



Quarantine: new website tender brief

Quarantine's website was built for us eight years ago on Wordpress. We have very restricted access to the backend of the site. The structure, aesthetic and functionality of the site hasn't changed since it was built and is now outdated and becoming no longer fit for purpose.

In 2020, we underwent a brand refresh working with Studio Dotto in Manchester. We now have a new logo and brand toolkit. We would like our new website to reflect this refreshed brand identity, as well as the aesthetic of our artistic work. It should communicate who Quarantine is today, and have the functionality we need to connect with our audiences and key stakeholders over the next five years.

Our website is a showcase of our work and serves both a professional and a public audience. It is how we connect with and give information to the people who might programme, commission or fund our artistic projects, and it is also a source of information for the general public.

We are looking for a designer & developer – either an individual, team or company – who can help us to reimagine our website and create a new, corresponding email newsletter template(s). Our current website is very static, with a traditional structure. We want to re-think how it could look, function and be structured, to meet our needs and those of our audiences in creative and imaginative ways.

In our team, we have good web development skills, and we would like the freedom to update and change the website going forward. In the past, we have created separate websites for individual projects ([40 Days and 40 Nights](#), [Wallflower Dances](#)), but our hope is that our new website will have the flexibility and functionality to host artistic content and digital projects; becoming a creative space in its own right.

About Quarantine

Quarantine are leaders in the field of contemporary performance. We make theatre, performance and other public events that create new circumstances to talk about everyday life. We have an international reputation for our unique way of creating work with and about the people who feature in it.

We are artist led and have recently shifted to an ensemble way of working – we operate as a small group of artists and producers making work in a variety of ways. This year, we are creating a 12-hour performance installation in which people will demonstrate their work/skills in front of an audience; an audio walk along a working high street made through interviews with the people who live and work there; and we're collaborating on a project that will invite people to 'build an ark' in seven cities across Europe.

Our work is progressive, questioning and intellectually rigorous. It is also accessible – we use everyday forms and aesthetics to subvert expectations of what theatre is, in order to engage a wide range of people, including those who don't see contemporary theatre or art as 'for them'.

We're rooted in Manchester, but we make and present work around the world. Internationalism is a vital part of our identity and our business strategy.

Current website	https://qtine.com/
Current site – traffic overview	<p>Average users per month: 550-650 Average session: 2 minutes Average pages per session: 2.5 Tech: 60% on desktop; 35% mobile; 5% tablet Acquisition: 36% direct; 36% organic search; 20% social referral Location: 70% UK, 15% USA and then small proportions from European countries</p>
Audiences for our website	<ul style="list-style-type: none"> • Audiences for our artistic work (see below) • Industry professionals, including artistic peers, people who we collaborate with to make our work and who might programme it at their festivals/venues • Financial supporters – core (Arts Council & Manchester City Council) and project funders, including trusts & foundations, businesses and individual supporters (either currently supporting or considering providing support) • Academics and students • The media (generally national arts & culture media and local Manchester/NW, but can extend to where we are making/presenting work) • Our workforce – core team, board of trustees, freelance creative collaborators & performers, and volunteers • Our suppliers
Audiences for our artistic work	<p>Our research shows our ‘average’ audience member is 26-44 years old; from a middle-class background; lives in an urban area; and is on a low-mid level of income. But we know we reach people from a broad range of backgrounds. We consider our audience as coming from two main camps:</p> <ul style="list-style-type: none"> • Contemporary performance enthusiasts, including artists, academics, cultural professionals • People who are relatively unengaged with the contemporary arts who have been drawn in via a specific project, and are interested because of the subject matter, location, or the unusual form of the event/project <p>Our strongest following is in Manchester and the North West, but we have toured across the UK, as well as in Europe, Canada, Brazil and Australia. We are currently working with partners in Germany, the Netherlands, France, Greece, Portugal and Poland. We are looking to increase our work abroad in coming years, particularly in Europe.</p>
Our branding	<p>We recently undertook a re-branding exercise, resulting in a new logo, brand toolkit, and a printed portfolio of our past work. The brand toolkit may be used as a starting or reference point for the new website design, but it is not intended as a blueprint. You can request access to it here: https://drive.google.com/file/d/1AsCaffhqY7-cYDKGAesn2IE2VRgiqGSQ/view?usp=sharing</p> <p>The portfolio print, which was specifically designed to be shared with people who might programme, commission or fund our work, can be accessed here: https://issuu.com/qtine/docs/final_dotto_qtine_115x150_v7</p>
Aims of the new website	<p>We are open to creative and imaginative proposals about how our new website could look and function, but these are some of the aims we currently have in mind:</p> <ul style="list-style-type: none"> • It has a distinctive aesthetic duality that combines visceral imagery of the everyday with refined design in a sophisticated way, in keeping with the visual aesthetic of Quarantine’s artistic work and brand • In its design, structure and content, it supports communication with the broad range of people we engage as audiences, collaborators and funders • It makes the most of images & videos that we have of our work • It is accessible in every sense of the word – intuitive to use, culturally inclusive, as well as employing web accessibility best practice (see below)

	<ul style="list-style-type: none"> • It is innovative in terms of structure and navigation, finding a way to present information about our current and past work that helps visitors make connections between projects and encourages them to explore, discover, dig deeper... • It has in-built flexibility in terms of page/site structure, allowing us to draw visitors' attention to key messages, projects, pieces of news or content • It also has flexibility of design – most of our projects have their own branding and the site should allow us to reflect this on project pages and to create a potentially completely different look and feel on any given page(s) • It is a creative space in its own right and able to host digital artistic projects and content in an optimal way • It better supports event promotion/ticketing – either through a standardised way of directing people to other sites, or processing bookings directly (via our CRM) • It allows us to sell merchandise, potentially through a dedicated 'shop' area • It better supports fundraising and potentially allows us to accept donations • It promotes all of our social media channels and Mailchimp newsletter • It is straightforward for us to use
Accessibility	<p>The site should be accessible according to the World Wide Web Consortium W3C standards: https://www.w3.org/TR/WCAG20/</p> <p>It should:</p> <ul style="list-style-type: none"> • Provide text alternatives for non-text content • Be readable by screen readers • Be navigable through keyboard triggers • Use an accessible choice of colours and font (text is resizable) • Be usable with translation services • Be easily navigable and searchable
Technical requirements	<ul style="list-style-type: none"> • Open-source or SaaS CMS, most likely Wordpress • We have control of hosting and can work as developers • A functioning site search • Multiple users with different access permissions • Mobile responsive • SEO optimised • Ideally uses a drag and drop builder/editor • Has ability to take payments (preferably WooCommerce) to sell merchandise, and potentially to take donations • Potentially integrated with our CRM system (Good CRM) in order to handle taking donations (embeddable payment window), take event bookings (embeddable form) and record merchandise sales (via WooCommerce)
Email newsletter template	<ul style="list-style-type: none"> • Created for Mailchimp • Follows best practice in accessible email design • Complements the design of the website • Has flexibility to include different types/lengths of messages and images
Process	<p>Quarantine is a collaborative organisation. We will approach the development of this website in a thoughtful, considered and discursive way – as we do with all our work. We want to find a company/individual with a complementary way of working, who will join this process and work with us collaboratively, help guide us but also be open, responsive and flexible. We are happy to work to deadlines for providing feedback and content, but a strict process with a limited number of feedback rounds is unlikely to work for us.</p>
Budget and timeline	<p>We're looking to spend £8k-£10k on our new website and email newsletter template.</p> <p>Our timeline is somewhat flexible but needs to fit around projects that we are delivering between May and October 2021.</p>

	<p>We plan to appoint a designer/developer by the end of June. Ideally, we will work with you to refine the design over the summer, with the build beginning in Autumn 2021; a focused period of testing, refinement and content development in November to January; and going live in the first few months of 2022.</p>
<p>How to respond to this brief</p>	<p>Please send an expression of interest to Frances Richens, Communications & Development Manager, at frances@qtine.com by Friday 7th May.</p> <p>We plan to have initial meetings and conversations in May & June and appoint a designer/developer by the end of June.</p> <p>In your response, please:</p> <ul style="list-style-type: none"> • Tell us about you, your experience, and why you're interested in working with us • Share some of your previous work • Tell us any initial ideas and responses you have to this brief • Outline your process – how you plan to work with us to build this website • A project timeline • Projected costs • Two references <p>We are based in Manchester and particularly welcome expressions of interest from individuals and organisations based in the North West of England.</p>
<p>Values</p>	<p>Quarantine are committed to ethical and responsible working practices, including reducing our environmental impact and putting access and inclusion at the heart of everything that we do. We seek out collaborators with similar values.</p> <p>We know that discrimination and inequality exists in our sector and society, and that this limits people's work and life chances. We are committed to helping to address this. We welcome expressions of interest from individuals and teams who have faced barriers, discrimination or marginalisation for any reason.</p>