



new art exchange

## **WEBSITE DEVELOPMENT BRIEF**

November 2021

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## **1. Introduction**

New Art Exchange (NAE) is a ground-breaking, award-winning and internationally recognised creative space in the heart of Hyson Green, Nottingham. We are dedicated to promoting excellence in culturally diverse contemporary arts through our exhibitions, events, and engagement initiatives.

We present a changing programme of exhibitions, public programme, creative activities for families and young people, film screenings, festival days, and live performance. NAE is the executive producer of Nottingham Mela, the oldest Mela in the UK and supports emerging artists and creative practitioners of the future through a range of talent development initiatives.

The organisation was formed in 2003 as a partnership between South Asian arts specialists APNA Arts and EMACA Visual Arts, a group dedicated to supporting African Caribbean artists. Together, these partners created a dynamic new organisation to drive the development of New Art Exchange. The organisation launched a new building designed by Hawkins/Brown which opened to critical acclaim in 2008.

## **2. Creative Programme**

The exhibition programme at NAE is designed to extend the mission statement of the organisation: to stimulate new perspectives on the value of diversity in art and society.

To both inspire excellence and to support the development of new talent, we work with a range of artists from the internationally acclaimed to the local and emerging. Our touring exhibitions and artists commissions have been presented at key museums and galleries nationally and internationally. Communities and audiences locally, nationally, and internationally play a key role in our organisation.

We are an Arts Council England National Portfolio Organisation. Diversity, innovation and excellence are at the heart of our work. Every year over 20 high quality exhibitions and over 90 events and performances are delivered, our programmes reach over 180,000 people every year. In a bid to embed innovation in policy and practice we provide specialist support for artists, creative enterprises, cultural leaders and strategic partners in dedicated talent development programmes. The Real Creative Futures programme has supported over 240 prestart ups and launched 7 new creative businesses recently.

We believe in the power of the arts to stimulate important political debate within the public realm. Artists and professionals from culturally diverse backgrounds are currently greatly underrepresented within the sector. To address this imbalance, we take positive action ensure the perspectives of a broader range of cultures and communities are seen and heard.

## **3. Mission Statement**

Stimulate new perspectives about the value of diversity in art and society.

NAE will champion, embrace and engender cultural diversity in all that we do. We will play a leading and stimulating role in the region to ensure that diversity resonates more widely at a national and international level. Through our commitment to informing and promoting the relationship between

art and society, NAE will strive to make increasingly visible the contribution of diverse voices to this agenda.

- Nurturing: To become a place where talent and creativity is nurtured.
- Accessible: To make art and culture accessible to all.
- Open and experimental: To be open and receptive to new ideas and opportunities.
- Excellence: To recognise the value of excellence in all that we do.

## 4. Project Overview

New Art Exchange has a history of commissioning new digital artworks and working in the digital realm. We were recently awarded funding to broadcast live events while our building was closed, and we have a track record of working on leading digital projects supported by high profile partners such as Nesta and the Google Institute. The website was built over 8 years ago, and our digital ambitions and output have grown significantly during that time. NAE is now entering a new phase in its history, with a new CEO coming on board this year, and needs a website to reflect our ambitious plans, platform our work and engage with a wide range of audiences and communities locally, nationally and internationally.

The new site should showcase our rich digital content, open our archives to more audiences and create a sense of joy and discovery for visitors. Through reconfigured navigation and clear signposting, we want to make it easy for visitors to engage with us, find information, book events, and support us. There will be a visual re-brand at the same time and the new website will be a key step in consolidating New Art Exchange's profile as one of the leading art organisations in the UK for diversity, excellence, and innovation.

The audience will be at the centre of the new design, and we welcome working with organisations or individuals that have strong experience of audience and stakeholder research and consultation to achieve the best results. We must consider a wide range of audiences from schools, families, artists and creative practitioners, as well as local and international communities. We want the website to provide multiple points of entry, different voices, and experience to connect with and provide meaningful opportunities for engagement, sharing and discovery.

Technically we would prefer to use an open-source platform and we expect the website to be an exemplar model of accessibility, as well as be optimised for SEM and SEO.

### 4.a Key Features and Technical Requirements

- Flexible platform that houses existing content and in addition showcases dynamic digital content (see <https://www.youtube.com/user/newartexchange> for current examples.)
- Streamlined navigation, easy to use and assists deeper audience journeys.
- Archive redesign so that it can be effectively used by audiences to discover and research artists we have worked with, our past programme and related resources.
- To be an exemplar of accessible design in accordance with industry standards.
- The website must integrate with our CMS, email, booking and donations systems. (There is some scope to develop or change these systems.)
- To be built on an open-source platform.
- Built with google analytics tracking.
- Assistance writing an accessibility statement

- Training on how to use the site
- Please include details of ongoing maintenance and security patch updates to the CMS engine and plugins and quote for costs
- Update the 301 redirects log when the site goes live

## 5. Project Scope and Deliverables

### The appointed developer will

- Project manage the development and delivery process of NAEs new website.
- Create a site that is capable of showcasing our work and rich media more immediately.
- Facilitate team wide, stakeholder and audience consultation through different methods to inform and refine the brief and build in user testing at each relevant stage.
- Agree a realistic timescale and manage this in close contact with NAEs Head of Marketing. The developer will schedule milestone meetings throughout the process.
- Use existing and new information, data from Google Analytics, results from research to refine and define the project brief. Through this process they will understand the needs of NAE and the opportunities this project presents for the organisation and understand key audiences, potential audiences, and breadth of user needs.
- Provide design and platform options, expertise, and guidance for new navigation and ways to deeper user journeys.
- Use expertise to develop archival function of the website and understand current limitations.
- Create wireframe design and build the website.
- Provide a method or solution to migrate historical data and archival material onto the new site.
- Work closely with the NAE team, respond to feedback, solve problems quickly and efficiently.
- Work with the brand designer to ensure the look and feel of the website is consistent, some digital identity development may be required to fulfil this part of the brief.

## 6. Content Overview

Following the development process, we would like the website to be a platform, like our gallery, where both international and local artists and communities, young people and families are presented on the same stage. The website content on nae.org.uk centres around the follow areas:

### **Creative programmes**

Exhibitions, artists, Mela, festivals, public programme, international and partnerships, events and performance, and archive.

### **Engagement programmes**

Young people, Families, Communities, Schools, RCF programme, talent and artists development.

### **Income generation**

Café, donations, hire and supporter's scheme.

### **Practical information**

how to find us, about us, history and contact details

## 7. Budget and Timeline

The budget is in the region of 30K plus VAT for all works and design development.

The expected timeline is below:

Step	Date
Call for tenders publicised	12 Nov
Closing date	3 Dec
Interviews	8 – 15 Dec
Appointment of developer	17 Dec
Scoping and research complete	29 Jan
Agree first stage	15 Feb
Design and Development	Feb-Apr
User testing phase	May
Data migration	May - Sept
Sign off and Live	June 2022

## 8. Responding to the opportunity

Please respond with a project proposal that includes:

Your approach to the project

Details of the team that will work on the project

Details of relevant experience on similar projects

Proposed budget and timeline

Two references

Shortlisted candidates will be invited to interview on the week commencing 8 December

Please send your completed proposal to Vicky Godfrey at New Art Exchange.

## 9. Contact details

For an informal discussion or any questions please contact Vicky Godfrey, Head of Marketing, PR and Digital Communications at NAE, [victoria@nae.org.uk](mailto:victoria@nae.org.uk), 0115 924 8630