# TECH CORNWALL WEBSITE REDEISGN BRIEF

Hi 👋

We're Tech Cornwall, formerly known as Software Cornwall.

We represent the fastest-growing tech sector in the UK - something we're extremely proud of and is a testament to our community and the people we serve.

You will likely be one of our members if you're reading this. You'll have noticed that we have recently rebranded! But our website is still the original WordPress template we have used since 2014, making it an antique in website terms!

It has served us well, but it's time we gave it some much-needed love and attention and for us to work with one of our brilliant members to develop a new website to reflect our new brand, mission, and values. The new website should not only support our vision and growth but also act as a valuable resource for our community and the multiple audiences we serve.

## Budget

We have a guide budget of up to £10k for this project.

# Website goals

- Fresh design, easy to navigate, and well structured for users to find information and interact with the site efficiently.
- Transactional - the current website gives users the opportunity to post jobs, create news articles, upload their CV, manage a member profile, search those same member profiles and create events. This happens with a selection of WordPress plugins and a little bit of custom code. The new website will need to be able to do all of these things (and ideally with a more user-friendly experience).
- We also want to explore how we can enable our users to maximise their opportunities through our website. We have some ideas, and so do our members and our community, so we want to also be able to gain their feedback as part of our development process.
- Our business has grown, and our services and the systems underpinning it have grown with it. Some of our brief involves exploring how we can make these systems work more effectively for our team and our members. We use Hubspot as our CRM and Slack for messaging between team members and our users - let's bring in some automation and take some of the load off our team.
- The services that we offer have expanded. We need the ability to create content that supports our marketing activity and directs them to cornerstone content that helps convert visitors.
- Responsive and fully accessible to World Wide Web Consortium (W3C) guidelines as a minimum. We want to lead by example on accessibility, we'd love your help here.
- WordPress has served us well. It's familiar to our team and our community. We're happy to stick with it but are also open to options if there is something better that suits our needs and if there's a genuine reason to switch. Also, our team are very confident using the WordPress theme Divi - we love it for its flexibility, templates, no-code design and ability for us to spin up pages and content quickly to help us test ideas and respond rapidly to the needs of our community. We need to get our website working for us quickly and this is an efficient way for us to do this.

## Requirements

- You must be a paid-up Tech Cornwall member. This project is for our community, so being a part of our community is compulsory.
- Good SEO knowledge - building on our existing traction and helping us maintain good visibility across search engines.
- Extra points awarded for pets that join Zoom calls.

## Expectations

- We work in a very Agile way using tools like Trello, Slack, Canva and GSuite to manage our projects and communications. We don't have to stick with these if you have something better, but we like efficient ways to aid collaboration for our team and partners. No tools for the sake of it, let's keep it simple.
- We manage all of our content in-house and will do so going forward. So our website needs to give us full flexibility whilst helping us ensure consistency in our brand and for our users. Content uploading, creation and editing is done by various members of the team as well as our membership.
- We need to be able to edit EVERYTHING within the website quickly and simply. No confusing sub menus to change a line at the bottom of page and no important colour codes hidden away in theme files.
- We look forward to building a long-term relationship with whoever builds our new website. However, if for some reason you're snapped out of existence by Thanos, we need to be able to still manage and edit all parts of our brand new website.
- Graphics and design - Our rebrand was completed with the help of the Agile Communications Agency and Hutch Agency. You can expect to need to liaise with the teams there at some point. We can confirm that they are a lovely bunch of people who share our love for cake! We also create a lot of our graphics in house using a mixture of Canva and Adobe Illustrator.
- We're based at the FibreHub in Pool. We generally meet there as a team on a Friday but our team have the option to work fully remotely with flexible hours. We're happy to join video calls or meet in person at a convenient time and location if need be. Many of our team members have school pickups to navigate, so calls/meetings after 9.30am and before 3pm helps us to avoid headaches!

# Things we can share with you

- Brand assets - logo / colour scheme / typography
- Brand guidelines
- Tone of Voice guide
- Our Mission & Values
- Audience Personas

# Timelines & Key Dates

- **Monday 25th March:** Invitation and Expression of Interest (EoI) goes live. Notification via email newsletter to our membership.
- Members are invited to ask questions within the thread on Slack and the Tech Cornwall team will answer as they come in. For transparency and efficiency, all questions should be directed to Slack and will be responded to publicly. If you are unable to respond via Slack due to internal company restrictions, please notify us as soon as possible.
- By way of Express of Interest, please complete the application form.
- **Friday 19th April, 8am:** Closing date for expression of interest (EoI) application form.
- **Friday 19th April:** Tech Cornwall to review EoI's
- **By Tuesday 23rd April:** Decision and feedback. If successful, you will be invited to pitch.
- **Tuesday 7th May:** Pitch Day at the Fibre hub, Pool. Timings will be confirmed.
- **Wednesday 8th May:** Final decision on selected partner and feedback.
- **W/c 13th May:** Project kick-off and timeline development

# Questions & answers

1. **Who is going to create all of the new website copy?**
   a. Good question. In honesty, we're not sure yet. We've already started work on repositioning some of our products but are unsure whether we have the capacity in-house to write everything up into relevant and SEO-juicy content. So this may end up being added to the brief or we create a separate brief to source an excellent local copywriter, however, our budget may limit us here.
2. **Who is going to upload all of the new content to the new site?**
   a. Not sure yet, but let's make sure we agree on this as we take the project forward.
3. **Who are the key people at Tech Cornwall for this project?**
   a. Niki Davies (Director & Head of Marketing) and Sara Tipler (Marketing Exec) will lead on the project and are responsible for signoff.
   b. Garry Hunt (Event Manager) will almost certainly be involved through sheer enthusiasm (he and Niki have had the delightful task of maintaining our existing site over the last 2 years).
   c. The rest of the team (Kayley Lawry, Holly Patton, Ally Breen, Toni Coppen, Robert Wiltshire) will also be on hand to share their thoughts and ideas and participate in any discovery workshops.
4. **Who else should we expect to be involved?**
   a. Hopefully, our audience personas will help here, but also:
   b. Our members! There are 95 companies in our membership and we know they're keen to offer their thoughts and ideas on how we can improve our website for them.
   c. Our youth community: We run a successful youth programme, working both with schools and directly with the local community. We'd love our website to support them in their career pathways and help them explore their enthusiasm for tech.
   d. Learners for our Tech Cornwall Academy - adults who are reskilling, career switching, learning for fun or already working in tech.
5. **When do you expect your new website to go live?**
   a. In truth, yesterday! We don't necessarily want to wait until it's finished before we roll it out. We want to be able to deploy our site as a minimum viable product and then continue to build on it so that we can put it to work as soon as possible. Our current website is now holding us back so we need to move forward on our key proposition pages and member services as soon as we can. We'll need your help to build our priority list based on our needs and the needs of our users.