



Barton Civic Society Website design brief

About us

Barton upon Humber Civic Society was formed in 1969 and celebrates its 50th anniversary in 2019. The aims of the Society are to preserve the historic fabric of the town of Barton upon Humber and to promote an active interest in the town including high standards of planning and building design..

The Civic Society regularly holds talks, lectures and occasionally outings, all on a variety of topics and has produced a number of publications related to the area's heritage including town trails, heritage books and an annual newsletter. It has erected numerous plaques on important buildings throughout the town and bestows annual awards to projects which it feels have enhanced the town or a building which was in danger of becoming neglected (or has improved an already neglected building). The Civic Society regularly takes part in national campaigns such as Environment Week.

Our current website

Website url: <http://www.bartoncivicsociety.co.uk/>

Currently traffic is not driven to the site on line but we will be looking to operate a Facebook and twitter account to do that in the future. A link to the website is on the Barton Tourism website www.barton-upon-humber.org.uk

What we like / works well on our current site

The current website is easy to follow and quite comprehensive but it is due for a revamp. Sections on the plaques have plenty of information. It has been a free website for a number of years but the needs of the society have changed and we are now prepared to invest in our digital shop window.

Issues with our current site – from a staff/charity perspective

As only one person is responsible for the site others do not feel it is their responsibility. The new site needs to be very user friendly so that members of the committee and volunteers can update sections without a great deal of training or support.

The current site has been built and maintained by a volunteer without any support and is ready for a complete overhaul. As this is a landmark year for the society we feel it is time to shout about what we do more on line. Over the last ten years the



way people access information has changed so drastically we feel it is time to update how people access information from the website.

Issues with our current site – from a website visitor's perspective

The site is not mobile-friendly, the design is very dated, it's hard to find the right content, it doesn't inspire people to get involved

Aims of the new website – what does success look like?

The new website will be:

1. Able to show social media streams on the front page so that even if the site doesn't get refreshed weekly there will be something new on it
2. An area for archive material to feature a document or photographic find of the week
3. Event details for upcoming talks and associated events
4. Prominent details of how to get involved.
5. Good links to all the other cultural organisations websites in Barton and the region.

Website content

Some of the existing content will be brought across and updated where necessary.

BCS have just produced an exhibition on 50 years of the society's activities; many of the panels would make good information pages on the site.

Content to include

- About us – committee page and contacts
- Archive pages
- Events
- Latest news
- Heritage projects past and current
- Environmental projects past and current
- Membership
- Social media feed
- Newsletters
- Publications – free to download walks
- Partnership news
- Contact us
- Links



We will select items from the archive but initially the framework will be fairly sparsely populated with room for expansion as members take on responsibility for their area.

Images

We have a wealth of photographs of events from the last 50 years and archive articles, drawings, publications.

Target audience

People interested in Barton upon Humber, they might be local people, newly relocated to the area or visitors.

Audience	Desired Action 1	Desired Action 2	Desired Action 3
Visitors to Barton interested in Heritage	Get all the information they need without having to email staff with questions	Easily see on the site a list of events they can take part in	
Local People	Be engaged with archive images changed regularly	Find out easily how they can join or ask for more information	Sign up to be a member
Other cultural organisations	Anti-clash diary	News	

Brand guidelines

BSC sticks to heritage colours in its publications but there is no set palette for this site however it should be muted and stylish with a heritage feel rather than bright and jazzy.

Website functionality



Safeguarding Barton's Heritage - Influencing its Future

www.bartoncivicsociety.co.uk
Registered Charity No. 260105

People need to be able to join the society and pay their subscription via the website. Ability to book tickets for some talks through Eventbrite would be desirable as would an events calendar.

A separate member's only section would be useful so information that would incur a cost for non-members could be displayed there.

Email addresses to stem from the site, how many could we have eg archive@, info@, enquiries@ etc

The site would link through to the Ropewalk merchandise site rather than having its own sales page.

Budget

Total cost for build to launch range £750 to £1500

There would be an ongoing budget for annual hosting and maintenance.

Websites we like

<http://www.ccsoc.org.uk/Default.aspx> Cirencester Civic Society will give some idea of the types of pages required but its look is not heritage enough

<http://www.wilderspainschool.org.uk/> local heritage websites this would sit with
<http://www.ropewalkmuseum.co.uk/>

Ideal Timeline

We are now half way through our 50th year and would like to have the website up and functioning before the end of the year.

Response required

Please email Liz Bennet liz@the-ropewalk.co.uk with a short response to this brief with examples of your work by 31 August.

The BCS sub-committee will consider all responses and aim to contact all applicants with a decision by 16 September 2019