

Open Call

Web design brief for the Winter Gardens Film Festival



Closing date: Friday 13 August 2021

Value £2000

This annual film festival showcases the best of modern and classic black and white film in the spectacular historic setting of Blackpool Winter Gardens.

The programmes are always varied, covering a range of genres from musicals, comedy, horror, documentary, silent classics, artists' moving image and contemporary film. We also host a range of live cinema events, workshops, archive film talks, live music and performance.

The main screenings take place in the art deco Opera House and Grand Foyer of Blackpool's famous Grade II* listed Winter Gardens.

- Every two years we host a film competition with entries from across the globe.
- Each year we choose a theme for our Sunday program. Past recent themes have included *Vote 100: women in film* and *Protest: Take a stand*.
- We host special events for specific groups such as screenings for schools and relaxed (dementia-friendly) screenings.
- We always host a number of vintage themed events. We have a loyal following of people who adore living history and dress up in vintage clothing for the occasion.

The festival is a partnership project between the [Winter Gardens Trust](#) and [Aunty Social CIC](#). 2022 will be its 6th year. Festival events were not held in 2020 or 2021 due to lockdown. We are a not-for-profit film festival. We have a large team of dedicated volunteers and we often hold events that raise awareness and funds for important local and local causes. We also host pop-up cinema screenings and events in a number of community venues throughout the year.

Our main income streams are:

- Box office revenue (ticket sales)
- Grant income
- Sponsorship; and
- Donations

We have outgrown our current website. It looks too simple and is proving difficult to keep up-to-date.

Aunty Social CIC, 1 Olympia Buildings, Coronation St, Blackpool, FY1 4NY
Registration No: 08399715

www.auntysocial.co.uk

www.wintergardensfilm.co.uk

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Objectives

We need a new website that helps us to showcase this unique festival by

- Increasing awareness of the festival,
- Generating more online ticket sales; and
- Boosting engagement with:
 - Blog posts
 - Our social media accounts

Our Current Audience Profile

- 84% of Booker postcodes were FY showing a strong local following but we also see an increasing number of attendees from as far afield as Stafford, London, Eastbourne, Northampton, Leeds, Brighton and the Republic of Ireland.
- 50% male and 50% female
- 20% aged up to 29, 31% aged 30-44, 31% aged 45-65 and the remaining 18% aged 65+.
- We have a significant LGBTQ+ audience, accounting for 35% of our attendees.

The audience spectrum segments that best represent our current audience are:

- [Commuterland Culturebuffs](#)
Affluent and professional consumers of culture
- [Kaleidoscope Creativity](#)
Mixed age, low level engagement, free local events, outdoor arts and festivals
- [Experience Seekers](#)
Highly active, diverse, social and ambitious, engaging with arts on a regular basis
- [Home and Heritage](#)
Rural areas and small town, day-time activities and historical events

We would like to develop and grow these existing audiences further, with special focus on:

- Engaging those aged under 30 years
- Cultural Tourists from areas outside of the Fylde Coast
- Our LGBTQ+ offer

Current website: What we need to improve

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- The website needs to be easier to navigate. At the moment it doesn't feel particularly intuitive and it can be difficult to find specific information.
- We need to make it simpler to buy tickets with a searchable what's on section that is easy to browse and highlights exclusive events and special offers.
- We like that the website features lots of our photographs, especially those of our amazing volunteers. We want to give people a realistic idea of what happens at the festival: what the historic building looks like, what they can do (apart from watch films), what they will learn, the food offer and the people that they may meet.
- We would like to share more video content and blog posts. We have lots of beautiful photographic images, film stills and video that we would like to use to their full potential.
- We like using WordPress and a lot of our volunteers are already competent in this.
- We want to keep details of past events. This needs to be well organised and not eclipse current events.

New Website requirements

- Integrate with Mailchimp and Facebook Pixel.
- We would ideally like box office functionality. We currently link through to [Yapsody](#) (event ticket sales platform) but we are open to change. We need something very simple and cost effective, if it keeps the customer on our website, that's even better.
- We are interested in an online shop and already have a [Square](#) account. Ideally the customer would be able to buy event tickets and merchandise at the same time in the same transaction.

Sitemap

As a minimum, we would like to see these pages:

- Home
- About
- What's On
- Contact

We will also need to include information on venues, the film competition, learning programme and work/volunteering opportunities.

Content

We already have plenty of content available on the website, it just needs checking over to make sure that it is up-to-date.

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We have a number of skilled volunteers who will be able to produce new copy. We also have an extensive library of event photographs and videos as well as a number of film stills and trailers.

Domain Name and Hosting

We are happy with our current domain name and hosting provider. We would like to continue using Google Analytics.

Websites we like

- Alex Mendham and his Orchestra <https://www.alexmendham.com>
 - We like: Lovely art deco styling, great photos, easy to read and navigate.
 - Not so much: We would like a few more pops of colour, a little bit of texture and some video.
- Electric Cinema <https://www.electriccinema.co.uk/cinemas/portobello>
 - We like: Art deco styling, tickets and offers are front and centre.
 - Not so much: very dark doesn't really show the organisation's personality, no staff or people.
- The Vintage Festival <https://www.vintagefestival.co.uk>
 - We like: Bright and lively lots of great pictures of people having a good time. Styling gives a modern eclectic twist on vintage.
 - Not so much: ticketing is hard to find, the bold font is quite difficult to read, the pages can look quite cluttered and messy at times.
- Battersea Arts Centre <https://bac.org.uk>
 - We like: easy to navigate, good text contrast (easy to read) and a great, friendly tone of voice.
 - Not so much: the events section looks good (and full!) but is overwhelming at first glance and doesn't have helpful filtering.
- Pordenone Silent Film Festival: <http://www.giornatedelcinemamuto.it/en/>
 - We like: program section. The events are easy to navigate and presented really clearly making the most of images. The section for past festivals which acts as an event archive. The 'Infestival' section containing clear, basic and practical information
 - Not so much: Front page with a single image. Could do with more images of current events, audiences and staff.

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Website Features and Functionality

Project Timescales

Use a table like the one below to outline your project timescales.

Deadline for brief submissions	Friday 13 August 2021
Designer appointed	Friday 20 August 2021
Project ready	15 October 2021
Go live (if applicable)	20 October 2021

Project Budget

£2000

How we will decide

- Quality of work & response to the design brief (60%)
- Cost (20%)
- Previous Relevant Experience (20%)

If you would like to submit a proposal, please email us with:

- Your proposal document outlining:
 - A written response to the brief
 - An estimated work schedule
 - Your fee quote
 - Links to examples of your work

Please send your proposal email to info@wintergardensfilm.co.uk

Closing date: 12 noon, Friday 13 August 2021

If you have any questions please email info@wintergardensfilm.co.uk

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