

PLACED Environmental Academy 2021 – Engagement Website Brief

INTRODUCTION

PLACED are currently searching for a consultant to develop a website for the PLACED Academy www.placed-academy.com The website will enable our young participants to share their ideas about the built environment and climate change with the public and gain feedback from visitors.

THE BRIEF

We are seeking someone to design a website which the young people who are enrolled in the Academy, supported by PLACED, can populate with their content. We envisage this to be a relatively simple website, with some scope for people to engage through comment boxes, surveys etc.

Website content

We are working with around 30 participants who are split into 5 groups. Each group will have at least one page each to showcase their portfolio of work. The features on each page may include but may not be limited to:

- Text
- Images
- Video
- Audio
- Downloadable action sheets or resources for schools
- Call-to-action boxes
- Map embedding
- Surveys
- Social media integration

Collecting feedback

Collecting feedback on their designs is an important aspect of this design. As such, we are interested in Feedback boxes, contact forms or / and comment boxes. Additional information:

- We would like comments to be linked to the PLACED e-mail accounts for approval
- Each group's webpage should have its own contact form and these should be clear upon arrival in the PLACED members' inboxes which page they relate to.
- Comments boxes should not encourage nested comments or replies in order to discourage two-way communication between the participants and people giving feedback.

Additional considerations

- Engaging layouts that invite the users to continue scrolling
- The website should be visual, making use of images and icons to look appealing
- The pages for the groups should allow them to upload a variety of media

Modifications

It is intended that the web developer will help to set up the 'framework' of the website, so that PLACED can manage its content.

INTENDED TIMELINES AND SCOPE

- Midday on 21st July: Expression of interest.
- Before 28th July: Discussion with PLACED members on the format, platform, and limit to the website
- 28th July: If you are available, we would like you to tell our participants about your job and role within this project to introduce them to a new career.
- We will then run, or help you to run if you prefer, a workshop with participants to ask for their input into the website e.g. asking what types of websites they like, what appeals to their age group, what types of design features are interesting.
- 29th July – 6th August: You will create the framework of the website for PLACED members to manage. This process could theoretically start at any point after the initial meeting.
- Participants will create engagement tools and content, liaising with PLACED members.
- You will support the PLACED team where required.
- Post 6th August: PLACED members to create and populate framework of website. Support from the web designer on hourly rate is required.

TARGET AUDIENCES

The target audiences could vary depending on the different aims of the students, although we envisage a fairly broad demographic. We would appreciate any advice the consultant can provide the group regarding tools and approaches to target different audiences accordingly.

ABOUT THE PLACED ACADEMY

PLACED is a social enterprise that works to engage communities and young people with the design, planning, and development of their built environments. We do this through creative and accessible engagement and education programmes.

The PLACED Academy is a free to access, creative programme about the built environment for 14-18 year olds, empowering young people to shape the places we live, work and spend time. The Academy is designed to increase participants' self-esteem, break down barriers to professional careers through bringing participants and professionals together, expose participants to a variety of conventional and non-conventional career routes and develop a broad range of skills.

For 2021, we are thrilled to be delivering the PLACED Environmental Academy, with funding from our primary funder, the Liverpool City Region Combined Authority and Metro Mayor, along with our Partner Regenda Homes and numerous sponsors. The Environmental Academy will run between June and November 2021. 30 young people aged 14-18 are enrolled on the programme.

EXPRESSION OF INTEREST

The timeframes for this piece of work are very short, and we are asking for expressions of interest by **midday Wednesday 21st July**.

We recognise that this is a very short timeframe. To make the process as simple as possible, please provide the following:

- No more than 400 words about your experience and how it is relevant to this project
- Three relevant examples of your work
- A cost for the work up to website completion, along with an hourly rate for advice as needed when the team begin to upload content.

We will contact you to discuss your proposal before offering the contract.

Please note that these dates are fixed and determined by the Academy programme schedule.

QUESTIONS

Please email Sophie on sophie@placed.org.uk with any questions.