



Creative Design Brief

Crofton Beam Engines Website Redesign

Contact Person	Simon Hobson, Crofton Site Manager
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Project Name	'Developing our Digital Connection'
About the Organisation	<p>Crofton Beam Engines is a volunteer-led Grade 1 listed industrial heritage visitor and tourist attraction in Wiltshire, owned by the Kennet and Avon Canal Trust, a Registered Charity.</p> <p>Built in 1807, it is the home of two early nineteenth century steam engines, the oldest of which is the oldest working steam engine in the world still on its original site and still capable of performing its original task.</p> <p>Crofton Beam Engines is a member of the Museums Association, Association of Independent Museums, the South West Federation of Museums and Visit Wiltshire. It is working towards Arts Council England Museum Accreditation.</p> <p>In 2019 the site will be open to the public for 152 days, April to the end of September, 18 of which will see the engines in steam and operational.</p>
Project Background	<p>Crofton Beam Engines is currently in the middle of a major programme of site improvements and enhancements as part of a Heritage Lottery funded project. The capital and revenue investment is approximately £845k. The major drivers of this project are the conservation of this internationally significant heritage asset and taking proactive steps to ensure its sustainability for future generations through creating a step change in its management capability, visitor offer, audience engagement, and operations.</p> <p>An element of the project concerns improving our marketing, communication, advertising and developing our audience. As part of this we wish to procure a new website to modern standards of design, functionality and impact appropriate for the needs of a small voluntary organisation.</p> <p>As you will see, our current website is no longer fit for purpose and our web presence requires redevelopment. Without a new website achievement of the project's objectives will be severely impaired.</p>

Project Objectives	<p>We are seeking expressions of interest from web design companies to design and deliver a new website for Crofton Beam Engines that will provide a credible and professional online presence for the organisation, working together with a small project team assembled for this purpose and supported by our funders.</p> <p>Our current thinking is for a new, simple website, perhaps based on Wordpress, and that the project will encompass:</p> <ul style="list-style-type: none"> - Image richness with our branding and those of our partners delivered through use of logos and graphic design (new logos and fonts are already used in recently revised print media, copy attached, and files will be supplied) - site map and content development (by us) - a high impact homepage with search functionality - have an easy-to-use CMS which can be accessed online - existing and some new photography, which we will supply - full integration with the social media platforms we use and TripAdvisor - online ticketing and online donation functionality - Link to a third party newsletter mailing list (perhaps Mailchimp) & online sign up - compatibility across devices and work across all major browsers - meet modern web content accessibility standards - user training (manuals and face-to-face, on site) and - possession of full copyright and ownership/editing rights. <p>We are open to additional input and advice on scope from the successful design firm.</p>
Additional Information	<p>The Delivering our Digital Connection project is part funded by the South West Museum Development Programme's "Small Grant, Big Improvement" scheme www.southwestmuseums.org.uk/projects-grants/small-grant-big-improvement/.</p> <p>We will be assisted throughout the project by digital media professionals working for this Arts Council England funded programme.</p> <p>The project is overseen by a Project Group assembled for the task.</p>
Budget Amount	<p>We are anticipating a spend of between £2k and £3k inclusive of VAT on procurement of the new website and installation / delivery, including any supplier expenses. The development process will take place over a 4-6 month period starting October 2018.</p> <p>We require the total cost to be broken down into monthly invoices of no more than £500.00 including each, corresponding to sections/stages of work defined by the supplier and agreed by us.</p> <p>An indication of any ongoing costs should be given in expressions of interest.</p> <p>A time-limited amount of on-going support is required after the site goes live to enable a response to initial issues or specific revisions. 12 months future hosting costs are included within the scope of this expression of interest value.</p>
Project Plan	<p>We have agreed with our funders an outline project plan for this work which is at Appendix 1.</p>
Website of similar organisations	<p>The following are weblinks to a sample of broadly similar organisations, showing websites of a full range of quality & effectiveness, for background and interest.</p> <p>London Museum of Water and Steam www.waterandsteam.org.uk</p>

	<p>STEAM www.steam-museum.org.uk SS Great Britain www.ssgreatbritain.org Crossness Pumping Station www.crossness.org.uk Westonzoyland Pumping Station www.wzlet.org Sheffield Industrial Museums Trust www.simt.co.uk Jewish Museum https://jewishmuseum.org.uk/ Museum of the Mind https://museumofthemind.org.uk/ Museum of English Rural Life https://merl.reading.ac.uk/ Postal Museum https://www.postalmuseum.org/</p> <p>We have also prepared some fictional user personas which give an insight into our current audience and our intended new audiences and their online needs – at Appendix 2.</p>
<p>Method of Expressing Interest and Deadline for Submissions</p>	<p>Interested web design companies are asked to submit an expression of interest in response to this document and the outline project plan appended.</p> <p>Interested companies are asked to supply examples of completed projects and indicate clients from whom references can be sought. It will be an advantage for the company to have delivered successful projects for museums and heritage visitor attractions.</p> <p>09:00, Monday 22 October 2018, by e-mail to: crofton.manager@katrust.org.uk</p>
<p>Invoice Address</p>	<p>Crofton Beam Engines, Kennet and Avon Canal Trust, Crofton Marlborough Wiltshire SN8 3DW</p>