

JERWOOD ARTS

Website Design Brief

11 May 2022

Brief

To design and develop a new website for Jerwood Arts.

Budget

Fee: £25,000 to £30,000 inclusive of expenses and VAT.

Context

Jerwood Arts is the leading independent funder dedicated to supporting UK artists, curators and producers to develop and thrive. We enable transformative opportunities for individuals across art forms, supporting imaginative awards, bursaries, fellowships, projects, programmes and commissions. We are committed to supporting artistic freedom of expression and being as inclusive as possible across all our work. We present new work and bring people from across the arts together through our exhibitions and events across the UK and online.

This project comes at a key moment for Jerwood Arts, which will bring its influential exhibition and events programme at Jerwood Space to a close at the end of 2022 after 18 years. From 2023 Jerwood Arts will be distributing over £1m per year in grants to arts organisations and directly to artists, curators and producers, working across all artforms and disciplines.

Our audiences are early career artists and arts professionals. They are usually looking to us for the following: funding opportunities, jobs, exhibitions, events and resources (eg funding signposts or reports).

Jerwood Arts is part of a family of philanthropic organisations: Jerwood Foundation, Jerwood Arts, Jerwood Space and Jerwood Collection. Although connected, each organisation has a different purpose to serve.

Three core values underpin all our work:

- **Responsible:** Committed to listening, learning and responding to artists' needs; to being inclusive and accessible; to being accountable to our beneficiaries and our board; to improving environmental sustainability; and to responsible investment
- **Imaginative:** Committed to supporting outstanding, distinctive, visionary artists from diverse backgrounds from across the UK; to empowering artists to experiment and take risks to develop their practice and realise

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new ideas; to embracing difference and acknowledging that in doing so we need to act differently ourselves

- **Independent:** Committed to thinking freely, having a distinct voice and supporting this in those we support; to advocating and using our influence strategically to improve conditions for artists; to collaborating with imaginative, specialist partners and other funders who share our aims

CURRENT SITES

The new site will replace two existing sites, both built in WordPress. These were designed and developed (in 2016) as separate sites each with a distinct identity and URL, but the second site now functions as a sub-domain, with both sitting under the Jerwood Arts brand.

The main Jerwood Arts site (jerwoodarts.org):

- Provides insight into our mission and values
- Promotes our funding opportunities and provides detailed information, guidance and support for potential applicants
- Provides functionality for online applications and administration of selection process (managed using Gravity Forms)
- Provides regular updates on our work (eg award announcements, annual reports, and the work of alumni)
- Lists our team and artist advisers
- Highlights funded projects, award recipients and partners
- Signposts opportunities and support from other organisations

The exhibitions and events site (jerwoodarts.org/exhibitionsandevents):

- Provides information about our exhibitions and events programme, at Jerwood Space, online and at other venues
- Presents visitor information for Jerwood Space (including access information)
- Hosts editorial content (eg commissioned writing, short films and interviews)
- Showcases the work of supported artists at current exhibitions

There are approximately 4,600 pages of content across both sites, including:

- Details of all current and previous programmes and funded projects
- Details of recipients and partners for projects

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- Over 350 exhibitions and events (which can only be found through the site navigation when current, but remain accessible via links / search engines).
- Over 350 writing and media posts (editorial content related to current and past exhibitions) including audio (hosted by Soundcloud) and video (Youtube and Vimeo). These are not currently tagged or categorised in any way.
- 308 news posts which include announcements, calls for applications, press releases, impact stories. These are uncategorised.

The two sites receive an average of around 9,000 visitors per month. Over the past four years the sites have seen a 15% overall increase in visitors (from 94,150 in 18/19 to 108,401 in 21/22). This has been driven by a significant increase in traffic to the main site (accompanied by a drop in traffic to the exhibitions and events site). In 18/19 traffic to the two sites was roughly equivalent, while in 21/22 79% of traffic was to the main site.

There are occasional spikes in traffic to the main site, most recently over 5,000 visitors over two days on the launch of the 1:1 Fund in September 2021.

The highest proportion of users (23%) visit the apply areas of the site, with significant proportions of users also visiting the About (9%), What's On (8%) and Writing and Media (7%) areas.

Further detailed analytics are available on request.

Objectives

Jerwood Arts needs to develop a single website which clearly communicates our work and delivers an easy to navigate user experience, meeting the needs of a range of users.

The new site should:

- Tell a compelling story of Jerwood Arts, reflecting our values, showcasing our programmes and demonstrating the impact of our work.
- Feature a simple, uncluttered design and strong visual presence.
- Be easy to navigate, clearly presenting the different strands of our work and how our audiences can engage with us (eg from applying for an opportunity to seeing/reading/listening to the outcomes of what artists have created with our support)

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- Surface and showcase the wealth of existing content (film, audio, podcast/radio, articles and features etc) available online and create connections between the different areas of our work.
- Connect with third party platforms and sites in intelligent ways, including social media platforms and websites (both our own channels and those of our artists and partners)
- Offer a high degree of accessibility, considering users with a variety of access needs, meeting the latest technical guidelines and reflecting best practice.
- Provide a new hub for beneficiary artists that holds our non-financial support and resources. Ideas for this include artist workshop zoom recordings, templates for best-practice working and peer to peer support
- Host or integrate with an application form builder to support our team during the opening of funding opportunities and administration of selection processes
- Offer the ability to archive, organise and categorise past programmes, writing content, and discursive media content (such as videos of artist talks, podcasts, documentation and image galleries) in the back end of the site.
- Be easy for staff to update and manage.
- Be well crafted and technically robust; optimised for performance (eg page load speed), accessibility, SEO and other technical areas.
- Support our ambitions to increase website users and average time on site and reduce bounce rates.

The following list of requirements is not definitive. We are looking for someone to work collaboratively with us to understand and scope out our requirements and help find the best solutions to meet our objectives.

Requirements: Site Architecture

The following table represents our initial thinking on content. It is not intended as a site plan. We anticipate working with the appointed developer to create an intuitive and user-friendly site architecture.

Content area	Content to include
Homepage	Brand messaging Highlight new content and activity Clear signposting for audiences to relevant content

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Apply now	Online application functionality
Calendar / what's on	Exhibitions, productions and other events by currently supported artists and partners Jerwood Arts events (online and in person)
Programmes, partners and artists	Current and previous programmes Supported artists Partners
Editorial	Existing <u>writing and media</u> content including: commissioned articles, short films, podcasts, audio recordings etc. Jerwood in Practice (blog reflecting on our work)
Artists' hub	* New content * Artist workshop recordings Templates for best practice Peer to peer support element Jerwood Arts contacts
News	News from Jerwood Arts and the team
About	Vision & mission, how we work Team and board Contact
Persistent elements	Accessibility options Social media links Contact details Legal pages (privacy policy etc) Calls to action (eg apply now/ join mailing list)

We would particularly like to explore the following questions:

- As an independent funder (and not the main event promoter) how do we ensure our event and exhibition listings are useful and add value to users (without duplicating venue partner listings)?
- What content or functionality might be included in our artists' hub that could help build a community among supported artists?

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- How do we archive, organise and categorise past programmes and writing content and discursive media content?

Requirements: Technical

Jerwood Arts requires a single website which merges the two current sites and is supported by an easy to use, secure and flexible CMS. **WordPress** is our preferred platform. The CMS must be efficient and easy to use, update and troubleshoot for non-experts in the team.

Specific functionality required includes:

- Ability to host a password protected hub-space for the artists we work with.
- Ability to integrate a form builder platform or plugin, to create and host accessible and efficient application forms, including functionality to hold a large number of applications for the team to review and download.
- Ability to manage approval processes for updates (eg notifications and 'approval' status)
- Easy to use accessibility options so that visitors can adapt settings to their needs (eg contrast, text size, cursor size). We would be happy to use a recommended third-party plugin to provide this functionality.
- Site search function.
- Option for users to change language (to Welsh) highlighted on specific pages.
- Seamless integration of images and embedded video and audio content.
- A site that reflects best practice in website security and an approach for identifying and securing against vulnerabilities or attacks.

We anticipate that integrations (eg with email service provider) will be simple. We are keen to make use of the integration options provided with systems and don't anticipate any complex / API integration requirements.

Content migration will be required from the two existing sites.

Requirements: Brand and Design

We want to create a site with a simple, uncluttered contemporary design and a strong visual presence that showcases the work of the artists we support. The design should be accessible and easy to navigate, reflecting our brand and core values.

The new site will use our existing logo, but we would like the appointed website agency to work with us to develop the use of the visual identity in the website

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design (which could include the introduction of new fonts, colour palettes or graphic elements), helping bring the brand to life online.

Requirements: Support, Maintenance and Hosting

- The site will be maintained on an ongoing basis by in-house staff, but we would like to maintain a relationship with the developer to support any issues or updates. Please let us know how you would plan to address this in your proposal and indicate costs.
- Secure hosting of the website to be agreed under the recommendation of the appointed supplier. Please indicate costs in your proposal.

Reference sites

- <https://photoworks.org.uk/>
- <https://freelandsfoundation.co.uk/>
- <https://goldsmithscca.art/>
- <https://esmeefairbairn.org.uk/>
- <https://artesmundi.org/>

Timeline

Deadline for submissions:	Friday 27 May 2022
Interviews:	Tuesday 7 June 2022
Appointment of web developer:	Monday 13 June 2022
Website design & build:	June – October 2022
Content entry & snagging:	November – December 2022
Launch of new website:	January 2023

How to apply

Proposals should be submitted to Sam Scott Wood (website project manager) by email to sam@samscottwood.com by **5pm on Friday 27 May 2022**. Proposals should be no more than 20 pages, including details about you / your company, your proposed process, examples of previous work and two client references, as well as a costing.

A shortlist of applicants will be invited to meet members of the team to present their proposals on Tuesday 7 June 2022. We will respond to all applicants to let people know if they have been invited to interview or not. We will make a final decision by Monday 13 June 2022.

Please contact Sam Scott Wood (sam@samscottwood.com).if you have any questions about this role or if you have any access requirements that we can

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support you with during the application process. We will respond to email enquiries within three working days.

Equal Opportunities

We are taking positive action to achieve equal opportunities in our recruitment procedure, welcoming applications from people or agencies led by people of any race, nationality, ethnic origin, religion, socio-economic background, marital status, sex, sexual orientation, age or disability. We actively encourage those who are currently under-represented in the arts and funding sectors as well as those with lived experience to apply.

In particular, if you are from a background that is currently under-represented in the arts and funding sectors (for example if you are d/Deaf or disabled, from an African, Caribbean, LatinX, South Asian or East Asian background, or you did not go to university), and you would like to talk to us about this brief, please email sam@samscottwood.com by 23 May 2022 with your name, phone number and what you would like to talk through. This is an opportunity to find out more about the project, Jerwood Arts' work and approach. We will not ask you to disclose your background and the conversation won't affect the outcome of the application.

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