WEBSITE DESIGN & BUILD PROPOSAL

A smarter home for Faire at 190.

A clean, confident restaurant website that feels like the venue: black-led, simple to use, full of great food and built to turn interest into bookings, visits, private hire and catering enquiries.

PREPARED FOR	PREPARED BY	DATE
Faire at 190	**Great Big Small**	**25 September 2026**

01 / THE IDEA

Simple enough to use. Good enough to make you hungry.

Faire already has the ingredients for a strong website: a distinctive venue, food made in-house wherever possible, fresh breads and pastries, breakfast and brunch, lunches, steaks, coffee, juices, tapas evenings, private hire and outside catering. The new site should bring all of that together without overcomplicating it.

01

Show the food properly.

Large, natural photography, a clean gallery and flexible menu content will make the homemade, fresh side of Faire feel tangible.

02

Make booking obvious.

Booking will be easy to find from every key page, using the existing Google booking form or a more polished embedded flow if preferred.

03

Sell more than tables.

Private hire, outside catering, lunch buffets, events and evening offers will each have a clear place so the site can generate more valuable enquiries.

Gut-healthy. Planet-friendly. Sometimes naughty. The website should feel exactly that balanced.

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02 / BRAND DIRECTION

Black, clean, understated and food-led.

We will keep the visual language close to the existing Faire identity: monochrome, confident typography, generous space and minimal fuss. The front of the restaurant and real food imagery should do most of the talking.

Breakfast & brunch	Lunch & buffets	Fresh pastries
Steaks & small plates	Coffee & juices	Tapas evenings

03 / SUGGESTED PAGES

A small site with a lot of useful routes in.

The structure stays intentionally straightforward. Visitors should be able to understand Faire, browse the food, book, enquire or check what is happening without digging around.

01

Home

Strong first impression, food photography, core offering, booking CTA, reviews, events, social content and clear routes to key services.

02

Menus

A flexible sample-menu area that is easy to update as dishes change, with clear notes that availability and dishes can vary.

03

Gallery

Food, pastries, drinks, atmosphere, restaurant exterior and service imagery presented in a clean, fast-loading gallery.

04

Events & offers

Current deals, weekend tapas evenings, special dates and upcoming events in one easy place.

05

Private hire

A dedicated sales page for private bookings with space for capacities, occasions, images, sample packages and enquiry CTA.

06

Outside catering

Lunch buffets, event food and catering enquiries, with an easy route to request availability or discuss requirements.

07

Contact & booking

Booking integration, map, opening details, contact routes, social links and useful visitor information including dog-friendly messaging.

+

Legal essentials

Privacy and cookie information can be included as required, with sensible site-wide footer details and contact information.

04 / INCLUDED

The useful bits are built in from day one.

This is not just a set of attractive pages. The site will be structured to help people find Faire locally, make decisions quickly and take the next step.

Mobile-first responsive build Designed to work cleanly on phones, tablets and desktop.	Booking integration Embed the existing Google booking form or create a cleaner booking journey around it.
SEO foundations Page titles, meta descriptions, heading structure, local relevance, image optimisation and sensible internal linking.	Trustpilot reviews Selected Trustpilot reviews or an embedded Trustpilot feed/widget to add trust close to booking and enquiry points.
Social integration Instagram and other social links or feeds included where they support the page rather than clutter it.	Flexible menus & events Simple editing so changing dishes, offers and events do not require a rebuild.
Image-led design Strong use of the restaurant frontage, food, pastries, drinks and atmosphere from an agreed image bank.	Performance basics Compressed images, clean structure and a build that avoids unnecessary visual weight.

05 / CONTENT PRIORITIES

Homemade first. Local where it matters. No overclaiming.

The copy will focus on what makes Faire appealing in practical terms: food made in-house wherever possible, fresh breads and pastries, quality ingredients, high-welfare choices where relevant and a relaxed place that can be healthy without being worthy.

A

Made in-house

Fresh bread, pastries, sausage rolls and other homemade elements become a visible part of the story rather than a hidden detail.

B

All-day reasons to visit

Breakfast, brunch, lunch, coffee, juices, steaks and licensed evening occasions can all be surfaced without making the site feel busy.

C

Events & evenings

Weekend tapas, current offers and upcoming events get dedicated visibility, with quick calls to book or enquire.

D

Useful extras

Dog-friendly information, takeaway pastries, private hire and catering help answer the questions that turn browsers into customers.

06 / BUILD PROCESS

Clear, collaborative and deliberately uncomplicated.

We will use the existing brand as the starting point, agree the page structure and content, build the site, then refine it with real imagery and final business information before launch.

STEP 1

Gather

Logos, fonts, image bank, current menus, booking link or embed, social accounts, reviews, contact details and opening information.

STEP 2

Structure

Confirm pages, navigation, calls to action, booking journey and the content hierarchy across the site.

STEP 3

Design & build

Create the black-led responsive site, add copy and imagery, integrate booking, Trustpilot reviews and social elements.

STEP 4

Review & launch

Final checks across mobile and desktop, SEO basics, links, forms, booking and launch-ready polish.

WHAT SUCCESS LOOKS LIKE

A site that earns its keep.

The finished website should make the next action obvious, whether someone wants a table, a pastry, a private event or catering.

More bookings Clear booking routes from the pages people actually use.	Better enquiries Private hire and catering have dedicated, persuasive pages.
Easier updates Menus, offers and events can change without rebuilding the site.	Stronger local visibility SEO structure supports relevant local searches and branded discovery.

07 / INVESTMENT

One clean website build. GBP 1,250.

A focused package for the site described above, designed to get Faire online with a polished, useful and easy-to-manage website without unnecessary complexity.

WEBSITE DESIGN & BUILD

GBP 1,250

One-off project investment

Faire at 190 website

Designed around the restaurant, food and brand, with clear booking and enquiry journeys throughout.

+ Responsive website design and build
+ Suggested core page structure shown in this proposal
+ Booking integration
+ Flexible menu, events and offer content
+ Gallery and image-led sections
+ Private hire and outside catering pages
+ Trustpilot review and social integration
+ SEO foundations and local search structure
+ Launch checks and handover

What we will need from Faire

The cleaner the source material, the faster we can turn the build into something that feels properly like the business.

- Final logo files and any preferred font files or brand references.
- A strong image bank: food, pastries, drinks, team, interior, exterior and atmosphere.
- Current or sample menus and any wording around variable dishes or availability.
- Google booking form or booking-link details.
- Social profile links, Trustpilot details and access where an embed is required.
- Private hire and outside catering information, even if initially brief.
- Opening hours, contact details, location and key visitor information.

NEXT STEP

Keep it simple. Make it feel like Faire.

Once approved, Great Big Small can gather the assets, confirm the final sitemap and start turning the Faire at 190 brand into a clean website built around bookings, food and enquiries.

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