**CREATIVE BRIEF**

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| **Project Overview**  Build a website to provide information and resources to those who are interested in starting or are running a makerspace and individuals/businesses within a makerspace or maker community, or those new to making who want to find out more about makerspaces. |

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| **Project Objectives**  The website will provide users with a) searchable map of makerspaces in the UK b) resources and information (either video, pdf, links to other sites) and c) profiles of makers and makerspaces. |

**PROJECT GOAL**

**Aims of the website**

* To provide information/advice/resources for Makerspaces and makers
* To raise the profile of making in the UK
* To understand the current landscape of making in the UK

**Audience**

* Individuals who run and manage makerspaces or are interested in setting one up
* Individuals/businesses within a makerspace or maker business/entrepreneur looking for support to develop their product.
* Professionals (researchers, policy makers, investors etc.) interested in the field Individuals new to develop their product.

**Long term vision**

* The website is part of a wider partnership project with BIS and RSA to support and understand the impact of Makerspaces as an emerging sector in the UK. The overall project has four interconnected strands a) website build b) local engagement c) information and advice, and d) partnership development
* In phase one we want to create a site that provides information, resources and a searchable map. If successful and being used by the maker community we would want to develop the site to include forums, user generated content etc, so that it becomes a more sustainable site*.*

**The Requirements**

**Essential**

* Site built on open-source platform preferably Drupal 6/7 or WordPress
* Ability to update all content via a CMS
* Ability to embed video content
* Ability to embed twitter feed and other social media
* Ability to download pdf’s
* Ability to post blog posts
* A searchable UK map – searchable though up to 6 data points (likely to be location, access, tools and training opportunities)
* Submitted to all major search engines
* Google Analytics code added to every page enable basic reporting
* Set of content templates including basic page, blog, grid Optimized and tested for latest two desktop versions of Chrome, Internet Explorer, Firefox .
* The site should function and render on mobile devices and should be tested on the following mobile operating systems: IOS, Android, Blackberry and Windows Mobile.

**Desirable**

* Responsive design optimized for mobile and tablet
* Comment function on blogs with spam filter and ability for administrators to moderate

**Key Deliverables**

We would like the following deliverables to be provided as part of this project:

* Project Initiation Document (PID) detailing contact details of key supplier & Nesta project managers, timeline for project milestones, list of agreed functionalities and agreed project cost.
* Wireframes and sitemap
* WordPress prototype
* Concepts and interface designs in jpg/pdf format
* Website development in .php and html/CSS format
* Testing environment for quality assurance before going live

**Project Exclusions**

For this project the supplier is not required to provide the following:

* Branding including logo design
* Hosting

**Budget**

The budget is up to £20,000 excluding VAT, which should include 3 days of post-live support to be drawn down over the first month. An ongoing service level agreement will need to be confirmed in writing.

**Project timeline**

We would like to commission a supplier to start work by 22/09/14 with a go live date for a beta version of the website of 12/11/2014. The site will continue to be populated with content after the ‘go-live’ date.

**Change Control**

Changes during the project may be raised either by the supplier or Nesta. Any changes will need to be discussed by both parties, and all timescales and budgetary impacts must be agreed and signed off before proceeding.

The supplier and Nesta will be responsible for ensuring that any changes are agreed and signed off by both parties.

**Communication**

Communication between Nesta and the supplier should be regular to enable the smooth running of the project. The frequency of regular status updates will be agreed at the start of the project. Throughout the duration of the website build, status updates will be provided by the supplier at least once a fortnight.

**Submission of proposals**

Your entire proposal including all supporting documentation should be e-mailed as a single document, to amy.solder@nesta.org.uk by no later than 9/09/14. We expect to interview on Friday 12 September (am).