Dockleaf

Brand new websites & creative support

Jon Lindsay / Proposal / September 2026

01

The idea

You said you wanted something that feels more like Dockleaf, and that the way we approach it should work well for both of us.

Having worked with you and Tim for several years, I already know the projects, the way you work and a lot of the material we have to draw from.

I've given this quite a bit of thought and think there are two connected opportunities:

Build two much stronger websites

The Old Workshop first, then Dockleaf Developments.

Keep Dockleaf active as projects develop & finish

Through films, project updates and the bigger moments worth capturing properly.

The website work is the starting point. The creative side can develop naturally from there.

02

The Old Workshop website

A dedicated website that gives The Old Workshop its own identity and makes it easy for guests to check availability and book.

WHY A SEPARATE SITE?

A page on the Dockleaf site would keep things simple, but a separate site keeps the experience clear for guests, without mixing holiday stays with Dockleaf's developments.

> THE AIM
>
> **Make me want to stay there → show me what I need to know → let me book.**

The website would bring together two things:

The experience

Photography, film and a simple, bespoke design that show The Old Workshop and its surroundings.

Using existing material, with any new photography or filming agreed separately.

Direct booking

Clear cottage details, local information and booking terms, with Freetobook integrated so guests can check dates and book directly on the site.

16 Hill Street is a longer-term rental, so I've kept it separate from The Old Workshop site. We can discuss whether it needs a page on the Dockleaf website.

03

The new Dockleaf website

A completely new site that feels like Dockleaf — reflecting who you are, how you work and the care you put into each development.

The new site would focus on three things:

A Development Hub

A living part of the site for current projects — following each development from build through launch and sale.

The Dockleaf story

Bringing you and Tim into the site — how you work, what matters to you and the thinking behind each development.

A more contemporary portfolio

Showcasing completed developments through Dockleaf's strongest photography and films, while improving older imagery where useful.

04

The Development Hub

A living project journal for each development.

Each live development would have its own chronological, social-style feed — with photography, footage, plans, milestones and stories as the project progresses.

PROJECT JOURNAL

A social-style project feed built into the Dockleaf website. This gives each live development an ongoing visual record.

The journal can be updated in three ways:

01

Dockleaf updates

Sally/Tim upload build photos and video/drone footage themselves.

02

Project News Story — from your footage

You send me the material and I shape it into a stronger story for the Development Hub.

03

Project News Story — captured on site

I come and capture a key moment or milestone, then create the finished story.

Project News Stories can also be used across Dockleaf's social media.

↘

PORTFOLIO / ARCHIVE

The live project becomes part of the archive. Its journal, photography, films and project information remain as the permanent record of the development.

The exact shape of the Hub would follow Dockleaf's build programme, evolving around the remaining Eastland Banks work rather than committing to a fixed schedule of updates.

05

The Dockleaf Story

A more personal way to bring you and Tim into the website.

Rather than a traditional brand film, this could be a looser, more natural piece built around conversation, projects, archive material and the details behind the work.

It could take the form of a portrait-led film or short video carousel — designed to work naturally within the website, but with social media in mind too.

Personal, character-led and recognisably Dockleaf — not a corporate brand film.

CONVERSATION

Tim & Sally

ON SITE

The details behind the work

ARCHIVE

Projects and process

06

How I'd build the websites

Bespoke design, taking shape as we go

I'll build a working preview from the outset, so you can explore the actual site as it takes shape.

I'll take the first pass at each stage, then bring you something real to review at agreed points. We can refine the ideas, photography and films together, without you needing to be involved day to day.

WEBSITE PREVIEWS

theoldworkshop.jonlindsay.co.uk

dockleaf.jonlindsay.co.uk

Each website follows four clear stages:

01

CREATIVE DIRECTION

Establish the look and feel — typography, colour, layout, photography and film — directly in the working preview.

02

STRUCTURE & CONTENT

Agree the pages and content, choose the strongest material and identify anything we need to add or improve.

03

FULL BUILD

Build out the agreed design across the site, making sure it works well on desktop and mobile.

04

LAUNCH

Test and polish, set up SEO basics and analytics, then get the site live.

Taking the websites one at a time gives me room to give each one proper attention alongside my other work.

The current websites stay live until their replacements are ready.

The Development Hub will make it simple for you to add straightforward project updates yourselves. We can also discuss whether you'd want broader access to update other parts of the sites.

When The Old Workshop launches, the old Dockleaf Cottages site can be retired and its relevant addresses redirected to the new site.

07

Order of work / timing

① Around 6–8 weeks

The Old Workshop

A smaller, self-contained project with a clear goal: make it easier for guests to explore the cottage and book.

② Once The Old Workshop is live

Dockleaf Developments

We'll agree the schedule before this stage begins.

Website care starts when The Old Workshop goes live.

08

Tone of voice

The new Dockleaf website needs to sound as considered as it looks.

There is already plenty of good material to work from, including words you and Tim have developed and refined over the years.

But the current website has grown from different sources and at different times. Some of it feels genuinely Dockleaf; some feels generic or dated. The opportunity isn't to rewrite everything — it's to decide what still feels right, what needs sharpening and how Dockleaf should sound now.

Keep what sounds like Dockleaf. Lose what could belong to any developer.

For The Old Workshop, I'll write and edit the copy as part of the website build. For Dockleaf Developments, there are two ways we can approach the words:

01

YOU LEAD THE WORDS

You and Tim provide the core wording and project information, using the existing website copy as a starting point where useful.

I'll edit, tighten and shape it as the site develops so the language works with the design and feels consistent throughout.

02

I LEAD THE WORDS

I'll take responsibility for establishing a clearer Dockleaf tone of voice and writing the key copy with you.

That means using the strongest existing material, finding the right homepage headline and supporting message, shaping the Dockleaf story and About content, and writing the key introductions the new site needs.

We'd keep the strongest existing material, reshape older project copy where it feels dated or sales-led, and add context where it helps explain what Dockleaf did and what made each development distinctive.

09

Website costs & payment

STAGE 1

The Old Workshop

£1,650

Website design, build and launch.

£550	on commencement
£550	once the creative direction is agreed
£550	on launch

STAGE 2

Dockleaf Developments

£3,900

Website design, build and launch.

£1,300	on commencement
£1,300	once the creative direction is agreed
£1,300	on launch

OPTIONAL

Tone of voice + website copy

+ £600

If selected, this is billed with the second Dockleaf payment.

I lead the words — establishing the Dockleaf tone of voice and writing the key homepage, About and project copy with you.

Each website is billed separately as it progresses. We'll complete The Old Workshop before starting Dockleaf Developments.

OPTIONAL

Current-site tidy-up

Small fixes to the existing Dockleaf and Cottages sites while the new websites are being built and the obvious issues aren't left sitting there.

£195

10

Website hosting, care & updates

£95/month

flat fee for both websites

I’ll keep both sites running and up to date, with routine updates included:

- Hosting and technical maintenance.
- Adding supplied photography and films, and updating copy.
- Adding straightforward Development Hub updates supplied by you, where you’d rather send them to me than upload them yourselves.
- Changing project status and sales information.
- Updating The Old Workshop’s guest and booking information.

Only major changes, such as new functionality or substantial new sections, would be quoted separately.

Starts when The Old Workshop launches and covers both new sites once Dockleaf is live.

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Project stories & films

Project News Stories and films can be booked to keep Dockleaf active as projects develop.

Project news story — from your footage

£350

A short film, reel or video carousel that shows what’s happening and why it matters. Using your day-to-day site footage, stills, drone clips and updates. For the Development Hub and social media.

Project news story — captured on site

£550

The same idea, but I come and capture the material at key milestones — stonework, windows going in, decoration, details — perhaps including Tim and/or Sally talking naturally about the work to bring more personality into the story.

The Dockleaf Story

£1,250

The more personal Dockleaf piece outlined earlier — developed around you and Tim, your approach and the story behind the work.

Master project film + stills

£1,350

The finished development captured through an architectural film and selected stills, as we’ve done with Eastland Banks.

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Working together longer term

Once both websites are live, we can look at whether a retainer would work for us both.

This could cover Project News Stories and wider creative support for Dockleaf.

First step

The Old Workshop

Begin the working preview.

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