

Brief for development of the Salford & Cheetham Hill In Focus website

The “Salford and Cheetham Hill In Focus” project is restoring, digitizing and exhibiting a photography collection of 8,000 images from the 1950s and 1960s, predominantly taken in Cheetham Hill and Broughton, Salford.

This project is funded by the Heritage Lottery Fund and is being delivered by Retracing Salford. We have acquired the domain **salfordandcheethaminfocus.org.uk** and co.uk with a working title of Salford & Cheetham Hill In Focus

We are now recruiting a website developer to develop and design a user-friendly website, based on Wordpress, which will allow our audiences to view and interact with the collection, as well as become informed of the heritage project to restore the archive in general.

Requirements

The website needs to work well on mobile, tablet and other platforms, and should be accessible for users with visual and other impairments. Ensuring usability is a key outcome.

The core of the site is a browsable, searchable database of up to 8,000 images in jpeg format. Metadata will be stored in Excel and the website needs to display embedded data from this dataset along with the images.

We also need pages to showcase specific elements of the project and allow users to access information and find out how to take part in the project or visit an exhibition. We will also be writing some interpretive ‘narrative’ content.

We need a (monthly) blog of our project work.

Each image has up to 8 data fields, currently contained within an Excel spreadsheet. Currently these are stored as separate spreadsheets for each box of max. 34 records, which will be merged into one document before May 2016.

Records should be searchable by:

- A simple keyword box on each page of the site
- An advanced search to find a specific image e.g. a large glass plate of a school from the 1950s, by pre-selecting from a number of field labels. The labels could be ‘Category : school’, ‘Date’, ‘Image format’. The choice of fields to select could be made up of both database fields, as well as to popular tags used for social history eg buildings, streets. The above are initial ideas and we would like to refine this based on discussions with the chosen developer. If you have any suggestions for this please include them with your proposal.
- A ‘randomiser’ search that selects an image from the collection at random

For school audiences and specialists the searched item should also link to other content on the site, for example, a migrant ancestor photograph would reference editorial content about the history of migration in the late 19th and 20th century. Shop photographs will link to editorial content about the post-war industries in the area, particularly furniture and textiles.

Browsing

The database will also be presented visually in browsable categories. We would like each category to be represented by a single image from each category, which appear as a grid on one page. These categories include

Migrant ancestors (250 copy photographs)

Portraits (3000 studio portraits)

Jewish Culture (600 artifacts, synagogue interiors and religious ceremonies)

Industry (100 textiles factories, production lines, industrial miscellany)

High Street (100 shop fronts and interiors)

Schools (300 1960s new school buildings and classrooms)

Fashion (300 a selection of the portraits, and fashion accessories)

Leisure (300 cinemas, dance halls, pubs, fairgrounds)

Religious/Spiritual (200 Churches, artifacts)

Products and Promotion (500 furniture and advertisements for new products/campaigns)

War and Military (200 soldiers portraits, visas and certificates)

All audiences will be able to browse through the whole collection by category

Sport (200 team photographs and boxing portraits)

The numbers in each category vary greatly – the numbers above are estimates.

Mapping

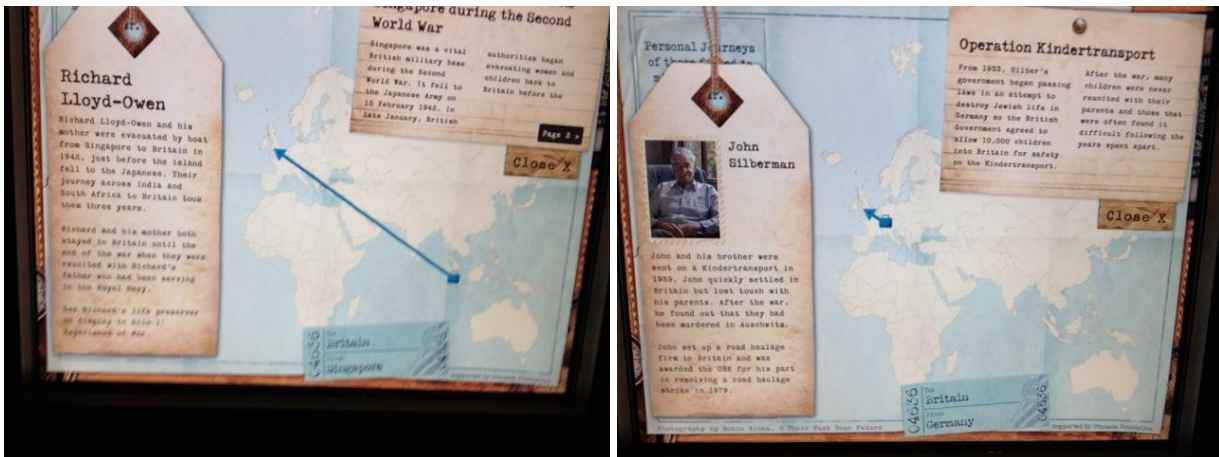
We would like 2 sections where people can search very distinct categories from the collection from a map; a social history and a migration section. This reflects our outreach activities where we will collect information from our audiences about the location of images, eg a shop in the social history map section, and the country of origin of one of the migrant ancestors' portrait images.

Social History Section: Approximately 10% of the images (up to 8000 in total) will have geodata . We plan to use Google Maps for these records. We will provide the geocodes for each image on the map and would like the developer to upload these to Google maps and create an easy to use embedded map within the website. It should be stressed that because such a small proportion of images have geodata, the primary access to the collections will be via browse and search as described.

Most of the social history images with geodata (approx 250) will be from a small geographical area (Salford & Cheetham Hill). We would like our audiences to access the records from here as a supplementary way to browse a selection (whatever we are able to geocode) of the categories. ie clicking on a pin/photo thumbnail will open a page for that record, with further links to the whole category. Therefore not all the collection will be represented on the map, but only a selection of the categories with geocodes.

Migration Section : Another 250 are old copy images of migrant ancestors who migrated to the area from other countries around the world. We would like this section to have a distinctly different look to the local map page, using graphics to represent luggage tags

(the text on the labels is actually a field from the database). Here is an example from IWM of the type of thing we are considering.



Target audiences for website

1. **Social History** – local people interested in remembering the recent past of the geographical areas through looking at photographs. Many of these people are looking for local photographs and memories. The organisation has already engaged successfully with this audience.
2. **Multi-Cultural** : Audiences from a wide demographic including many cultural backgrounds; many of the photographs, and therefore our outreach activities, reflect the wide diversity of the Cheetham Hill area. Our educational outreach programme directly links in to communities such as the Jewish community, the Ukrainian/Eastern European community, the Pakistani/Asian and African communities, and we would like to link the work we do in these communities with on line content. This is a different audience from our previous project, the 'social history' audience, which is mainly older, local Salford residents.
3. **Schools** : Key Stage 2 classes and teaching staff to support our educational outreach work in schools. Teachers and children will be able to search the photographs on line, and their findings will be the visual basis for a piece of art work and a piece of writing.
4. **Specialists**: Photography enthusiasts, students and other specialists who may find the collection and the project of interest for its social content as much as its significance to other things, for e.g., the history of photography, archiving methods, urban geography etc.

Most of the photographs have very little supporting/contextual information. From September 2015 to June 2016 we are going to engage with community groups to gather some of that information and add it to the database.

In the meantime, we are featuring images from the collection's categories on Facebook, to gather information, to collect responses to them and to inform development of the website's content, where practical, in terms of website development timescale.

We would like users to be able to submit brief comments via the website, which we can then act on. This could be as simple as having an email address available, or perhaps a lightly structured online form.

Timescale

We would like to start work in Nov. 2015.
The website must be live by 5 May 2016.

The digitization process will run alongside web development scheduled to be completed in June 2016 , so our final catalogue will not be completed until after the website is live.

In approx. May 2017 the project team is due to disband and there will be no personnel to administrate the site on a weekly basis.

It is a requirement of Heritage Lottery funding that the site should be maintained for at least five years from the project completion date. In approx May 2017 the live project will finish, meaning a much reduced team. The site must be easily maintained going forward, and we will require an ongoing support agreement as part of this contract.

Budget

The budget is £6,500 plus VAT

The developer will need to allow for at least two design iterations.

Please include a rate for hosting with your quote, support for the first year post launch and rates for any further support.

As the site is being built using Wordpress, an approach we favour is to set up a blank site at the start, add content, and then discuss and apply designs to the actual website.

There will be two stages of testing including 'concept testing' at the start of the project, and user testing of a beta version. The testing will done under a separate contract, but the developer will need to support this process, by providing or (by agreement) assisting in the preparation of draft visuals for the concept testing, and meeting relevant deadlines for this and the beta testing.

Recruitment Process

Please submit proposals in writing outlining how you would allocate time and resources according to our timescale. Please indicate how your experience of website development and design is appropriate to this heritage brief and offer at least two references. Please outline how you will communicate with the Project Team and how often. The team works on a weekly part-time basis, predominantly on Mondays and Tuesdays, and your availability would need to accommodate these days.

Please include:

1. A covering letter outlining your suitability for the role – with examples of relevant experience
2. Examples of previous work
3. Two or more references for previous work
4. A provisional timetable with a resource schedule for each task
5. A fee breakdown, based on a daily fee

Proposal submission deadline: 26.10.15

Interviews on : Monday 2.11.15

Notification by : Friday 6.11.15

Initial Client Meeting : Monday 16.11.15

Suggested Work Schedule

16 Nov	Initial client meeting
w/c 16 Nov	Set up Wordpress site
w/c 23 Nov	Client adds some content - to gain experience and facilitate design process
w/c 30 Nov	Concept testing (based on visuals prepared with assistance by developer)
w/c 30 Nov	Developer applies first round of gradual refinement of design on Wordpress site itself
w/c 30 Nov	Training from developer on editing content (after some experience gained)
w/c 7 Dec	Feedback from client
w/c 14 Dec	Design refined further to create beta version
w/c 4 Jan	Beta testing
w/c 25 Jan	Design finalised
w/c 8 Feb -	Informal testing at outreach sessions, and via online survey
25 April	Final changes
3 May 2016	Website launch
	Post launch tweaks
May 2016 -	Periodic review (dates to be agreed) and ongoing support (costed into proposal)

Please email your application by 12pm Monday 26th October including "Website development proposal" in the subject line, to Gail Skelly, at salfordandcheethaminfocus@gmail.com

For an informal chat about this application please email or call Gail Skelly on 0161 848 8779