

Website Tender



Our Mission & Vision

Our vision

To inspire a life-long love of theatre.

Our mission

- We will present high quality shows that stimulate, entertain and engage.
- We will engage our audiences with the heritage of our buildings.
- We will inspire the diverse communities that surround us and encourage them into our venues.
- We will connect with performers, producers and audiences locally, nationally and internationally.

Our values

Consideration We will treat everyone that we meet with respect and courtesy.

Collaboration Working together as a team, we will share information, learn from and support each other and use this approach with our stakeholders and partners.

Professionalism We will behave with integrity; remain aware of our responsibilities and our position in the community, our status as a charity and a publicly funded organisation.

Implicit is an absolute commitment to equality, inclusion and diversity, representative of the communities we serve in the City of Edinburgh and beyond.

Note: we are currently developing our new strategic plan to update our vision, mission and values. New branding is also being developed which will guide the design and tone of the website.

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About Us

Capital Theatres presents world-class shows to entertain and inspire audiences of all ages.

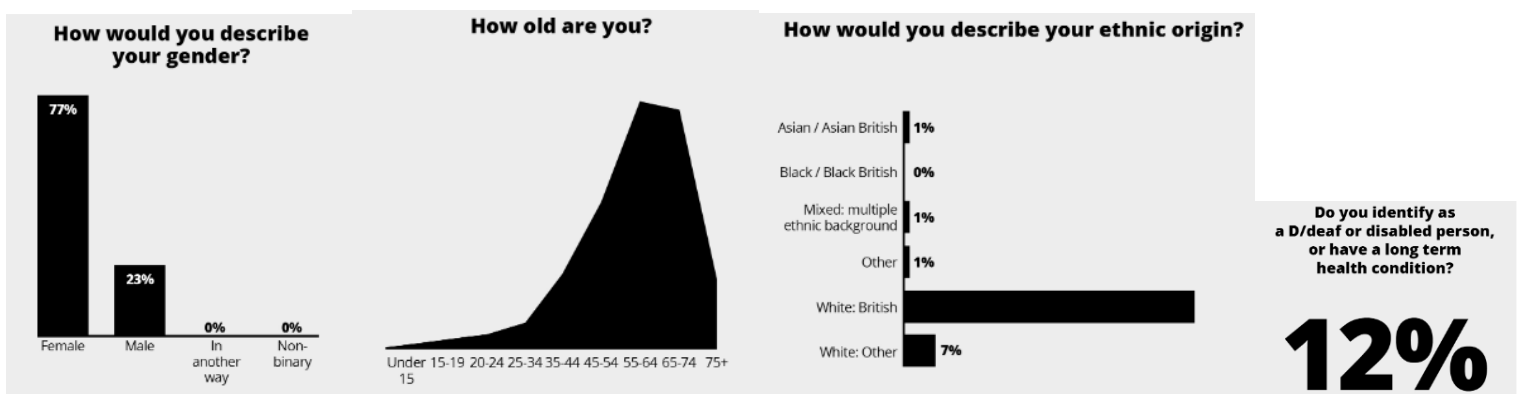
The three venues we manage include two of Scotland's largest, oldest, and most respected theatres: Festival Theatre (1,915 seats), King's Theatre (1,100 seats, currently closed for a major redevelopment until Summer 2025) and The Studio (155 seats).

Together they host over 700 performances each year with a broad and inclusive programme featuring the very best in drama, dance, musical theatre, family shows, live music, comedy, and pantomime.

We are a receiving house which means we work with producers across the UK to programme their work. We also commission and co-produce a select number of productions of our own each year. Much of our programme is exclusive to our venues in Scotland, providing the only opportunity for audiences to see the biggest shows touring north of the border, the best in international contemporary dance and the latest productions from leading local and national companies. We are also the home of Edinburgh's largest community companies, providing them with a platform each year to share their work.

As Scotland's largest theatre charity, we support access to the arts for everyone and have an extensive Creative Engagement programme of talks, workshops and events to introduce and develop participation and interest in the heritage of our buildings and all areas of live performance. We have an extensive artist development programme; Open@TheStudio and have just won the UK Theatre 2023 Award for Excellence in Inclusivity for our work with people living with Dementia.

Audiences - snapshot 2022/23 (survey responses)



Over the course of next strategic period we aim to increase the proportion of our audience that are 25 and under, from the global majority, and disabled people.

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Project Overview

The scope of this project involves designing, developing, and supporting the launch of a fresh new, fully responsive, mobile-first, accessible website for Capital Theatres. Below is an overview of the key aims for our new website. Full requirements can be found in the Scope of Work in this document.

The new Capital Theatres website should...

- Reflect our vision, mission and values
- Provide an innovative and engaging design, in line with our new branding. The site will have an editorial and dynamic feel and showcase the great assets that we have for shows: pictures, videos and audio.
- Provide a core foundation stone in attracting and developing a new audience base whilst deepening and extending our relationships with our existing audience
- Provide a showcase of our welcome and our philosophy, easy to navigate and transparent in access to information, using a logical search and flow approach to content delivery
- Move away from I frame, making use of API integrations with our Box Office system, Spektrix. Provide a clean and easy user journey to facilitate transactions; making it easy to buy tickets, buy memberships, donations and explore opportunities to facilitate groups bookings, online reservations, tickets re-sale.
- Deliver personalised content at key points in the website visit journey, using pop ups and dynamic blocks, selected using information from database, cookies, GA4, GTM.
- Highly effective search function that delivers personalised results.
- Prioritise accessibility throughout, from navigation and UX, to ticket buying and engaging with content

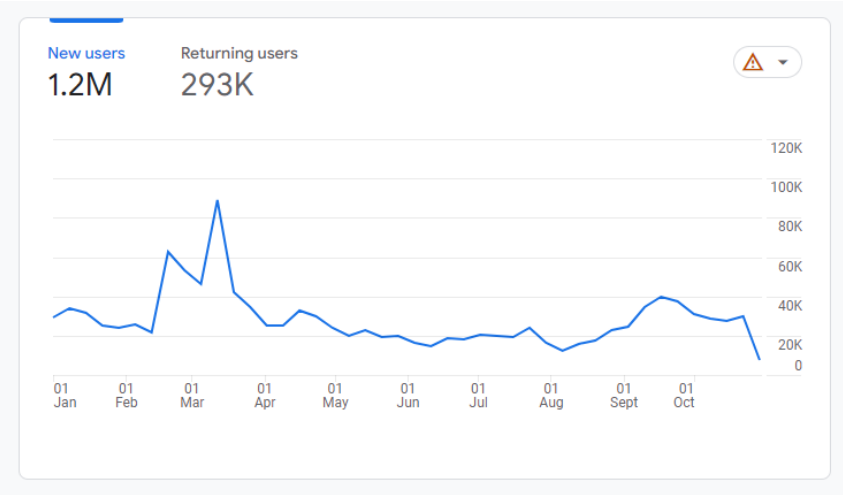
We want our website to be an online hub that powers transactions and is an enriching experience for all users; from the general public to theatre enthusiasts, as well as participants and companies and partners we work with.

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Our current site - www.capitaltheatres.com

Analytics snapshot

Snapshot based on information from GA4 only. Further information can be shared upon request.
All Data = 1 Jan to 31 Oct 2023



Large spike in traffic and engagement during February and March coincides with on sales for *Hamilton*. Dip in August coincides with Edinburgh International Festival whose events we host on site but who sell their own ticket.

Traditionally we see spikes in traffic around brochure launches and big on sales.

Users by Device category

Device Category	Percentage
MOBILE	74.6%
DESKTOP	20.9%
TABLET	4.5%

[View device categories](#)

Users by Browser

Browser	Users (Approx.)
Safari	550K
Chrome	350K
Safari (in-app)	200K
Android	150K
Webview	100K
Samsung	80K
Internet	50K
Edge	40K
Firefox	20K

[View browsers](#)

Users by Operating system

Operating System	Users
iOS	670K
Android	321K
Windows	134K
Macintosh	119K
Linux	7.1K
Chrome OS	5.3K

[View operating systems](#)

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Desktop

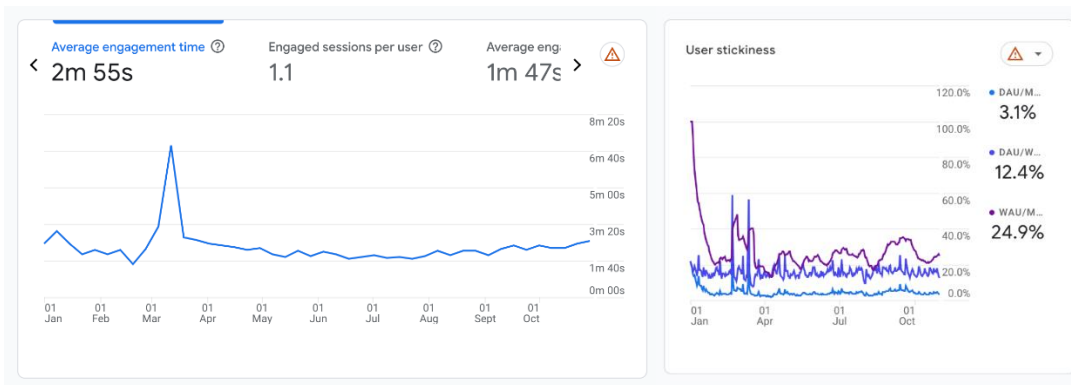
General information

GOOGLE PAGESPEED SCORE 52	LOAD TIME 5.9 s	SIZE 3730.6 kB	REQUESTS 83
LOCATION London-1	DEVICE Desktop HD+ (1600 x 900)	BROWSER Chrome 118	CONNECTION Native speed

Mobile

General information

GOOGLE PAGESPEED SCORE 30	LOAD TIME 6.3 s	SIZE 3550.7 kB	REQUESTS 80
LOCATION London-4	DEVICE iPhone SE	BROWSER Chrome 118	CONNECTION Native speed



Page Views (Top 20)

Page title	Views	Page title	Views
	12,837,780 100% of total		12,837,780 100% of total
1 Choose Seats	4,636,884	11 Order Confirmation	137,214
2 Edinburgh Theatre Tickets & Listings - Capital Theatres	1,265,600	12 Order Summary	122,834
3 What's On - Capital Theatres	1,055,567	13 Donations	120,033
4 Hamilton	1,001,698	14 Start Checkout	115,405
5 Edit Tickets	322,755	15 Payment	109,281
6 (not set)	219,783	16 Billing Details	107,843
7 The Pantomime Adventures of Peter Pan	209,164	17 The Panto: Snow White and the Seven Dwarfs	99,057
8 My Account	180,458	18 Ticket Delivery	97,618
9 Festival Theatre, Edinburgh - Capital Theatres	175,078	19 2:22: A Ghost Story	96,751
10 Login/Logout	147,949	20 Sister Act	92,488

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SELECTION PROCESS

Stage 1

Tender submission requirements

1. General presentation of your organisation and what makes you particularly suited to this project (max 2 x A4). This should include at least four credentials of previous relevant projects including links to their websites that you have undertaken and which match the industry and type of project Capital Theatres is seeking to complete.
2. Team info and relevant credentials of those who would be delivering the project, their role, how much time they would spend on the project and any relevant information. (max 2 x A4).
3. Financial quote, timeline and resource schedule based on the scope of work.
4. Capacity to deliver and when the team could start.

Stage 2

Presentation requirements

If you are selected from Stage 1, we would like to meet the key people in your team who would be working on the project and see a 50 min presentation that would include:

1. What makes your organisation particularly suited to this project (past projects, technical and design skills within your team, etc).
2. Your project management process: project reporting, communication, tools, timelines.
3. Your team structure and requirements of the client: resources, time commitment, skills
4. Any additional features and technical solutions that we have not included in our scope but you think would improve the online journey.
5. Explanation of the quote you delivered in stage 1.

Timeline

Deadline for tender submissions	1 December 2023 (e-mail to contacts below)
Selection of agencies	8 December
Interviews / presentations	w/o 18 December 2023 in Edinburgh
Appoint & finalise contract	January 2024
Website live (estimate and to be agreed)	End of April

Budget

In the region of £70k

Contacts

charlotte.gross@capitaltheatres.com - Director of Audiences

allan.ramsay@capitaltheatres.com - Digital Manager

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Scope of Work

Features to be included:

1. Full integration with Capital Theatres ticketing system/CRM and e-commerce solution (Spektrix), including:
 - a. tickets
 - b. multi-buy offers
 - c. memberships
 - d. hospitality/catering
 - e. gift vouchers
 - f. donations/special fundraising appeals
 - g. merchandise and any other transactional activity
 - h. personal account
2. A 'smart' search functionality that facilitates more effective site crawling with results tailored to online visitors' needs and interests (for example access requirements, Friends discount, genre preferences), returning higher quality search results.
3. Upselling, offers and recommendations, linked to individuals' profiles on Spektrix (including tags relating to artform interest and frequency, as well as membership and donation status), previous journeys and transactions delivered through:
 - a. buying path
 - b. in-page personalised content
 - c. pop-ups
4. Improved functionality of Spektrix's transaction path, to make it more functional and user friendly. Current system uses semi-styled iFrames and a 'Custom Basket' integration.
5. A solution for groups to reserve online (minimum tickets in basket + x% reservation payment) and for groups of friends to buy tickets with seats next to each other.
6. A dynamic 'What's On' page, with filters per venue/genre/accessible shows/dates as well as a search facility.
7. Production pages with detailed descriptions, cast and crew information, images and trailers (using skinned embeds from Youtube).

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8. Event Calendar which is interactive and can display scheduled performances, workshops, seminars, and other related events.
9. Flexible promotional widgets for cross-selling/upselling across all site pages.
10. Interactive Seating Charts: to enable users to view the seating layout of each theatre and select their preferred seats during the ticket booking process with a 'view from seat' and 'at a glance' (rather than having to go to each section separately).
11. Automation of some e-mail functionality: abandoned baskets, e-mails following visit to specific pages...
12. GA4 set up optimized, including Google Tag Manager set up for purchase path, confirmation pages, email sign ups which we can closely monitor and use to report on sales patterns and user behaviour across all areas of activity including Creative Engagement, fundraising and sales.
13. Robust social sharing capabilities for pages, content, and completed transactions, to encourage and facilitate fast and easy sharing of content, especially via mobile devices. Use of CMS to populate the sharable content with custom images and share copy to maximize social media impact.
14. Dynamic and engaging displays with detailed information about each of our theatres, including history, seating capacity, location, and facilities.
15. Educational Resources: easy to use resources for theatre education including online courses, behind-the-scenes content, and study materials for students of different ages and learning styles.
16. News and Blog sections for updates, articles and interviews.
17. King's People's Archive pages hosting oral histories and images as part of this grade A listed Edwardian theatre redevelopment
18. Online Store: to sell merchandise related to specific productions (DVDs, posters, and other collectibles) as well as our own honey and/or merchandise
19. Newsletter Subscription: facility that allow users to subscribe to newsletters for regular updates, promotions, and announcements as well as customising their interests for future communications.

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20. Contact and Support: contact information, FAQs, and a chat box support system for users to inquire about shows, memberships, and technical assistance.

Other technical considerations:

Content Management System (CMS) & Templates:

1. A clear and user-friendly UX to maximise capability for Capital Theatres staff of all technical capabilities to update page content, formatting, and add features for pages throughout the site, thereby increasing efficiency
2. Adaptive imaging in the CMS so it is responsive across browsers and devices
3. Flexible design templates and navigation
4. Sandbox/test environment (ability to create content internally and have it approved by an administrator and send via private link externally before publishing externally)
5. Creation of user guide/Quick-start Guide by developers to allow for quicker training for new and existing staff

Hosting and scalability:

1. High level traffic to cope with specific times or exceptional traffic spikes during some on-sale periods. You must be able to demonstrate that your proposed server architecture is robust, with appropriate recommendations for high-availability hosting/server solutions, strong user-friendly content management systems, and flexible enough to scale for major priority on-sale launch periods etc. It is of paramount importance that accessibility and high-level provision 24/7/365 is at the heart of any solution. Minimum maintenance time is a core requirement as is an automated alert mechanism for any issues or unexpected downtime.
2. Responsive Design: the website needs to be fully responsive and accessible across a variety of devices, including desktops, tablets, and mobile phones.
3. User-Friendly Interface: Prioritize an intuitive user interface with clear navigation, search functionality, and consistent design elements.
4. Visual Appeal: design needs to follow our brand guidelines and present images, videos, and graphics in an elegant and compelling manner.

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5. Performance Optimization: implement best practice for website speed and performance to provide a seamless browsing experience.
6. Security Measures: integrate robust security measures to protect user data, payment information, and the website as a whole.
7. SEO Implementation: optimize the website for search engines to improve its visibility and ranking in search results.
8. Ability for internal staff to build custom URLs and create redirects
9. Video and image modules or plug-ins should be flexible and embeddable in most templates, Alt-text and accessibility options should also be considered
10. Scale images and enable user to zoom
11. Embed and host video content from YouTube/ Vimeo
12. Scroll-over text/captions/credits to images

Design and Development Considerations:

1. Responsive Design: Ensure the website is fully responsive and accessible across a variety of devices, including desktops, tablets, and mobile phones.
2. User-Friendly Interface: Prioritise an intuitive user interface with clear navigation, search functionality, and consistent design elements.
3. Visual Appeal: Incorporate high-quality images, videos, and graphics to enhance the visual appeal of the website.
4. Performance Optimization: Implement best practices for website speed and performance to provide a seamless browsing experience.
5. Security Measures: Integrate robust security measures to protect user data, payment information, and the website as a whole.
6. Content Management System (CMS): Utilize a CMS that allows easy content updates, additions, and management by non-technical staff.

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7. SEO Implementation: Optimize the website for search engines to improve its visibility and ranking in search results.

Other technical considerations:

1. Fluid responsive
2. Mobile-first design
3. Clear mapping out of what functionality should and shouldn't be available on mobile
4. Page load speeds
5. Minimum accessibility standard: WCAG 2.1 Level AA
6. Analytics / attribution tracking built in from the start
7. A user-focused navigation/site structure
8. Organise search results

Liked features on other websites

Feature	Example
What's on with possibility of different size blocks	https://www.liverpoolphil.com/current-events/
Multi buy / Availability / Access	https://marlowetheatre.com/whats-on/
Rolling cast	https://marlowetheatre.com/shows/aladdin/
Top filter for What's on	https://www.aberdeenperformingarts.com/whats-on/
Group reservation online	https://www.wmc.org.uk/en/your-visit/group-bookings-and-travel-trade/faq
Spektrix integration top basket info with £	https://bridgetheatre.co.uk/
Filters, location, descriptive, design - also when booking access and price	https://www.nationaltheatre.org.uk/event/type/theatre/
Access filter delivers list of performances	https://www.sheffieldtheatres.co.uk/whats-on/access
News/blog format	https://www.royalalberthall.com/about-the-hall/news/