

OPEN EYE GALLERY

CREATIVE TEAM FOR WEBSITE DESIGN AND BUILD TREE STORY: A HISTORY OF LIVERPOOL THROUGH ITS TREES

PROJECT BRIEF

ABOUT THE COMMISSION

Open Eye Gallery are working in partnership with dot-art, Mersey Forest and nine schools and community groups across the Liverpool City Region. Each group will investigate a significant local tree: its history and the change which has happened around it, folklore and cultural significance, biodiversity and importance to the environment. They will work with a photographer to document the tree, and with their teachers to learn about the wider context. Pupils will spend a day out in the forest enjoying forest school activities, and will share their work at a symposium to be delivered as an in-person/hybrid event by Open Eye Gallery.

The project will result in displays of participants' work in school settings, and at LOOK Photo Biennial 2022.

We want to create a dedicated website to share this project and extend opportunities to participant to the wider public, across the Liverpool City Region and beyond.

The project is funded by National Lottery Heritage Fund.

MORE ABOUT THE COMMISSIONERS

Open Eye Gallery is one of the UK's leading photography spaces. We present an international programme of contemporary photography exhibitions at our Liverpool Waterfront gallery, elsewhere in the UK, and further afield. We also programme workshops, talks and evening events, and house a permanent archive of diverse

photographs. We deliver an on-going socially engaged programme of residencies and collaborative projects between practitioners and our local community. This particular commission opportunity is part of Tree Story: A History of Liverpool Through Its Trees, which is a new project running from January 2022 to April 2023 and funded by National Lottery Heritage Fund. The project will also create a website where people across the region can upload their own images and stories about the trees which are special to them, creating a crowdsourced map of significant tree heritage across the city, and an interactive timeline which uses the material created through the school and community projects to create a history of Liverpool which maps trees against other urban developments. Educational resources created through the project will be available through the website to support teachers, families and groups who want to create their own projects and content for the website.

dot-art are our partners on this project and will manage the delivery of the new brand. They will be your day-to-day contact as you deliver the work.

THE WEBSITE BRIEF

The website will have three main features:

1. A **timeline** will show significant Liverpool trees in their historical context, alongside information about the development of Liverpool. We are keen to see this delivered as a creative collaboration with an **artist/illustrator** working as part of the project team. The content will come from the work created by individuals and community groups in the first phase of the project.
2. An **interactive map** which allows people to pin and upload images and text related to their own favourite and significant Liverpool trees, creating in effect a crowdsourced map of Liverpool's tree heritage. It is important to us that the map makes use of existing easy to use and free technologies to ensure accessibility. We are interested in your suggestions about how to achieve this using Google Maps, History Pin or a similar existing platform.
3. A **resources** section which provides teachers, individuals and community group leaders with the support they need to deliver their own tree story projects. Content for this area of the website will be provided to the website team and we would welcome ideas about how best to design and present the content so that it easy for users to find and download the relevant material. The website should link to partner websites and to information about actions people can take to tackle the climate crisis.

It is important to us that the website is easy to use, accessible and works on all devices. The site design should meet the highest standards of accessibility, and should meet National Lottery Heritage Fund's best practice guidance for digital accessibility. Applicants should refer to the digital best practice guidance on the NLHF website and to Web Content Accessibility Guidelines 2.1 at level AA (w3.org) as recommended by NLHF.

In line with NLHF's guidance, all digital assets created with their funding, including websites, should be accessible for at least five years after the end of the project.

Images and assets developed for the project should be available for use under a Creative Commons licence.

We will need to continue monitoring unique website visits and page impressions and tools to do this should be embedded into the site design.

BUDGET

A budget of £15,000 exclusive of VAT has been allocated for this work.

TO APPLY FOR THIS CONTRACT

We recognise that this is a broad brief as we are interested to see designers suggest creative approaches to the design and delivery of the website. Please contact us if you would like to have an informal conversation or need any clarifications prior to submitting a tender.

Please provide a CV plus an outline of your approach to this tender (no more than 2 pages) setting out:

- why you are interested in this piece of work
- details of your team
- previous experience of delivering similar projects
- links to examples of your work which are relevant to this brief
- your suggested approach to this piece of work
- details of 2 people we can contact for a reference
- a breakdown of the project fee.

This project is part of Open Eye's commitment to addressing the climate emergency. We are interested in hearing from you about how your business works to minimise negative environmental impacts as part of your submission.

Tender documents should be emailed to: lucy.byrne@dot-art.com no later than 5pm on Friday 11th March.