

Competition: Design the new Climate Action Fife project website



Background

Climate Action Fife is a Fife-wide partnership project, bringing together individuals, communities, local government and businesses to tackle the climate emergency and make Fife a greener and fairer place to live. It is a partnership between Greener Kirkcaldy, Fife Council, Fife College and Fife Communities Climate Action Network and is funded by The National Lottery Community Fund's Climate Action Fund, which enables people and communities to take the lead in tackling the climate emergency.

Activities include: climate change communications, training and engagement events, and innovative behaviour change activities encouraging climate-friendly businesses, climate-friendly homes and gardens, climate-friendly food and climate-friendly holidays. We're also carrying out studies into the potential for a Fife community renewable energy project, a community tree planting strategy and a community cycling manifesto, as well as testing different approaches to getting more community groups across Fife involved in action on climate change.

The project is the first in Scotland to be funded by the National Lottery Community Fund's new [£100 million Climate Action Fund](#). Our partnership shares the vision of a Fife where everyone is working together towards a low-carbon future, joining us on a journey to become a leading example of participation and action.

Brief

We are looking for proposals to design and create a website for the Climate Action Fife project. The website will be used to give information about our partnership, funding and activities, share our journey, learning and achievements, and inspire others to take action on climate change, both within and out with our community.

The website will be hosted within WordPress so knowledge of the platform is essential.

We would like the website to include:

- Information pages
- An events calendar
- A blog
- A map of groups and organisations involved
- Number counters (including number of people involved in the project, number of people trained in climate literacy and carbon saved)
- A way for individuals, groups and organisations to 'pledge' to take climate action in Fife
- A searchable resource library that we can upload documents to continuously throughout the project
- Forms to sign up to our newsletter and buttons linking to our social media pages (to be created)

We are keen to see proposals that reflect Fife. The project aims to engage with people across all sectors who are not already engaged in the climate emergency. The website needs to be accessible, appealing and interesting to engage a diverse range of audiences. These will include people already taking part in the project, potential new participants and other communities across the UK.

The website should be easy for us to edit ourselves without needing a high level of technical knowledge. We want to be able to add pages and blogs ourselves, add content and edit all text and images easily. We would like to be able to use a mix of media on the website, including case studies, photos, short videos and infographics.

We have purchased a domain name and web hosting for the site already: www.climateactionfife.org.uk and are currently using this as a basic interim site. We also have a project logo and colour scheme that should be reflected on the site.

The website should be computer, mobile and print friendly. We would also like to be able to link the website to google analytics.

The project should be completed by 30th June 2021. The winning designer will work with a small team from the project partners to develop and finalise the website.

The winning designer will win £1,000, payable on completion of the project.

How to enter

Proposals should be submitted by email to Lauren Brook, Communications + Engagement Team Manager: lauren@greenerkirkcaldy.org.uk. Any questions can also be directed to Lauren.

Proposals should include:

- The approach you would take – how would you plan this project
 - Core features – what features do you think would be good for the site other than those already mentioned
 - Simple mockups of the proposed site and draft navigation
 - Project timeline and key timelines
- Examples of previous work

Competition deadline: 16th April 2021.

Proposals will then be assessed by the Project Steering Group and the winning entrants contacted.