

Website design brief (ITT)

Serendipity Institute for Black Arts and Heritage

July 2022

Serendipity (LP) invites bids to design, build and host its website. Bids should be submitted by the **9:00am Monday 8 August 2022**. We will choose a supplier by the end of August 2022. The project will commence in September 2022. Our target launch date is January 2023 (Phase 1). Please address any questions to [Heather Saunders](#)

1. Background

Who we are and what we do

Serendipity is a Black-led arts and heritage organisation, based in Leicester with the ambition of bringing diversity to the forefront for all.

Alongside coordinating Let's Dance International Frontiers and Black History Month, Serendipity leads on heritage projects and hosts a growing archive; *Archiving the Past*, *Reflecting the Future*, and a collection of materials that range from materials linked to local Black communities and international Black arts.

In partnership with training providers such as De Montfort University, Serendipity offers educational opportunities ranging from internships and apprenticeships to placements and volunteer roles for people wishing to explore a career in arts administration or as a practitioner. Each student has a bespoke package that provides practical experiences and real insights into the area of work in which they are interested.

Additionally, LDIF+ offers year-round continued professional development for artists, provides opportunities and experiences such as workshops, masterclasses and residencies with leading artists and practitioners to supplement the curriculum and provide opportunities for nurturing artistic growth.

Supporting all of this is Serendipity Connect; a membership programme bringing together artists, performers, students and arts enthusiasts. Connect allows members to build and strengthen connections through discussions, experiences and exclusive events, as well as offering professional development, research and networking opportunities.

Vision

Serendipity is an internationally connected arts and heritage organisation that actively changes the UK artistic and cultural landscape through an innovative, inclusive and inspiring high-quality multifaceted programme. Championing underrepresented voices by bridging artistic mediums.

Mission

Serendipity works with artists and practitioners from around the world to share work that amplifies the voices of Black artists and practitioners. This is the core to Serendipity's ethos and work, in line with to the organisation's founding philosophy of being creative, international and diverse.

Serendipity's mission is to centre perspectives from the African and African Caribbean Diaspora, embedded as part of cultural experiences for all.

Values

- **International** - A global perspective, working together to make great things happen
- **Creative** - Showcasing innovative work that pushes boundaries, imaginative problem solving
- **Diverse** – Championing access and inclusion for all
- **Quality** – High standard and dynamic artistic work and practice
- **Sharing** – Opportunities for everyone to share knowledge and practice, inform and inspire
- **Entrepreneurial** – Innovation, future thinking, interdisciplinary, pioneering

Three main functions:

1. **Information**
2. **Networking**
3. **Voice and Influence**

Partners

Serendipity has built a wide range of partners across its projects, bringing together arts venues, funders, companies, local organisations and educational partners from across the UK and internationally.

These include Curve (as an associate organisations), De Montfort University (as a resident organisation), Dance4, Leicester Museums and Galleries, People Dancing, One Dance UK, National Education Union (NEU), Stephen Lawrence Research Centre, University of Leicester, Northern School of Contemporary Dance, Dance City and Dance Umbrella and the International Association of Blacks in Dance (IABD).

Alongside these, Serendipity is part of group of Leicester's based NPOs, which has established itself as a collective focusing in particular on a framework of equality and change, as a result of the urgency of the Black Lives Matter movement.

2. Target audiences

- **Primary**
 - school and university students looking for educational resources
 - industry professionals seeking continuing professional development opportunities
 - those with an interest in Black art and artistic practice, cultural diversity in dance, cultural theory – e.g., academia
 - local audiences looking for cultural events and visitors to the area looking for events
- **Secondary**
 - Industry professionals looking to become involved in future projects e.g.: performers, practitioners, producers, educational partners
 - Funding partners
- **Tertiary**
 - Other industry networks and organisations offering complementary resources

3. Key aims

- Streamline user experiences
- Make resources more accessible (eg: Living Archive)
- Create an integrated platform for engaging and innovative content
- Be visually accessible and inclusive
- Communicate the three main functions within a connected community
- Be forward thinking with functionality e.g.: consider Web3/3D elements

4. Brand, visual communication and assets

Brand guidelines and logos attached.

5. Website Priorities

Key priorities:

- **The Living Archive**
- **Serendipity Connect membership**
- **Event bookings and shop sales**
- Content management
- Reporting
- Accessibility

The general user should be able to do the following activities:

- **Read** about Serendipity, reports, blogs, presentations, events, news and case studies
- **Contact / Enquire** about projects, news, events and data
- **Sign up** to events, mailing list and membership
- **Pay** for membership, events and make donations
- **Participate / Join** membership forum, manage event tickets
- **Purchase** publications, event tickets, merchandise, education packs
- **Follow us** and share any content on social media channels
- **Navigate** in an intuitive, clear way, always aware of website orientation
- **Search** should be site-wide, with intuitive access to reports, presentations and blogs, including archived materials and events. Results based on date, medium, subject, tags etc
- **Access** profiles (biographies, photos and relevant links) of staff, trustees, volunteers, subject experts, advisers and guest contributors
- **Find out about us**, including who the team and trustees are, our organisational values, policies and apply for job vacancies

6. User journey

Further discussions to follow.

Example users:

- Academics looking for resources
- Industry professionals looking for CPD
- Local residents looking for events
- Students looking for work experience
- International dance enthusiasts looking for events

7. Website integrations:

The website should work (or have the potential to) work with the following platforms:

- CalmView (archiving platform)
- SAGE accounting
- Databox
- Google Suite
- Hubspot
- WooCommerce
- Wordpress
- Zapier
- Google Suite of plugins

8. Hosting & Support:

Guidance is needed on hosting options and technical support.

The current system/platform set –up is as follows:

Website hosting

SiteGround / Strato

Unlimited Websites

40 GB Web Space

~ 400,000 Visits Monthly

Data Server

PowerEdge T140 Server

3.5" Chassis up to 4 Cabled Hard Drives

Trusted Platform Module 1.2

Intel® Xeon® E-2144G 3.6GHz, 8M cache, 4C/8T, turbo (71W)

NAS Backup

QNAP Turbo NAS 2 x Total Bays

SAN/NAS Storage System -

Annapurna Labs Alpine Dual-core (2

Core) 1.70 GHz - 1 GB RAM - DDR3

Offsite Backup Including: Local backup to NAS and Files and Folders

Off-Site to Data-Centre 100GB Block

9. Search Engine Optimisation

This should be a consideration during the design process. Guidance is needed on developing an SEO strategy, including next steps after launch and a content strategy.

10. Main website Areas:

- **Home page / Landing page**
 - Dynamic with a clear, user-centred design
 - Informative, intuitive and clearly signposted to highlighted/featured areas of work
 - **Must** take into consideration accessibility and usability
 - Encourage membership/support
 - Feature mailing list sign up
 - Clear Call to Actions
- **About**
 - Give a clear overview of what we do at a glance
 - Include more detail about the wider team, the Board, Patrons and Pawlet, CEO
 - Signpost organisation reports and news
 - Mailing list call-to-action
- **Events**
 - Promote upcoming events with booking call-to-action
 - Archive previous events with details of artists involved
 - Highlight other key events
 - Include calendar overview
 - Ability to filter by date, member only, free/paid and online/in person
- **Serendipity Connect membership (network, members, subscribers)**
 - Login/Register
 - Details of membership tiers
 - Testimonials
 - Member area – members can view/manage event bookings, post messages for other members, renew or cancel membership, automatically receive discounts
 - Paywall for fees
 - Clear call-to-actions
- **Living Archive**
 - Dynamic with strong visual elements
 - Highlight key collections

- Access information and pricing
- User login/register
- Clear call-to-actions

- **Sponsorship and Donations**
 - Showcase our partners and sponsors
 - Paywall
 - Clear call-to-actions

- **Social media channels**
 - To be present throughout the site
 - Enable users to easily share content
 - Consider opportunities to bring social media content back to the main website

- **News / Blog**
 - Simple format showing blog posts
 - Ability to filter by date/category
 - Search function but keyword
 - Cross reference associated content from the rest of the site
 - Clear call-to-actions

- **Shop**
 - Simple shop front showcasing key products
 - Search product by category
 - Space to highlight promotions/new products
 - Must be able to have discounts
 - Clear call-to-actions

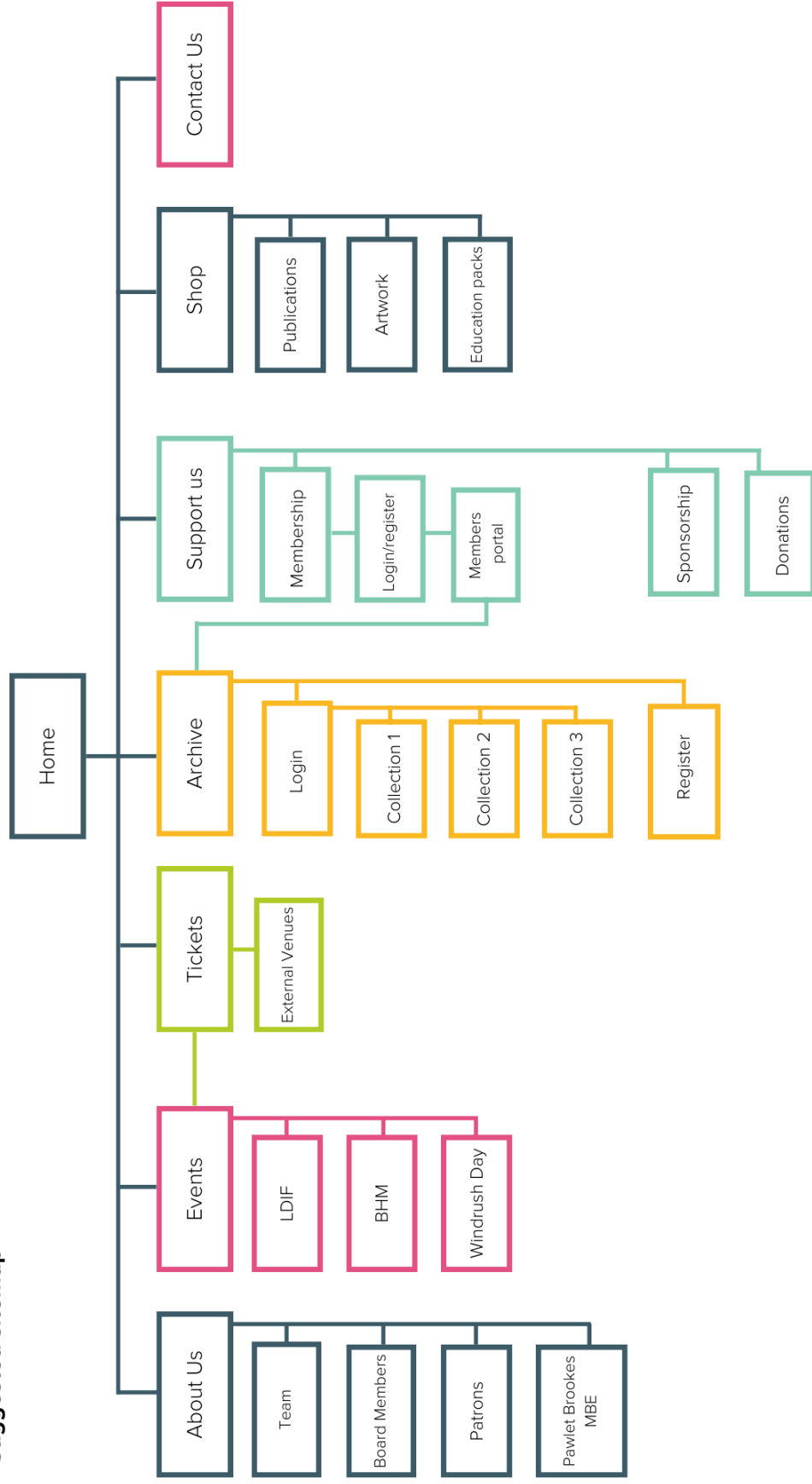
- **Contact / Enquire**
 - Email /web enquiry form
 - Social media
 - Address
 - Telephone
 - Clear call-to-actions

11. Look and feel design mock-ups

Initial design ideas can be found [here](#)



Suggested sitemap



12. The Living Archive

(Integration with Calmview)

A catalogue of digital collections documenting the history of the African and African Caribbean communities.

Multiple tiers of access available.

User overview:

- General public, including researchers, scholars
- Young Archivists private area
- Donators and contributors
- Other organisations
- Serendipity Connect members private area

Main page (before login):

- Visually led showcase of collections and associated fees
- Links to associated events
- Include both films and visuals
- Appropriate credit to contributors
- Ability to embed 'workspaces' and 'wikis'
- Clear CTA to donate/support us
- Method of 'mapping' other collections relevant to our collections

Public access:

Overview of catalogue with FOC access to selected materials (no user login required).

Educational Resources:

Digital PDFs, both free and chargeable

Aimed at teachers, schools Groups, National Agencies and the Young Archivists training materials hub (see above)

Paid/login areas:

Young Archivists hub – discussion and networks

- Archivists in training: course resources stored here, so easily updated. Alumni and current.
- Mentors to Archivists, discussion room and session leaders to promote networking and their events
- Industry vacancies
- Workspace area – with ability to have widgets and wikis
- Organisations booking the Young Archivist module – booking systems for course delivery and access to resources.

Serendipity Connect member's area

- Members can access certain collections depending on their membership tier
- Members can view industry vacancies

13. CMS

Content management System requirements:

Essential:

- **Metadata** capabilities – ability to classify, categorise and tag content and enable SEO. Ability to help content team identify/separate informational and transactional pages with distinct user journeys.
- **Search** – sort by content type, search for documents, images and web pages as well as rich media streams such as images, video, audio and data visualisations
- **User roles**– allow different levels of access from the individual generic users (including community), to groups of editors and administrators
- **Responsive** - All content should easily be repurposed for mobile / responsive
- **Integration** - The CMS should integrate with our mailing list and CRM
- **Costs** – All associated CMS costs should be included with proposal, including maintenance, training, licences, development and support costs
- **Image editing** –import, crop and resize images
- **Version control and archiving** – compare and restore earlier versions of content and archive content when necessary
- **Accessibility** – must comply with the following guidelines:
 - [Heritage Fund Accessibility Guidelines](#)
 - [Web Content Accessibility Guidelines \(WCAG\) 2.1](#)

An accessibility audit has been carried out on our existing website. This is available upon request.

(Please also see below for Translations)
- **Usability** – should include transactional pages, registration, sign ups, payments and

- communication flows (Including email sequencing and customer touchpoints that require system responses – eg: messaging)
- **Translations/Multilingual** – compatible fonts will need to be available for additional languages e.g.: Spanish and French
(Please also see above for Accessibility)
- **CMS roadmap** – Timeline of development including any future changes or upgrades

Desirable:

- **Manage workflow** – ability to identify owners and stage of development (e.g. in progress, for approval, live). Desirable - track development steps, add notes and schedule posts
- **Import content** from external sources – pull in relevant content from a variety of sources, including news feeds, social media and data feeds
- **Visual editor tool** – this needs to be easily navigated WYSIWYG – How flexible is the visual editor tool? What are the limitations?
- **Mobile editing** – possible editing with mobile apps (iOS and Android) updating on laptops, tablets or smartphones
- **APIs** – to capture raw data linking to CRM, analytics and reporting

14. CRM (For Info – not included in tender)

Integration with our Customer Relationship Management platform

(Platform TBC, Hubspot Marketing Pro and Sales Starter is being considered)

Provides a central place to store customer and prospect data, track customer interactions and manage customer relationships while helping the business to grow.

Manages audience types and individual access needs. (E.g., large print, BSL trailers or audio described marketing materials; Physical access needs at events and both during and before)

Key functions:

- Archive Management e.g.: access to digital resources and appointment booking for archive visits
- Calendar Management e.g.: scheduling meetings and calls
- Event Management e.g.: track ticket sales and manage attendance
- Member Directory and Membership Management
- Marketing – automated communications with segmented audiences

15. E-commerce (For Info – not included in tender)

Currently using WooCommerce.

Requirements:

- Online shop
- Event tickets
- Membership subscriptions
- Sponsorship and donations

14. What we expect to see in tenders for brief

In your response to this brief, Serendipity expects to see the following:

- Full details of the process, including clear identification of the stages, outputs delivered at each stage, level of Serendipity involvement/consultation, key deliverables, number of design routes offered and timescales for delivery.
- Your experience of conducting similar projects e.g.: relevant clients
- Details of your recommended team to deliver this brief, their relevant expertise and experience.
- A full project budget breakdown, including your team day rates by individual team member, expected number of days on the project at each stage/against key outputs. Any project management fees should be costed separately. Please note that cost will be a core consideration for Serendipity as a small independent charity, in the selection of its preferred agency.
- The contact details for two previous clients or projects of relevance to this brief, who can be contacted for a reference as appropriate.

15. Clarification

Suppliers must note that, whilst every attempt has been made to ensure that accurate and

correct technical and functional terminology has been used in the preparation of this Invitation to Tender (ITT), there is an absolute obligation on suppliers to query any ambiguity, whether actual or potential, in the use of technical or functional terms used in this document. Serendipity undertakes that, in the event of the discovery and agreement of any such ambiguity, clarification will be circulated to all potential suppliers.

Whilst all reasonable endeavours have been made to accurately describe requirements, suppliers should form their own conclusions about the methods and resources required to address these requirements.

16. The tender process

Serendipity invites interested agencies to submit a written proposal and budget outline. These should be submitted to heather@serendipity-uk.com no later than **9:00am Monday 8 August 2022**. If you are shortlisted, you will be invited to a face-to-face pitch.

Please prepare to present your approach, experience, team and costs for up to 45 minutes, followed by up to 30 minutes of Q+A with Serendipity's senior management team. **Please provide 2 printed copies of your presentation to leave behind after the pitch.** Any questions for clarification can be submitted to heather@serendipity-uk.com prior to bid submission.

17. Budget and timeline

- **Budget**

More information available on request. Value for money will be the key criterion for shortlisting.

- **Timescales**

The outline timescales for the project are as follows:

- Monday 8 August 2022 - tenders received
- W/C 15 August - pitches for shortlisted agencies
- September - project commencement
- W/C 5 September – Serendipity and agency meeting
- January 2023 - project delivery

The appointed agency will be responsible for developing a more detailed schedule for project delivery that includes key milestones requiring client sign-off of the various deliverables.