

Staffin Community Trust
Church of Scotland Annexe
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Isle of Skye
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TITLE: Brief for Website Developer Tender

Date: April 2018

1. Background & Context

Situated in the north-east of the Isle of Skye, in the Scottish Highlands, Staffin is renowned for its scenery and thousands of people from all over the world come to see its scenic landmarks which include the Quiraing, Old Man of Storr and Kilt Rock. Known as Taobh Sear in Gaelic, Staffin has a resident population of more than 500 people, who live in 23 different crofting townships dotted around Staffin Bay and the Trotternish Ridge. They have the good fortune to live in an area which has a range of top-tier heritage and environmental designations, possessing an international reputation for geology, palaeontology and cultural heritage. It is the purpose of this project to bring all these aspects of this community to life through the stories and experiences of the people of Staffin.

The Skye Ecomuseum, also known as 'Ceumannan,' is a museum without walls. All the exhibits are located in its environment and require a short walk to uncover their images and stories. It was established in 2008 by the Staffin Community Trust (SCT).

The Skye Ecomuseum became the first in Scotland and the UK, with funding from a variety of European and national sources, including the Heritage Lottery Fund (HLF), 10 years ago. With its other title, Ceumannan, 'footsteps' in Gaelic, the project is estimated to have helped attract thousands of extra visitors annually to Staffin and encouraged them to stay longer, boosting the local economy as a result.

In 2017, HLF approved a £522,000 grant to enhance the Skye Ecomuseum experience for visitors and the island's resident communities after SCT presented ambitious proposals to deliver a second phase of their project. The HLF award will enable the construction of a viewing platform at Lealt Gorge; new footpaths and interpretation; a central Staffin 'orientation point'; a full events programme; and the creation of a programme manager's job on a three-year

contract. The project has also received the support of the Coastal Communities Fund and the SSE Sustainable Development Fund.

In order to achieve this goal, over the course of the project, there will be a wide range of events and activities held in the community of Staffin. This will include family days on a range of different themes; an annual walking festival; a photography weekend; and a schools' programme. There will also be a renewed focus on finding out more about the history, archaeology and the Jurassic Coast of Staffin. This will help both visitors and locals will understand and appreciate that they are part of a unique and significant community.

Much of the impetus behind this project has come from the Staffin Community Trust. This was formed by local residents to improve the economic prospects of a rural district which has crofting and Gaelic at its heart. As a result, SCT has attracted more than £1.5million of investment in its 23-year existence. The SCT works with - and for - the community. Its project work is supported and funded by Highlands and Islands Enterprise's Community Account Management programme for fragile communities.

<http://www.hie.co.uk/community-support/account-management/community-account-management.html>

2. The Brief/Scope of work

SCT is seeking to procure specialist services to create a new website for Ceumannan: The Skye Ecomuseum that will:

- Support and strengthen Ceumannan brand awareness, ensuring that key messages about our offer, activity and impact are clearly and succinctly communicated and easily accessible to all relevant online audiences
- Deliver a high-quality user experience, with useful and informative user journeys which allow us to tell the story of Ceumannan: The Skye Ecomuseum
- Provide resources for people to be able to plan their visit
- Provide a platform for shared content where audiences can share experiences about their visit
- Create a dynamic online space for SCT to showcase and provide innovative new ways of curating, presenting and experiencing Ceumannan: The Skye Ecomuseum

The project deliverables will include:

1. Design and development of a new website that is in line with the brand identity of Ceumannan: The Skye Ecomuseum
2. Development and delivery of all technical elements to enable the function of the site to include a CMS for SCT to use to upload content, and other elements as may be agreed
3. One-off, introductory training session, which may be delivered in person or online, with downloadable support materials, describing the use of the CMS to SCT staff

4. Integration of appropriate web analytics software to enable reports to be generated on web traffic to and from the site

The successful consultant will be expected to work with SCT and other consultants being commissioned to undertake brand, interpretation and content work for the project.

5. Target Audiences

Audience Development research was compiled by Shirley Muir Associated Ltd in February 2016. The Staffin Community Trust found this to be a very well evidenced and highly professional piece of work. The data gathered covered a breadth of audiences. This contributed greatly towards identifying target audiences for the new phase of Ceumannan. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I. This research identified our target audiences as visiting families with children, casual and serious walkers, heritage enthusiasts, wildlife enthusiasts. We will also look to further engage coach tours, Gaelic users and develop a local user group.

6. Current Website

The current website has a number of positives.

- Homepage operates single screen front portal
- Navigation dashboard is consistent across site
- Methodical navigation of site by site ecomuseum maps
- Use of map

Things that are not so good

- Green/blue/browns do not contrast well
- Inconsistency of font choice and size, visual theme
- Clearly dormant (e.g. what's on, visitor feedback)
- Poor interactions. No validations, recommendations, live audience, social media
- Contact page/links page inactive

7. The new website (<http://www.skyecomuseum.co.uk>)

We are keen to explore a fresh look and feel for the website that reflects Ceumannan: The Skye Ecomuseum brand. The current brand is not well-known or easily understood. Further detail of their views of the brand can be found at 5.4, page 21 of the Audience Development Plan Part I. This recommended to;

“Use the ‘Ecomuseum’ title to intrigue potential visitors”

“Promote Ceumannan as an entity- ensure that it is seen as a whole concept, which can be dipped into. Links or historic connections between sites should be explained, where possible, to develop a cohesive identity.”(Might want to highlight the key points in the text to help inform the brief).”

“Promotion can include that the Ceumannan // Skye Ecomuseum is always open – including winter months and Sundays.”

The new site needs to be engaging, user-friendly and easy to navigate.

It needs to make it easy for key target audiences (listed below) to find the information they need.

The new website will also encourage two way or multi way conversations and act as platform for people to contribute their ideas, demonstrate their support etc.

8. Content

Functionality Requirements

Give visitors a strong impression that there is more to see and do in Staffin than the major tourist sites they have come to see. They will also get a strong impression that the people of Staffin are important to their visit. This will create an understanding that Staffin is not just a place to stop and take photos, but one to get to know and respect.

The objective is that visitors are drawn to Staffin to visit and spend more time when they arrive. The website will act as a driver for more sustainable tourism. “Sustainable” means slow tourism, where visitors stay long enough to enjoy themselves instead of leaving a whoosh noise and a trail of exhaust fumes. The website will develop this relationship of social capital where visitors look to develop a relationship with the place they are visiting. Human presence and history must be clear in the website.

9. New website wish list

- Gaelic language must be prevalent on the site
- Sophisticated, slick page.
- Gallery page, rolling of social media posts
- Local business information page
- Call to action for visitor, how to make the page act as a driver
- Co-curation and community sharing. Potential for user generated content
- Feature current issues and initiatives for the Ecomuseum
- Link to daily weather on Skye (suitable for walkers)
- Linked to Google Calendar for events

10. Technical requirements

We need an open source solution that can be managed, developed and sustained by SCT staff.

The new site should be easy to maintain and keep up to date. It also needs to be future-proof and have the ability to expand and add functionality and features.

The new site needs to be engaging, user-friendly and easy to navigate.

It needs to make it easy for key partners to find the information they need and the contact information of key personnel. And it needs to do all this in a way that's inviting to our primary audiences

The new website will also encourage two way or multi way conversations and act as platform for people to contribute their ideas, demonstrate their support etc.

11. Websites we like and things to consider

<http://www.lochlomond-trossachs.org/>

Use of Gaelic is strong and prevalent on the website. Colour choice in keeping with landscape and views of the national park

<http://cairngorms.co.uk/>

Use of Gaelic is strong and prevalent on the website. Colour choice in keeping with landscape and views of the national park

<http://www.cnocsuain.com/> - maybe not fun/child friendly enough. Looks active at bottom of 1st page. Strong strapline and use of Irish in name and across site.

<http://www.nevislandscape.co.uk/>

Nevis partnership, good illustrations, simple logo, reasonable use of Gaelic. Lacks a human element in the logo

<http://www.ecoamgueddfa.org/English/>

Welsh ecomuseum site uses a clear Welsh brand. Website is in Welsh at www.ecoamgueddfa.org but goes to English site when search terms are in English.

<https://www.facebook.com/CaithnessBrochProject> / <http://www.thebrochproject.co.uk/>

A brand with an excellent social media presence. It is great the way the brand is used on t-shirts and it seems young and "edgy."

A few Gaelic brands for heritage and cultural organisations are strong

<http://lanntair.com/>

An Lanntair. Western Isles arts & culture organisation

<http://www.aniodhlann.org.uk/>

Tiree Heritage Centre

<https://www.dualchas.com/>

Architects Skye

www.ceolas.co.uk

South Uist Music Festival and School

www.ambaile.org

Highlands Archives, History and Culture

<https://blog.nls.uk/the-iolaire-disaster/>

Bilingual project, National Library of Scotland

12. Budget

The budget for the project should not exceed £13,500 inclusive of VAT.

Payment schedule

The SCT will pay 50 per cent to the successful company upon the contract's commencement. Thereafter, 25 per cent will be paid on submission of the draft report and the remaining 25 per cent on completion of the contract

As part of the Methodology and timescale, the Consultant should provide details of milestones that they feel are appropriate and achievable. Payments will be made on completion of these milestones.

13. Timescales

The outline timescale is as follows:

Deadline for submissions:	10/05/18
Interviews:	22/05/18
Start up meeting:	30/05/18
Presentation of draft website design and structure:	31/10/18
Final website approved:	17/12/18

14. Tender Process

The response to the brief should include:

1. Methodology and timescales – proposed method and programme of work

2. Budget – a breakdown of costs to include total number of days required to undertake the work and relevant day/hourly rate for each team member, estimated costs allowed for travel and separately, accommodation and other subsistence, if relevant (inclusive of VAT)
3. Relevant experience – details of previous and current work relevant to the project
4. A list of the personnel that will be working on the project with biographies and experience
5. An explanation of each person's responsibilities and any subcontracting parts of the work
6. Contact details of two references
7. Insurance details / professional insurance and indemnity certification

Deadline: All applications to be sent to Angus Murray no later than 30/04/18

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