

Brief and Person Specification: Website Design Consultant

Role:	Freelance Website Design consultant for the Dean Heritage Centre
Location:	Working from home and at the Dean Heritage Centre, Gloucestershire
Fee:	Our total budget is £4,500 including VAT and all expenses including travel.
Status:	Freelance Consultant
Reporting to:	Emma Smith, Centre Manager
Period of contract:	Fixed term, to be completed by 24 th March 2017

1 Project Summary

1.1 Dean Heritage Centre has secured an Arts Council England Resilience Museums Fund grant for a project titled Focussing on the Fundamentals. The development work includes:

- Access and interpretation work to improve visitors' experiences. In particular, we want to improve our 'telling of the story' of the Forest of Dean and the Dean Heritage Centre. Currently the centre has failings in the cohesiveness, both physical and intellectual, of the different parts of the site, the way-finding for visitors and the accessibility of the interpretive signage.
- Branding work to create a clear brand identity to reflect the values and character of the Dean Heritage Centre, and produce guidelines to help us ensure that this brand identity permeates all aspects of our service.
- Using the outcomes of our access audit and re-branding to re-design our website, in order to enhance our engagement with online audiences, both current and new. In addition, the re-design will ensure the website is fully accessible to mobile devices; thereby increasing its reach and effectiveness.

1.2 Dean Heritage Centre is an accredited museum, established in 1983. The heritage mill building and additional buildings are set in a five-acre woodland site with a mill pond. Its collections tell the story, starting in pre-history, of a geologically diverse area which has resulted in a fascinating mining and industrial heritage. The free miners of the Forest of Dean are unique and the museum tells their story as well as the social history of an area that was relatively isolated until the latter 20th Century. The museum holds an archive of 20,000 artefacts including oral history illustrating the forest dialect.

The outdoor exhibits include a Forester's cottage with a garden and livestock, a traditional charcoal burner's camp, chainsaw carvers working daily, a working waterwheel for hydroelectricity, a playground and a children's Gruffalo Trail.

We are also an Educational Charity and we offer an education programme which is delivered to 50 schools and 2,000 children each year. We are particularly interested in improving the accessibility of our collections for children and the intellectually disadvantaged

1.3 In 2015 we commissioned a business planning consultation and report funded by Arts Council England. This report gives a valuable comprehensive assessment of our organisation and recommendations for each aspect of our business. We have also clarified the values of our organisation and our target audience.

2 Scope of work

2.1 We want our new website to be user-focused, simple, clear, accessible and easily updated by our own staff to keep on-going costs to a minimum. We want the website to inspire people to visit the centre and to inform our audience of the purpose, services and structure of our organisation. The tone of the website should be engaging, actively encouraging people to support us.

2.2 The consultant will work closely with the Centre Manager.

2.3 Technical requirements

- use the domain name www.deanheritagecentre.com
- use an open-source content management system (CMS)
- implement effective SEO
- ensure the website is mobile ready
- use flexible page templates- enabling the team to continuous test, develop and improve the site
- the website must meet the legal responsibility under the Equality Act (which incorporates the Disability Discrimination Act) not to discriminate against disabled people when providing services
- the website must be as accessible as possible to disabled people
- Google Analytics will be integral to the new website
- the website will be user tested and evaluated
- provide a managed cloud hosting solution with a reputable hosting company as part of their proposal
- The developer must provide ongoing support, maintenance and management of the cloud hosting solution and website
- the website will integrate with social networks – Facebook, Twitter
- the website will allow for future integration with Instagram, Pinterest, Google+, and YouTube
- allows for future developments of e-commerce and ticket buying
- integration of our collections management system, MODES, to create a user friendly searchable catalogue

2.4.1 Design and Content

- user friendly navigation
- the pathways in our current website are not designed from a user standpoint and this must be addressed in the re-design
- the website consultant will be responsible for populating the new website with all its content
- the majority of the copy will come from the current website, but the website consultant will be expected to refine the language used to :
 - improve tone
 - simplify
 - make the content more accessible, inspiring and engaging
- some new copy will be required and this will be created by the website consultant, in liaison with the Centre Manager
- In addition to the information on our current website, the redesign should include further information 'about us', offering a transparent and comprehensive overview of the Governance structure of the organisation, as well as the history of the Trust
- in all tasks the Centre's branding style guidelines must be followed

- photographs will be taken from images on our existing website, and in addition the consultant can select photographs from the large image library, which must be accessed on site

In view of the consultant's level of input to the design and content of the website, it is essential for the consultant to understand the purpose, ethos and values of the Dean Heritage Centre. The consultant will therefore be provided with the branding guidelines, the access audit and relevant information (as in section 1.3).

An example of a website with the simple navigation, accessibility, transparency regarding the organisations' services and structure, clean cut images and eye catching designs which we wish to achieve is:

<http://www.creswell-crags.org.uk/>

2.4.2 Branding

Branding work will be completed by 10th March. The branding work will include a review of our typography, graphic identity, colours and visual voice. The website design will need to use the new branding guidelines and take into account the timescale of the branding project.

Consultancies may tender for both the website design and re-branding, please see the Branding brief for details.

2.5 Training

When the website is completed the consultant will provide up to half a day's training to key staff for content management.

3 Copyright

The Dean Heritage Centre will retain full copyright for the website and its contents. The website consultant will ensure it has adequate permissions or licenses to use content from 3rd parties. The Dean Heritage Centre will own the website code.

4 Access

All marketing materials must be fully accessible. Imagery will be representative of a diverse audience using positive representations. Text must conform to DDA guidelines and simple English standards. Guidelines from the Access audit which apply to marketing materials should be followed

5 Submission of project proposals

Proposals to undertake the project should be submitted by 12 noon on 13th February 2017 to the key contact, below, in digital format only. Interviews will be held on 16th February 2017 at the Dean Heritage Centre

The proposal should include the following:

- Examples of similar projects you have undertaken
- Details of two referees
- How you would address the brief
- Your timetable for work
- The skills and experience of the people who will be undertaking the project.
- Your quotation

The successful consultant will be chosen on the basis of:

- Their approach to and understanding of the brief
- Their track record of the successful delivery of similar projects
- The expertise and skills that they will bring to the project

6 Timetable

The contract for the consultancy will be awarded on 17th February 2017 and must be completed by the 24th March.

7 Fee

Consultants are invited to submit proposals for this contract up to the value of £4,500, including VAT. Tender costs should cover the redesign and build of the website, hosting, maintenance, user testing, evaluation, the staff training session, travel and all other costs associated with the work.

The payment schedule will be as follows: 40% on appointment, 50% on delivery of new website, 10% after a month's go-live.

8 Reporting

The consultant will report directly to the Centre Manager. It is anticipated that they will also have contact with other key staff

10 Contact

The key contact for applications is

Emma Smith
Dean Heritage Centre
Camp Mill
Soudley
Gloucestershire
GL14 2UB

Tel: 01594 822170

Please email applications to: emma@deanheritagecentre.com