

STRAND

Tender for Website Design



INVITATION TO TENDER

WEBSITE PLANNING, DESIGN & DELIVERY SERVICES

1.0 INSTRUCTIONS TO TENDERERS – WEBSITE DEVELOPMENT PROJECT

This tender relates to the appointment of a suitably qualified supplier to design and develop a new website for **The Strand**, supported by **The National Lottery Heritage Fund**.

1. Timetable for procurement and services

ACTIVITY	DATE
Advertisement of the procurement	19.03.26 March 19th
Tender submission deadline	17.04.26 April 17th
Award of contract	28.04.26 April 28th
Stage 1 – Discovery and development of website specification	
Stage 2 – Website build, testing and launch	

- Completed tender documentation should be returned by email to **Mimi Turtle** at mimi@strandartscentre.com and **Emma Hart** at emma@strandartscentre.com
- Tenders must be fully compliant with the requirements detailed in this documentation. Tenders may be rejected if the required information is not submitted at the time of tendering.

2. Economic and financial standing

Tenderers may be required to provide information relating to their economic and financial standing prior to acceptance of any tender.

3. Costs and expenses

Tenderers will not be entitled to claim any costs or expenses incurred in preparing their submission, whether or not it is successful.

4. Period of validity

Tenderers are required to keep their tenders valid for acceptance for a period of **ninety days** from the tender closing date.

5. Confidentiality

Tender documents must be treated as private and confidential between the tenderer and the Strand. The Strand will use submitted information solely for the purposes of

evaluating bids. Documents will be retained and disposed of in line with the Strand's document retention and disposal schedule.

6. Official amendments

Should the Strand need to amend the tender documentation prior to the submission deadline, all organisations in receipt of tender documents will be notified simultaneously. Where appropriate, the deadline for receipt of tenders may be extended.

7. Canvassing

Any tenderer who directly or indirectly canvasses the Strand concerning the award of this contract or attempts to obtain information about the evaluation outside of the proper clarification process will be disqualified. This does not prevent suppliers from seeking clarification in accordance with the procedures outlined in this document.

8. Assumptions

Tenderers must not assume the Strand has prior knowledge of their organisation or experience of their services. Evaluation will be based solely on the information provided in the tender submission.

9. Compliance

Tenders must be submitted in full accordance with these instructions. Failure to comply may result in rejection.

10. Conflict of interest

Tenderers must adhere to high standards of propriety, including impartiality, integrity and objectivity. Any real or perceived conflicts of interest that may be relevant to this project must be declared at the outset of the procurement process.

11. Contact details

For further information relating to this procurement, please contact:

Emma Hart, Marketing Manager, The Strand

Email: emma@strandartscentre.com

All clarification queries must be submitted by email to ensure an audit trail. Clarification requests must be submitted no later than **five days prior to the tender return date**.

1. Introduction

The Strand (previously Strand Arts Centre) invites proposals from website design and development agencies to create a new website that **reflects our updated brand identity, strengthens our user experience, streamlines information, and integrates dynamically with our new box office system, AdmitOne.**

As Northern Ireland's only operational Art Deco cinema, live venue and arts organisation, we are undergoing a major 7-million-pound redevelopment prior to re-opening in 2026. We require a modern, accessible, intuitive website that communicates our story and heritage, supports our growing programme, and serves the needs of a diverse range of audiences, partners, community groups, and industry professionals.

2. Project Background

Our current website (strandartscentre.com), hosted on Wordpress, could be improved to meet our needs better. Identified issues include:

- Outdated structure
- Lacks brand originality
- Difficult to update regularly within backend of Wordpress
- Lacks a hub for heritage content
- Inconsistent brand application
- SEO performance could be improved
- No archive of past events, projects, or workshops (something increasingly required by funders for evidence and reporting)
- Donation page not integrated (localgiving.org)
- Photography outdated
- Lacking design features that reflect our creativity

We are looking for a new website design that will resolve these issues and support the next chapter of the Strand.

*Note. All copy and photography will be provided by the Strand. The Strand has a new Brand Playbook that can be utilised and referenced for the design work.

3. Project Objectives

The new website must:

Brand & Design

- Fully implement the Strand's updated brand playbook
- Deliver visually cohesive, modern design across all pages

- Reflect both our Art Deco heritage and our refurbished creative space
- Potential for animated/moving image elements on our website
- Easy to maintain and update content from the backend

User Experience

- Provide clear, intuitive navigation
- Make it easy for visitors to find key information and take key actions
- Prioritise mobile-first responsive design
- Ensure AA-level accessibility (reading for blind/partially blind), ensure text for images and all best practice features for a disability friendly website.

Content & Structure

- Develop a streamlined information architecture
- Create clear user journeys for **audiences, hirers, artists, promoters, partners, schools, community groups and funders**
- Feature our staff, board and funders creatively
- Clear Sponsorship Page where patrons can donate
- Well-structured and clean brand new 'Memberships Page' (this is a new offering)
- Blog/News page where we can update our audience with information
- Integration with social media

Functionality

- Dynamic integration with Admit One (Box Office)
 - Real-time listings
 - Automated showtime updates
 - Smooth, user-friendly booking flow
 - Streamlines easily with box office formatting
- Heritage content
 - A page inspired by <https://strandstoriesbelfast.com>, showcasing archival materials, oral histories, and Art Deco heritage
- Private Hire
 - A fully restructured hire section that speaks to different audiences:
 - Live music, comedy and theatre
 - Cast & crew screenings
 - Film premieres
 - Corporate events
 - Community groups
 - Birthdays and celebrations
 - Weddings, ceremonies and engagement screenings
 - Touring artists & promoters
 - Recommendations for structure of this, pricing information and enquiry forms
- New Café Bar Page
 - Menus, opening times, atmosphere, imagery, integrated with venue identity
- Live Events / Promoter Hub
 - High-res photographs to highlight all spaces and their functionality

- Technical specifications and downloadable tech packs
- Clear pathways for enquiring about booking live events, hiring auditoriums, and arranging performances
- Event Archive Section
 - A structured, easy-to-update archive of:
 - Past events and screenings
 - Workshops and community programmes
 - Festivals and partnerships
 - Touring shows and live performances
 - This must be searchable, well-organised, and easy to maintain internally
 - Purpose: to support funding applications, reporting, and public transparency

SEO Requirements

- SEO-aware site structure, metadata, headings, image optimisation, and sitemap
- High priority on ranking for:
 - Belfast cinema
 - Private hire Belfast
 - Live events Belfast
 - Art Deco venue
 - Café bar East Belfast
 - Workshops and community arts
 - Corporate away days
- Guidance for maintaining SEO after launch

4. Deliverables

The successful agency will deliver:

1. Full audit of current website
2. Streamlined sitemap and information architecture
3. Full design implementation using brand playbook
4. Website build and CMS development
5. Dynamic AdmitOne integration
6. Restructured pathways for venue hire enquiries
7. Heritage storytelling page
8. Café bar page
9. Live events / promoter info hub
10. Archive of past events, workshops, and projects
11. Content migration and rationalisation
12. SEO setup
13. Full testing and launch support
14. Staff training and documentation
15. An easy to update / edit site
16. Optional ongoing support

5. Proposal Requirements

Agencies must include:

- Company overview
- Interpretation of the brief
- Project methodology and timeline
- Approach to UX, design, and accessibility
- Proposed sitemap / IA concepts
- SEO strategy
- Examples of relevant work (min. 3)
- Full cost breakdown
- Risks and mitigations

6. Budget

Please provide a detailed, itemised breakdown of all costs (ex VAT), including optional maintenance packages. The Strand is anticipating tenders to range from £3k - £10k.

7. Timeline

- Tender issued: 19/03/26
- Submission deadline: 17/04/26
- Appointment: 28/04/26
- Target launch: aligned with box office launch schedule

8. Evaluation Criteria (100%)

Criteria	Weight
Understanding of brief & methodology	25%
UX approach & design capability	20%
Relevant sector experience & portfolio	20%
Cost & value for money	25%
Delivery timeline	10%

9. Submission Instructions

Please submit your proposal electronically to:

emma@strandartscentre.com and mimi@strandartscentre.com

Subject: TENDER – Website Design & Development