

Design Brief WMBL Website Update 2021



Website Redesign - Brief for Webdesigners

Project name: Re-design of existing WMBL website <https://wmbiglocal.org/>

Client name: William Morris Big Local underwritten by CREST Waltham Forest Charity no. 1103333

Project lead contact: Milla Takula milla@wmbiglocal.org / 07552364380

About the client:

The William Morris area of Walthamstow is one of 150 locations in England to be allocated £1m of Lottery Funding to make a lasting positive difference to the area and people who live here.

We are a resident-led project that aims to bring together all the talent, ambitions, skills and energy from individuals, groups and organisations who want to make their area an even better place to live.

Budget: £2k-£3k

The Website Design Brief:

William Morris Big Local would like to invite you to update our website, either by updating the existing site or migrating it to a new platform. We are currently using WordPress, but are open for recommendations.

We are looking to update our existing website to a more modern layout that is functional and easy to navigate and will serve as a legacy to our work. Accessibility is important for us, and we would like a website that will be accessible to all our residents, whether computer experts or novices. For this reason, we want a website that combines accessibility with sophistication and yet appealing to the community.

It should include links to the social media elements of our communication such as Facebook, Twitter and Instagram, to help increase popularity and optimisation with search engines.

It is important to bear in mind that the daily website updating and maintenance will be handled by William Morris Big Local workers and volunteers, and the background design should be made simple enough for them.

The website will be fully owned and managed by WMBL upon completion of the work.

Project goals and objectives:

By the time the work is complete WMBL will have own a fresh updated website that better communicates

1. Who we are
2. What we have done and our past projects
3. What is coming up, our existing activities and projects
4. How people can get involved in WMBL
5. Accountability to our community and to BL and other stakeholders
6. Has engaging content up front
7. Is easy to navigate on desktop, phone and tablet

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The web designer will:

- Meet with key WMBL representatives to discuss the requirements
- Come up with two or three web design templates for WMBL to choose from and take forward
- Create the updated website design and migrate all up to date information from existing website to new website
- Add new content supplied by WMBL
- Integrate social media accounts and any other plug-ins deemed appropriate
- Embed an events calendar that can be updated by WMBL
- Provide training for staff/volunteers so that the administration and upkeep of the website can be handed over

The Logo/branding/colours

William Morris Big Local website has a specific colour scheme, and we wish to continue using them. We will provide you with the logo and colour sheet.

The process and expected timescales:

WMBL Website design timeline 2021-2022		4 months
Task	Starts	End
Closing date for applications		21st Nov
Interview designers	29th Nov	3rd Dec
Appointment of the website designer Concepts submission and revision (4WK)	6th December	2nd Jan
Development & Design and content upload (6wk)	3rd Jan	13th Feb
Test & feedback (1wk)	14th Feb	18th Feb
Revisions (2WK)	21st February	6th March
Website testing and final feedback (1WK)	7th March	11th March
Designer to submit final changes (1WK)	14th March	20th March
Launch	William Morris's birthday	24.03.2021

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How to Apply for this work

We have provided you here with a skeletal structure of the website to help you visualise what we require. In your quotation and application for the work, please include information on:

- The web building program you would use. We currently use WordPress but are open to using other programs
- Your approach to working with us to redesign our website
- The training you will provide for staff/volunteers
- Timescales for the work
- What aftercare support options are available
- Search Engine Optimisation to help gain popularity
- Please also supply us with three examples of your most relevant recent work and telephone numbers for your reference

Please send all information in response to this brief to milla@wmbiglocal.org. If you have any questions about the brief please contact Milla via the above email or telephone on 07552364380

Website structure to consider when preparing a quote

(Please note that this is only a guideline for the layout)

Item	Ideas / questions
Colour Scheme & Design	Photos will be provided by the WMBL Current banner design will stay the same Current WMBL colour scheme and Logo will stay
User Navigation (both for Laptop, Phones, Tablets)	
Content:	Please see "Content for website"
Administration of Website	Website updating and maintenance will be handled by William Morris Big Local workers and volunteers. Ownership of design and content belongs to WMBL.
Web Hosting	We currently use Netnerds.

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CONTENT FOR WEBSITE	Visibility Importance (1,2,3)
TOP BAR	
<p>Top bar tabs for pages:</p>	<p>About us:</p> <ul style="list-style-type: none"> ● What Big Local is Intro ● Map of Ward ● Our Big Local Plan (Our priorities) ● Our history timeline in pictures (Examples: https://roseworthbiglocal.org.uk/our-history/) ● Our Vision ● Partnership (current members only) ● Community Groups we are connected with -Links to websites <p>Upcoming Events in the Big Local Area: Picture boxes with links to each event page Has date on corner, title on top and pic of poster or place as a link box. Each event box would have either “Funded by WMBL”, “Organised by WMBL” or “Happening in WM Ward” in one corner. Each event page is uniform in style. There will be an Event Details Box on the right hand side, with “When”, “Where” and “What time” part, and a link to the Facebook event page (Or Whatsapp group or something similar) or link to how to sign up for the event. We would also want a sample of these event boxes on the first page, with a link to rest. These need to be easy to change once the event is over. Example website here: https://roseworthbiglocal.org.uk/</p> <p>Themes and Projects:</p> <ul style="list-style-type: none"> ● Laptops for schools ● Tool Lending Library ● Urban By Nature ● William Morris Ward Residents Association ● Word of Mouth Sessions ● Poetivity ● Young Local <p>With user friendly links to how to sign in, join, volunteer and apply for grants. This needs to be easy for us to add on more links in the future.</p> <p>“Week in the Ward” Monday - Sunday Calendar These are recurring events that are located in the same place every week.</p>
	1

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	<p>Example website here: https://roseworthbiglocal.org.uk/</p> <p>Has date on corner, title on top and pic of poster or place as a link box. Each event box would have either “Funded by WMBL”, “Organised by WMBL” or “Happening in WM Ward” in one corner.</p> <p>Each event page is uniform in style.</p> <p>There will be an Event Details Box on the right hand side, with “When”, “Where” and “What time” part, and a link to the Facebook event page (Or Whatsapp group or something similar) or link to how to sign up for the event.</p> <p>Funding & Grants</p> <ul style="list-style-type: none"> • Links to current forms (No change here) • Links to projects & themes that have funding available 	
Home Page WMBL logo as the link (Location top left corner)	Stays same	1
SCROLLING DOWN PAGE		
Moving images on top of page	3-4, changing every 3 seconds Will this work on mobile phones as well?	3
General Introduction (mission, vision, aims) after the moving images		1
“Taster row” of “what’s on” individual event boxes	With tab to full page	1
LEFT SIDEBAR (Communication links)		
Subscribe to our e-Newsletter tab (Location tag side of the page)	Change to a simple tab to sign up page	1
Get Involved tab	Link to page where tick boxes for options, from casual event help, themes, to Partnership.	1
Contact Us		1
RIGHT SIDEBAR (Follow us)		
Tweets & Instagram posts	As before	3
Social media links “Connect with us”	Follow us on Twitter, Instagram & Facebook tabs -needs to more visible	2

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<p>Bottom of page</p>	<p>Enquiries</p> <p>Members & 'Thanks to previous Partnership Members'</p> <p>Useful Links. (Example here: https://roseworthbiglocal.org.uk/useful-links/)</p> <p>About Us</p> <p>Big Local link (As before)</p> <p>Lottery Fund logo link (As before)</p> <p>2021 – 2022 Plan</p> <p>Get Involved</p> <p>Our History This is where we transfer all our old posts. Question to the designer: how to make this as easy as possible?</p> <ul style="list-style-type: none"> ● Activities, reports, events, news ● Library & Archives ● Photos/videos <p>Frequently Asked Questions</p>	<p>2</p>
<p>Example Websites that we liked</p>	<p>https://www.toothillbiglocal.org/</p> <ul style="list-style-type: none"> ● Interesting layout of Projects ● Very bright and clear and looks good on all formats: tablet, phone and computer <p>https://roseworthbiglocal.org.uk/</p> <ul style="list-style-type: none"> ● Upcoming Events boxes on the bottom of the scrolling page, with a link to “View All” ● Event Info box has When, Where, What Time part, and either a link to a Facebook page of the event provider or link to “get your invite sent to you via email” ● What’s up weekly ● Member’s page ● History timeline (We like this, but would use photos) 	