

## **Invitation to tender for design and build of new website**

8 February 2019

[www.impressions-gallery.com](http://www.impressions-gallery.com)

## **Invitation to tender**

Impressions Gallery is a charity and public-funded organisation looking for a website agency to design and build a new website that will take us through the next five years of operations.

Deadline for receipt of pitches:  
Wednesday 27 February 2019, 5pm

Website to go live by:  
20 June 2019

Fee: £8,000+vat (if applicable) inclusive of all costs

### **This document contains:**

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## 1. About Impressions Gallery

Impressions Gallery is a charity that helps people understand the world through photography. Established in 1972, we have a rich history as one of the first specialist photographic galleries in Europe. Based in Bradford, we are an internationally recognised venue for contemporary photography and an Arts Council National Portfolio Organisation. We have a reputation for making photography democratic and a track record in running successful and transformational community projects.

We stage 4 major exhibitions a year, each of which is accompanied by an events programme and related educational resources. We also tour our exhibitions throughout the UK and occasionally abroad.

We have an outward-looking, collaborative approach, working in partnership with museums and galleries in the UK and overseas. We are active outside the gallery walls, through festivals and off-site exhibitions in non-art venues. We also have a specialist photographic bookshop.

People are central to everything we do. Research shows that our audiences value the fact that we are a charity and that we make photography democratic and accessible to everyone, no matter their financial situation or level of education. We work with schools, colleges, universities, local diverse communities and young people, providing meaningful opportunities for learning for all through our formal and informal education offer.

Our young people's collective, New Focus, is a nationally acclaimed programme for 16 to 25 year-olds in Bradford. New Focus helps young people to be more creative, learn skills, and build confidence. Alumni have gone on to work for Magnum, BBC, and Tate Liverpool. The New Focus project *No Man's Land* was selected by the Heritage Lottery Fund as one of the twelve best projects out of 2,200 commemorating the First World War Centenary, with a showcase at the House of Commons.

Diversity and representation are fundamental to our work. We are known for our programme reflecting a wide range of viewpoints and experiences in terms of race, class, gender, and identity. We have 50,000 visitors a year, 30% of which are from BAME backgrounds, and 23% are under 25. This is unusually high for the museums and galleries sector.

### 1.1 Our values as stated in our business plan:

- Visionary and inspiring
- Challenging and thought-provoking
- Ambitious
- Relevant (of the time and to audiences)
- Reflects the diversity of our society

- Professional
- Expert and knowledgeable
- Open and accessible
- Friendly and enjoyable
- Honesty and integrity

Impressions is funded by Arts Council England as a National Portfolio Organisation and is supported by Bradford Metropolitan District Council.

www.impressions-gallery.com

Twitter: @ImpGalleryPhoto

Facebook: Impressions Gallery

Instagram: ImpGalleryPhoto

## **2. Aims for new website**

Our current website is over ten years old. It no longer adequately reflects our vision, values, or the range of activities we do. In addition, the funding landscape has shifted enormously. We need to promote that we are a charity and to develop income from new sources, including donations and online sales.

In terms of functionality, the current website does not offer a good experience for external users (our audience) or internal users (staff). We are a small team of 5 and are extremely busy, so the new website must be easy to update and maintain. All staff have been involved in the development of this brief.

We will supply new and revised texts for the new website, and will liaise with you to integrate deadlines for these into your timetable.

Key things we need our new website to do are:

- Keep our existing brand, but better reflect Impressions' profile as an internationally important organisation at the forefront of photographic practice
- Be much more inviting visually – big bold images
- Make it very clear we are a charity and encourage donations
- Convey that we are friendly and welcoming, while also high-quality
- Be simpler and easier to use, both for visitors and staff
- Offer online sales from our specialist bookshop
- Make New Focus, our young people's collective, more prominent
- Make our education & learning offer more persuasive
- Function on mobiles, tablets and iPads as well as a desktop version, and be compatible with Android and iPhones.

## 2.1 Objectives, section by section

Throughout:

- To have simple, clear formatting and be easy to navigate. We don't want anything too flashy or that requires our visitors have the latest software.
- To make the fact that we are a charity much more prominent, and to make it very easy for people to give money to us. We would like a simple 'donate' button on the homepage and elsewhere through the site, as well as opportunities to add donations when booking events or other transactions (such as buying from the shop). We have commissioned several short films featuring our visitors and why they value Impressions. We want to these films to be more visible and persuasive, to help encourage donations.
- To have better linking between pages. For instance, if a visitor is viewing an exhibition page, it should be easy to click through to related events or books for sale.
- To ensure the site is compliant with industry standards for accessibility. We want our disabled visitors to have a positive experience on the site, for example with options for large text and easy navigation to audio resources.
- To make it easy to sign up to our email list.
- To introduce a footer on all pages with quick links, contact details, and logos of funders.

What's On:

- To make the photographic artwork much more prominent, with big images.
- To publicise our programme in a more balanced way, integrating exhibitions, events and news into a single 'What's On' stream. This should be the main focus of the home page. We envisage blocks of images/text, one per exhibition or event, as seen on FOAM's website: <https://www.foam.org/museum/programme>.
- We want to be able to tag each item with one or more categories so that visitors can filter content relevant to them, e.g. 'exhibition', 'family friendly', 'event', 'talk', 'workshop', 'on tour'.
- To help audiences to find out more about an exhibition or event through digital content and a growing digital archive. Clearer and easier process to access downloads such as printed exhibition guides, audio recordings of artists talks, and short videos about the exhibitions. Resources should also be accessible from the Learning pages.

#### Research and Resources:

- To populate the new website with our digital archive of exhibitions and selected events from the last eleven years.

#### New Focus:

- To develop a stronger presence for New Focus. We want to maintain their independent WordPress site, <https://newfocusblog.wordpress.com>, while having a much more obvious and rich presence on Impressions' site. This should include information of projects past and present, and details of how to join the group.

#### Learning:

- To make our education & learning offer easier to find and use. Educators have told us they want a more tailored experience, with pages pertinent to primary, secondary, FE and HE, and Arts Award. We want our resources to be easier to find and easier to download.

#### Shop:

- To develop an online sales section for selling specialist photo-books and other merchandise. Our physical bookshop is highly regarded, being cited by Sir Nick Serota as one of the best gallery shops in the country. However, its online presence needs to generate more income.
- At present, potential customers have to phone or email to make a transaction. We want them to be able to purchase and pay immediately and seamlessly online. This must be a secure system, and customers must feel safe in sharing their financial details.
- To have a page to promote Field Editions. This is a separate company set up by Impressions, Open Eye Gallery and Redeye: The Photographic Network, to sell high quality prints in support of the three organisations. Field sells at major art fairs in Miami, New York, and Chicago and has its own website: <https://fieldeditions.org>

#### About Us:

- To make 'who we are' more transparent, with history, vision, staff and trustee details, funders, and ease of contacting us.
- To feature an easy-to-find page promoting our touring exhibitions available for hire to other galleries and venues. We need to increase visibility, discoverability, and generate more income through hire fees.

## **2.2 Technical and functional requirements**

- We have a limited budget and would like to make use of ready-made platforms with ongoing support (such as Wordpress, Shopify or others) rather than creating a bespoke site.
- GDPR compliant, including email sign-up.
- Disabled access compliant.
- Optimised for mobile and tablet use (Android and iPhone/iPad) as well as desktop version.
- Optimised for discoverability on Google etc.
- Integrate with CAF (Charities Aid Foundation) for instant and regular donations with assurance of security.
- Intuitive and easy for our visitors to use and navigate.
- A good, easy search function for visitors.
- Simple to update, so that all staff are able to add content. We want to be able to update all pages if possible, not just content management sections. Ideally, we would like an automated process to re-size images rather than doing manually, which is time-consuming.
- Take into account copyright considerations of images, making large image available to view but not download.
- Take into account our use of MailChimp for e-communications. We would like you to design templates for invites to events, press releases, and news bulletins. If there is a way to integrate or populate MailChimp from the website, that would be great.
- Integrate with Eventbrite for events bookings.
- Provide easy links to our social media accounts and make it easy for people to share.
- Integrate with other sites and platforms that host our digital resources, including YouTube, SoundCloud, Issuu.
- For the online bookshop, we would like a content management system for uploading items for sale, and a seamless transaction process. We expect sales to be modest, and so want to make use of existing platforms and services (such as PayPal) to keep ongoing costs down. This must be a secure system, and customers must feel safe in sharing their financial details.
- Compatible with Google Analytics and enable us to collate data on web traffic for our monitoring.

## **2.3 Ideas for 'look' of the new website**

The design must work with the existing branding. We want a simple clean style and big images. As a photography gallery, images are our strongest asset, so we want to promote this better. We would like blocks of images,

possibly with a rollover caption function. Most of our images are artworks, which means we cannot always crop them, so the design must be able to accommodate square, landscape and portrait formats.

It can sometimes be difficult to source good images to publicise events or news items, so we would be interested in standard graphic 'placeholders', such as the ones on the FOAM website.

Our current site is far too text-heavy and some of the pages are very long. We want larger, easy-to-read fonts, with the ability to break down text into chunks, possibly via click-throughs (e.g. to an artist's biography) or pull-quotes (e.g. from the artist). We favour friendly, plain-English language, and expect that we will need to supply new and revised texts.

## **2.4 Sites we like:**

Yorkshire Sculpture Park: <https://ysp.org.uk>

FOAM: <https://www.foam.org>

New Art Exchange: [www.nae.org.uk](http://www.nae.org.uk)

## **3. Tender process**

### **3.1 Timetable**

The new website is funded by Arts Council England's Catalyst: Evolve programme. To comply with the deadline stipulated by the funder, there must be no project creep.

8 February 2019	Companies invited to tender
27 February	Deadline for pitches to be received
1 March	Shortlisted companies informed
12 to 13 March	Shortlisted companies meet Impressions and present
15 March	Successful company informed
18 March	Website design and build begins
10 April	Interim meeting with Impressions to discuss progress
9 May	Website build finishes
13 May	User testing begins. Populate content. Refine build.
29 May	Meeting for feedback and final stages
17 June	User testing ends
20 June 2019	Website goes live

### **3.2 Budget**

Impressions is a registered charity and we need to budget for our ongoing costs. As part of your pitch, we would like you to take into account future support and costs necessary to maintain the site, including hosting options.

Fee: £8,000+vat (if applicable), inclusive of all costs

### **3.3 What your pitch should provide**

Please provide the following:

- Background information on your experience and qualifications to deliver.
- Your approach to the brief and what you can offer.
- A timetable of your work plan, number of days allocated, details of who would be involved (including core staff and freelancers), and how you plan to communicate and liaise with us.
- Examples of two comparable projects.
- Details of two referees who may be contacted if you are shortlisted.
- Details of continued support and related costs once the site is live.

**Please send your pitch to Pippa Oldfield, Head of Programme, [pippaoldfield@impressions-gallery.com](mailto:pippaoldfield@impressions-gallery.com) by 5pm, 27 February 2019.**

**Appendix 1. Proposed sitemap**

