



Youth Music Network: website development brief

We're Youth Music. We're a national charity investing in music-making projects for children and young people facing challenging circumstances.

We have two websites. Last year we redeveloped our main charity site (www.youthmusic.org.uk), and it now clearly communicates our impact, is easy to use, and looks great.

This year we want to do the same for the Youth Music Network, our online community for people working in music education: <http://network.youthmusic.org.uk/>

We'd like to invite you to send us your ideas about how you would take on this challenge (along with a breakdown of your budget and timeline). All the information you should need is below, but if you have any questions, do get in touch: sophie.appleby@youthmusic.org.uk

About the Youth Music Network

- Youth Music is a funder charity investing in around 350 music-making projects across England, helping more than 75,000 children and young people each year. These projects have a workforce of thousands of music leaders, project managers, youth workers, trainees and volunteers.
- The Youth Music Network is an online community for everyone working in the music education sector, whether or not they work for a project funded by Youth Music. It's designed to help members share their experiences, learn from best practice, and make connections. It's also the gateway to applying for Youth Music funding.
- The site is free of charge to join – anyone can read it, and members simply need to register to be able to post. They can post jobs, training events and blogs, as well as creating and contributing to discussion groups.
- The site has around 7,500 users per month, and the majority of the site content is user generated. We post-moderate the content, which tends to be of high quality with relatively little spam. However, we would like to increase the amount of interaction between users, and to broaden engagement with the site.
- In general, people working in the music education sector are very busy, not in front of computers all day, and not particularly confident about posting content on websites. This is a big challenge for the Youth Music Network, particularly as it currently has some technical and usability issues.

Our aim for the new site

The Youth Music Network is one of the main ways we hope to achieve our aim of **increasing the quality and reach of musically inclusive practice**

What do we mean by this?

Musical inclusion is an approach to music teaching and learning that means all children and young people can make music, whatever their background or circumstances. It's about embracing every style and genre of music. It's about creating access to music-making in the first place, and providing the right support and opportunities so that young people can progress on their individual journey. It's about listening to young people to understand what they want and need. And it's about music leaders having the right skills and resources to help each young person fulfil their potential.

To increase the quality and reach of musically inclusive practice we need to work with policymakers, schools and Music Education Hubs; with colleagues in the music education, youth services and arts sectors; and with our 13 strategic partner organisations nationwide, who are already making huge strides locally. It's a huge challenge, but we're best-placed to take it on.

What the new Youth Music Network will need to do

- **Provide evidence** of the value and impact of musically inclusive practice.
- **Host resources** to develop the skills of the existing workforce and encourage new people to enter the sector.
- **Nurture and grow a community** allowing people to come together online and offline.
- **Advocate for musical inclusion** to drive change within the sector and beyond. We particularly want to reach Music Education Hubs – local partnerships responsible for the Department for Education's music education budget.
- **Support applications for Youth Music funding** including providing clear guidance.
- **Migrate** content and user profiles from the current site (following an audit by Youth Music staff).

The type of agency we're looking for

You will have good experience of:

- **Not-for-profits.** We'd like to see evidence of your work with charities, social campaigns, and/or community sites.
- **Technology.** We're interested in your previous projects which are multi-platform, community based, and integrated with social media. Ideally, we'd like to build our site in Drupal (but will be open to other platforms, if you can demonstrate that they'd be

better at meeting our needs.) We intend to agree a minimal, ongoing maintenance contract with the developer following the build, but we also want a site that can be maintained in-house as far as possible.

- **UX.** We need to see that you put the (inexperienced) user first in all your work, making sites which are simple and accessible to absolutely everyone. You'll have skills in product development, and will be keen to carry out user research to inform design.
- **Process.** We want you to have a track record of good client and project management, and we'd like to hear glowing references from other organisations you've worked with long-term. We need you to meet deadlines and keep a close eye on budgets. We find projects work best when you have friendly, client-facing developers on your team.

Who you'd be working with

Youth Music is a small charity with lean overheads and we're proud of our efficiency. For this reason, digital is at the heart of our charity and our web presence is crucial. We are members of [Charity Comms](#) and regularly undertake professional development.

We have strong skills in-house and we like to collaborate closely with web agencies on projects (not to micro-manage, but to ensure we create digital solutions that fully meet our needs and of which we can both be proud.)

Our budget

The total budget for this project is £35,000 – that's around **£29,000** excluding VAT.

What we need from you

If you like the sound of this project, we'd like to hear from you! Please email Youth Music's Communications Manager sophie.appleby@youthmusic.org.uk with your response to this brief by **Friday 14 July**.

We want to see:

- **your vision for the site**
- **evidence of your experience**
- **a breakdown of your budget**
- **a timeline from initial appointment to site launch**
- **an overview of the ongoing support, maintenance and hosting options you would provide once the site launches, including costs.**

If your proposal sounds suitable for us, we'll follow up by inviting you to an informal interview.

Thanks for helping us to support life-changing music-making.