



GL11 Community Hub Website Brief

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GL11 Community Hub invites bids to design and build its public website. Bids to include scope, quote and timeplan please and should be submitted to Anita Wiltshire via email anitawiltshire@gl11.org.uk by 3rd July 2017.

We will chose a supplier by 21st July 2017.

Please address any questions to Anita Wiltshire or Emily Harper via telephone 01453 548530.

What and why

GL11 needs a new website; our current website www.gl11.org.uk was developed in 2014, on the Drupal platform, for free as a favour from our technical support team. It was radically better than the site we had before, however it is now dated, is difficult to maintain and keep updated, and it's time for change.

GL11 has grown, not only in staff numbers, but also in funding and service delivery. We've undergone a rebranding exercise to become more modern, professional and customer centric, and our website needs to reflect all of that. We are raising our profile within the community, there is still some perception that we only work with old people or people with disabilities. This is changing, but we also want the website to help and support this change of perception.

GL11 will write and supply all of the copy. We also want to be able to maintain our website content ourselves, but we do want to pay for external hosting, and SEO. Also, we require training to small internal staff team to understand how to update and maintain the new website.

The website must be fully accessible. The website must have longevity. This is an investment for us, it needs to be simple, yet have the functionality of adding extra pages (to the new existing structure), but also still look professional in the next few years to come.

The success of our new website will be measured by these key elements:

- Simple accessible website that promotes our service areas, informs people about GL11 and enables them to contact us
- A website that can be updated by any of the in-house staff using an easy to use package (not HTML coding)
- Training for our in-house staff team on how to add courses/events/activities and update content
- A website that can develop in future (in terms of service areas)
- A website that enables funders to see the work that is taking place (and recognises their contribution with logos etc) and allows people to donate

Background

GL11 Community Hub was originally a Family Centre, providing care for children and the elderly, then faced closure and became GL11 Community Project, employing part time staff and volunteers to offer the community of Cam and Dursley educational, training and social support, in the form of a charity.

Since then, we have changed our name to GL11 Community Hub to mirror our physical position – sat in the heart of the centre of Cam, and provide more of a sense of ongoing and targeted recreational, emotional and educational services through greater funding to provide more structured courses and pop in sessions that aim to: improve health and well-being, increase trust and community belonging, and help people feel safe and supported.

We are a grass roots, community based charity and also a limited company with a board of Trustees who oversee the management of a team of full and part time staff.

Our fundraising efforts have grown and we are now in receipt of larger bids from organisations like the Big Lottery Fund, Peter Lang Children's Trust, Children in Need, Police & Crime Commissioners Fund.

With this funding, we offer courses and programmes of wellbeing, skills, volunteering opportunities, creative activities and socialising to a broad audience of children, families, young adults, adults with learning difficulties and senior members of the community. We also have a café which forms the heart of the hub, where lunch is served daily plus drinks and refreshments throughout the day.

Our audience is the broad community of the GL11 postcode.

Our mission:

To support all local residents to connect, develop and gain confidence and inspiration by providing a springboard for opportunities to create an economically and socially thriving local community.

Our objectives:

- Dispel isolation
- Increase employability
- Improve wellbeing
- Bring people together
- Provide an inclusive space

The main activities and services that we provide or host are:

- Accredited and non-accredited training in recreational and vocational subjects
- Wellbeing courses
- Employment support
- Volunteering opportunities

- Family and parenting support and activities
- Activities for children and young people in holidays and term time
- Activities and events
- Community Café
- Room hire to partner organisations

Our values:

Ultimately we are a charity and community organisation, we see ourselves as organic, wholesome and inclusive. We believe that:

- Our services should be affordable. We make do and mend but deliver to a high quality
- We enjoy natural outdoor, simple play in a safe environment
- We bring people together and want everyone to feel welcome
- We are person-led, flexible and friendly, whilst remaining fair
- We believe in local delivery and pride ourselves on being part of Cam & Dursley
- We are healthy and promote health and wellbeing
- We are a charity – we are here for the community.

We are NOT social services, nor the medical profession, nor do we provide personal care. So we are not clinical, we do not tell people which path to take, nor which is the right answer. We offer training and learning but we are not a school. But we are professionals, experts in our fields, open to ideas and possibilities. People chose to come to GL11, they are not sent here against their will, however they can be referred, but again it's their choice to attend.

'GL11 is your space for possibility and progress.'

Our brand values:

- **CONNECTION** – everything we do is underlined with connecting people – connecting visitors to advisors or experts or educators, and connecting them with like-minded people on the courses or in sessions or even over lunch, who could become confidants, friends or associates.
- **COMPASSION** – we are bursting with compassion, from the friendly welcome you receive on reception, to the course tutors, or staff members or volunteers. We are passionate, compassionate and empathetic to each other's needs.
- **PROGRESS** – we are always moving forward, we provide opportunities for people to take a step forward and make progress, be it in baby steps or giant leaps. Ideally we would like people to move on through GL11, and have the skills, confidence and or ability to not come here any longer and move onto another aspect of their life, knowing that we have helped them grow.

Our tone of voice

We identified our self as the archetype of 'Pioneer' – we are supportive, innovative, brave and have an optimistic stance.

GL11 gives opportunities to all members of the community for a 'foot-up' a helping-hand, a chance to share a problem or learn a skill, with the security of a 'safety harness' in a protective environment, yet requiring the individual to be brave and take that next step to come to GL11 and attend a course, come to a pop-in session, or even just have a coffee – but make that decision themselves.

Our tone should be chatty, warm yet professional. It should give guidance and suggest possibilities but not be prescriptive to which path to take. And be encouraging and supportive. We are inclusive and open.

We also have many fabulous case studies and testimonials, where we can show AND prove how GL11 has given members of our community help, guidance, confidence, an opportunity to meet people and make friends.

Other local providers who offer similar services to us include:

- Kingshill House
- Prema Arts
- World Jungle/Chantry Centre
- Out of School/Holiday Clubs
- Other local community organisations
- The Pulse

WEBSITE TARGET AUDIENCE

We have a very broad audience who will use our website and for different reasons. Be it for:

- Information
- Research
- News
- Subscribe
- Pay for course
- Donate to GL11
- Get contact details

Types of users and reasons for use will be:

1. **The general GL11 public.** The GL11 Community who attend GL11 come from all walks of life and all ages, both male and female, however, they are mainly older and female, but our website may attract younger audience and we are keen to do so. They will use the

website as an information source to find out dates and times of courses, some will be viewing the website on behalf of another to source this information (eg. Carer or parent), some will have learning difficulties, physical disabilities eg. use a screen reader or have literacy issues, some will want to use the website to pay for a course. A broad skill level will use the website, therefore it must be accessible, simple, yet slick. The website must provide easy to find and digest factual information about what we do and our services and course.

2. **Volunteers.** Without the selfless help from our volunteers, we would find it very difficult to function. We need this resource to continue and thrive. The website should act as a recruitment drive for our volunteers, in order to maintain a body of help to keep flowing.
3. **Partners.** Several of our funded projects require us to work very closely with partners, such as healthcare professionals, recruitment bodies and childcare organisations. The website should elevate and strengthen the work we do with those organisations and the relationships we have built. Partners will use the site for research.
4. **Employees.** The strength of our efforts relies on the quality of our people. We would like the website to attract job applications, when relevant, from qualified individuals in the fields we are recruiting. The website should advertise the uniqueness of our offering.
5. **Funders.** Around two thirds of our funding comes from large and small funders and we need to recognise funders and demonstrate the impact of our work. The website needs to showcase the excellent work we do, the types of projects we deliver and the kind of organisations we get funding from. Funders logo need to be present, but again easy to update add and remove. Funders will use the site for research.
6. **Trustees.** We have a board of 10 Trustees, they form the backbone of the management of our organisation, but also will promote us to their personal and professional contacts, colleagues and friends, they want to feel proud of the organisation they are part of, being a trustee is a prestigious role, and the website should reflect this.

WEBSITE ACTIVITIES AND OBJECTIVES

We would like the general user to engage in the following activities on our website. Items are listed in order of importance.

- Find out dates and times of course
- Subscribe to our e-newsletter (future)
- Contact us for more information
- Pay for a course online
- Donate to GL11
- Follow us on social media channels like Facebook and twitter.

This ties in with our major website objectives:

- Create awareness about our organisation
- Raise our profile
- Provide accurate and vital 'what's on' information

- Advertise uniqueness of organisation to partners, volunteers and funders
- Generate donations/funding
- Build an online community.

NAVIGATION STRUCTURE

HOME PAGE

1) Top Navigation

- What's On
 - A copy of our weekly programme 'What's on Guide'
 - Events (this will change regularly)
- Contact Us
 - Contact details
 - Phone, Email, Address
 - Contact Form
 - Map of where we are
 - Donate
 - Sign up for our e-newsletter (future)
- About Us
 - Mission & Vision
 - History
 - Staff & photos (20 members)
 - Trustees & photos (10 members)
 - Join the team (jobs)
 - Funders & their logos (8 volume for launch)
 - Legals (statement of data protection, charity commission, charity registered details etc)?
- News
 - News
 - Image galleries (10 volume for launch)
 - Press articles
 - News archive

2) Gallery of several images, that user rotates themselves

3) Button for each of the 8 service areas

CONTENT PAGES

A page for each of our 8 service areas

- Learning & Skills
- Families

- Children & Young People
- Employability
- Activities
- Wellbeing
- Volunteering
- Café

Examples of what falls within each service area:

<p>Learning & Skills</p> <p>Computers for beginners Computers for Improvers Maths levels 1 & 2 English levels 1 & 2 ESOL English Gateway Award</p>	<p>Families</p> <p>Stay & Play (was Bright Buttons) Baby Massage Allsorts Family Fridays Parenting through Play</p>	<p>Children & Young People</p> <p>Wild club Wilder club Holiday Club</p>	<p>Employability</p> <p>GEM Brandon Trust Job Club Computer skills for work</p>
<p>Activities</p> <p>Men's shed GL11 Voices Choir The Adventurers Ukulele Absolute Beginners Ukulele Improvers Knit and Natter Evening Knit and Natter Sewing Bee Sewing & Patchwork Book Club Art & Chat</p>	<p>Wellbeing</p> <p>Walking group Mindfulness Meditation Invisible Illness group Morning Yoga Evening Yoga Seated Yoga Fun Yoga Carers' group Art Lift with Macmillan</p>	<p>Café</p> <p>Basic Cookery Café & Kitchen Skills</p>	<p>Volunteering</p> <p>Opportunities in our café, garden or with specific courses</p>

WEBSITE FEATURES

The website should contain the following features:

- Content management platform for us to maintain and update
- Must be accessible and comply to latest web accessibility standards
- Easy navigation to know how to go back to home page
- Images that the user can rotate themselves at own pace
- Paypal function to pay for courses
- Newsletter subscription
- Online donation button

- Link with facebook and twitter but not stream onto site
- Website keyword search
- Be mobile friendly.

The website must NOT contain the following:

- No flash animation
- Not be cluttered or busy
- Not have long scrolling home page.

WEBSITE STYLE

We are midway through a rebrand, we will provide a full suite of brand guidelines that will include colour palette, illustration and photo guide for each of the 8 service areas:

- Learning & Skills
- Families
- Children & Young People
- Employability
- Activities
- Wellbeing
- Volunteering
- Café

Our tone of voice is outlined at the start of this brief, but we want the website to look:

- Professional, yet warm and welcoming – we are a community hub afterall!
- Inclusive
- More contemporary, than traditional, we do see ourselves as a little quirky.

WEBSITES WE LIKE

<https://southernbrooks.org.uk/>

We like the homepage style with the 'blobs' for each service area. And we quite like the visual representation of the statistics on the bottom of the homepage.