



website design brief 2019

about us - PACE Theatre Company Ltd.

PACE is a youth arts organisation that specialises in working with young people aged from 3-21 years. We offer a varied and year-long programme of youth theatre, one-off workshops and masterclasses as well as our 'Fest' programme which offers performing arts experiences for young people during school holidays. We also offer a programme of professional theatre for young people and touring productions for schools, as well as producing the annual pantomime at Paisley Arts Centre. Overall, it is our aim is to create an inclusive and welcoming environment in which young people can **thrive**.

PACE is based at Spires Drama Studios in Paisley, comprising of 2 dedicated drama workshop studios, administrative offices and production base. PACE also manages The Wynd Centre, an auditorium and youth theatre workshop space in a refurbished church. This facility is available to hire for professional and amateur productions, events and conferences.

We are a non-profit organisation, which receives very little public funding. We rely largely on ticket sales, donations and membership fees to fund our work with thousands of young people every year. We are also about to launch a capital campaign for a new theatre space dedicated to promoting and developing theatre for children, young people and families.

our objectives

We want to improve functionality; improve the overall look/design; increase traffic and in turn, participation. We want an online presence that accurately reflects the quality of the work we produce and presents the right image for our organisation, allowing us to sit confidently alongside our competitors and peers (i.e. Scottish Youth Theatre/ Y Dance / NYOS / NYCOS), if not leading the way.

why redesign?

At present our website is outdated and old fashioned. We completed an organisational rebrand in 2018, and for us the next logical step is a refresh of our web presence. As a youth-focused organisation we believe it is important to be forward-thinking in our use of digital technologies, and we want to make best use of the tools available to us.

Benefits:

- > Overall public-facing impression of the company will be improved.
- > Improved functionality will make it easier for our audiences to access up-to-date information, especially those who might be nervous about getting in touch initially. This should also relieve pressure on the amount of time staff spends responding to general enquiries.
- > The chance to design something responsive and optimised for mobile. Currently 65% of our users are accessing our website via either mobile or tablet, but many of our pages do not adapt/present on mobile platforms.
- > Better ability to measure statistics and improve SEO to generate new leads and attract new business.

current situation

PACE's current website www.pacetheatre.com is built in Wordpress, and makes extensive use of plug-ins and tools to improve its functionality. We currently draw workshop information from an SQL database (which is our primary CRM system) to update class times / info. We would want to continue this practice with the new website.

We have recently begun using www.ticketsource.co.uk for our online ticketing. We don't currently integrate with an email marketing service but recently started to use Mailchimp in conjunction with our online ticketing so this is something that we are looking to develop, probably with an e-news sign up.

Approx number of monthly visits/sessions: 2,000. We drive traffic to the website mostly through the use of our social media platforms and we also use Google Adwords.

content

At present we mostly use our website for class listings and to receive applications to join our youth theatre; we use blog posts on the home page for news/updates. It's unlikely that we would want to carry over old content (blog posts etc) as I think we'd want to start afresh, however we will write and provide all the content ourselves.

Ideally, the new website should feature:

- > A strong image-led design
- > A clickable events calendar
- > Links to online donations
- > Applications for youth theatre (*currently linked to our SQL database*)
- > Events and a way to categorise them (workshop/performances / hires).
- > Contact Us – including GPS mapping and ability to call from website (mobile).
- > Current Projects – listings
- > News/ blog posts
- > Overall search function

assets

Brand – we have a suite of logos (developed Summer 2018) that will need to be applied across the site. Our sub-brands use a colour palette of blue and yellow, but we wouldn't want to be tied to these colours exclusively.

Images – We have a huge bank of photographs from our productions but far less of our workshops. There is a plan in place to increase our stock images, and we would like a website that will work as a platform to showcase lots of strong imagery of our work.

target audience

| Audience | Desired Action 1 | Desired Action 2 | Desired Action 3 |
|--|---|--|--|
| Parents of children looking for activities and workshops | Submit an online application to join, or depending on the activity, possibly book a guaranteed place. | Easily find information about our youth theatre, and other opportunities. | Get all the information they need without having to email staff with queries about basic things. |
| Young people (16-21) looking for performance related opportunities | Easily see on the site a list of events they can take part in. | Register their interest online and depending on the activity, possibly book a guaranteed place. | |
| Audiences of all ages | Book tickets online for performances of PACE productions, and external hires for the Wynd Auditorium. | Find listings information about performances. | |
| Potential funders and other stakeholders | Get an overview of our work, history, finances and other funders. | Be more inclined to look favourably on a grant application because we look credible and professional | |
| Casting directors | Find an overview of what PACE can offer and how to access our eligible members. | Be able to execute an online search for young people matching their requirements. | |

websites we like:

What we primarily like about these examples is the clean, contemporary look of the design, as well as the easy navigation:

<https://www.nyt.org.uk/>

<https://britishyouthmusictheatre.org/>

<https://www.thealbany.org.uk/get-involved/>

<https://contactmcr.com/>

specific requirements

- > Mobile responsive
- > Open-source software, preferably Wordpress
- > Ability to integrate with social media platforms
- > Ability to utilise API technology to limit workload for updates
- > Easy integration with our online ticketing – www.ticketsource.co.uk (There is a wordpress plug-in)
- > Meets minimum accessibility guidelines
- > SEO friendly

timeframe

We would ideally like to launch our new website by mid-August, as our youth theatre runs in tandem with the school year and we're actively promoting the website at this time, but can appreciate that this now leaves us quite tight for time. We are willing to take advice on what is achievable without compromising the end result, but would like to move as quickly as possible.

contact details

If you are interested in working with us, we'd like to see a written proposal which outlines a little bit about you/your team, your approach, approximate timelines and budget for a build of this scale, and your suitability for the project. Please also reference 2 relevant examples of recent work. We will then follow up with a shortlist of selected agencies/freelancers.

Please send proposals to Cat Reilly, Marketing Manager, by **Monday 24 June 5pm**.

If you have any questions or wish to discuss any aspect of the tender, Cat should also be your first port of call:

catreilly@pacetheatre.co.uk / 0345 130 5218

We'd love to hear from you and can't wait to see what you come up with!

appendix 1: Draft site map for new PACE website

| HOME | | TAKE PART | | | WHATS ON | ABOUT US | | SUPPORT | CASTING |
|-----------------------|------------------------|-----------------------|-----------------------|--------------------|----------------------|--------------------------------|---------|------------------------|--------------------|
| Apply to join | | Weekly workshops | Apply to join | | PACE YT Performances | PACE Theatre Company | | Donate | About PACE casting |
| Current Projects | Blog posts (directory) | | Youth Groups Schedule | | | Our Team | Staff | Building redevelopment | |
| News & Updates | Blog posts (directory) | | Workshop details | Pace Tots | Pantomime | | Artists | | |
| Search function | | | | spark - p1 | Theatre in Education | | Board | | |
| Footer - contacts etc | | | | ignite - p2/3 | | Venue Hire | | | |
| | | | | leap - p4/5 | | Useful information | | | |
| | | | | rise p6/7 | | Access (Bursary & Concessions) | | | |
| | | | | climb s1/2 | | Alumni | | | |
| | | | | soar - s3/4 | | Contact | | | |
| | | | | beyond - s5/age21 | | | | | |
| | | | | accelerate - p6/s4 | | | | | |
| | | | | young company | | | | | |
| | | Fest | Summer | | | | | | |
| | | | Autumn | | | | | | |
| | | | Spring | | | | | | |
| | | PACE Plus | | | | | | | |
| | | Trainee Opportunities | Workshop Assistants | | | | | | |
| | | | Technical Trainees | | | | | | |