



Website design/development brief

About us

Artspace Lifespace (Registered Charity No: 1168150) started life in Bristol in 2006 and became a registered Charity in 2016. We recycle vacant, under-used and problem properties into thriving creative resources. We work in partnership with artists, building owners, property developers, local communities and organisations to bring interesting, unusual and often difficult buildings back to life as vibrant multi-use art venues.

Current projects

These venues provide spaces for performance, exhibitions, events and artist studios.

THE ISLAND

Nelson Street Bristol BS1 2LE
Commenced: 2008

SPACE

6 West Street Bristol BS2 0BH
Commenced: 2016

THE VESTIBULES

Bristol City Hall, College Green, Bristol BS1 5TR
Commenced: 2017

ARTS MANSION

Ashton Court Mansion, Ashton Court Estate, Long Ashton Bristol BS41 9JH
Commenced: 2018

Our current websites

There are currently two websites owned and managed by ASLS, built in WordPress in 2014 and hosted on a single virtual ubuntu 16 server.

- 1) **artspacelifespace.com**
 - Overview of current and past 'projects' (i.e. managed venues)
 - Sample list of events (i.e. manually written into content editor)
 - List of jobs
 - Option of donating (via <https://wonderful.org/charity/artspacelifespace>)
- 2) **theisland.com**
 - Listing of events (via plugin) for all venues

We also own ashtoncourtmanison.com forwarding to page on artspacelifespace.com



We drive traffic to the website through social media:
Facebook/Twitter/Email newsletters/Physical events/Google Adwords

Having two websites is creating brand confusion. It can be hard for visitors to find the right content.

Why now?

The Island celebrates 10 years in 2018, The Island is much more than a temporary project, it is the project at the heart of Artspace Lifespace. Consolidating our websites will be simpler than maintaining multiple sites and will create a stronger brand message.

Earlier this year The Invisible Circus and Artspace Lifespace received Imagination funding from Bristol City Council for our Inclusion project, some of the budget was allocated towards Marketing and is being match funded by The Island. We want to make our website more accessible and easy for people to use. Staff worked with a web design consultant to decipher the best end term solution which helped define the integrated site structure and initial wireframe.

Website content

We will be bringing across content from our existing sites, amalgamating information from both our websites. Our Company Manager, Marketing Coordinator and Island Centre Manager will be reviewing existing company and our Inclusion Officer will be also be reviewing the copy to ensure the copy and tone is accessible and inclusive. The marketing coordinator and Island team will be creating content on an ongoing basis after the launch. Website event content is updated weekly.

When the new site is in place we hope it will be easier for people to find out about and come to our events and enable us to reach more audiences.



Target audience

Audience	Desired Action 1	Desired Action 2	Desired Action 3
General public	View list of events or exhibitions they can attend	Donate to ASLS	Enquire about lost property
Dance / circus space users	View list of events they can take part in	Get all the information they need without having to email staff with questions	Sign up to dance / circus space membership
Artists	See information on studio's we have (Island, Space, Arts Mansion)	Join the mailing list for tenants waiting list	
Prospective Hirers	See information on spaces available to hire	Get information needed to make a booking	Hire available space
Funders	Get an overview of our work, history, finances and other funders.	Be more inclined to look favourably on a grant application because the range of activity we undertake is suitably profiled.	

Brand guidelines

We will provide the developer with the ASLS style guide.

Website functionality requirements

Backend requirements:

- Wordpress CMS (version 5)
 - All custom fields as editable 'blocks' within the new [Gutenberg](#) editor
- Include relevant SEO best practices
 - Redirect all old urls to relevant new urls (fix all 404's found on google)
 - Include relevant metadata on events for easy sharing on social
- All applicable content imported from current site
- Minimise use of bulky plugins (e.g. for theme settings, image galleries)



- Lightweight theme avoid 'bloated' frameworks bootstrap
- Use of multiple short urls with any post to redirect to page plus utm source information for google analytics
- Implement Google tag manager for tracking
- Site to be hosted on current Ubuntu 16 virtual server (full admin access provided) for both staging and live sites
- Code to be managed within hosted version management system (Git), deployed to server via git (currently configured to auto-build css/js via gulp using git hooks)

Content types:

- In addition to standard Pages and Posts:
 - Events with single and repeating events
 - Spaces (i.e. rooms within venues for hire)
 - Resident (e.g. artists, performers, producers, etc.)
 - Opportunities (i.e. work with ASLS, volunteering with members)
 - Lost items
- All forms preferred to be built with ACF Advanced Forms / Recaptcha / Mailjet

Frontend requirements:

- Strong visual identity
- Clear path to conversion / lead generation
- Clean design (based on wireframe provided)
 - Mobile-first responsive markup
- Simplified navigation (i.e. no dropdown or mega-menus)
 - Provide navigation within content where relevant
- Event calendar
 - Provision of relevant filters to list by date, type or venue
- Social media integration (share, follow, etc.)
- Newsletter sign-up / Contact form
- Ability for project listing display to adjust based on number returned.

Proposal Requirements

Please include the following in your proposal response:

- Overview of your company
- How you will meet our objectives
- Proposed development timeline, from kickoff to launch, plus ongoing support options
- Details about your team
- Recent design & development examples
- Any references
- Any key differentiators about you
- Pricing with optional elements line-itemed
- Terms & conditions
- Ongoing support



RFP & Project Timeline Details

- 20 Nov '18 RFP Sent
- 11 Dec '18 Responses Due
- 7 Jan '19 Finalists Selected & Contacted
- 21 Jan '19 Winner Selected & Contacted
- 01 Feb '19 Project Kick-off
- mid May '19 New Website Launch

Relevant Docs Available Upon Request

Required site structure and initial wireframes.

Contact information

info@artspacelifespace.com

Ref ASLS Website RFP