Invitation to Tender – Part B: Design and build of First Art website

1. Introduction

First Art is looking for Expressions of Interest from an experienced and skilled web designer-developer, either as individuals, organisations or agencies to bid for the design and build of its new website.

We have a budget of up to £10,000 to cover all costs and we will need the project completed for the **target launch in early June 2019**.

Expressions of Interest should be sent to info@firstart.org.uk and **must be received no later than 1pm 10 April 2019.**

We will choose a supplier within two weeks of receiving the bids and will involve an **interview on 16 April.**

We are also tendering for First Art's rebrand and visual identity development, details of which can be found here (Invitation to Tender – Part A). We welcome Expressions of Interest from those tendering for Part B if this is something you are also able to deliver.

2. About First Art

First Art is an artistic programme with a mission to inspire more people from Ashfield, Bolsover, Mansfield and North East Derbyshire to shape and experience great art.

The programme will ensure these areas have a joined up and efficient network of high quality, accessible and stimulating cultural activities, providing a wide variety of opportunities to support happy and healthy lifestyles, now and into the future.

It is a partnership of five organisations, led by Creswell Heritage Trust (who run Creswell Crags) in partnership with Junction Arts, City Arts, the Prince's Trust and Ault Hucknall Environment Action Group.

First Art is part of the Creative People and Places programme (creativepeopleplaces.org.uk) – one of 21 programmes across England in places where arts engagement is significantly below the national average. This is supported using public funding by the National Lottery through Arts Council England.

First Art has already completed the first phase of its work and is now embarking on phase 2; this runs from 2018 to 2022. During phase 2, the main focus of the programme will be on engaging infrequent and low attenders of the arts to build up long-term arts engagement through high quality art experiences.

Further background information on First Art can be found at www.firstart.org.uk.

3. Budget

We are looking for competitive quotes and proposals up to £10,000 (inclusive of VAT and all costs) to develop this work, which is expected to be carried out in April - June 2019. Value for money will be one of the things we consider when we are shortlisting.

We expect any information and costs relating to proposed additional training (if necessary, depending on the CMS) along with any ongoing package to update the site, maintain security and fix any new bugs to be outlined in the proposal.

4. Timescales

We are working towards a launch date in **early June 2019** although we accept that some elements of the site may take longer to design and develop.

Below is an indicative timeline – please note the application deadline, interviews and planning workshop are fixed dates.

Indicative timeline

13 March 2019	Tender documentation issued
10 April 2019	Responses received by 1pm
16 April 2019	Interviews to take place at Creswell Crags
30 April 2019	Content supplied to designer by First Art
8 May 2019	First Art planning workshop to outline and refine needs
15 May 2019	Draft designs and wireframe of website presented to First Art
20 May 2019	Feedback sent to developer
31 May 2019	Final design sent to First Art for feedback and amendments
4 June 2019	Feedback sent to developer
w/c 10 June 2019	Final website approved
w/c 10 June 2019	First Art website familiarisation and CMS training
Early June 2019	First Art website launched

We expect the successful developer to take part in a development workshop meeting with the First Art team on **8 May 2019** as we are keen to see and hear additional suggestions for improvements to the website.

5. The Website Brief

First Art requires a dynamic web developer to design and build a new website to promote First Art's events, activities, latest news and information about the programme.

We would like the First Art website to:

- Be a first port of call for both current and prospective audiences where they can easily access the latest news, events and updates from the First Art programme as well as information relating to other cultural events and activities across Ashfield, Bolsover, Mansfield and North East Derbyshire.

- Help increase First Art's profile, improve brand awareness and establish First Art as a leader in the area for enabling, developing, producing and promoting a range of high-quality arts events and activities.

- Coherently represent the First Art brand through a visually engaging, vibrant and coherent appearance while retaining a user-friendly interface for our target audiences.

- Improve First Art's online presence and exposure to local and national audiences through a modern and responsive website design.

5.1 Target audiences and users of the website

Primary
- The target audience is broad; First Art is looking to appeal to the general public within the First Art area (Ashfield, Bolsover, Mansfield and North East Derbyshire). The main target audience are people who would not ordinarily engage in the arts
- Families and individuals looking for things to do in the area

Secondary
- Project partners including local authorities
- Artists / arts organisations
- Project funders
- Donors
- Volunteers and people looking for job opportunities
- Others with an interest in arts and culture

5.2 Content

We want the content to be presented in an engaging and visually rich way. We will be looking to include on the website:

- High-quality visual content including images and video
- News
- Events (with the scope of integrating to a booking system in the future)
  Case studies and project profiles
- Integration to the First Art mailing list to enable email address collection
- Social media integration including feeds and sharing buttons
- Integration to a payment facility to allow for online donations

5.3 Technical specification and functionality requirements

We've got ideas about what we want the website to do, but we don't want to make a prescriptive list of requirements and would like to finalise the full scope of deliverables with you. However, here are some of the technical requirements we will need.

- **Mobile responsive design** with quick loading times.
- **Supported across all major web browsers** including older versions where possible
- **SEO friendly**

- **Search function** particularly for events and case studies
- **Integrated mailing list sign up** likely to be via Campaign Monitor or MailChimp but open for developers to provide their own ideas on this.
- **Social media integration** including feeds and sharing buttons.
- **GDPR compliant**
- **A user-friendly, integrated content management system** – for more detail about requirements please see Appendix 1 on page 7.
- **Site analytics** using Google Analytics or similar
- **Accessible to all users,** conforming to the relevant access requirements and standards across all pages
- **Integration to a payment facility** to allow for online donations

6. The Look and Feel

We want the design and feel of the website to be clean, engaging, vibrant and easy to use, with a strong visual element throughout.

We want the website to:

- Be a high-quality design which uses the visual identity, informed by its guidelines and builds upon the First Art brand in a creative way.
- Use strong imagery and present content in an engaging, visually rich way
- Have a strong and coherent visual identity, consistent across the site with regard fonts, font sizes, image sizes, icons and colour palette.

It should be:
- Clean and professional
- Contemporary and relevant
- Bold and dynamic
- Easy to use and navigate
- Puts the user journey at the heart of the site

First Art will supply the content including images, text and any other relevant media as needed. See Appendix 3 on page 9 for some examples of sites we like.

6.1 Template requirements

The website pages must carry:

- The First Art logo throughout
- Any relevant design elements as specified by the visual identity (in development)
- First Art partner logos
- First Art funder logos
- Contact details

6.2 Site Navigation

The following outlines the anticipated major sections in the website which will require primary navigation routes. More detail can be found in Appendix 2 on page 8.

If successful, we expect the developer to:

- Present a minimum of three designs in the initial development phase to the First Art team. One design will be selected as the basis for the First Art website.

- Work with the First Art Marketing and Audience Development Manager during the design and development phase of the site to ensure we can apply your knowledge and expertise to the process and ensure that our aims and requirements are met in the best way possible.

- Provide a walk-through of the new site and how to use the CMS.

7. Other requirements

7.1 Hosting

We will need to explore the most cost-effective hosting solutions with the developer as the hosting of the current site is currently due for renewal. We already have a domain secured.

7.2 Back-up and Maintenance

We will need peace of mind that the site is being backed up regularly and can be restored simply. The website should require no or low-level support after the website has been launched. **Any of these costs need to be made clear in the proposal.**

8. Website Developer Specification

We are looking for a web developer who can clearly demonstrate the following:

- Expertise and experience in developing well-designed and user-friendly websites that are not only functional and navigable but offer a high-quality aesthetic that convey the purpose of the site as set out by the client.
- Experience of developing mobile responsive and optimised websites.
- Strong communication skills and an ability to work with individuals /groups to ensure that the website is functional, reliable and relevant to its users.
- Excellent track record of successful project delivery; delivering projects on-time and within budget.

We are simultaneously looking to appoint a designer to help First Art rebrand and develop a new visual identity. The Invitation to Tender Part A can be accessed here. We welcome Expressions of Interest from those tendering for Part B if this is something you are also able to deliver.

The First Art visual identity and website are part of a rebranding exercise for First Art. We would welcome joint proposals if you are able to offer this service and can show value for money in this approach.

9. How to Apply

First Art invites Expressions of Interest from web designer-developers, either as individuals, organisations or agencies, who have the skills and experience to successfully deliver the programme objectives.

To apply please provide:

- A short statement outlining how you fulfil the Website Developer Specification on page 6 and why you are interested in this opportunity (max 500 words)
- A detailed outline of your pricing structure and approach including a simple breakdown of the costs for each element where possible.
- Examples of previous work relevant to this opportunity (no more than 10 pages, can include links)
- An approximate timeline based on the indicative timeline we have provided

Please email your application to **info@firstart.org.uk**

10. Deadline

Applications should be received **no later than 1pm on 10 April 2019**

We look forward to receiving your Expression of Interest and thank you again for your interest in First Art.

For background information about First Art please visit our current website www.firstart.org.uk

If you have any access needs in relation to your application please let us know at info@firstart.org.uk.

Appendix 1 - Content Management System Requirements

The site should have a user-friendly integrated Content Management System which enables authorised site administrators to:

- Manage the day-to-day running of the website, creating and maintaining content easily

- Make amendments to existing content, dependent upon access privileges

- Add a variety of content, including text, pdfs, video, photographs, surveys etc.

- Easily add images and other media content to pages. Ideally, the CMS should offer default formatted image sizes to ensure media content is published in a consistent and professional manner

- Arrange the content elements on a web page.

- Add web pages based on templates and new templates, as required.

- Make amendments to navigational headings and/or advertisement banners that appear on the site's homepage

- The content management system should enable non-technical authoring and editing, such that authors and editors must not be required to use HTML (or other technical knowledge) when creating content for the bulk of the content, we recognise that this requirement may exist for some advanced editing purposes

- Security levels and audit trails must be in place to protect the integrity of the content.

- All pages must provide sufficient metadata to allow effective indexing and searching

Appendix 2 - Suggested major sections and navigation menu items

- **Home**
  - Providing a quick overview of what's happening across the First Art Programme including engaging content such as images and other media.
  - The home page will detail very succinctly what First Art is as well as providing the latest information on events, news, opportunities and how to sign up to the newsletter.

- **About Us**
  Background information about First Art including:
  - the First Art programme and team
  - Information and links to First Art partners
  - Information and links to First Art funders (inc Arts Council England and Creative People and Places)
  - the First Art mission and values

- **What's On**
  - First Art listings with possibility of using images and media to present these
  - Arts and cultural listings within the First Art area with possibility of using images and media to present these.
  - How this is organised is to be decided (e.g. by location, by art form, by activity)

- **Programme**
  - This will include various strands within the First Art artistic programme (i.e. all the different things happening that make up First Art).
  - At this stage we expect there to be approximately 6-8 strands.
  - We would like to explore adding an interactive map of projects.

- **News**

- **Support Us**
  A page encouraging donations to support the First Art programme. This will be online donation form with ability to pay via EFT, PayPal or credit card. We would like users to choose between recurring and once-off donations

- **Opportunities**
  - First Art volunteering
  - Artist briefs
  - Work placements
  - Job vacancies
  - Partnership working
  - This will also include links to other arts and cultural opportunities and jobs in the region

- **Contact us**
  Contact details and possibly a contact form (to be advised)

Appendix 3 - Examples of sites we like include:

Existing Creative People and Places programme websites

www.creativepeopleplaces.org.uk- we like the range of content on the site and how it outlines all the projects

www.heartofglass.org.uk - we like the consistency of the design and implementation of the brand across the site; strong colour palette and imagery

www.leftcoast.org.uk– we like that the site is user-friendly, easy to navigate and professional

www.superslowway.org.uk – we like the brand consistency throughout the pages and how the homepage immediately informs you about the programme

www.appetitestoke.co.uk – we like the use of colour and icons, as well as the Latest Photos section on the homepage which takes you to the gallery page where a series of images and films are nicely laid out

Other sites

www.newvictheatre.org.uk and www.birmingham-rep.co.uk– we like how both sites have a clear purpose with regards to selling tickets; clean alignment of text and images to access information quickly

www.artichoke.uk.com – we like the strong use of imagery and clear call to actions