



Digital Agency Brief

Role: Website and content development
Reporting to: Culture House Operations Director
Contract Time: May 2024- July 2024
Duration: 8 weeks

1. Executive Summary

As part of the new exciting project 'Culture House', the Anti-Tribalism Movement is seeking a digital agency to create clear and powerful message-led creative assets for a variety of audiences, as well as a website that is easy to navigate, engaging, high quality, modern, and interactive for its audiences..

1. The Project

The Culture House (CH) will identify, preserve, and explain to the public, tangible and intangible Somali cultural assets. Through its activities, it will illuminate the complex experiences and evolving identities of the British Somali community. It will present narratives of origin, displacement, migration, and new belongings through exploring the deep cultural significance embedded in British-Somali heritage assets.

2. About the Anti-Tribalism Movement

The Anti-Tribalism Movement is a non-profit organisation committed to tackling tribal discrimination and promoting fairer and more equitable societies. We work towards this mission through Three thematic priorities: fostering tolerance, producing leaders, and undertaking community research to influence institutional policies and practice.

4. The Commission Brief

Agency will provide the following assets:

3. High resolution logos
4. Brand Guidelines
5. Branding strategy
6. Tone of voice guidelines (Brand values, messaging, and positioning)
7. Branding development
8. Printed Media
9. Imagery (Photos of the heritage assets for digitalisation- 150 items)
10. Videos
11. Social Media Assets
12. Website copy
13. Photography
14. Videos
15. Logos
16. Graphics
17. Colours
18. Website building

The followings include priority pages:

- **About us-** who we are, opportunities, reports, volunteering, partnerships etc.
- **What is on-** (exhibitions, events, workshops, talks and tours)
- **Learning and engagement** (Poetry, schools, learning and resources)
- **Our collections** (Artefacts, Arts, Oral stories etc)
- **Visit us-** Plan your visit, venue hire,
- **Donate**
- **News and opinion-**

Following features are compulsory:

1. Welcoming home page
2. SEO and Google analytics
3. Document Downloads
4. Data Capture system
5. Enquiry forms
6. Maps
7. Newsletter signup
8. Archive catalogue.
9. Image gallery
10. Blog/News
11. Optimised searches

12. Provide calendar and make bookings.

The following deliverables are essential part of the brief:

1. Training for Culture House staff on how to use the website.
2. Backed up data.
3. Plugins licence and codes for embedded pages/contents
4. Performance and monitoring report
5. Compliance measures (copyright, assets transfers, GDPR etc)
6. The consultant(s) is/are required to maintain the confidentiality of all proprietary or privileged information to which they will be exposed whilst undertaking this project. The hiring organisation will be entitled to the copyright and all other intellectual property rights of the project deliverables.

6. Timeline to deliver the project.

May-July 2024

7. Fee and submission requirements

Culture House has a sum of £20,000 plus VAT available for this piece of work. If you wish to submit a proposal, please include the following details:

1. Detailed Proposed methodology
2. Details of all personnel to be involved in the project and their experiences.
3. Examples of past works
4. Mock-up of web pages
5. Budget
6. Confirmation that the consultant has the capacity to complete the work within the brief and to the agreed timescale.

8. Management of the commission

The commission will be managed by ATM managing Director.

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Tenders must be marked "Culture House website Tender".

Short-listed candidates will be invited to make a presentation to ATM, and attend an interview, as part of ATM's Procurement process.

9. Deadline

Deadline for brief closing date- 26th April 2024