CatStrand
Creative Hub of a Cultural Landscape

Glenkens Community & Arts Trust

Tender Opportunities:

Website Creator: CatStrand.com

(Freelance role, fixed-sum contract)

GCAT Context

The Glenkens Community & Arts Trust (GCAT) has a long track record of economic regeneration through arts and community work in the Glenkens. We are a key anchor organisation for the area, with a clear vision of making the Glenkens an excellent place to live for people of all ages. We do this by:

• Interweaving Arts, Community and Heritage to enrich the life of the area.

• Delivering our Artistic Vision with passion and creativity.

• Supporting many activities core to the quality of life of people and environment of the Glenkens.

• Driving economic and social regeneration of the area through championing the delivery of the Glenkens & District Community Action Plan.

CatStrand Arts is at the heart of GCAT and over the last 20 years has established a track record in delivering arts of the highest quality to the Glenkens communities and beyond.

Its Artistic Vision comprises 3 strands:

- CatStrand Touring Arts – live music, theatre and dance at the CatStrand in New Galloway.
- CatStrand Young Creatives – youth arts opportunities
- Cultural Glenkens – creating place-making with an emphasis on heritage and volunteers.

GCAT has sourced funding from Creative Scotland for sustainable 3-year programme of CatStrand Arts, starting in April 2025.

They have also secured multi-year funding for the other strands, putting us in a strong position across all strands. This means we are looking to refresh our online presence through the creation of a CatStrand Arts-specific website, to complement the existing Gcat.scot website. Gcat.scot will be slimmed down to avoid repetition.

The Tender

We are seeking applicants for:

- Creation of a new, simple, well-presented WordPress website CatStrand.com

Note that there is a second tender also out at this time, which may be applied for as a joint submission if wished:

- Branding support for the launch of Cultural Glenkens.

The client for this role will be Peter Renwick, the CatStrand Creative Director, with additional support from the CatStrand Arts Steering Group and significant input from Hayley Edgar, CatStrand Marketing Office, Cat Campbell, CatStrand Young Creatives Project Lead and Jo Jackson, Cultural Glenkens Project Lead.

Deliverables – Catstrand.com:

- Creation of a simple well-presented WordPress website CatStrand.com to include:
    - Event Listings – TicketSource embed.
    - CatStrand Touring Arts page
    - Cultural Glenkens page
    - CatStrand Young Creatives page
    - Café page
    - GCAT page
    - Static project pages – up to 10.
    - News/ Blog
- The text for these in the first instance can be taken from relevant pages on gcat.scot.
- All pages should be easily updatable in-house by CatStrand Arts staff.
- **Design brief**: Create a simple clean and well presented website that builds on the existing strong CatStrand branding (the Tup). Eye-catching & fresh clean design, inviting to wide range of audiences. Reflecting the variety of Arts that CatStrand offers.
- **£1,500 ex VAT**

To support these deliverables, you will:

- Work with the CatStrand Arts team to understand the current gcat.scot website and what each website seeks to achieve in this new model.
- Work with the CatStrand Arts team to agree a more precise design brief for the new website.
- Deliver first-draft, second-draft and final versions.
- Attend meetings as reasonably required with the CatStrand Arts team, the first in person in the Glenkens and then on Teams or equivalent.

Timeline:

- Applications close: Midnight, 8th June 2025
- Shortlisting and selection process: Week of the 9th June
- Contract start date: Soon after that.
- CatStrand.com website ready to launch by end August 2026 (or earlier if preferred).

Application Process:

- Apply by email to peter@catstrand.com by midnight, 8th June.
- Include your CV and a cover letter setting out your technical strengths with regard to this tender and your match with the Person Specification.
- Be very clear which tender you are applying for, or both.
- Include 1 or 2 past examples of your work that you feel are particularly relevant.

Person specification:

- Essential: Experience in WordPress site creation.
- Essential: Able to accept responsibility for delivering a high-quality product on time.
- Essential: A collegiate worker, able to take on board edits and amends and to work within the GCAT and CatStrand Arts ethos and voice.
- Essential: A practicable approach to creating a good output for the budget available.
- Desirable: A younger person looking to add experience to their CV.
- Desirable: An existing connection with CatStrand Arts and /or GCAT projects.
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Details:

- Lump sum contract: £1,500 ex VAT.
- No travel expenses included.
- Payment by invoice to GCAT.
- Payment schedule: 50% on allocation of tender, 50% on completion of deliverables.
- Tax and NI remain your responsibility.

Not included in scope:

- Domain name and web hosting costs– settled separately by GCAT.

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CREATIVE SCOTLAND

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