

Trent Park Museum Trust

trentparkhouse.org.uk

Expression of Interest: Design and build new website for Trent Park House (phase one)

Summary Contract details

Description	Expressions of Interest for design and build of new website for Trent Park Museum Trust (phase one)
Contact	Chezy Brownen, Programme Manager chezy.brownen@trentparkhouse.org.uk
Website	www.trentparkhouse.org.uk
Closing date: Expression of Interest	26 th May 2023
Send out Invitations to Tender (ITT)	2 nd June 2023
Closing date: ITT replies	16 th June 2023
Interviews for shortlist	Tues 4 th July, in London
Contract to start	17 th July 2023

We are looking for expressions of interest to undertake the design and build of the new website for Trent Park House Museum. Working closely with our project team on the design and content of the new website, phase one of this delivery will see the implementation of the new website for the museum using the new brand identity currently being developed, as well as showcasing project work with community engagement, oral history collecting and the school's programme. The website is an important and vital shop window for the project, encouraging supporters from local communities to funding bodies to help the project succeed.

The new website will be the main museum site. Content will be transferred from the existing website as well looking for innovative ways to present the further content being generated from the wider project team including oral histories, the school's programme and digital footage. It will link with social media platforms and help drive traffic to encourage visitors to connect with the fascinating history of the house, widening the supporter base in advance of the opening in 2025. The content management system will need to be flexible to allow for further development to support the functions required as the museum gets closer to opening its doors to the public.

Phase two will start in early 2024. It will take place as a separate phase and is not included in this Expression of Interest or Invitation to Tender. This second phase will see wider development of the museum website including the supporter base and membership schemes, the commercial offer which includes the online shop and eventually corporate hire, the schools and learning programme bookings, and later, ticketing facilities for visitors.

Expected Features:

Working closely in collaboration on the design, we anticipate the key needs of the website will be:

- Site structure ready for museum opening, such as visitor information, bookings
- Development of static site covering curatorial aspects we have been developing through 2023, including showcasing oral histories and learning programmes

- Other content to engage visitors in order to help drive traffic and brand visibility; helping us to develop our social media presence (e.g. blog posts)
- Information for potential volunteers or funders
- Museum-standard accessibility standards
- Review and approval process for CMS. This needs to be a popular CMS which the in-house communications team need to be able to update, as well as perhaps other developers as we grow the site over time.

Skills and Experience

- Demonstrable track record building and supporting a site similar to as described.
- Expertise building a site for accessible audiences.
- Available references for similar clients.
- Capacity to deliver the site in by autumn 2023

Trent Park House

Trent Park House, in Enfield, is recognised by Historic England as being of significance on a par with Bletchley Park. One of London's grandest houses, it was home to the 'Secret Listeners' during World War II - a story that has remained hidden in the house for over 70 years.

During the War, Trent Park House became one of the Allies' most successful secret weapons. State-of-the-art listening devices were wired throughout the House and gardens, and highly-prized Prisoners of War – including some of Hitler's most loyal Generals – were transferred to the site. Teams of 'Secret Listeners' – many of whom were German-Jewish émigrés – worked from the basement, recording and translating the conversations taking place on the floors above. Their discoveries were crucial to the outcome of the War.

In the lead up to the War, Trent Park was home to Sir Philip Sassoon, a central figure of both British inter-war politics and the anti-Nazi movement. Sassoon designed Trent Park to be both a political and social entertaining venue. He created a sumptuous atmosphere and entertained guests ranging from King George V, Edward VIII and a young Princess Elizabeth, to Sir Winston Churchill, Charlie Chaplin, TE Lawrence and Rex Whistler.

The House and gardens are currently being restored as a new heritage attraction which will immerse visitors – including school groups – in these extraordinary histories.

Once open to the public, the museum will become an important link, both in content and geography, between existing attractions such as the Imperial War Museum and the Churchill War Rooms to the south, and Bletchley Park and Bentley Priory to the north. We aim to work in partnership with heritage attractions in the local area and also those with strong contextual links with Trent Park. The programme of events, outreach, schools and education activity, lectures, exhibitions and community activity will bring the history of Trent Park alive and creating interest and pride in the local area.

This project revolves around histories and experiences associated with forced migration, war and the Holocaust. All project members are expected to approach all activity with appropriate sensitivity and undertake associated training (provided via the project team) as required.

Budget

This project is being quoted on a fixed fee basis. The maximum budget available is £31,000 plus VAT, inclusive of travel, administration and other related expenses. CMS licences and website hosting fees are not included in this fee and will be paid for separately.

The payment schedule for the contract will be as follows:

50% paid on signed contract

25% paid at mid-way point

25% paid on completion of project

To apply

If you are interested to submit an Expression of Interest application, we'd love to hear from you. Please send an outline of your experience, details of your capability for delivery, ability for longer-term support and references for similar projects on no more than two pages of A4 to Kate Francis at kate.francis@trentparkhouse.org.uk.

If you have any questions about the contract please contact Chezy Brownen, Programme Manager at chezy.brownen@trentparkhouse.org.uk

