



**CULTURE**  
COVENTRY

## Invitation to Tender

### Website for Culture Coventry

#### Setting the scene

Culture Coventry is the trust which manages a majority of Coventry's best-known visitor attractions, including Coventry Archives, Coventry Transport Museum, Herbert Art Gallery & Museum, Lunt Roman Fort and The Old Grammar School. Aside from our physical venues, we also manage Herbert Media (our creative production function) and Ventures which is the corporate arm managing our retail offer, cafes and event hire.

As Coventry heads towards our year as UK City of Culture 2021 and the Commonwealth games following shortly after, we are in a unique position whereby we expect visitor numbers and cultural tourists to increase greatly. We acknowledge not only does our physical offer need to be prepared for more footfall and users, but so does our digital presence.

With this in mind, we are looking to appoint an innovative and creative digital agency to build a website which brings our current individual sites into one aesthetically pleasing, user friendly, accessible and robust website which enables us to actively cross promote and attract new audiences. The website will be built in a way which is compatible with the latest technology, but also have a CMS which enables our in-house team to update all content.

#### So, who are our audiences?

As you may expect from our broad portfolio of sites, commercial activities and programming – we need a website which reflects this.

However, the predominant motivations for people visiting our website/s are:

- To find out what's on
- To find out where we are and when we open
- To book tickets
- To view our collection
- To read news stories
- To book educational / group visits
- To hire our venues and services

It is essential visitors to our website can:

- Discover what is on and be suggested other activities they may like
- Find out where we are, when we are open
- Explore what we have on display
- Book learning sessions or hires
- Purchase tickets
- View our digital projects such as online exhibitions or livestreams
- Donate

## **What would a great website look like to us?**

We want one website which houses all our offers and enables us to cross promote easily; the site must be effortless to navigate and feel 'on brand'.

The agency will need to work with our internal team to map multiple user journeys and utilise these to build an architecture that suits diverse audiences. Accessibility must be incorporated into all aspects of the website.

We need to be able to capture who our visitors are and collect data in a gamified way. We need to link the site to our social media channels and newsletter sign ups. The final product needs to look great and be functional on both desktop and mobile devices.

Past events and exhibitions need to be archived automatically with times and dates appearing clearly. We want to suggest to visitors' other events they might like based on what they have looked at.

The CMS needs to be built so our in-house team can edit almost anything and without requiring additional developer time.

We need a website which has longevity and can support the growing ambitions of the organisation, the team delivering the project should align to our beliefs of innovation and accessibility.

## **Our current websites**

- Culture Coventry: <http://www.culturecoventry.com/>
- Herbert Art Gallery & Museum: <https://www.theherbert.org/>
- Coventry Transport Museum: <https://www.transport-museum.com/>
- Lunt Roman Fort: <http://www.luntromanfort.org/>
- Coventry Archives: [https://www.theherbert.org/history\\_centre/default.aspx](https://www.theherbert.org/history_centre/default.aspx)
- Coventry Collections: <https://www.theherbert.org/collections/>
- Venue Hire: <http://www.uniquecoventryvenues.com/herbert/default.aspx>
- Herbert Media: [https://www.theherbert.org/corporate\\_hires/production\\_hires.aspx](https://www.theherbert.org/corporate_hires/production_hires.aspx)

## **How much traffic are our websites currently receiving?**

Across our two busiest websites, [www.theherbert.org](http://www.theherbert.org) & [www.transport-museum.com](http://www.transport-museum.com) the user base is split 45/45 between desktop and mobile devices. The final 10% is tablets, however this number continues to decline. Across all websites we reach over 1,000,000-page views annually.

- Culture Coventry: No analytics.
- Herbert Art Gallery & Museum: Over 110,000 website visits each year, achieving over 460,000-page views.
- Coventry Transport Museum: Over 170,000 website visits each year, achieving over 543,000-page views.

- Lunt Roman Fort: No analytics.
- Coventry Archives: Over 7,000 views a year.
- Coventry Collections: Over 5,000 views a year.
- Unique Coventry Venues: Since April 1, 2019 we have received over 1,000 visits.
- Herbert Media: Over 1,100 views a year.

### **Where are our visitors coming from?**

We continue to see a rise in the number of national and international visits to our websites.

### **What are similar organisations doing?**

There are cultural organisations who we feel have created one cultural hub in a successful way, we have included some examples below.

- Bristol Museums: <https://www.bristolmuseums.org.uk/>
- Liverpool Museums: <https://www.liverpoolmuseums.org.uk/>

### **Ecommerce**

As we move towards selling admission tickets online, we will need a site where ReCreateX (Gantner) can be easily integrated for sales and potentially other services such as room booking requests moving forward. We also require an online retail shop which links to ReCreateX allowing for a unified stock checking system.

### **Your skills and experience**

- Proven expertise in website development.
- A working knowledge of the latest technology.
- Experience of integrating with other systems such as ticketing platforms, TripAdvisor, Collection Management Systems, etc.
- A proven track record developing websites for cultural organisations / attractions is desirable.
- Responsive when dealing with queries and implementing changes.
- Effective project management skills.

### **The process**

Agencies are invited to submit a short proposal; the submission should include:

- Proposed methodology
- Suggested timeline
- Relevant examples of previous projects
- CV's of individual project team members
- Contact details for two referees
- Remuneration and fee expectations
- Confirmation of capacity to commence and complete the project by 31<sup>st</sup> August 2020

Please contact Ruark Jon-Stevens, Marketing & Communications Manager to discuss this opportunity. [ruark.jon-stevens@culturecoventry.com](mailto:ruark.jon-stevens@culturecoventry.com)

Proposals should be submitted before 5pm on Monday 6 January 2019.

We anticipate inviting a small number of agencies to present in mid-January 2020.

**Evaluation Criteria**

- Each proposal will be evaluated against the following criteria:
- Understanding of the project brief
- Understanding of Culture Coventry
- Credibility and proven expertise
- Methodology
- Added value offered
- Value for money / return on Investment

Culture Coventry reserves the right not to award a contract if it is judged that no viable or appropriate tender has been received.