility:** Client can successfully create a new "Event" and see it populate on the /whats-on page without touching code.
- ☐ **Performance:** Site speed is optimized (fast load times).
- ☐ **Visual Quality:** Only high-resolution, professional images are used.