Brief.

Redesign of the Creative Dundee website

1. Creative Dundee

Creative Dundee believes that culture and creativity are essential catalysts for positive change. We exist to support creative talent to base, grow and sustain their practice in and around Dundee, by amplifying and connecting the city's creativity.

Creative Dundee started in 2008 as a website, sharing creative news, events and opportunities around the city. As it grew, the organisation's work expanded into events like Pecha Kucha Nights (becoming the biggest of its kind in the UK), projects that support the local creative community like Fabric, links to cities around the world through the Small Societies Lab, Third Sector support through Dundee Soup, a crowdsourced guide of the city and much more.

The organisation's presence in Dundee aims to help creative talent to base, grow and sustain their practice in the city by amplifying, connecting and cultivating it. We promote collaborations that make Dundee better connected and able to support the many ways creativity is expressed locally and perceived globally. Creative Dundee has an international audience and is often a point of contact between Dundee and overseas organisations seeking insight about Dundee-based makers.

Through essential projects, like the Creative Industries Strategy, we have been leaders within the local creative industry as well as a key part of the collective endeavour to highlight unique projects that come out of it. We have also developed a keen network of supporters and subscribers in Amps, who attend regular meet-ups, share their upcoming projects and apply for yearly funding through the Community Ideas Fund.

The defining aspect of Creative Dundee is its people-focused approach to creativity in the city and its key role nurturing that community for over eleven years.

2. The Website

The Creative Dundee website has been the backbone of the organisation, spanning its entire existence. It is updated several times a week by the team with news of exhibitions, performances, workshops, fairs, festivals, talks, opportunities, jobs, publications, news and much more. It is home for some of the biggest and most well-known things happening in Dundee as well as the smaller, independent and emerging experiences.

Far from being just a listings website, it is also a platform where we share our own events, content and developments. A visit to the website is both an exploration of creativity in Dundee as well the history, work and upcoming projects of Creative Dundee.

Original content is also a key element of the organisation's digital presence. Through video interviews, guest blogs and profile pieces, the website is a significant tool in amplifying key people and their practice. It also allows space for comment on current issues impacting the city - from inequality to the environment, it is a bold platform for voices that might have not had the chance to share those opinions otherwise.

By nature of being a key part of Dundee's creative life for over 11 years, the Creative Dundee website has also become an archive of fascinating content from Dundee's community of makers, from influential opinion blogs to seminal moments in the city's life that were captured in news items. Most significantly, it has video archives of 298 Pecha Kucha Dundee talks from across its eight years, touching on a wealth of subjects both local and international.

As a Wordpress based platform the website has always been accessible, easy to use, both for the team creating content and the audience navigating it. Through Google Analytics we have been able to get regular reports on the performance of the website and specific posts which have significantly impacted our strategy. When it was created its design and functionality were at the forefront of digital innovation and continues to be an exemplary model for the type of content it produces and how it is presented and communicated.

3.1 The Brief

Deadline for Applications: 20 September at 5pm   //   **Project Budget**: £7,000

It is time for us to update the website so it remains at the forefront of digital innovation and can appropriately meet the needs of the team populating it with content and the audiences accessing it. The new design of the site must take into consideration the needs of Creative Dundee and our community, the development of the branding and aesthetics of the organisation and the different content that made the site what it is today. This will be a fundamentally collaborative project, primarily between the selected designers and the Creative Dundee team, but also with the organisation's audience and surrounding community.

Much of the current site is already fit for purpose, so the new version must be built on Wordpress, be completely accessible for the team and easily accommodate a large quantity of content in a variety of formats that can be viewed on any device - we are not looking to reconstruct the website from scratch.

From this design update of the website we aim to achieve three key outcomes:

- A series of consultations with key sections of the Creative Dundee audience, community and team to establish and then execute improvements that can be made to better suit their needs on the website.
- A refresh of the website layout that is in keeping with the Creative Dundee brand. An upgrade that is fit for purpose to support all aspects of Creative Dundee's current work, fully accessible while delivering a website that is at the forefront of design and digital innovation.
- An easy to use and low maintenance final product which maintains the ways the team can currently have control over the content that is posted.

3.2 Timeline

The selected designers will organise and run consultation activity, engaging with key groups of the Creative Dundee audience around how and why they use the website. There will also be ongoing conversations with the team about their needs for the website and the best ways to meet them. A draft timeline for the commission, which is subject to negotiation, would be:

October
- Initial consultation meeting with Creative Dundee team.
- Organise consultations with select groups in the Creative Dundee community.
- Present final concept to Creative Dundee team.
- Sign off on final concept from the team.

November/December/January:
- Development of website.
- Provide ongoing updates to the Creative Dundee team.

February:
- Presentation on the website from representatives of the original feedback groups.
- Deliver final website.
- Launch on 25 February.

March/April/May:
- Ongoing support and maintenance in case of any issues arising in the website.
- Training team on new aspects/features of the website and how to manage it.
- Supporting the team to understand what information it gathers from visitors and the steps necessary in making it legally compliant in regard to GDPR.

3.3 Application Process

On no more than two sides of A4, please provide:

1. *A statement on how you would approach the commission.*
2. *How you would structure the consultations?*
3. *How might this commission positively impact your practice/organisation and any other added value it could bring?*
4. *A draft breakdown of how the money would be allocated.*
5. *A draft timeline for the work.*

In addition, please provide:

- *links to previous relevant work you have undertaken.*

Applications must be sent to news@creativedundee.com no later than 20 September at 5pm, with the subject line **CD Website Application**. The team will then inform the candidate who made it to the shortlist and schedule an introductory meeting for the following week. Any questions about the brief or application process can be directed to sam@creativedundee.com

3.4 Specifics of Commission

Though the project is collaborative and responsive to the meetings and consultations, there are specific things that will need to be developed within the redesign of the website. These include:

Archive.
Creative Dundee has a wealth of articles, videos and resources spanning over eleven years of creative life in Dundee. In particular, the individual Pecha Kucha Night videos cover an overwhelming number of topics relevant to Dundee and beyond. We are keen to make those resources easily accessible and searchable on the website by visitors who might want to explore the archives by theme, date, etc.

Amps.
This network of Creative Dundee supporters is a key part of our community. We organise regular events, special online features and a yearly funding opportunity for collaborative projects. The website update needs to deliver two key aspects within this area; first it needs to make a better experience of Amps supporters to access pages that will let them know when future events are, names of other supporters and more - perhaps a section that is password protected but easy to find and access on the site.

Second, the website needs to provide an easy experience for individuals who might want to join Amps, by providing better integration of PayPal/GoCardless on the page as well as a more enticing presence on the homepage.

Accessibility.
Over the last few years we have invested in making our events and features more accessible with captioned videos for the website, BSL interpretation on Pecha Kucha events. We want the website to be accessible and will welcome suggestions both in terms of changes to the website and on how the consultation process can generate insights within this area.

One specific thing we would like to add is the ability to host key audio described features on the website, such as the 99 Things to See and Do in Dundee guide. This will mean developing a way in which that kind of material is easily and intuitively accessible.

Innovation in design
This update will mean an aesthetic refresh of the website which must be grounded on Creative Dundee's current work, its branding and the ways the website is relied upon within Dundee's creative networks. The final product should be intuitive, in step with modern and upcoming sites of this type, easily manageable by the team and centred on the current values of the organisation.