

Project: Torbay Connected website design brief

Client: Torbay Council
Creative direction: Ginkgo Projects Ltd
Date: February 2010
Version: 02

Aim: To design a robust project portal for Torbay Connected that will act as a resource to promote, demonstrate, store project aspirations, concepts and material.

Background: Torbay Connected is a cross cutting project that aims to promote and develop a system of natural legibility and place enhancement through promoting the role of creativity and culture within the main routes and developments in the Bay.

The project brings together a wide variety of both public and private sector interests and disciplines and aims to provide connect people with places and spaces in the Bay so as to provide a series of rich cultural experiences that will link destinations and encourage people to explore and move from one place to another.

The project is currently composed of a number of elements which we intend to bring together through an interactive participatory website portal. The website will be the main way in which users will interact with the project. The main project elements are:

1. A model / guidelines for how creativity and cultural can be used to enhance Torbay's destinations, spaces and routes.
2. Active contribution and advice into existing initiatives and projects so as to embed through practice the projects ideals and practices.
3. A research and pilot project to demonstrate and test the model.

The project will be visible over this summer and the website is required to be active by the end of June 2010.

Art and creative consultants, Ginkgo Projects are working for Torbay Council to develop and deliver Torbay Connected.

We are looking for a simple, practical and cost effective approach to develop an interactive site that will provide a shop window for the project.

General Image: The site should be user friendly and designed to be flexible, and be easy to access for a range of different users.

The site should have a strong visual identity and capture the entice users to explore the ideas and content that forms Torbay Connected. Please see indicative framework at the end of this brief. This outline shows the range of expected areas, although this is subject to development.

It is important that the site remains 'light' and can be navigated very quickly and easily. Images are important. It is important that the site is easy to use by those with internet access from phones or PDA's.

Expressions of interest are invited from either designer / programmer of both. We anticipate that much of the budget will be developed creating the site infrastructure and content management system using a simple, elegant visual identity.

It is anticipated that the site will address the whole of Torbay, however we have developed one area of the Bay in detail (Cockington to Torquay Harbour) and it is expected that this area will be developed more fully allowing the tools and techniques developed here to be expanded to other areas.

Audience:

The primary audiences are:

- Developers and those interested in the external environment.
- Torbay Council officers
- Community interest groups
- Specialist interest groups especially in environment and culture
- Residents
- Individuals, especially those with a story to tell relating to the heritage and current activity within the Bay.

Content:

The site requires a very straightforward & flexible content management system that allows quick updates to the site.

We should be able to use this system with a minimum level of skills or training. Ideally this should be in a 'what you see is what you get' form rather than a tabular format.

Navigation should be intuitive using industry standards and approaches.

It is expected that the main interface for the site will be in the form of an interactive mapping using current web based systems such as Google and other open source information and initiatives.

We are looking for a 'Mashup' that has up to 10 layers which the viewer should be able to turn on and off easily. The back end should be designed so the layers can be updated simply. The map will use postcode and GIS data to smartly map the Cultural and Creative landscape of the Bay. The developer will use Google, Picasa and the soon to be available Ordnance Survey maps.

At the front end of the maps the viewer will be able to click into an object of interest and discover more as a new page pops up with the object's legend (pictures, video, and narrative).

One element of the map will be open to visitors of the site; we will ask visitors to send in suggestions of heritage, history, and cultural anecdotes which are tied to a geological point on one of the layers via postcode. This will be done using a simple submission form that will be processed by the TC team before being added to the people's layer of the map.

Specific areas which are shown on the attached graphic include:

1. Interactive map linking through to site and project information
2. Project theory and concepts
3. The Toolkit
4. Creative Skills database (linking to the Creative Torbay website)
5. Client areas: opportunities, press area/resource
6. About us
7. Contact
8. Links /news

The site should be designed to conform to current accessible design requirements and practice.

- Optimization:** We require the site to be highly visible and therefore require a strategy and design to achieve this.
- Hosting:** The site will be hosted through Titan Internet; please review their offer and advise on technical requirements. The site should be designed so it can be easily transferred to a different host if required.
- Copyright** Copyright and ownership of all material will be discussed with a view to the IPR issues surrounding the programming to be retained by the designer and the IPR issues surrounding the content to be retained by Torbay Council. It will be expected that a free licensing arrangement to use the content/system designed for an indeterminate length of time will be granted for the benefit of Torbay Council. It will be expected that a full exploration of surrounding issues related to user content will be explored to ensure that all user supplied content is suitable for free for publication. It will be expected that consent forms will be part of the content management system.
- Deliverables:** The deliverables are:
- The website as agreed in revised project brief post selection
 - Documentation: website map with software/ technical forms used
 - An easy-to-use printed manual for content management should be supplied.
 - Hosting requirements with user names and passwords
 - A statement confirming that it has suitable accessibility requirements
- Budget:** £5,000 ex vat inclusive of expenses, for both design and content is available for the provision of the website design and content management system.
- Submission:** Registrations of interest are invited to be submitted by 5pm 22nd March 2010 in electronic format. You will be sent a confirmation receipt of your application within two working days of your submission, it is your responsibility to ensure that the email submission has been acknowledged.

Interviews will be held on the 1st April 2010 in Torquay.

Information required:

- A C.V and approach to website design
- How you would address this brief within the budget outlined.
- Links to previous clients' sites.
- Copy of a content management handbook as supplied to a previous client (if available).
- Daily rates for further work
- Any further approaches / recommendations you may have in developing the Torbay Connected website.

Please email this information to:

Tom Littlewood
Ginkgo Projects Ltd

tom@ginkgoprojects.co.uk
01934 733406

Ginkgo Projects Ltd, St. Judes Studio, High Street, Axbridge BS26 2AF

