

INVITATION TO QUOTE FOR: Museum Development Midlands Website

Date: 31 January 2024

Introduction

Museum Development Midlands (MDM) is the new Museum Development provider for the East and West Midlands from 1 April 2024. It is a partnership between Ironbridge Gorge Museum Trust and Leicestershire County Council, the providers of the current museum development programmes in the West Midlands and East Midlands respectively. MDM is funded through Arts Council England (ACE) and will be one of five area museum development providers across England.

Through grants, free training and projects the programme supports the museum sector across the Midlands region to develop, thrive and reflect the rich diversity and cultural heritage of the region.

We wish to commission a new website for the new museum development programme from 1 April, replacing the two existing programme websites with the new branding and to be consistent with our new identity.

We need the site to focus on promoting training and funding opportunities to sector partners, provide sector news and help us build our mailing list.

About Us

From April 2024 Museum Development in England will be delivered by five area providers. Museum Development extends across the UK and forms the national [Museum Development Network \(MDN\)](#). Each provider tailors opportunities for participation in schemes, training, grants programmes and networks based on an informed understanding of the context and needs of museums in their area.

The MDM programme will invest in the development of individuals and organisations via a range of advice, information, initiatives, and small grants and directly supports the delivery of the UK Accreditation Scheme for museums and galleries in England.

There are currently 241 Accredited museums across the Midlands region, plus 24 who are formally Working Towards Accreditation. The sector includes English Heritage, Independent, Local Authority, National Trust and University; with a diverse range of collections covering archaeology, archives, buildings, ceramics, costume, decorative and fine art, geology, industrial heritage and social history.

Target audiences	What they want
Museum professionals Museum volunteers Museum Trustees Freelancers	About MDM section Team overview Events section News section Grant funding opportunities Job listings and tender opportunities Resources Sector partners and network links
Stakeholders, funders and partners	Showcase activity and quality of work Oversight board

Core Objectives

MDM need the new site to focus on promoting our free training opportunities, projects, funding opportunities, and sharing news and best practice to museum professionals in the Midlands.

The site design needs to feel modern and reflect our new organisation. Accessibility and environmental sustainability are a priority for the website.

We have some basic knowledge of WordPress but we are open to other Content Management Systems. We need the new site to be easy for administrators to use.

Events will be booked via Eventbrite.

There is a lot of content on the two existing sites (<https://mdem.org.uk/> and <https://mdwm.org.uk/>). Some of the content is out of date on the current sites, we need advice on auditing what we have. We would like help with the site structure to ensure our different audiences are catered for.

The most visited pages on the current sites are events, grants and job vacancies.

Due to limited funding for the programme ongoing maintenance costs to be minimal.

Project Scope and Deliverables

Website: We would like a new responsive website with a modern look and feel that is easy to use and navigate. The site should dovetail with our branding and present us in line with our values.

It must include news and events sections. These must have searchable filters that can be applied. The searchable filters to include Museum Development Midlands, Arts Council England and Other in addition to themes.

Mailing service: Compatible with Campaign Monitor or Mail Chimp (tbc)

Job vacancies and opportunities: Museums can write their job vacancies and tender opportunities directly to the website database. They must confirm that the job vacancy meets certain standards as part of the process. The vacancy would be held as 'pending' prior to authorisation by the MDM team to make it live.

Cookie compliance: Use of best practice for compliance, opt-in and policy

X: Include links to our social media and recent posts

Repointing: Existing websites to repoint to the new landing pages on the new website.

Training: We will need a training session for our team to allow them to feel confident to prepare and upload new content onto the new website.

Basic ongoing support and hosting costs: This will include a small retainer of 1-2 hours per month for development.

Site Structure

Possible site structure

Main Navigation:

- Home page
- Training opportunities
 - Upcoming events
 - Show detail pages
 - Archive
 - Show detail pages
- News
 - Archive including newsletters
- Grants
- Accreditation
- Resources
 - Annual Museum Survey
 - Case studies
 - Other resources
- About us
 - History
 - Our team
 - Team biographies and specialisms
 - Oversight Board

- Biographies
- Vacancies/ tenders
- Contact us

Footer links

- Privacy & Cookie Policy
- Accessibility statement
- Sustainability statement
- Our Partners
- T&C's

Design Preferences

We would like the new site to have a modern look and feel and be easy to use and navigate. The site should dovetail with our organisational branding and present us in line with our values. The design should reflect our programmes and activities. We are looking for the design to reflect our creative programmes and the work we do.

The design will need to incorporate our logo, fonts and colour palette. As one of five Museum Development Providers there is a colour palette and preferred fonts for consistency across Museum Development England as a whole. Our new logo is the same style as the current West Midlands Museum Development logo. The draft brand guidelines are available on request.

Functional Requirements

The site will have an easy to manage content management system

The site will need an intuitive search function.

The site will need to be built to W3C AA accessibility standards.

We will need an itemised quote for migrating the content from our current site.

The site should be built with best SEO practices in mind and must have the relevant 301 redirects set up to direct traffic to the new pages. Until the site is fully operational, the search heritage should be preserved through temporary 'catch all' forwarding.

The site should incorporate a free to use analytical tool such as GA4.

We will use Campaign Monitor or Mailchimp to send emails to our subscribers – the new site will need to integrate this with our contact and mailing list forms.

We take our carbon footprint seriously and want our site to adhere to best practices relating to sustainable web design. This includes consideration over fonts, colour, imagery, code compression and tracking scripts.

As one of five Museum Development Providers there is a colour palette and preferred fonts for consistency across Museum Development England as a whole. Our logo complements the other providers.

The site design philosophy should allow us to keep the website up to date as we adapt to modern trends eg flexibility of page templates to allow us to create a variety of pages in the future.

Timescales and Key Dates

We would like a skeleton site to be ready for 2 April 2024 to coincide with the launch of Museum Development Midlands. Our plan is as follows:

- **No later than 7 February** – brief circulated
- **19 February** – tender applications close at 9am, internal shortlisting
- **Thursday 29 February** – Interviews with shortlisted candidates
- **March** – website design and build (to be agreed with supplier), content entry, proofing and testing audit existing content, begin writing any new content required
- **2 April** – Home page live on new domain with link to Eventbrite page, newsletter sign up and privacy policy
- **April** – final content for About us, Events and News complete
- **May** – final content for remaining sections
- **June onwards** – maintenance and support contract begins

Budget

MDM welcomes quotes up to a maximum budget of £10,000 (excl. VAT)

£500 (excl. VAT) per quarter budgeted for ongoing site hosting, maintenance support and development retainer.

This work is funded with public money through Arts Council England, so it is imperative that we follow 'best value' principles when appointing our consultancy partner.

Your Proposal and Costs

If you are interested in working with us to develop our new website, please provide a written response to this brief covering the following criteria:

- Your approach to the project
 - Meeting our objectives

- A summary of your project process and how we would work together, including addressing potential project problems
 - How you would approach the creative/ design delivery
 - A description of the technologies you would recommend and why
- Addressing web site accessibility and sustainability
- Costs
 - Itemised project costs by activity, hosting charges and payment schedule
 - What an ongoing support and maintenance arrangement would look like
- Delivering comparable projects, this should include 2 references for clients you have worked with in the past 3 years

Please email your proposal to Dawn Allman wmmd@ironbridge.org.uk by **9am, Monday 19 February**.

Any queries or things you would like to discuss beforehand?

We are more than happy to discuss the project with you beforehand and answer any queries you may have.

Please contact Dawn Allman dawn.allman@ironbridge.org.uk to arrange a friendly, informal call.

Prepared by:

Michelle Davies, Joint Programme Manager, West Midlands Museum Development

Elizabeth Moran, Programme Manager, Museum Development East Midlands

Dawn Allman, Museum Development Officer – Data and Comms, West Midlands Museum Development