



Sheffield Museums Trust

Website Development Brief
December 2020

1. Who we are

1.1 Museums Sheffield & Sheffield Industrial Museums Trust

Sheffield's museums and the collections they house are currently operated by two separate museums Trusts.

Sheffield Industrial Museums Trust is the independent charity that cares for three unique and important heritage sites in Sheffield: Kelham Island Museum, Abbeydale Industrial Hamlet and Shepherd Wheel Workshop. The Trust, established in 1994, showcases Sheffield's industrial story from early industrialisation to modern times where Made in Sheffield remains a mark of craftsmanship and quality known worldwide.

simt.co.uk

Museums Sheffield is the independent charity that runs three of the city's leading museums and galleries: Millennium Gallery, Graves Gallery and Weston Park Museum. Established in 1998, the charity cares for and celebrates Sheffield's collection of art, human history and natural science, alongside the Guild of St George's Ruskin Collection. Museums Sheffield regularly works with a range of national partners including the V&A, the National Portrait Gallery and the British Museum.

museums-sheffield.org.uk

1.2 A new museums Trust for Sheffield

2021 is set to see a major milestone in the history of the city's museums as Sheffield Industrial Museums Trust and Museums Sheffield join to form Sheffield Museums Trust, one of the city's biggest cultural organisations.

The new charity will see the city's historic and cultural collections reunited after 25 years to tell a compelling and comprehensive story of Sheffield, its people and the wider world through over one million objects.

1.3 A new website for a new era of museums in Sheffield

Both trusts currently have websites that were developed several years ago. In that time digital engagement has completely transformed. When first built these websites were primarily seen as signposts to our work not a vehicle for it; they were largely envisaged as marketing tools, not as platforms for delivering great creative content, opportunities to foster inclusivity, or meaningfully enhancing physical visits.

The formation of the new Trust represents a wealth of opportunities for the city's museums and we want to ensure the Trust's website is at the heart of that. Our ambition for the new Trust is that through our work, Sheffield's collections fire the imaginations of the audiences we serve, and that Sheffield's museums are celebrated for being inspiring and culturally inclusive. We want to create vibrant museums at the heart of our city and at the heart our communities. To be recognised for dynamic museum experiences that inspire people to think, engage, be creative and connect with the city's past, present and future

We want these ambitions to be reflected in the new website, from how we welcome people and provide the information they need, to the creative content and learning resources we share, to creating meaningful opportunities for engagement and platforms to foreground multiple voices, diverse

experiences and expertise. The Sheffield Museums Trust website will be a useful resource for our visitors, but equally be able to offer meaningful experiences for online audiences far and wide.

1.4 Engaged by Museums Sheffield

The successful company will be initially engaged by Sheffield Galleries & Museums Trust (trading as Museums Sheffield), working in consultation with colleagues at Sheffield Industrial Museums Trust. From 1 April 2021 the developer will be engaged by Sheffield Museums Trust for the remainder of the contract.

1.5 Concurrent rebrand

Concurrent to the development of the new website we'll be working with a design agency to develop the visual identity and brand elements for the new Trust. Part of the design agency's brief will be to develop the digital collateral, including logos, typeface, organisational colour palette, etc for use in the website. We'd anticipate that the appointed web developer and design agency would liaise closely as part of the development process.

Recruitment of the design agency will take place in early 2021. Should it be part of the wider service the appointed developers provide, we would consider the successful company to undertake this work. However, the work will be subject to a separate brief and selection process.

2. Our Objectives

Through the development of the new website we want to:

- i. Create a flexible digital platform that enables us to bring together the many aspects of Sheffield Museums Trust in one place
- ii. Create a digital platform that users find useful, inspiring and engaging
- iii. Use this opportunity as a catalyst to develop, host and grow our digital programme
- iv. Emphasize inclusivity and excellent cultural experiences as being central to Sheffield Museums Trust

3. Scope of Project:

The appointed developer will:

3.1 Project manage the development and delivery process

Oversee the process, from facilitating cross-team input into the initial and development stages, to ensuring comprehensive testing is carried out. As well as managing the delivery timescale and ensuring regular updates and opportunities for discussion are scheduled.

3.2 Review, research & reflect

- i. Work with colleagues at both MS and SIMT to understand the aspirations and needs of the organisation, and the opportunities the web platform represents.
- ii. Understand the breadth of user needs, including review of use of both MS and SIMT's existing web platforms through Google Analytics, etc.

- 3.3 Develop and agree website outline including proposed functionality**
- 3.4 Liaise with third party platform providers e.g. The Museums System re online collections and Priava re online booking enquiries**
- 3.5 Work with MS & SIMT's existing web developers to make superficial changes to current MS and SIMT website to reflect the new Trust identity from 1 April 2021 until new website is live (basic changes to homepages and page templates only)**
- 3.6 Liaise with Sheffield Museums Trust's appointed design agency and Sheffield Museums Trust project leads on development of digital design collateral**
- 3.7 Wireframe and build website**
- 3.8 Liaise closely with Sheffield Museums Trust staff on content creation**
Including colleagues in the Communications, Curatorial, Learning and Commercial teams and the Trust's Digital Producer.
- 3.9 Carry out comprehensive testing including by users**
- 3.10 Develop templates for Sheffield Museums Trust's Mailchimp e-communications**
- 3.11 Discuss entering into a Service Level Agreement for ongoing maintenance**
Covering both the new website and Mailchimp templates, including regular review of accessibility using industry-standard tools such as AXE/SiteImprove.
(N.B. DNS control will remain with Museum Sheffield's IT support providers, Eclipse IT, who will provide access to the developers).

4. Sheffield Museum Trust's website will be:

- People-centred – informed by user need with a focus on providing non-expert users with a great experience, whatever the purpose of their visit
- Simple, clear and easy to navigate
- Fully responsive for mobile devices
- Inclusive and accessible, embracing best practice, fully compliant with latest legislation and meeting WCAG 2.1 level AA web accessibility requirements
- As flexible as possible, keeping the site feeling fresh and allowing us to respond to shifting priorities
- Built on a user-friendly CMS with straightforward, intuitive back-end functionality with effective SEO incorporated
- Capable of hosting integrated video content
- Capable of hosting restricted access content for Friends/Schools/Volunteers/Staff
- Able to foreground fundraising across the site

5. Content Outline:

The new website will feature content including:

5.1 An engaging, flexible and easy to navigate homepage

- i. Navigation based on organisation and user need
- ii. Image-led – integrated video and image content
- iii. Flexible hierarchy to accommodate shifting priorities
- iv. Priority information foregrounded
- v. Page banners for emergency info e.g. site closures

5.2 Information to facilitate physical visits

- vi. Welcoming and inclusive introductions to our sites, their facilities and what to expect from a visit
- vii. Basic information including opening hours, addresses and integrated directions tools, with connectivity between venues to encourage multi-site visit
- viii. User orientated What's On information and calendar function including:
 1. Immersive and engaging exhibition pages that present a breadth of content including images, video and audio that offer a rich stand-alone digital experience, as well as links to more information and related events (Like this: <https://www.liverpoolmuseums.org.uk/whatson/walker-art-gallery/exhibition/linda-mccartney-retrospective>)
 2. Integrated / direct links to third party ticketing platforms
- ix. Fully considered approach to supporting access at our physical sites through resource, content or functionality that directly benefits visitors with additional needs. This might include video, interactive site maps/resources, downloadable access and gallery content information.

5.3 Online collections

- i. An integrated, interface with our collections management system, TMS with a straightforward, intuitive back end
- ii. Easy to use functionality that allows visitors to explore, research, engage with, and potentially curate their own groupings of the online collections
- iii. Link to wider functionality to enable the online collections to be used in rich storytelling and deeper dive engagement – see below
- iv. Functionality that allows links between collections objects by theme/artist/date/etc
- v. An opportunity to include a greater depth of information
- vi. Links to external collections resources including [Hawley Tool Collection](#), [The Guild of St George](#) and [Sheffield Cutlery Map](#)

5.4 Opportunities for meaningful engagement

- i. Mediated dialogues with people about objects/art in the collection
- ii. Storytelling – in-depth insights into aspects of the collection – either from us or guest contributors (Like this: <https://www.sciencemuseum.org.uk/objects-and-stories/women-engineering>)
- iii. A digital creative programme, including digital artists residencies, online exhibitions and works in focus

- iv. Friends/membership area, see below

5.5 Learning resources (text/images/video/pdf downloads)

- i. Schools resources:
 - 1. Schools workshops information including an integrated Priava booking form
 - 2. Platform for streaming pre-recorded online schools workshops, access to this should be restricted
 - 3. General learning resources and classroom materials
- ii. Families:
 - 1. Activities – pdfs
 - 2. Trails – pdfs
- iii. Adults:
 - 1. Area hosting archive of online talks/classes/how to's
 - 2. Find out more resources
 - 3. Links to external partner sites

5.6 Who We Are information

- i. Organisational story including vision and values
- ii. Latest News
- iii. Vacancies – integrated Networx Recruitment RSS feed
- iv. Team info – staff & trustees
- v. Major project info
- vi. Archive of key past activity including an exhibitions archive
- vii. Plans and policies

5.7 Support Us pages

- i. Integrated donations facility
- ii. Targeted info and resources – campaigns/sponsorship/legacies
- iii. Friends membership info
- iv. Friends area including exclusive content
- v. Volunteering info (NB location of volunteer info/area TBC)
- vi. Volunteers area including exclusive content / resources

5.8 Basic retail functionality with potential to expand

- i. Integrated product sales functionality initially limited to print on demand offer
- ii. Link to Art UK print on demand

5.9 Hire our spaces

- i. Image and video-led comprehensive info on targeted site offer (Corporate/weddings/private hire/etc)
- ii. Downloadable brochures
- iii. Integrated contact form

5.10 Site-wide

- i. User-friendly search function
- ii. Donation functionality
- iii. Mailing list sign-up
- iv. Social media links

5.11 Basic intranet

- i. Restricted access area for staff
- ii. Basic pages with simple structure
- iii. Downloadable documents

- 5.12 Google Analytics**
- i. Full analytics for the site
 - ii. Dashboard of key metrics

6. Mailchimp Template

In addition to the website development we also require a flexible template for our Mailchimp e-communications.

The image-led template must be able to incorporate single and multi-story newsletters, invitation to launch events, and fundraising campaigns.

The templates will be fully optimised for mobile devices.

7. Budget:

The budget for this work is £90,000 excluding VAT.

Tender submissions should detail a breakdown of costs that will enable assessment of how time and budget will be apportioned to deliver the project. Please note that tender cost submissions should include all costs including any integration costs associated with third party platforms.

8. Timescales:

Time is of the essence for this project:

| | |
|----------------------|---|
| 25 Jan 2021, 12 noon | Deadline for expressions of interest |
| w/c 1 Feb 2021 | Interview of shortlisted developers |
| w/c 8 Feb 2021 | Developer appointed |
| w/c 15 Feb 2021 | Project live |
| Feb – Mar 2021 | Understanding SM aspirations and user need |
| 1 Apr 2021 | Superficial amends made to existing web platforms to reflect new Trust in operation |
| | Agree website outline / site map |
| Apr – Jun 2021 | Wireframe and build |
| Apr – Jul 2021 | Content creation |
| Jun – Jul 2021 | Trial and test functionality |
| Aug 2021 | Soft launch, snagging and review |
| Aug – Sep 2021 | Staff training and skill development |
| Oct – Nov 2021 | Evaluation, learning and next steps |

9. Tender submission requirements:

Submissions should be submitted by 12noon on Mon 25 Jan 2021 via MyTenders.co.uk and include:

- A completed Tenderers Response Document, which will include:
 - An interpretation of the brief

- Outline methodology, including indicative:
 - Timescales
 - Workplan
 - Budget breakdown
- Examples of previous relevant work
- 2 x references
- Latest audited financial statements

10. Selection Process & Criteria:

The selection process will comprise:

- Shortlisting based on expressions of interest
- Interview of those shortlisted

Selection will be based on the following criteria/weighting:

- Experience of similar work 20%
- Understanding of brief 20%
- Realistic response to timescale 15%
- Outline methodology 25%
- Cost 20%

11. Contact:

The project lead, Chris Harvey, Head of Communications at Museums Sheffield, will be available to answer any questions the brief between Wed 6 and Fri 8 Jan – to arrange a conversation, email him at chris.harvey@museums-sheffield.org.uk