

Your Organisation's Title: Website Development Brief

CONFIDENTIAL: FOR ISSUE TO WEBSITE DEVELOPERS

[Description of your org and what you're looking for as a headline. E.g.] Internationally important museum and arts gallery company would like to meet website developers who work with open source platforms, to create a destination website.

1. Preface

[How would you describe your organisation, its vision and mission in a paragraph? E.g.] Our award-winning Museum and Arts Centre is quite literally on the edge. It stands close to the high-tide mark at the sea's edge in the village. Working in the English language, the centre is a focus for life in the North, and welcomes countless visitors each year to experience the arts, culture and heritage of the islands in a friendly and stimulating environment.

With an emphasis on community involvement and excellence in the arts, the centre contains two galleries, museum, arts workshop, shop and cafe. Key aspirations of our organisation are to be *[insert your own key brand values here E.g.]* **Environmentally Sustainable, Engaged, and International.**

[Outline the scope and scale of the brief. E.g.] The website development brief offers an opportunity to reflect the already existing look and feel and create appropriate functionality of a nationally important company with an international reach. The website design brief compliments the growth of a wider web-presence, created through the team working at their social media skills.

NAME, ROLE, is responsible for the process on behalf of THE ORGANISATION, and is first point of contact (details at the end of this document).

2. Introduction: The vision for OUR ORGANISATION online

[Linked to your key brand values/mission aspirations/vision. E.g.]

ENGAGED / There will be a wide range of ways for people to get involved as well as visiting the venue, people can help us spread the word about our work, find out more about what goes on behind the scenes, take part online, join our debates and become part of our creative community.

ENVIRONMENTALLY SUSTAINABLE / We will address our environmental impact from day one and make informed and innovative choices about our operations and processes

INTERNATIONAL / We will encourage people from across the world to work with Northern artists, historians and participants, creating engagement from this international mix. We will link with key festivals and venues all over the world to present Northern work and history on the global stage.

We will seek to link with people in countries where we have strong connections – through historical links, similar stories, or shared ambitions.

Vision: *[What will your webpresence achieve for you and your audiences? E.g.]* Our digital presence will provide a year-round home for venue audiences, artists and film maker participants, traditional crafters, diaspora, islanders, genealogists, historians and anyone who sees the North as a resource, archive, debating chamber inspiration or creative forum. We also want to become the hub for documenting and sharing the development of our village over the last five years and from now on – the arts and crafts traditions; the changing landscape as the climate changes, the changing people and society.

Personality: *[What should your website look and feel like and project a sense of? E.g.]* We like to talk!; And be international; engaged; online; flexible; active; responsive; engaged; environmentally sustainable; and trustees of the historical archives of our village. We curate our art and interpret it through visual, audio and film media, and we curate our website similarly.

Values: *[What are the core values of your organisation that must be reflected online? E.g.]* Artistic excellence; engaging; open to conversation and collaboration locally, regionally, nationally, internationally; connected to the landscape of the North; environmentally sustainable; participatory; reaching out to new audiences; accessible; inclusive; to work with a wide range of people and partners who share our values.

Offer: *[What messages must the website project and what must people perceive from it? E.g.]* Open to all. A museum and art gallery that is open to ideas, opens minds and is open to international dialogue. Exceptional work grown in the North, owned in our country, meaningful and relevant in the inter-cultural 21st century.

3. Current Situation

Already:

1. online at *[E.g.]* ournorthernartscentre.org is a place holding webpage, replacing an out-of-date website
2. the wider web presence of OUR ORGANISATION is online at *[E.g.]* Facebook; Vimeo, Flickr, Audioboo
3. the beginnings of the process of designing online branding that compliments offline branding has begun, with AN OTHER DESIGN AGENCY

[Explain what is currently difficult with the current situation. E.g.] Whilst our website has adequately signposted our customers towards buying their tickets online, the system is clunky, and won't sell concessions, which is the ticket type most of our student audience want. The events calendar doesn't show anything except the shows on stage. Content can't be shared to social

medial platforms. Our competitors are offering accounts if you log in. You can't navigate easily from on stage to booking for dinner in our restaurant.

4. Website Development Brief

The website for OUR ORGANISATION is to provide a single destination place on the web for *[List all the functions and content the website must have. E.g.]*:

- accessing information about our live programme of events; getting to the venue (tourism links); weather on land and sea around our village
- viewing online the work in the gallery and by the young and old people our org works with/our students/our alumni
- purchasing items for the shop / tickets for small performances and other events
- providing routes into and reflecting OUR Orgs other online activity – the emerging wider web presence/social media activity
- encouraging users of the venue to submit reviews
- sharing OUR ORGS's digital content with others (all content to be shareable and embeddable elsewhere)
- show-casing OUR ORG's digital work
- searching OUR ORG's body of work and archive)
- experiencing OUR ORG's brand (beautiful location, artwork that reflects our relationship with land and landscape) online
- finding out information about OUR ORG's activities and about OUR organisation

[Explain who your audiences/stakeholders are for the website, and anything you know about socio-demographic, or any special needs they have, any bi-lingual needs, anytime when you expect there to be unusual demand on the website. E.g.] The website must appeal in look and feel and functionality to a range of potential target groups including: audiences and participants of all ages from all socio-economic and cultural backgrounds; arts attenders; funders; education; community; families; environmentalists; outdoor pursuits enthusiasts; genealogists and historians; established and emerging artists; young people; older people; student stakeholders and local artist stakeholders. The launch of our film festival always attracts heavy loads of traffic.

[What is non-negotiable and essential to the development? Open source content management system? Integration with essential systems, platforms, plug-ins that you already have like e-news/ticketing/etc.? Widgets for sharing content to social media? Levels of accessibility? Levels of security? E.g.] The website should be built on a tried and tested open source CMS or platform that excels at presenting event data and rich digital content. The team will need to be able to easily administer and upload to the CMS. The website will also pull in content from the wider web presence sites, and allow sign up to a MailChimp driven newsletter. Online ticket sales link to our Box Office system Spektrix. Our delicious bookmarks are a much loved RSS feed. Content should be shareable and embeddable (eg. Post to Facebook/delicious/digg this, etc.).

[What are nice-to-haves? Ask for them to costed separately if they're not must-haves. E.g.] We'd like online registration so that users can be reminded of what they did last time on the site. From time to time we want to host online polls. Audiences have suggest that a website map is handy.

[Give an overview of websites - and include link - of orgs like yours that you like, or dislike, or from sectors that aren't yours that you like. E.g.] We like the way that the DCA's website works like a newspaper; we like the cumulous tag cloud that the National Library of Scotland uses; we like the feeling of space on the BBC's website. We like the way that BAC display their shows and prompt ticket purchasing; we like the way that the NTW engage their community. We dislike the way XX do XX

5. The work in detail:

The website developer should *[these are key essential criteria against which you'll mark the tenders. E.g.]*

- have demonstrable experience of creating websites for cultural or heritage sector organisations, especially those offering events;
- offer an open source-based solution that can be managed, developed and sustained by the TC team; and interface with a CRM system
- have knowledge of OUR ORGANISTION's online ticketing system XX and be used to API access to their systems
- have demonstrable knowledge of building websites that are open source, flexible, growable and that maximise web 2.0 functionality
- be conversant in the language and world of the arts
- ensure the website implements current best practice on accessibility; statistics; and cookies
- offer a cost effective solution for OUR ORG – the destination website is not our singular online offering.

[Are there any additional desirable qualities or skills you need?]

The work in detail *[Add in final details. E.g.]*:

1. Create a destination website according to this brief.
2. Meet the deadlines to be 'live' and available for use by 31st January. Being ready for testing and content upload before this would be advisable.

7. Management of the Activity

[Outline the details of how you'll work with the web developers. E.g.] The activity will run from November 20XX to January 20XX.

[NAME, email](#) will be your central contact.

The activity will be managed by OUR ORG. All activity will adhere to the procedures of OUR ORG.

8. Budget

[Set an expectation of the scale of the work, and the types of developers you expect to work with implicitly here. E.g.] We expect this work to be extremely cost effective: tenders with budgets above £X,000.00 will not be considered.

The contract will be between the website developer and OUR ORG, with payments following the payment schedule as agreed at contract stage.

9. How to Apply

Responses must be submitted no later than 10.00 **Friday 19th November 20xx.**

Please submit responses, or queries about this brief by email to [name, email](#)

To note when responding

If you are interested in responding to this tender please provide the *following* *[Specify what you want all applicants to provide. E.g.]*:-

1. a brief overview of your organisation/your practice including examples of at least 2 cultural organisations websites that you have worked on. If you have references from the cultural organisations, please send these in
2. an overview of your approach to OUR ORG's website development
3. a brief biography of your experience, or CV
4. indicative costs and a budget breakdown, any ongoing costs should also be noted
5. full contact details

Criteria for assessing tender

All applicants will be assessed on the following *[This is what you will mark applications against. E.g.]*:-

1. the ability to be able to deliver a suitable solution
2. a clear demonstration of previous experience of delivering similar types of work to time and to budget
3. value for money and experience with open source
4. ability to adhere to OUR ORG's policies and procedures

Post-Submission

[Clarify for applicants how they will hear from you, whether successful or not. E.g.]

- All submissions will be acknowledged by email.
- We envisage a decision to be made on the shortlist by 22nd November 20XX.
- We will meet with shortlisted applicants to discuss their approach on xxxxxx 20XX in the North.
- All applicants that do not make the shortlist will be informed by email after 22nd Nov 20XX.

- The commissioning meeting with the successful applicant will take place virtually on xxxxxxxx 20XX.

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