

New Joint Company Website – Brief

Background to Creative England & Creative Industries federation

Creative England and the Creative Industries Federation will be coming together under a new name and brand in 2021. We're looking for a clean, unified site which can cater to both companies' needs and also unite the new brand's messaging and activity into one cohesive destination.

Creative England

Creative England is an investor in the film, TV, games, and digital sectors. We go beyond this by influencing creative industry policy, business support programmes, film production & script development, crew & locations. We have a range of supported films including Oscar & BAFTA nominated content, as well as scaling up businesses to become global players in their own right.

Creative Industries Federation

The Creative Industries Federation is the membership body which represents, champions and supports the UK's creative industries. Through our unique network of creative organisations, our influential policy and advocacy work and our extensive, UK-wide events programme we support and celebrate the work of our members. Our membership network comprises more than 10,000 individuals from creative organisations, businesses and educational institutions throughout the UK. We are influential advocates on the issues that matter most to our creative community; creative careers and skills, the impact of Brexit and the importance of entrepreneurship and growth. We bring together our members to facilitate valuable connections and collaborations that generate new ideas and foster both artistic and commercial successes.

Our current sites

Creative England - This site is currently run on a Wordpress CMS, which is a bespoke template. This currently houses all of our information about the company, programme information, video content and blogs. The CRM which is used for processing applications for our programmes is a bespoke system which is re-directed from the site. There is currently no integration between the two. Our **Filming in England** team who assist film and TV production have their own CMS Wordpress site, which will redirect from the new site.

Creative Industries Federation - This is currently run on a Drupal CMS and houses the activity, policy announcements and general information about the business. Our CRM system for the company is Salesforce, which we manage our membership through & members' content behind. We have a sub url (**join.creativeindustries.com**), which is used for recruiting new members. This is run through Wordpress.

Specification for new site

We're looking for a site that can house all information about our newly formed company, its programmes and investment opportunities, as well as policy reports, news and blogs. We are looking for the functionality of the site to have:

- Membership sign up with stripe api payment integration & ability to offer free trial periods of membership
- Membership products that can be loaded onto the CMS & mirror into CRM
- Use a framework that can connect our CMS, CRM & marketing add-ons such as MailChimp.
- System that allows members to create profiles and message each other on the site.

- Message board where members can start topics and discuss in larger groups, upload images/ embed video links.
- Capability to cancel membership/manage profile information/edit payment method
- A way to showcase our available programmes
- A way to showcase our upcoming events
- A way to showcase media content (podcasts/video content) with tagging functionality. Able to group sections of video into a playlist on the same page. The ability to restrict content with email address required for non-members.
- A way to hide blog content/downloaded PDFs behind an email capture/login for members.
- An events calendar that can also feed into CRM, with tagging.

Desirable

- A framework that can be used to build an app version of the site & membership side.
- Connect Hopin to CMS/CRM

User experience for new site

We're looking to create a website which is a resource hub of video and audio content, application centre and membership portal. It is vital that all of these functions are coherent and seamless along the user journey.

Sections that need to be included for the new site (titles may be to subject to change)

Mission

Programmes (ideate, creative enterprise, Wakefield, Cornwall)

Investment (creative growth finance & creative enterprise)

Resources (video/audio/pdf downloads)

Events

Membership

Login

Blogs/press releases/news

Sustainability

Sites we like:

- allbrightcollective.com
- the-dots.com
- itsourculture.co.uk
- freelancerclub.net
- <https://productmarketingalliance.com/>

How we'd like you to respond

We're looking for a short presentation on your what your recommendations would be to create the new site. Please include the following:

- Your approach
- Suggested systems and solutions
- Suggestions on how to display blogs/articles
- Video/audio hosting solution
- Timeframes

Please send all responses to abby.Brennan@creativeengland.co.uk by Friday 5th February 2021.

Follow up meetings for successful expressions of interest will be w/c 8th Feb.

This brief is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas at the time of writing to inform Expressions of interest Creative UK values difference and celebrates the creativity that diversity brings. We welcome applications from a variety of backgrounds, perspectives, identities and talents.