

BRIXTON BID WEBSITE

ABOUT:

Brixton Business Improvement District (BID) is a not-for-profit organisation established in January 2014 by local businesses. The BID is overseen by a Board of local business leaders (volunteered time) and a small executive team delivering the BID's business plan. Brixton BID is 100% committed to improving Brixton for all.

OBJECTIVE:

Brixton BID is looking for a designer/agency to create a new website that reflects the BID objectives.

DESIGN:

Our vision for the website is to:

Bring the website in line with brand guidelines 2019 (page 4/5) – incorporating new logo and colours.

Create a clean, modern and distinctive look that stands out and reflects Brixton's unique character and business community.

Build a home page to pull content from other areas in tiled format (calendar/news/services)

Have up to date social links in the BID pink to match logo (Instagram, twitter and Facebook).

Provide a News page to be an exciting and engaging layout. (This template would hide dates of publication and have the ability to display featured stories at the top of the page.)

Create individual identities for each area of services we provide (Enhanced Environment, Better Business, Safer Day & Night, Distictive

Destination) in line with the brand colours 2019.

Have a website that allows for controlled access to Brixton BID calendar by external organisations to upload their own events.

Host a customer facing interface to allow for online booking of events and training.

PAGES:

Homepage

About Us:

- About Brixton BID
- Map of Brixton BID Area
- Meet the Team
- Our Work

Brixton:

- History of Brixton
- Calendar of Brixton events
- Landmarks Map

News

Directory of BID Business

Brixton Local (loyalty card/offers)

Members:

- Services (Enhanced Environment, Better Business, Safer Day & Night, Distinctive Destination)
- Members What's On (training dates/meetings)
- Documents

* This is an initial guide but we are happy to take recommendations on the best website structure.

BUDGET:

The successful individual or agency would be expected to have a strong and robust track record of delivering websites.

Submissions will be assessed using the following criteria:

Track record and ability to deliver projects of this type	35%
Quality and originality of the proposed approach, including consideration of: <ul style="list-style-type: none">• The proposed approach• Commitment to delivering a new website• The amount of time to be dedicated to the project	35%
Price	20%
Added value and innovation	10%

The total budget for this project is £10 000 + VAT. Budget proposals should not exceed this total.

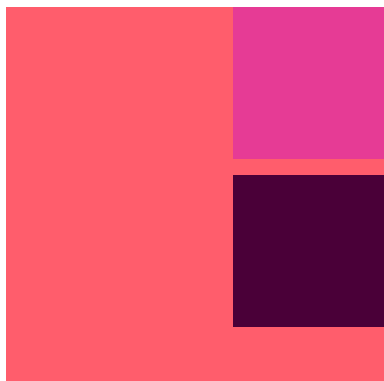
YOUR PROPOSAL:

1. A timeline for work.
2. A visual mock-up of your initial ideas of the homepage design.
3. A breakdown of how the budget will be spent.
4. A short description of inspirations you would factor in to your work and how you will utilise our brand guidelines to create a visual identity for Enhanced Environment, Better Business, Safer Day & Night, Distinctive Destination areas of the website.
5. Examples of previous website design projects.

Deadline: Monday 30th March 2020 by 10am

Please send your complete proposal to Jessica on jessica.dyer@brixtonbid.co.uk

BRIXTON BID BRANDING 2019



BRIXTON BID



BRIXTON
BUSINESSES



ENHANCED
ENVIROMENT



BETTER
BUSINESS



SAFER DAY &
NIGHTROMENT

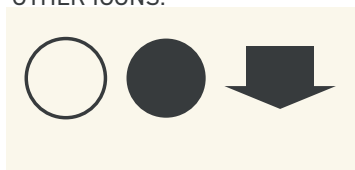


DESTINCTIVE
DESTINATION

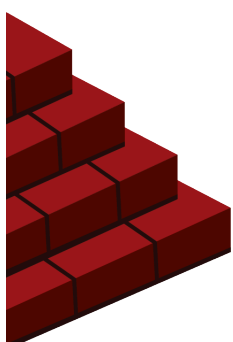
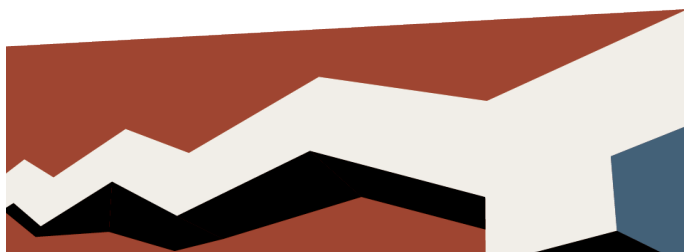
ICONS:



OTHER ICONS:



ILLUSTRATIONS:



CONTACT:

Jessica Dyer

jessica.dyer@brixtonbid.co.uk

0203 417 7373

Deadline: Friday 27th March 2020

Contact us with any queries you have in the meantime.