Invitation to Tender: New Website Design and Development for Shetland Arts

Issue Date: 1st October 2024

Submission Deadline: 17th November 2024

1. Introduction

Shetland Arts is dedicated to enriching Shetland's cultural landscape by educating, promoting, and supporting the arts through venues such as Mareel, Garrison Theatre, and Bonhoga Gallery. We offer a diverse year-round program across music, craft, theatre, literature, visual arts, dance, and film, aiming to empower our community to achieve their creative potential. Committed to fair work principles, we strive to provide a workplace that enhances success, wellbeing, and prosperity, embodying the belief that art's transformative power contributes significantly to personal and community development.

We require a new website that enhances user experience, improves accessibility and is more transaction/task focused.

2. Project Overview

Objectives of the new website:

- Improve the user experience around events and cinema listings - making finding out about and purchasing tickets quicker and simpler.
- Enable local artists to engage with our range of programmes and funding more effectively.
- Promote and encourage uptake of our range of training courses and workshops.
- Hire venue space, corporate meeting space, recording studio and other spaces more effectively.
- Streamlined booking, hire and applications processes across the site for a range of users.
- Accessible, fast-loading experience across mobile and desktop.

Our **Jamboard** outlines the following:
- Sheet 1/2/3: All of our audiences. Key tasks they need to complete. Key metrics.
- Sheet 5: Staff pain points with the current website.
- Sheet 6: Arts and culture websites staff feel work well.

We have carried out **user-testing** which has highlighted a range of issues, we would like you to view these before submitting your proposal. Please address any issues found in the user-testing in your proposal:

Heather: https://dashboard.userbrain.com/shared/vjzra3djkply

Steve: https://dashboard.userbrain.com/shared/4g5re3az863m

Critical points we know need to be addressed when it comes to navigation and structure:

- We envisage a dramatic change to top-level navigation, inspired by https://www.southbankcentre.co.uk - this may mean simply the following for the menu:

  What's On - Get Involved - Visit Us

- The current burger menu content is overwhelming, we most likely want to move this to the footer and organise it more coherently using names understandable by users - not necessarily by project/internal brands. Again https://www.southbankcentre.co.uk/ does this well.
- More homepage and other website real-estate given over to focused user groups, for examples families, established artists, young people, potential students, etc. https://www.barnardos.org.uk/ does this well filtering by young person, carer, those interested in fostering, etc on their homepage.

Third-party integrations:
- Monad box office system - powers all bookings and we have good relationships with them.
- Veezi cinema system - facilitates the programme for our cinema
- Yes Plan - manages our venue
- Tool library system - myturn.com
- Box office card machines are Stripe and the EPOS tills are Square

Currently how it works;

Cinema
Cinema programme finalised and inputted to Veezi manually > cinema programme manually inputted to yesplan > films are pulled from veezi to monad automatically >films are activated on monad and show on the website.

Events
Event details are penciled into yesplan provisionally to block out the space > a word doc box

office form is created with all the relevant information > this info is entered into monad > events are activated on monad and show on the website.

Sofa, Graze boxes and Cocktail Bookings
Available dates are activated on on monad and show on the website > customers enter their details/requests > yesplan is updated with the bookings.

Ideally we would like;
A box office that manages events, cinema programming, sofa & table bookings, tool library reservations and recording studio bookable sessions > automatically programs everything into yesplan & automatically imports from the box office to the website when activated.

3. Scope of Work

We would like you to provide a detailed description of your approach to the services and deliverables expected:

- Website design (responsive, accessible)
- Content management system (CMS) implementation
- User interface (UI) and user experience (UX) design
- Search engine optimization (SEO)
- Data migration from the old website
- Integration with existing platforms (e.g., ticketing,)
- Training for Shetland Arts staff
- Ongoing maintenance, hosting and support

4. Technical and Other Requirements

Please include the following:

- How you comply with web standards and accessibility guidelines (e.g., WCAG)
- Any specific technologies or platforms preferred (e.g., WordPress, Drupal)
- At least three examples of website design and development work
- Two references you are happy to provide

5. Proposal Submission Guidelines

- We ask that no more than 14 pages are used when submitting your proposal - this can be as a PDF, online document, PPT or similar.

6. Evaluation Criteria

Understanding of Project Scope and Requirements

- Demonstrates a thorough understanding of Shetland Arts' mission, values, and specific website needs.
- Presents a clear, strategic approach tailored to achieving the desired objectives outlined in the tender document.
- Weighting: 15%

Creativity and Innovation

- Originality and creativity in design proposals that reflect Shetland Arts' brand and artistic ethos.
- Innovative use of technology to enhance user experience and engagement.
- Weighting: 20%

Technical Capability and Approach

- Technical proficiency in proposed solutions, including CMS, responsive design, and compliance with web standards.
- Clear methodology for project management, quality assurance, and risk management.
- Weighting: 20%

Experience and Past Performance

- Proven track record with similar projects, especially within the arts sector or non-profit organisations.
- Strength and relevance of portfolio examples and case studies.
- Client testimonials and references.
- Weighting: 20%

Cost-Effectiveness

- Overall value for money, considering the quality and scope of services relative to the proposed cost.
- Clarity and transparency in the pricing structure.
- Weighting: 15%

Support and Maintenance

- Adequacy of proposed training for Shetland Arts staff.
- Quality and reliability of ongoing support and maintenance services.
- Weighting: 10%

Proposals will be evaluated based on a score out of 100, according to the above criteria. The selection committee will prioritise proposals that demonstrate a strong alignment with Shetland Arts' goals, offer innovative solutions, and provide the best overall value.

7. Budget and Pricing

- Budget range £10K - £15K
- Fixed pricing model

8. Timeline

- Expected project start and completion dates; February 2025 minimum 14 week build
- Deadline: 17th November 2024
- Interviews: w/c 25th November 2024
- Final decision made: w/c 2nd December 2024

9. Terms and Conditions

- Confidentiality, data protection, and intellectual property rights
- Termination, dispute resolution, and penalty clauses

Confidentiality: The selected agency must ensure the confidentiality of all proprietary information provided by Shetland Arts during the course of the project. This includes but is not limited to user data, strategic plans, and internal communications. The agency is expected to have measures in place to prevent unauthorised sharing or leaking of information.

Data Protection: The agency will need to demonstrate compliance with applicable data protection laws, including GDPR, in how they collect, store, and handle user data during the website development and after its launch. This includes securing user consent where necessary,

safeguarding personal data from unauthorised access, and ensuring data is used only for its intended purpose.

Intellectual Property Rights: The proposal should clearly state the handling and ownership of intellectual property created during the project. This includes content produced by the agency, as well as any third-party content incorporated into the website. The agency should outline how intellectual property rights will be managed, ensuring that Shetland Arts retains ownership of all applicable rights to materials developed for the website.

Termination This agreement can be terminated by either party with written notice if there are breaches that are not remedied within a specified period, or due to inability to perform legal obligations. Upon termination, all borrowed content and proprietary information must be returned to Shetland Arts, and any pending financial obligations settled.

Dispute Resolution In the event of a dispute arising from or relating to this agreement, parties agree first to attempt resolution through negotiation. If unresolved, the dispute will be escalated to mediation, before pursuing arbitration or litigation. This sequential dispute resolution process aims to provide a fair, efficient, and enforceable means to resolve issues without resorting to litigation.

Penalty Clauses Penalty clauses may be invoked in cases of non-compliance with the agreement, such as unauthourised use of intellectual property, breach of confidentiality, or data protection violations. Penalties may include fines, suspension of service, or termination of the agreement, depending on the severity and frequency of the breach

10. Contact Information

Details of the primary contact person at Shetland Arts for this tender:

- Tessa Huntley – Sales & Marketing Manager
- Tessa.huntley@shetlandarts.org

Submission deadline and method

- Submission deadline: 17th November 2024
- Email submissions to tessa.huntley@shetlandarts.org

11. Appendices

Any additional information or resources relevant to the tender:

- Shetland Arts Summary
- Shetlandarts.org

We look forward to receiving your proposals and developing a new Shetland Arts website.

Thank you,

Tessa Huntley
Sales and Marketing Manager
tessa.huntley@shetlandarts.org
Shetland Arts