

Spar appoints Bristol IT agency to redesign its websites

Convenience store chain Spar has appointed a Bristol-based IT agency to redesign its websites.

Mentor Digital was chosen to develop the new Spar UK & NI corporate websites following a competitive tender process.

As part of the contract, the business – located on Somerset Street in the Kingsdown area of Bristol – will provide creative, technical, and digital marketing support as part of the food retailer's digital strategy.

Mentor Digital's managing director Holland Risley said the company was "absolutely delighted" to be adding Spar to its client portfolio, which also includes Bristol-based engineering organisation The National Composites Centre and the business arm of breakdown service RAC.

Mr Risely said: "I think this really reflects the high quality of the work that we have been producing in recent years, along with the recent high profile awards that we have won."



Holland Risley, managing director of Bristol-based IT agency Mentor Digital.

(Image: Mentor Digital)

“The design work is already looking really exciting, we are focusing on bringing depth and quality to the sites by using micro UX, emotive design and parallax effects and we are really looking forward to launching the new look Spar websites later this year.”

As well as its Bristol base, Mentor Digital also has an office in London. Spar currently has around 2,600 stores across the

UK.

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