

# GRIMM & CO

## Grimm & Co Website Redevelopment Brief

### Value:

£16,000 (exc. VAT) for build of site and first year of support

£3,000 (exc. VAT) for ongoing support and empowering team over further 2 years

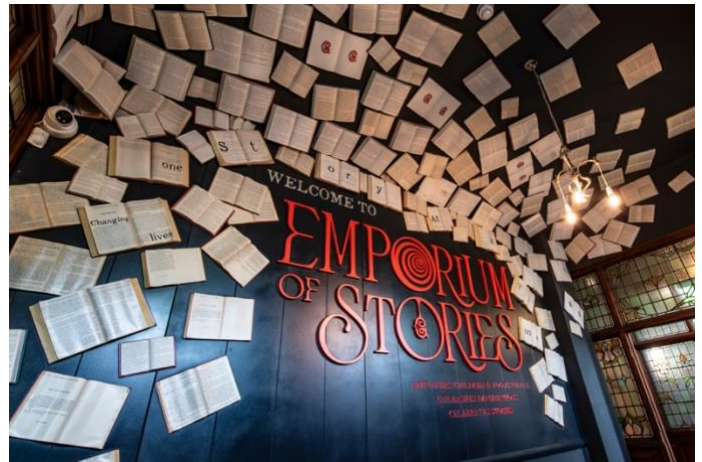
### Who are we?

Grimm & Co changes lives one story at a time. We are a charity, supporting children and young people to make meaning of the world around them and help them to build a positive narrative for themselves within it. We use the joyful discovery of stories to empower children as writers of their own journeys.

Through creative workshops and one-to-one support, we help children to:

- Re-engage with learning in a joyful way
- Build confidence, self-belief and resilience
- Strengthen creativity, imagination, literacy and communication skills
- Imagine brighter futures for themselves

Our programmes don't just help children to write stories – they help them to believe in their own potential.



Grimm & Co 's original website was created in 2017 by two incredible humans (Oliver Booth and David Greasley) who carved out our original designs. However, this has now become outdated as we, and the world has moved on. Grimm & Co now invites proposals for the redevelopment of our website—transforming it into a digital front door that provides a clear pathway that encourages active engagement with our physical site and reflects the magic, playfulness and meaningful impact of our charity.

We are not simply seeking a website. We would like an easy to navigate storytelling platform—one that welcomes visitors, supports our charitable mission, and seamlessly connects our audiences to experiences, events, and resources. It must also be truly accessible in every way possible for all audiences.

Grimm & Co is a children's literacy charity with a twist: we operate a fantastical "Emporium of Stories," where young people discover confidence, creativity, and their own voice through the power of storytelling.

Our new website must capture that same sense of awe and wonder, while remaining intuitive, accessible, and purposeful.

### Objectives

The successful supplier will deliver a website that provides clear and easy to use pathways for online visitors to follow/explore and aligns to what they're looking for, e.g. a) Family member or teacher: what do you do that I can bring my children to? B) Potential donor: How can I find out more about the charitable work you do and impact this has?

- Reflects Grimm & Co's unique identity: magical, playful, and slightly subversive
- Clearly communicates our charitable impact
- Showcases our visitor experience as a destination

- Provides frictionless user journeys across key audiences
- Integrates with key systems (CRM, events, e-commerce)
- Enables bookings/ticketing to events/activities
- Promotes sharing of info across audiences with a focus on converting digital scrolls to physical site visits
- Is easy for internal teams to update and manage

## **Target Audiences**

The website must serve multiple audiences with clarity and ease: Each audience should feel welcomed, guided, and inspired.

- Families and visitors planning a trip
- Schools and educators
- Donors, funders, and partners
- Workshop participants
- General supporters and curious explorers

## **Scope of Work**

### **Full Website Redesign**

- Complete UX/UI redesign
- Mobile-first, fully responsive approach
- Accessibility compliant (WCAG 2.1 AA minimum)
- Clear, rationalised navigation structure
- Strong visual storytelling and use of space, typography, and motion
- Tone of voice integration (in line with the charity's brand – playful but not childish)
- Online activities, films and story making game you can try at home/in schools
- Hosting of website

### **CRM Integration**

- Integration with existing CRM system (details provided at tender stage)
- Integration with events management system – being built to sit within the site
- Data capture for:
  - Donations
  - Newsletter sign-ups
  - Event enquiries
  - School enquiries
- GDPR-compliant data handling
- Feedback management/support
- Integrates with other systems

### **Events Management System Integration**

- Integration of events management platform to provide seamless user journey
- Key functionality:
  - Event listings (filterable and searchable)
  - Booking and ticketing
  - Capacity management
  - Automated confirmations
- Events include:
  - Workshops
  - School sessions
  - Public events
  - Seasonal experiences

## **Online Shop (Shopify Integration)**

- Integration with Shopify for e-commerce
- Seamless user journey between main site and shop
- Products include:
  - Books
  - Storytelling artefacts
  - Gifts and merchandise
- Maintain immersive brand experience throughout purchase journey

## **Key Content Priorities**

### **Charitable Impact**

The website must clearly and powerfully communicate:

- The difference Grimm & Co makes to young people
- Outcomes and stories of transformation
- Partnerships and community reach
- Opportunities to support and donate

This should feel human, emotional, and authentic—not corporate.

### **Visitor Experience**

The Emporium of Stories is a beautiful, immersive, sensory destination. The website must:

- Build anticipation and curiosity
- Explain what visitors can expect (without losing mystery)
- Provide practical information clearly:
  - Opening times
  - Booking
  - Location
- Encourage visits and repeat engagement

Visitors should feel excited, intrigued, curious and the need to experience the physical site.

## **Design & Tone Requirements**

The design should be:

- Visually rich but not cluttered
- Quirky but controlled
- Magical but usable
- Thoroughly accessible – considering all needs

Tone of voice:

- Intelligent and playful
- Occasionally mysterious
- Always clear

The website must balance wonder and usability. Users should never have to figure out how to do something essential.

## **Navigation & User Experience**

A simplified, rationalised menu structure is essential.

Indicative top-level navigation:

- Visit Us
- What We Do
- Events
- Shop
- Support Us
- Schools & Workshops
- About

Clear calls to action:

- Book a visit
- Explore events
- Donate
- Shop

### **Content & Storytelling Approach**

- Strong narrative-led content
- Use of character voice where appropriate (e.g. Archivist)
- Layered experience:
  - Immediate clarity
  - Optional depth and discovery
- Carefully placed moments of delight and surprise

### **Tone**

Grimm & Co takes its work seriously—but we believe our fictional story. Our products provide a real and usable item wrapped in a witty joke told with a straight face. The website should reflect this balance without losing the audience.

For example: “All stories are carefully handled by trained professionals. No endings were harmed in the making of this website.” (Delivered, of course, with complete sincerity.)

Also, important to introduce our own fairy story – fictional version of how Grimm & Co began, where appropriate.

### **Technical Requirements**

- CMS that is intuitive for non-technical staff
- Scalable and secure architecture
- SEO best practices
- Fast load times
- Integration-ready framework
- Optimum ability to analyse use/visits/conversions

### **Deliverables**

- Discovery and research phase
- UX wireframes
- Visual (perhaps multi-sensory) design concepts
- Fully developed website
- Integration of all required systems
- Testing and QA
- Training and support for Grimm & Co team
- Post-launch support for 3 further years

- Mentoring and training built in to empower charity team members

## **Timeline**

Indicative timeline (to be refined with supplier):

- Tender process: 19<sup>th</sup> June 2026 – 3<sup>rd</sup> July 2026
- Project start: 17<sup>h</sup> July 2026 (or before if poss)
- Design phase: 3 weeks
- Development phase: 2 weeks
- Launch: Mid-August to early September 2026

## **Budget**

Suppliers are invited to propose solutions within a clearly defined budget range, including:

- Design
- Development
- Integrations
- Ongoing support
- Hosting

## **Proposal Requirements**

Please include:

- Relevant experience (especially of charities, cultural organisations, or visitor attractions)
- Approach to this brief
- Proposed designers planned to use for this and examples of work
- Examples of similar projects
- Proposed timeline
- Cost breakdown
- Team structure
- Plan for building Grimm & Co team's capacity to work the site

## **Evaluation Criteria**

Proposals will be assessed on:

- Creativity and understanding of the brief
- UX and technical approach
- Relevant experience
- Value for money
- Ability to deliver both magic (design) and clarity

We need this site to operate as:

- Our front door
- Our fundraising tool
- Our visitor attraction marketing engine

We are hoping that it will actively:

- Increase visits
- Increase bookings
- Increase donations
- Increase awareness
- Build support from potential stakeholders in the charity's work

Please provide succinct, clear and brief response by emailing [Deborah.bullivant@grimmandco.co.uk](mailto:Deborah.bullivant@grimmandco.co.uk) and clearly stating WEBSITE REDEVELOPMENT PROPOSAL in the subject line. We're sorry but we're unable to

undertake meetings with proposed suppliers about this prior to receiving proposals. We'll do our best to respond to clarity questions if brief.