



# Website Brief 2018

**Association of British Theatre Technicians**  
**55 Farringdon Road**  
**London EC1M 3JB**

The Association of British Theatre Technician is a company limited by guarantee of its members and registered in England number 1231725. The ABTT is a registered charity number 282069.

# Key Requirements:

Below are the key requirements selected from the detailed discussion that follows. These bullet points identify key features that we require in the future website:

- Responsive
- Online join-up with immediate members access upon payment.
- Membership information capture from signup process linked to database (progress)
- Automated Password Generation upon sign up (emailed to new member – giving members access)
- Ability to book courses and events via website and make payment to secure place.
- Site wide search function (including members side)
- Membership content block – teaser shown then “join for more..”
- Donation opportunities for non-members and members always available on main site.
- Donation option should also be placed in any membership transaction path and must be gift aid friendly
- Member CV upload and contact forms for references with mandatory contact fields (used when an member wishes to apply to become a FULL Member).
- Enquiry form –Mandatory contact fields, with classification field so we immediately know the reason for enquiry. These enquiries to be emails to Office.
- Spam Solution
- Secure Site
- Maintenance of CMS and Security
- Appropriate Visual – best practice access tools in place
- Social Media Display
- Job Vacancies listing
- Shop- Members discount accessible on log in with free P&P (though non-members should be able to see both prices)
- Ability to access *Technical Standards* publication via the ABTT Website (upon payment) - would integration on to the website be plausible? <http://www.technical-standards-for-places-of-entertainment.co.uk/>
- Events: Title & description public, joining and event details should be members only.
- Access to Sightline Magazine for members: - front cover shown to non-members similar to: to <https://www.noda.org.uk/magazine>

# Company Information

## Association of British Theatre Technicians

### COMPANY INFO:

The Association was started in 1961 by a small enthusiastic group... whose main purpose is to raise technical standards in the theatre. We make available information concerning theatre planning, stage machinery, lighting and sound equipment, acoustic, scenery construction, stage management and all aspects of presentation. We are a charity and membership organisation who campaign on behalf of the theatre industry to ensure legislation is appropriate to the industry's needs.

We are a resource for members to find the best information and advice on safe working practices within the theatre industry. We advise on safety, planning, good practice and enforcement, whilst also providing publications to support this knowledge. We encourage our members to validate and develop their skills through recognised training – providing technical education at all levels: in-service training and seminars. We also encouraged networking and the exchange of information for the betterment of our members and the industry as a whole – especially through our Annual Trade Show ( The ABTT Theatre Show). We are based in London, UK – however we have committees all over the UK. Our members are both nationwide and international ranging from individuals working in a related Industry – to Theatre and Companies who wish to support the organisation. We have 3 main staff working for the organisation – however the charity is run by its Council (11 elected members acting as Trustee Directors) who serve the backstage technical professions and related industries. We currently have approximately 1800 - 2000 members of various types. Our current goal is to modernise the website in to a useable interface which will increase memberships, retain users and promote the website as a viable tool for our members to use.

### COMPANY PRINCIPLES

- To advise on safety, planning, good practice and enforcement.
- To provide the best information and advice on safe working practices within the theatre industry.
- To provide publications: Codes of Practice, Data Sheets, Journals.
- To encourage pride at all times by enjoying and implementing good working practices.
- To encourage technical education at all levels: provide In-service training and seminars.
- To support the industry by networking information to members.
- To provide a comprehensive building advice service.
- Provide a comprehensive collection and dissemination of up to date information on technical matters.
- Encourage exchange of information

### POINTS OF CONTACT:

**POC:** Robin Townley/ Elysia Moore

**Collating content & updating website:** Elysia Moore

**Signatory:** Robin Townley

# ABTT Website Brief

## **THE ABTT ADMINISTRATES ITSELF:**

- Maintenance of website, Membership records and members' data
- Marketing to new members (and old) for increased (maintained) membership
- Governance of the Association, democracy, and member consultation
- Ad hoc frequent communication between exec members and
- Collection of fees, Banking and Finance

## **AIMS OF THE PROJECT**

We wish to find a partner, within the relatively small resources of the ABTT, to implement an updated structure and design of the site, and enter into a long term working relationship for hosting, maintenance and phased upgrading projects.

## **THE ABTT WEBSITE REDEVELOPMENT:**

Features, content and functionality of the current site are all required to be present in the new site (excluding the ABTT Forum). Current contents are the basis for future improvement and upgrading. Currently we wish to ensure the following processes are smoother:

- Applying for membership
- Renewing Membership (with donate function added)
- Donating to the ABTT
- Purchasing a book/ publication (smoother layout and access to discounts)
- Ability to make an enquiry (enquiry form to include drop down to help specify reason for enquiry immediately)
- Know they can pick up the phone or email to ask for instant advice
- Ability to search for information (news/ events/ technical information) – implement a site wide search function which is currently not in use.

## **Other key areas include:**

- Design of Website
- Communication and Information dissemination
- Maintain Member Services (whilst promoting these additional benefits to non members)
- Easy Content Management (we require flexibility and capability to add, subtract and amend pages of the website).
- Member Networking and Events
- PR, Social Media and News

# ABTT Current Website

The current website was built between 2011-2012 and is rather dated. The front page is confusing and does not establish immediately what the ABTT do, or what our goals are and is no longer in sync with the ABTT Brand colours or marketing materials.

We require the website to match the ABTT colour scheme used on our brochures' and promotional material to ensure it is seamlessly matched. The colour palette is 100% yellow, 100% white, 100% black—with the text "Rockwell" being used, though this may not be suitable for the website readability.

First impressions currently do not reflect the aims or achievements of the ABTT over its history. With the ABTT being a Technical Resource for those in an ever-advancing industry – our website needs to match this. Being simple to navigate and responsive to different types of mobile, tablets and devices – as many of our users will be accessing this website on the move.

As the purpose of the website is to motivate people to join the ABTT, donate or purchase books/publications – we require clear Calls to action listed on each page (top right corner?) This should be regarding joining or renewing membership, requests for donations should be on the renewal form each year. We will also have a webpage explaining different ways to contribute to the ABTT such as cash, legacy and physical industry related objects.

We would also like to remove the Forum as it is out of date and unmonitored. Instead we require our Social media accounts to be prominently displayed to promote likes, followers and conversations. This should include twitter, Facebook and Instagram.

We will be updating our News, Events and Courses content frequently and currently the WordPress CMS is perfect for doing this.

The website is forming a living archive – with content often be added but rarely deleted as it promotes the depth of the organisation. As such, the website needs to be set up to handle a multitude of events, courses and news items being added over the upcoming years.

An area not included that we would be considering developing in future, is an Archive of the ABTT's History and works. We have a vast array of incredibly interesting magazines, minutes and documents which would be invaluable for students and academics researching. Adding key words and tags will give us the ability for members to be able to find and track any of their previous work or involvement in the ABTT. As such, we would like the ability to add this feature in the future when required.

However, a lot of the functions we currently have on the ABTT Website do need to remain. The new website should be make clear to the user who the ABTT are and what we do. It should drive people to action, either buying books, donating, joining or renewing membership – but it should also be a tool for our members to find out what is happening in the Industry.

# ABTT Website Functions

## These should include:

- News Features, with ability to add YouTube videos etc.
- Events Calendar (titles should be visible to the public - details of which are only available to members unless public event) Past events should remain visible to help promote membership benefit.(possibly in a separate section?)
- Ecommerce Shop (with members only price discounts available upon log in) Both sets of prices should be shown publically to validate another membership benefit.
- Members-only areas – content that can only be accessed via a secure login
- Online membership payments/renewals/ donations (linked to WorldPay and GoCardless) with clear call to action on each page.
- Job Vacancies section (this will be promoting roles at our affiliated organisations mainly)
- Search functionality -improved searching on data fields / tags, some of which don't yet exist to help users find specific information
- Social Media integration – a Twitter feed, Instagram images shown.
- Immediate access to websites “private” members area upon enrolment – so instant gratification of joining.
- Ability to apply and purchase our courses online
- Gift Aid to be available as an option, when renewing membership - this should actively require a response. Members currently renew online via Go Cardless, World Pay.

## WEBSITE TRAFFIC:

Currently our Google Analytics report states that the ABTT website gets 2.9K of users each month with 3.6k sessions. Our average users remains on the website for 2.47mins as such we would like this to improve, keeping the user on the site for longer.

We currently lose and gain the same amount of new members a year. Therefore, we would like to begin making positive growth in both gaining new members – but also retaining them for more than 1-2 years. Renewing the website to make it easier to navigate and to really push the benefits of membership is one part in our plan to achieve this.

## MARKETING

Currently we use the following social media accounts to promote the ABTT:

Twitter: @theABTT

Facebook: <https://www.facebook.com/TheABTT/>

Instagram: <https://www.instagram.com/theabtt/>

However, we would be looking in to Search Engine Optimisation as part of the updated website. In regard to Offline Marketing, this is done through our Brochures/ Flyers/ Leaflets that are available at exhibitions and events throughout the year. I have attached these for you as the website will need to be in line with this material.



# ABTT Sitemap

## SITEMAP

Currently there is a mass of information with no context and it is a struggle for a new user to relate how these fit together if they have no prior knowledge of what the ABTT does. As such, we also require an updated site map. We are currently finalising this and it should be ready to go by June 2018.

## Key Visuals in our Sitemap:

### On Every Page:

The header should include: social media buttons, a search engine feature, (but it's only enabled for member content when signed in.) a 'Join Now' button and a "Donate Now" button on the far right which takes you to these separate pages

The footer should include, from left to right, link buttons for social media, a link to the enquiry form, direct contact details, charity details and our legal disclaimer (either written or a link to "terms and conditions, accessibility and cookies" . If there is space a "Key Areas" section may also be helpful which includes links to the "About ABTT, News, Events, Training and Benefits pages. This can be done in a similar style to <https://www.bectu.org.uk/home>

### Homepage:

We would like to simplify the information on the front-page splitting in to clear sections through graphics and bullet points. Similar to this: [and this: https://www.bectu.org.uk/home](https://www.bectu.org.uk/home)) These should include a brief intro to ABTT Membership Benefits, Training, News and Events and Twitter Feed using bullet points and graphics. These brief intro's should also enable users to click on them and take them to a new page.

A large banner with changing images with large "Join now" and "Already a member?" buttons. It would be incredibly helpful if these banners would be editable so if we have a large event coming up (such as the ABTT Theatre Show, we are able to edit the image and change the text and button links accordingly).

### Contact Us:

This should take members through to an enquiry form. This should include drop down filters for the "nature of the Enquiry", so we are aware of what each enquiry is about immediately.

These should be:

"Technical Enquiry"

"Membership Enquiry"

"General Enquiry"

"Website Enquiry"

"Course Enquiry"

"Meetings and Event Enquiry"

"Christmas Party"

"Job Advertisement Enquiry"

This page should also invite people to ring or email if they want.

# ABTT Requirements

## MAINTAINANCE AND TECHNICAL CONSIDERATIONS

We are currently using Xcite for Webhosting, our updates, maintenance and technical issues. However, we would be looking at moving these services to someone more reliable as we have had a number of issues with the website not working correctly and issues not being resolved in a timely manner.

We would be looking for a SLA Agreement including backups, updates, guaranteed up time, and a few hours each month dedicated for technical issues or questions we may have. Most of our updates will be text based and therefore carried out in house – however – it may be useful to know how we can “future-proof” the website to avoid it becoming outdated in a similar fashion to the current site.

We will be looking at remaining on WordPress if possible – as staff members are trained in using this, however we are open to recommendation.

As we already have an ecommerce section to the site set up – we will need to continue with our current payment providers GoCardless and Worldpay.

Part of our current contract includes Xcite creating and maintaining the login details for new and existing members. We would like this to be streamlined as currently we are having to send a CSV Manually at the end of each day for our new members to then gain access. We would prefer our members to be given instant access and an automated email to be sent upon joining, containing the login and password details.

## TIMESCALES

We will be looking at starting this project in July/August 2018 with a hope for this to be live for the start of November 2018 to iron out any tweaks prior to when our membership renewals will start on December 1st.

## WHAT WE NEED FROM YOU

A full written proposal, outlining your intended approach from a creative and a technical point of view, inclusive of costs (for both the initial website build, visual content and any ongoing fees), timescales and any assumptions you may have made regarding the project. Plus examples of your previous work that you deem relevant and a CV if relevant.

Please send through your response to [Office@abtt.org.uk](mailto:Office@abtt.org.uk), [elysia@abtt.org.uk](mailto:elysia@abtt.org.uk) and [robin@abtt.org.uk](mailto:robin@abtt.org.uk). You can contact us through the above emails or via phone on: 0203 242 9200

## WEBSITES AS REFERENCE

<http://www.tilde.io/>

<http://solt.co.uk/>

<http://demo.webulous.in/flaton/>

<https://www.barbican.org.uk/>

<https://www.bectu.org.uk/home>