

April 2014

Arboretum Residents Association (ARA)

Brief for ARA web-site

ARA OVERVIEW

The Arboretum Residents Association is committed to building the community cohesion and 'spirit' of the Arboretum Area. The ARA is managed by a committee with a membership of individuals living within the Arboretum.

THE ARBORETUM

The Arboretum in the centre of Worcester, and use to be a working class area, but has now evolved into a diverse community with people from various ethnic groups, ageing from children, students and older people

PROJECT OVERVIEW AND OBJECTIVES

We wish to engage and communicate with the Arboretum Community via the production of a new website. The website would also include a donation function, and would also act as a consultancy tool.

ACTIVITY

The successful applicant will design and produce the ARA web-site within a defined period

TECHNICAL REQUIREMENTS

It is anticipated that the website will have the following sections:

- Front Page
- About the ARA
- News
- Events and 'Community Spirit'
- 'Have Your Say' Consultation
- Giving

The content will be supplied by a project consultant working on behalf of the ARA, who will be supported by the ARA Chair and Secretary

Success will be measured by unique web-site hits in the period running until end March 2015 (10 months from project start).

We will not require hosting

USABILITY REQUIREMENTS

a) Those responsible for managing the website are not technically skilled, therefore the site must be easy to administrate and there must be training available

(b) The website must be accessible via standard browsers, smartphones and tablets. As such no technologies such as Flash should be utilised. Users of the site should be impressed by it's design, and have ease of travel between sections. They must also be able to donate, and fill in online surveys.

FUNCTIONAL REQUIREMENTS

Administrators of the site should be able to use/manage the website with ease including: changing content (text/pictures/pdfs etc, adding pages, changing page hierarchy, inserting hyperlinks, adding consultations via tools such as survey monkey, checking site usage.

Website editors must be able to edit content without requiring technical knowledge - we therefore require a solution based on an open source Content Management System (Drupal, Joomla, Wordpress, et al)

PROJECT BUDGET

The project earmarks up to £3,500 for the production of the web-site

PROJECT SCHEDULE

Will be produced from Monday 2nd of June, and is to be completed by Monday 14th July.

ACCOUNTABILITY AND PAYMENT OVERVIEW

The successful consultant will be held to account by the ACE sub-group and ultimately to the committee members of the ARA. Payment would be on satisfactory completion of the website and will be paid within 10 working days of project end (Monday 14th July).

RESPONSES TO THIS BRIEF ARE ASKED TO

1. Provide a reference from a recent customer
2. Evidence examples of their work that shows success in building web-sites

Provide detail how they would aim to do this in the case of the ARA web-site by covering the following areas:

3. Functionality in response to the Functionality Requirements
4. Ease and independence of web-site administration in response to the Usability Requirements part (a)
5. Experience of users of the site in response to the Usability Requirements part (b)
6. The look of the web-site (with design skills proved in the production of an ARA logo)
7. Detail project timescales and how they intent to meet the project deadline
8. Prove value for money

Responses will be scored on a five point scale of satisfaction. Please respond to each of the 8 above items in order, and in a single document. This can be either in hardcopy or electronic format

Responses should be returned to by the Thursday 22nd of May 2014 at 9am. The two highest scoring applicants will be invited to come and speak to the ACE sub-group on Tuesday 27th May for a 30 minutes slot between 7pm and 8pm. The successful applicant will be informed by 5pm Thursday 29th of May. With work to begin on the week starting Monday 30th June 2014.

Responses should be sent to

Mr Ivan Smith, ACE sub-group Chair at 13 Chestnut St,
Arboretum, Worcester, WR1 1PA or e-mail
ivanjgsmith1@hotmail.co.uk

For further information contact the ARA Chair, Ivan on 01905
28286 or visit www.thearboretum.org.uk

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