

Film Access Scotland Website Brief

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Introduction

Film Access Scotland is the national sector development body which represents Film Access organisations (and practitioners) across Scotland.

Our members use film as an expressive tool to unlock the potential of individuals, groups and communities and to bring about positive and lasting social change.

We support and champion our members, enabling them to achieve their aims and ensuring the impact of their work is recognised and valued by policy makers, funders, industry and other organisations working in related sectors.

It was founded in November 2013 as a consortium to facilitate representation at a strategic level in Scotland.

Film Access Scotland has since developed from an informal network into an unincorporated organisation that represents its members, with a small staff team. Film Access Scotland is currently going through the process of applying to be a charity and constituting itself as a SCIO and membership organisation.

Film Access Scotland member organisations have a rich, long and diverse history of engaging with people at all stages of their learning journey as well as using film access activities for community development purposes.

The interventions of Film Access Scotland members help transform the lives of those we work with by contributing towards increased skills, confidence, communication and resilience through a committed, high quality, creative and engaging participatory approach.

Film Access Scotland organises an annual Youth Film Festival, which takes place in November. The Festival is run and programmed with the direct input of young people, and also acts as an event that showcases Film Access Scotland members work at a live event.

As well as the Youth Film Festival, Film Access Scotland anticipates further nationwide projects that will include multiple members that may require prominence on the Film Access Scotland website.

Film Access Scotland's current website is not fit for purpose and we require a revamp. Film Access Scotland is creating a new website to raise awareness of the Film Access sector; the organisations actively involved in the sector; to promote Film Access Scotland projects and initiatives; to promote membership to other organisations; to encourage support for Film Access Scotland, including a donations page.

There is also a requirement for a landing page to be created with a quick turnaround for a large important project, referred to below as the COP26 Film Challenge.

The Brief

We are inviting web design companies to present proposals for the design and implementation of an on-line platform for Film Access Scotland. The package of work is to design and build all aspects of our on-line presence with 5 key functions:

1. Information about Film Access Scotland, its members, their work and the public benefit provided by Film Access Scotland's charitable activities
2. A portal for Film Access Scotland members
3. A COP26 Film Challenge mini-site, which has initial priority
4. The Film Access Scotland Youth Film Festival web presence and on-line resource
5. Suitable adaptability of the website for other larger projects in the future.

Current Website:

The current site can be seen here: www.filmaccess.scot

Likes:

- Current site is bold, large lettering and links, and clear to navigate, it is easy to look around.
- Layout with links to all parts of the website along the top is clear
- The Youth Film Festival section of the website has been well used for the purpose of holding information and promoting the event. When the website was initially developed, this project had an immediate requirement to have a section of the website developed, which is why it is its own large subsection of the website.
- The members map is a good element and we would like to keep something similar
- Lots of big images of film access member work, we would like to retain

Dislikes:

- The design looks dated and a bit clunky, it is not great to look at. It does not reflect well on Film Access Scotland as an organisation that represents creative and artistic membership.
- The navigation bar at the top does not have drop down subsections
- The news and events elements of the website are difficult to update and so are barely used, which defeats their purpose. We want this section to be updated regularly and easy to administrate. Would be good if it could be searchable and filtered
- The Youth Film Festival is a large section of the website, and the design of the webpages changes in this section of the site. The link on the homepage doesn't really suggest how large this bit of the site is, this and other large projects could be highlighted in some way.
- There is no function of a 'login' area that would be accessible to member organisations.

Purpose

The main purpose of the Film Access Scotland web site is to promote the activities and initiatives generated by Film Access Scotland member organisations, promote and encourage membership of the organisation, and to raise awareness of cross sector projects such as the Film Access Scotland Youth Film Festival.

The Youth Film Festival site needs to provide a marketing and information opportunity for the Film Festival and to provide a central shared space for the Film Access Scotland Youth Team. The Film festival itself will be facilitated via the webpage through on-line film submissions, mailing list link, social media connections and ticketing and festival logistics.

Possible future large projects could need to have additional webpages on the site, so adaptability is key.

Target audience

We see three main audiences for the Film Access Scotland website:

- 1) organisations and film access and education practitioners that are interested in the work of Film Access Scotland and its members
- 2) members of the public who are interested in learning more about film access activities, how to access them and who can be signposted to our members and their work
- 3) audiences looking directly for information on larger projects and events that Film Access Scotland produces, such as the Film Access Scotland Youth Film Festival and other projects.

Look and Feel

Film Access Network's new website should be feel clean and up to date, with a fresh look, there are some example websites listed below manage to balance being visual and colourful, with being and easy to use and navigate. Many use bold white for the primary background colour, with one or two accent brand colours.

Like our ethos, we want the site to be welcoming, approachable, accessible and open to all; it should have a simple layout and navigation.

Film Access Scotland is a membership organisation for an expressive and modern art form: film and video, so we want to appear both creative and professional. As our members work with film which is a visual artform, we expect that the website will have a strong visual element that highlights working with film.

(Re)Branding and Design Guidelines

Film Access Scotland

We are currently working with an in-house designer in one of our member organisations to provide an updated logo and brand guidelines which will be available to the website developer/agency at the time of appointment. The appointed website developer/agency will be expected to feed into the development and implementation of the brand through the website.

As noted in the introduction, Film Access Scotland has been through a journey since 2013. As we are now ready to launch as a fully fledged SCIO charity and membership organisation for the film access sector, we feel it is important to update our brand and design identity alongside the website, because the current branding design has been a placeholder.

Our design requirement is to provide a consistent identity for the organisation that can be used across the website going forward. This new identity will provide a uniformity that can be used for publications like an annual report, social media pages, events, promotional items like flyers and pop up banners etc.

Below is the original logo, no longer in use, from when Film Access Scotland began in 2013:



This evolved into our current logo banner, in use since 2017:



The logo was originally meant to represent a fan, as the organisation's name began as 'Film Access Network Scotland' and so had the acronym FANS. Film Access Network Scotland became simply Film Access Scotland. The logo resembles a wi-fi signal indicator. It does not currently represent the work of Film Access sufficiently. We are looking at logo ideas that more accurately represents us and our ethos.

The redesign of Film Access Scotland should consider our organisation's history and purpose, and that we want to reflect an ethos of access to creativity, inclusivity, quality and high standard professional film organisations. We represent organisations in Scotland that work with the visual medium of film to transform people's lives through self-expression.

The redesign that we will provide at appointment will be a springboard for a web designer and will include the elements of:

- New logo,
- Primary and secondary colour scheme to use across platforms and branding points. The current white and teal colour scheme could perhaps be repurposed.
- A suitable font for consistent use across multiple online and print materials.

Brand guidelines:

We do not currently have strict brand or style guidelines to follow. White as a primary colour and website background is preferred, as in many of the example websites that we like use white, as we feel it is uncluttered and clear. In the logo and on the website in general we do not wish to be referred to as the acronym 'FAS', but Film Access Scotland. Our strapline is 'transforming lives through film' and could form part of the logo, and/or have variations of the logo that contain the strapline and a variation without.

COP26 Film Challenge

We have an immediate requirement for a landing page for a large and important project that Film Access Scotland have been commissioned to coordinate for Creative Scotland: a national short film competition that will connect the public with the COP26 UN Climate Conference in Glasgow in November 2021. (See further information in the Sitemap and Scheduling and Timeframe sections below)

As part of this we require branding developed for the competition, which will be named *Climate Challenge: 1.5° Films*

The branding for the competition and its landing page should be largely inspired by the overall Film Access Scotland brand, to emphasise that it is a Film Access project. This could mean that it is the same font and colour scheme. We imagine that the degree symbol ° could be a fun element to use in the design. The branding for the competition could be a slight twist on the Film Access Scotland branding, for instance using a different secondary colour, but should not stray too far from it either.

Technical considerations and features

Login portal and section of the website – Integrating a login portal for Film Access Scotland Members and Associate Members, a 'member zone' which would unlock further private event, news and report information.

Printer friendly – we would like some elements of the site to be able to be printed (e.g. festival programme and map/directions).

Post launch support and/or maintenance – we want to be able to adapt the website ourselves going forward, adding and removing news and other articles and updating information that might go out of date. Projects will sometimes require their own sections of the website, therefore we want to explore what the cost of adding new projects to the website would be or how we might do that ourselves

Further development – what would the indicative day rate be for future developments to the site.

Example websites

Here are some similar film and media membership organisation (and general film and arts) websites that we are looking at for inspiration and what we like about their sites:

Creative Access: <https://creativeaccess.org.uk/>

Clear white background with attractive secondary colours, navigation bar along the top is easy to use and prominent, the large dynamic animated banner is good.

Northern Ireland Screen: <https://www.northernirelandscreen.co.uk/>

Clear white background. Easy to use navigation bar along the top with subsections that scroll down when you hover over them. Lots of images. Large scrolling banner of highlighted pages is good.

Celtic Media Festival: <https://www.celticmediafestival.co.uk/>

Clear white background, navigation bar along the top is easy to use and prominent, the large dynamic animated banner which advertises its upcoming event is very good.

Federation of Scottish Theatre: www.scottishtheatre.org/

This is a similar sectoral body to us. Members, News and Resources highlights are on the homepage, it has good looking visuals/photography, it looks professional, it's clean and clear and not cluttered. The navigation menu which pops out is a good.

Children in Scotland: <https://childreninscotland.org.uk/>

A sectoral body like Film Access Scotland, the white background with pastel coloured links had a 'fresh' and contemporary look to us, the large, animated banner at the top of the homepage is attractive. Prominent separate login and resources link separate from the navigation bar.

Screen Alliance Wales: <https://www.screenalliancewales.com/>

Not at keen on the black colour, but it is bold and clear. Large prominent visual banner links that provide shortcuts to often visited pages 'find work' or 'find crew'. Prominent 'sign up' and 'Login' links on navigation bar.

Site Map

An indicative site map has been created - see attached appendix 1

Film Access Scotland Homepage

This page will give a brief introduction to Film Access Scotland. It should be visually engaging and simple to navigate, see some of the examples above and the site map for visualisation.

The Homepage will have a featured section (news), which will allow for specific projects/information to be prioritised on the home page. As projects go live through the year. we would like them to have a greater prominence on the homepage, possibly with large visual banners.

It could include a map, with the geographical location of each Film Access Scotland member organisation highlighted (with a direct link to the organisations section on the site – explained in 'Film Access Scotland

Members' section below).

The Homepage will contain a navigation bar with the following links to the following secondary pages on a navigation bar:

- **About**
 - Who We Are
 - What We Do
 - Our Team
- **Membership**
 - **Film Access Scotland Members** – a page that shows the diversity of the membership, with an introductory paragraph, followed by a short section on each org (a logo, with a sentence about them) – with a link to a page about each Organisation.
 - **Members Resources** – A member access only part of the site that will hold resources such as reports, best practice information, videos of sessions and training etc.
 - **Map** – Showing where members are in Scotland
 - **Become a Member** – Information on joining Film Access Scotland as a member or associate membership, benefits, cost. Submission form for contact
 - **Member Benefits** – List of member benefits
- **Projects** - A sector-wide information section celebrating the joint programmes the sector is delivering (BFI Academy, MIA, FIND etc). This page will lead to specific pages for each of the individual projects. (Content for this area will be developed in collaboration with the Film Access Scotland Development worker)
 - **COP26 Film Challenge** – this is an important, high-profile project for Film Access Scotland for 2021 with a training programme and a significant amount activity around the county in the run up to the UN Climate Change Conference COP 26 in Glasgow (1-12 November). In the immediate, short term, it requires three pages, an information page, news and events calendar for advertising training opportunity, and an 'inspiration' page of themes and ideas, see web map. In run up and during the conference itself this would be a prominent banner link on homepage like the Film Access Scotland Youth Film Festival as above.
 - **Film Access Scotland TV** – Archive of project videos with player that is a platform for showcasing films produced across the network, we would be interested in hearing what the options are for functionality of hosting videos on the website, or if this is best achieved through embedding third party video platforms such as Vimeo or YouTube
 - **Film Access Scotland Youth Film Festival** – A section of the site will be devoted to the Film Access Scotland Youth Film Festival. During the run up to and the festival itself this section of the website will be more active and require more prominence on the homepage. On the current website you can see that this forms a sub-section of the site.

- **Resources** – As opposed to the members resource section mentioned above, this will be accessible to all via the homepage, over time this will be populated by resources produced by Film Access Scotland and its members that are open access.
- **News and Events** – Most recent news and events features initially on the Homepage, this page will host all the previous News and Events posts, as well as opportunities, must have a search and filter function and be easy for us to update posts on regular basis.
- **Contact Us** – Contact information and a submission form for queries
- **Support Us** – Invitation to support Film Access Scotland as a funder, corporate sponsorship (may require own sub-page) and a donation function (or link to an external donation page). We do not currently have a donation partner identified.

Film Access Scotland Youth Film Festival

The Film Access Scotland Youth Film Festival aims to engage with young people throughout Scotland, and will be designed, developed and implemented by young representatives from each of the Film Access Scotland organisations and elsewhere in Scotland.

The aim of the Festival is to empower young people to organise an event themselves that showcases the work of young film makers from across Scotland. The Festival also aims to provide a platform for young people to gain new skills, network and celebrate the diversity and creativity present within their communities.

The design and structure of the Festival web platform should be built to accommodate the 2021 Festival and developed on the basis that it will be an ongoing celebration of Youth Film which will grow and change on an annual basis. There should be the facility to create an archive of past events and a gallery of images and resources generated year on year. There will be multiple links between pages allowing users to navigate the website using several different routes. (see attached appendix 1)

Content Generation and Management

The web design company will need to collaborate closely with the following people:

Film Access Scotland Development Manager - will generate content from the Film Access Scotland organisations and film access sector and will write the content based upon guidance from the Film Access Scotland Steering Committee.

Film Access Scotland Youth Film Festival Project Manager will generate the content and channel the ideas and intentions of the Film Access Scotland Youth Team.

Graphic Design– Film Access Scotland has design and branding requirements. The identity needs a refresh alongside the website.

It is important that the website can be updated by the Film Access Scotland team on an ongoing basis. Primarily there must be a function for posting news and events that are integrated into the website in a simple way.

Template pages for creating new subpages for the website must be easy to use for the ongoing maintenance and content of the website. There will be a need on an ongoing basis to create new webpages that are about new large projects, which will be populated and generated by the Film Access Scotland team.

Content will be written by the Film Access Scotland team, and photography can be sourced from the Film Access Scotland partners.

CMS

The site requires to be user friendly and easy to navigate.

The Development Manager will likely need to have a level of Admin access to make additional webpages when projects arise and to add news and events posts that will be featured on the homepage. Other project staff may also gain limited editing access based on the area of work they are involved in to update information on relevant sections of the site, for instance the Youth Film Festival project manager may need to update information to the Youth Film Festival section.

We would consider a 'licensed' CMA platform, however we are keen to minimise ongoing costs linked to the website.

The CMS should allow for additional pages to be added simply, without the need to go back to the developer.

The site should be fully responsive, and consideration will require to be given to carefully tailoring the content design to match the device from which the website will be accessed.

It is anticipated that the website will have a significant young audience who will access it via mobile devices.

The website must be multi-browser friendly and universally accessible from as many platforms as possible

The Website design company will produce an easy to use CMS guide and provide an appropriate level of training for Film Access Scotland staff, which will then be cascaded to others.

Domain

The domain for the site www.filmaccess.scot has already been acquired and in use with current site. We have access to the domain account details.

Hosting

Requirement for developer to upload site onto hosting platform. The current hosting plan also includes provision for e-mail addresses (provided through Office 365)

Schedule

Tenders are invited from suitably experienced organisations who are required to provide a fee proposal with details of their organisation, their experience, and how they intend to deliver the brief.

- All tenders should be submitted by **18/05/21**
- A contract will be awarded by **21/05/21**

Further details on what questions we would like you to answer and include in your proposal and where to send your submission can be found at the end of this document.

Notes on timeframe

We have a requirement for a quick turnaround time for the initial homepage of the website, and to have a live landing page for the COP26 Film Challenge project element of the website.

We would ideally like to launch in mid-June with the following completed:

Homepage

About Us pages

Membership pages

Projects page with priority: **COP26 Film Challenge** – Initially requires at least its own landing page.

News and Events

Contact Us

The remainder of the website brief listed above to be rolled out over the summer, with full website completed by mid-August

Costing

Film Access Scotland is a not-for-profit organisation we are required to keep costs as reasonable as possible. We are looking for a cost inclusive of both the website design and build and a new brand design.

The price submitted will form part of the evaluation, along with previous examples of design work. We will not pay for any work undertaken in the preparation of your submission.

- Please break down costs and timeframe into individual elements where possible and outline your approach to building the website.
- Please add any navigational functions that you think may add value.

Questions

In your tender, please answer the following questions:

1. Please outline your experience in website design and your overall approach with clients
2. How would you design the website so that it could be easily updated and maintained by Film Access Scotland staff?
3. Do you have examples of other website you have worked on which you could use as examples?
4. Do you have availability to work to the timescale outlined above in the schedule section?

Please refer specifically to the requirement for launching a landing page for COP26 Film Challenge Project to be live by mid-June i.e. What is the indicative date by which you could have set up a live landing page for the COP 26 Film Challenge?

5. What is your expectation of our involvement in the design?
6. Are your services all in house or do you outsource elements? If so please provide details.
7. What is your estimated charge for a project of this scope? Is it by milestone, hourly or a fixed fee?

Please return your tender submission by noon on 18/05/21.

**Send to Film Access Scotland's Development Manager, Matthew Hall:
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