

Website Design Brief for Redruth Town Council

Introduction

Redruth Town Council are currently accepting applications from web designers to support the redesign and redevelopment of their website (<https://www.redruth-tc.gov.uk>) to feel more in line with their sister website (<https://discoveredredruth.co.uk/>). The designer will lead on creating a modern, engaging, accessible website in line with Redruth Town Council's aims and objectives described within this brief.

Redruth Town Council will be hosting a drop-in session at the Civic Centre between 10 am and 2 pm on Monday, 1st December. This will be an opportunity for prospective designers to ask further questions and find out more about this opportunity.

Key timings

Applications should include;

- A resume of how you intend to meet the requirements of the brief in full;
- A full financial breakdown and quote;
- Examples of similar work including two referee organisations;
- CV, a covering letter, and a portfolio.

They should be sent to Rebecca Pearce, Communications manager, by 5 pm on Monday, 15th December. Email to: Comms@redruth-tc.gov.uk.

Following the review of applications, the successful candidate will be contacted in the New Year.

About Redruth Town Council

Redruth Town Council is a Parish Council made up of 14 councillors and over 20 staff members. The team has many responsibilities across Redruth Parish, including but not limited to maintenance of green spaces, town festivals, and Redruth Library.

Recently, Redruth Town Council have experienced significant growth with the creation of new roles, including Community and Business Liaison Managers, bringing the town council even closer to the heart of the community. Now more than ever, it is essential that Redruth Town Council connects with its residents.

Redruth Town Council describes itself as the Heart of Cornish Innovation, and the website needs to reflect this.

Website Overview

Redruth Town Council's website's primary function is to be a source of information primarily for Redruth Residents. It is a place for Redruth Town Council to share information about upcoming meetings, news and community initiatives.

The homepage should give an overview of Redruth Town Council, as well as key details such as the next upcoming meeting and any official notices.

Each page should be designed with accessibility and ease of navigation in mind. Accessibility requirements should adhere to the W3C's Web accessibility standards.

Redruth Town Council would like WordPress to be used as the host site for the website.

Audience and Objectives

The primary audience for the website is residents of Redruth Parish. Secondary audiences include prospective residents of Redruth, local stakeholder organisations/partners, Youth Councillors and the press.

The core objectives of the website are to keep residents informed of what the Town Council is involved in and ensuring transparency and visibility of decision making and policy setting.

Technical Requirements

Our new website must be designed with performance and accessibility in mind.

Key technical requirements include:

- Editorial Power: Redruth Town Council must be able to have full editorial ability of the website.
- Mobile Responsiveness: The website must be fully responsive and optimised for all devices, including smartphones, tablets, and desktops.
- Security and Maintenance: The website should be designed with strong security measures and include recommendations for regular maintenance and updates.
- Key Word Search Ability: The website must have the ability for users to search for key terms and be presented with all relevant information.
- Integrated Social Media: The website must be able to seamlessly integrate with our existing social media and any other social media platforms we may add to our assets.

A Note on Design

Redruth Town Council is proud to be working with illustrator Hannah Beech across both the Redruth Town Council and the Discover Redruth Branding. The Redruth Town Council website will need to reflect the house style, using the colour palette, illustrations, and fonts.