

# Somerville College

Website Design & Development Proposal

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**We are The Web Kitchen – an award-winning digital agency based in London. We bring design and technology together to create digital experiences that excite and inspire.**

the web kitchen



## **We are delighted to have been invited to tender for the Somerville College website.**

This is an exciting opportunity to produce a dynamic website that is a bold expression of what makes Somerville a truly stand out College.

We believe we are in a perfect position to work with you on this project, and in this document we will set out the key reasons for choosing to work with us.

## **6 main reasons to work with us**

- 01 **Our Approach**
- 02 **Our Experience**
- 03 **Our Vision**
- 04 **Our Method**
- 05 **The Long-term**
- 06 **Our Ethos**

# OUR APPROACH

The way we approach projects is a key part of our success. Since our foundation in 2006, we have built a culture of innovation and a reputation for quality.

# Passion & integrity

the web kitchen

We are passionate about creating impactful digital experiences that we can be proud of.

As a close-knit team of 18 we are a boutique business, offering a premium service across branding, design and all things digital.

Everything we produce is designed from scratch and is completely bespoke, curated for you based on our research of your organisation and your sector.

We like to push boundaries and encourage our clients to be bold, and we take great pleasure in constantly developing our portfolio with new ideas and innovations.

In normal times we are all together in our studio on Great Portland St. in the heart of London, but at the moment we are working from for obvious reasons!

# Guiding principles

## WHAT WE DO

### Create form & function

Good design isn't just about it looking good, it has to work well too.

## HOW WE DO IT

### Go above & beyond

Everyone in the team understands that we offer a premium, personal, professional service.

## WHY WE DO IT

### To excite & inspire

Seeing the reaction to our work is rewarding, satisfying and makes us hungry for more.

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# OUR EXPERIENCE

We take great pride in the work we do and ensure that everything we produce meets the same high standards. We expect to be judged by our past work so encourage you to explore.

Our clients





## Wavemaker

We wanted to create a website that was the digital expression of their name: Wavemaker.

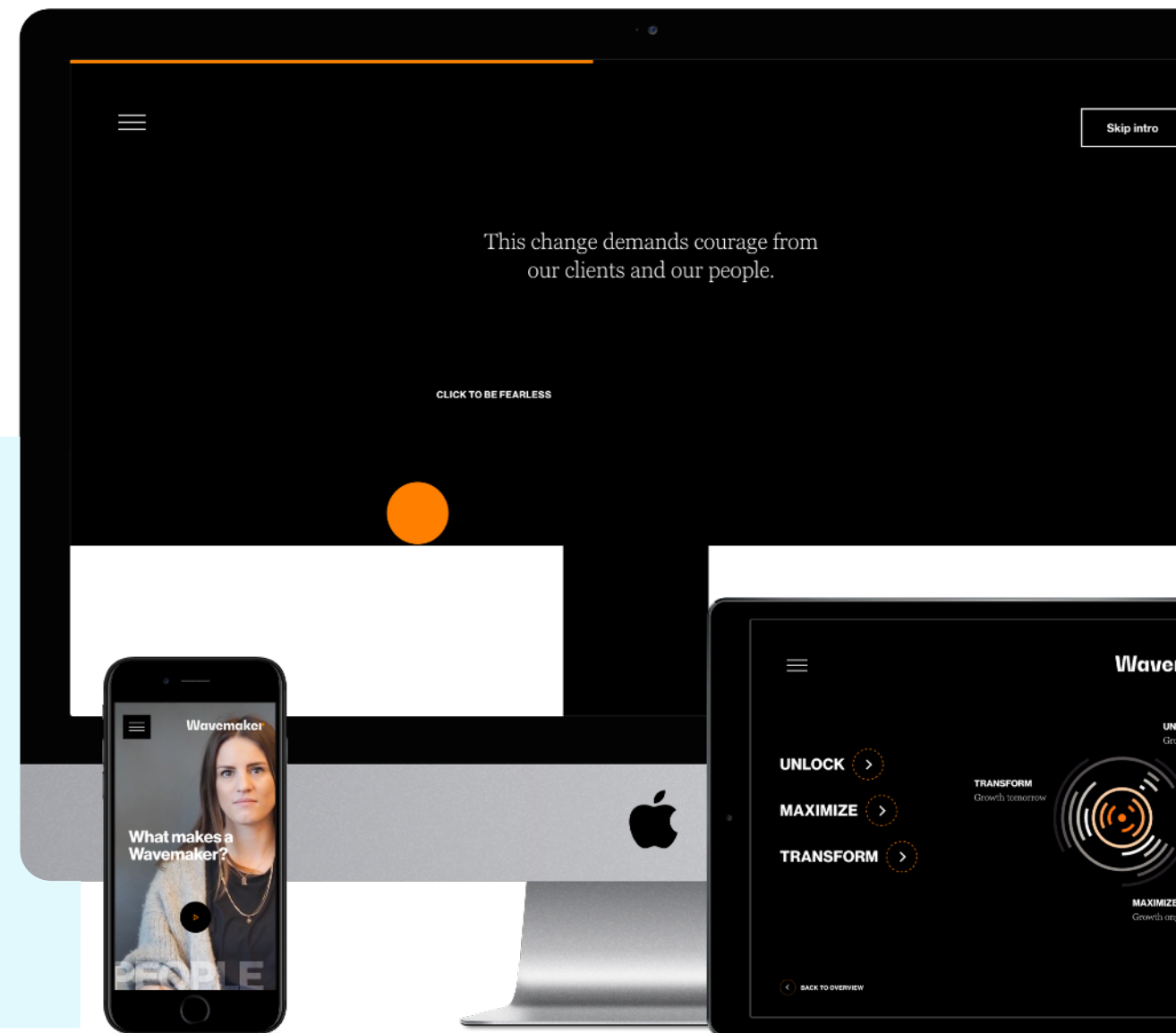
This meant pushing the boundaries of what is possible online to create a digital experience that was surprising, provocative and fun. Through the homepage animation sequence Wavemaker's key messages are communicated clearly and effectively, whilst the effects and animations through the site as a whole reinforce the brand.

[www.wavemaker.com](http://www.wavemaker.com)

“ Throughout the whole process, TWK made sure that we lived out our new narrative of 'positive provocation', challenged us to be distinctive and found ways to put that little extra spark into the details.

Stephanie Ijeh, Global Marketing Communications Manager – Wavemaker

# Wavemaker



## Global

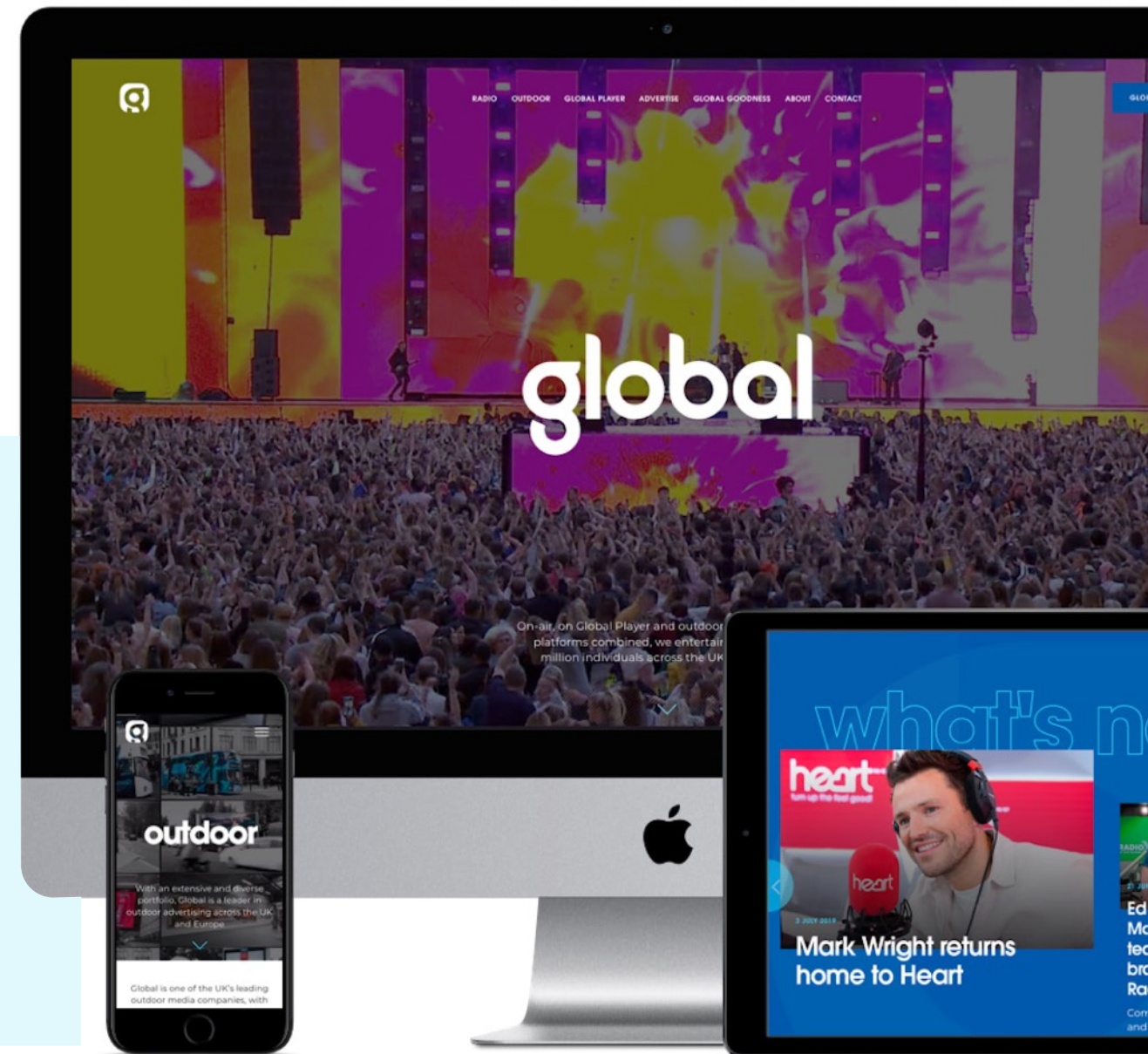
Global are one of the world's leading media, entertainment and outdoor advertising groups.

The new Global website is alive with a rich array of video, animation and social media integration. From a UX perspective, a refined user journey and site architecture provides a clearly defined experience for both consumers and advertisers alike.

[www.global.com](http://www.global.com)

“Massive thank you and congrats to everyone involved for an amazing job on this, very proud of it!

Ashley Tabor, Founder & President – Global



## Eton College

A historic and world-famous educational institution, Eton leads the sector through innovation and a sharing of insights and resources.

Eton contributes a great deal to society in a number of different ways, so we created a dynamic website which showcases those public benefits and champions the positive impact that Eton makes as well as the superb schooling that Eton provides.

[www.etoncollege.com](http://www.etoncollege.com)

“Most impressive for us was the way they drove the project forward, keeping it on track and even ahead of schedule. It’s hard to think up enough superlatives! A fantastic company to work with.

Fiona Robinson, Head of Marketing – Eton College



# OUR VISION

This aim of this project is to create a website that brings your proposition of 'the home of free thinking' to life online.

# Bold. Compelling. Progressive.

We will create an inspiring website that captures the true spirit of the passionate and dynamic college.

As the use of technology by the current and next generation of students continues to grow so do their expectations of what a college site should be like. Your website is an integral part of the decision making process and first impressions will be heavily influenced by the online experience.

It's essential that the new website acts as a communication and engagement hub serving dynamic content to all key users. In addition to this, it should be used as a point of contact for the entire student life cycle from prospective students to current students to alumni.

The website should immediately capture your forward-thinking approach to education and college life, your vibrant community and an innovative culture that is underpinned by your core values.

Through well structured user-journeys, excellent visual design, clear navigation and a coherent brand identity we will deliver the best possible experience to your audiences. We will evolve elements of your newly refreshed brand identity and bring it to life online to ensure that you continue to stand out within the sector.



# Project key features

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## Animations & effects

Enhancing user experience through movements and effects.

We will enhance the website by adding custom animations and interactions. These could include loading sequences, parallax scrolling effects or animated icons, depending on what we feel has the best impact on the overall experience for the user.

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## Dynamic news & events

Relevant, current and engaging content everywhere

We will provide a system whereby news and event posts are content managed, and feed a number of areas through the site based on categories. This serves to keep the site content current and relevant throughout.

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## Responsiveness

The best possible experience on any device.

We will build a responsive website, meaning that the website content will re-order, stack, and re-size depending on the size of the window that the site is viewed upon. We will then adapt the website for specific screen sizes as necessary. Visitors to the website will therefore be presented with the best possible view of the site for the size of screen they are using.

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## Wordpress

WordPress will be used as the Content Management System (CMS).

WordPress is the most used CMS in the world, powering over a third of the web. As such it is the most powerful, flexible and well-supported system available. Used in the right way it is easy to use, easy to build upon and completely secure.

# Project key features

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## Considered user journeys

Giving your users the content they want.

It is important to encourage users to continue their journey through your site, and this is best done by placing relevant 'teaser' content throughout. This content can be customised based on where users are so they feel that they are getting a personal experience.

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## Events calendar

Automated event calendar and category specific feeds

Wherever the data in your college calendar is held we will take a feed of the data and display it on the site via our own calendar widget. This allows users to view and filter different calendar events by category and sync the calendar to their own device.

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## Video content

Video content is a fantastic way to communicate with a website user.

We will review any video content you have, and can make recommendations for producing new videos for you as required. We would recommend that video content is hosted on Vimeo. Videos can easily be added to any page, news story or blog post, and will play in a 'lightbox' pop-up window.

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## Insights & analytics

Analysing usage, generating insights and testing improvements post-launch.

We will set up Google Analytics so that you can collect information on how the website is used, what works well and what you'd like to improve. This will enable us to test out different design and content options to see how usage is affected, whilst allowing us to enhance the site.

# Additional standard features

- ✓ **Search Engine Optimisation**  
Optimised for search engines out of the box, with the power to fine tune.
- ✓ **Fully content managed**  
Giving you the tools to manage every aspect of your site.
- ✓ **Publishing tools**  
Create drafts, schedule publication and review your page revisions.
- ✓ **Tiered user management**  
Multiple users, roles and capabilities for a customised sign-off and publication flow.
- ✓ **Media library**  
Simple management of documents and files within the site. Also supports bulk-upload.
- ✓ **Search function**  
Keyword search for full site or specific sections.
- ✓ **Custom URLs and page redirects**  
Create shortcuts, SEO friendly URLs and direct traffic to the right pages.
- ✓ **Google Analytics**  
Tracking user behaviour in your new site.
- ✓ **Social media integration**  
Integrated social media feeds and easy sharing for users.
- ✓ **Newsletter sign up**  
Capture details quickly and easily.
- ✓ **Image optimisation**  
Loading only the image size required for that page.
- ✓ **Caching and script minifying**  
Fast and reliable loading.
- ✓ **Accessibility**  
Adherence to the basic principles of accessibility.



# OUR METHOD

We have over a decade of experience delivering projects smoothly and effectively. Our process has evolved over time to enable us to push creative expression while delivering on time.

# Personal & professional

Every project that we take on is different, so we are not bound by processes or limited by past experience: we will do what is right for this project.

We are agile and flexible, but as the professionals with over a decade of experience we will take the lead and make strong recommendations for you, backed up by clear rationale.

Every project is based on a series of human relationships, so honesty, sincerity and energy are integral to success.

We enjoy our work, and want you to enjoy this process too.

# Your project team

## **Gemma Presky** Project Manager



Gemma joined TWK in 2019 after 4 years at another London agency managing digital & branding projects for global clients.

## **Ewan Barr** Project Director



Ewan leads the project management team and has managed projects such as Hyde New Homes and Working Voices.

## **Matt Handley** Creative Director



Matt drives the creative side of TWK, whilst also working as the lead designer on projects such as Amazon, Global & Working Voices.

## **Lietta Dufour** Designer



Originally from Genoa in northern Italy, Lietta is our most senior designer, as well as being a proficient illustrator and video editor.

## **David Gallimore** Technical Director



David leads the dev team at TWK, whilst also masterminding technically complex websites including Local Trust & Quantexa.

## **Molly Taylor** Developer



Molly is an expert programmer who has worked her magic on sites such as Keltbray, Oundle School & Global Fashion Group.

# Delivering the project smoothly & effectively

Given our understanding of Somerville College and the existing website, this is the process we would suggest delivers the best outcome in an appropriate timeframe.

- 01 Research & site architecture
- 02 Design
- 03 Theme development & site setup
- 04 Content management & training
- 05 Usability testing & tweaking
- 06 Compatibility testing & launch

# Research & site architecture

The project will begin with a meeting of all stakeholders involved with the project. This serves to engage stakeholders in the project at an early stage, and ensure that all considerations are shared openly.

A project timetable will also be put together with a breakdown of each stage in the project and the requirements from both parties.

Working with you, we will discuss the different audience groups for the site in detail, and review the sitemap you have initially created that caters for these groups. We will make suggested changes to the sitemap based on best practice and user flow.

It's important that SEO objectives are taken into account for the site architecture, so we will consult with you on your SEO priorities at this stage.

Finally, we would like to speak with you and Visual Philosophy to understand the thinking that has gone into the newly refreshed visual identity so that we can build on the visuals produced in the new site.

# Design

We will start by creating a design of the home page that illustrates our 'vision' for the site, and allows us to demonstrate the architecture agreed in Phase 1.

We will gather feedback from stakeholders on this route and amend it until you are happy to sign-off on the homepage design.

We will then develop designs for key inside pages in the site, ensuring that all pages requiring a bespoke template are designed, modified based on feedback.

Using a prototyping tool we will be able to run through user journeys and gather feedback on any issues to be addressed.

You will have final sign-off on the full set of designs, so they are ready for build.



# Theme development & site setup

Using the latest coding techniques (HTML5 and CSS3), we will translate the final designs into working web pages, bringing them to life with subtle effects and animation to enhance the user-experience.

We will use these front-end pages to create a bespoke WordPress theme, and set it up to create a development version of your new site.

We will create all pages in the site based on the agreed Site Architecture, and use WordPress to ensure that all content on the site can easily be amended.

# Content management & training

We will upload some test content to the site to ensure that it all works as it should, and create bespoke training videos showing you how to use the Content Management System (WordPress) to add content to the website.

The training videos are bespoke screen recordings showing how to perform a certain task using WordPress, featuring a voice over of your Project Manager talking through each step in the process.

They are supplied as an album so that you can watch them at your own pace, rewatch them as necessary and keep hold of them as a useful resource for training other members of the team on the site.

You will then be asked to populate the rest of the site with content so that you can try out the system and get used to using it. We can provide additional support in this phase on request.



# Usability testing & tweaking

We will continuously develop the site to ensure that it fulfils your expectations and all functionality specified is delivered.

You will be provided with a link to the 'in-development' version of your website along with access to your WordPress installation in Phase 4. You will then be able to feedback on the site quickly and easily, without ever having to leave your web browser or change tab, using our simple but powerful visual feedback tool.

Information such as screen sizes, device models, browsers and more is automatically logged, saving you time and ensuring we have the information necessary to swiftly address your feedback.

Once the site is fully populated and you are happy that it is complete, wider feedback will be collated from stakeholders and logged in a shared environment so that we can discuss each point and agree the necessary actions. Once all key stakeholders have reviewed and approved the site for launch we will start our formal compatibility and browser testing.

# Compatibility testing & launch

During this phase, we will:

- ensure that all functionality works as intended
- perform cross-browser compatibility checks to ensure that the site displays correctly in Edge, Firefox, Google Chrome and Safari
- perform multiple screen size testing to ensure the site displays correctly on all popular screen sizes, including tablets and smartphones
- validate the website against World Wide Web Consortium (W3C) standards
- check the site for accessibility dependent upon your user requirements
- set up 301 redirects from key indexed URLs to reduce the number of 404s on launch
- ensure there is a 404 page

Once testing is complete, we will ensure that your site is ready to launch on an agreed date.

# THE LONG-TERM

While we have focused in this document on our relevant capabilities for the delivery of this project, we are set up to deliver long-term value for our clients through a range of services.

# Clear & flexible

We like to keep everything simple and transparent, and for that reason this project will end with the completion of a fantastic new website for you.

That hopefully won't be the end of our relationship though: while you will be free to walk away with your new website if you want to, we see this project as the start of a long-term partnership between our organisations.

# Beyond this project

## 30-day bug fixing free of charge

Even if you choose not to take up an ongoing Support Agreement with us (more information on this below) we will fix any bugs that you discover with your site for free for the first 30 days after delivery. This gives you plenty of time to make sure that the end product meets the specification set out under the contract.

## Site maintenance and basic support

Websites need to be maintained in order to be secure and to prevent bugs popping up as technology is updated. Fundamentally this involves updating WordPress and plugins, keeping an eye on the site to ensure that everything is as it should be and supporting you to use the site in the right way.

## Website improvements and enhancements

Given the pace of development of the web and digital technology more broadly, it's imperative that the website continues to evolve and improve as times goes on. Standing still would be going backwards.

## Broader marketing and digital support

We are well-placed to help ensure that every touch point with your brand gives a clear and cohesive impression of your organisation. Beyond the maintenance, support and hosting of the website itself we also provide a range of other services to our clients including: SEO, e-newsletters, social media consultancy, print design and branding.

The agreement we have in place to facilitate the provision of these services is our [Ongoing Support Agreement](#).



The TWK team were highly professional and since the launch of our new identity, their attention to detail has continued at the same very high levels that they set during the initial development phase.

Jacqui Lowden, Director of Marketing & Communications  
- Eastbourne College

# Ongoing Support Agreement

## **What is the Ongoing Support Agreement?**

It's a flexible and transparent agreement which enables you to pre-book a certain amount of our studio time each month. Anything we do is logged against the available time and reports are produced either every month or every quarter on what has been done.

## **What about unused time?**

Any unused time from one quarter is available to use in the next quarter and since you can cancel or downgrade the amount of time you have with just one month's notice the incentive is for us to proactively suggest ways that we can use the time available to deliver value for you.

## **Who will manage this agreement?**

We have a dedicated account management team that support our clients once the initial project is complete. You will be introduced to your specific Account Manager and they will continue to work with designers, developers and marketers from across the business to deliver value for you.

**Fees under this contract are based on a reduced hourly rate of £90/hour. The minimum is 4 hours per month.**

# Hosting & Disaster Recovery

## Hosting

You don't have to host through us if you don't want to and we can supply your completed website so you can set it up on your own server if you choose.

We offer two hosting options which are based on different infrastructure with different specialist third party hosting providers:

### Tier 1 - Dedicated Managed Server with Kinsta

With 99.95% uptime, our Dedicated Servers are fully managed and offer 24/7/365 expert WordPress support.

£180/month

### Tier 2 - Virtual Private Server with Nimbus

Suited for smaller businesses, our VPS servers guarantee 99.9% uptime and office-hours support.

£80/month

## Disaster Recovery

It's sensible to be prepared for the highly unlikely event of either of the two hosting providers above suddenly being unavailable. We therefore have a Disaster Recovery Plan whereby a copy of your site is kept on a third party host which we can access and set up at any point if necessary.

£20/month

Please note, you don't have to decide on any of this until the project nears completion.



# Additional services

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## Video production

£1,200/day

We work with a fantastic video producer who will work with us to produce a concept for your videos. We will then manage the entire production.

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## Copywriting

£75/hour

For article content we work on 300 words of text per hour. This is variable according to the brief.

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## PPC campaigns

Custom pricing

We can provide consultancy and guidance on all aspects of digital marketing and work with a specialist third party that can setup, run and report on PPC campaigns.

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## Photography

from £700/day

We work with a number of professional photographers and can make recommendations on who best to work with according to our understanding of your brand.

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## eNewsletter setup

£1,440

We use newsletter software to allow our clients to easily create and send email campaigns and monitor their success. The fee includes the design and build of the template, the set up and training.

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## Social media consultancy

£960/day

We have provided social media consultancy for a number of clients covering an audit of how their social channels are used, good practice from the sector and a blueprint on how to make the most of social media.



# OUR ETHOS

Although we're a digital agency, we recognise that every aspect of our work relies on positive human relationships. At The Web Kitchen there's a virtuous circle of a happy team, producing great work, for happy clients.

# Make it fun

Everyone benefits if The Web Kitchen is a friendly, flexible and fun business to work for, and to work with. Key to this is producing outstanding work that our clients love and that we can be proud of, as well as making projects smooth, efficient and effective for everyone involved.

We bring passion, positivity and professionalism to our work. This helps to create the fantastic team atmosphere we have at The Web Kitchen and is one of the reasons for our incredibly low rate of staff turnover: only three team members have left in the last 9 years.

“ They were properly invested in our organisation’s aims and that paid off with the care, attention and love they put in to re-designing the website.

*Ben Miller, Communications Manager – The UK in a Changing Europe*



**15,000+**

trees planted

*Ecologi*  
climate  
positive  
workforce

**£44,000+**

donated to charity



**2%**

of all project revenue to  
Mary's Meals (including  
this one)



the web kitchen

## Positive impact

Aside from the positive effect we have on our people and our clients, we are acutely conscious of our impact on the planet.

We have therefore offset the carbon we have generated since our foundation in 2006 with the planting of over 15,000 trees through our partnership with Ecologi.

[www.ecologi.com/thewebkitchen](http://www.ecologi.com/thewebkitchen)

We also recognise that as a profit-making business we are fortunate to be in a position from which we can help those in need. Between 2016-2020 we donated £33,000 to help fight malaria and Neglected Tropical Diseases. We have now established a partnership with a charity called Mary's Meals whereby we give 2% of all project revenue to provide nutritious school meals to children in some of the poorest parts of Africa.

[www.marysmeals.org.uk](http://www.marysmeals.org.uk)

# Fees & referees

We establish our quotes by estimating the time we need for each phase of the project. The outcome is a fixed-fee for the delivery of the project specified here.

# Project fee

Phase	Item	Days	Rate	Price
1	Research & site architecture	3	£960	£2,880
2	Design	10	£960	£9,600
3	Theme development & site setup	13	£960	£12,480
4	Content management & training	3	£960	£2,880
5	Usability testing & tweaking	3	£960	£2,880
6	Compatibility testing & launch	3	£960	£2,880
			£33,600 (excl. VAT)	

# Hear from our clients

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## Emily Ward

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