ST. JOSEPH'S COMMUNITY HUB

WEBSITE DESIGN BRIEF 2022 - ETHAN HILL - MATTHEW CAVES - MARK CROOKS

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BACKGROUND

Sailortown was Belfast's first waterfront village with over 5000 people into the small, cobblestone streets of terraced houses between the docks and York street. In the late 1960's the community were offered new housing in the city to enable the building of the M2 motorway. They were promised they would be able to return however this never happened. Only 4 original houses remain today. **In 2000 a decision was taken to close and de-consecrate St. Joseph's church.** This was the final straw, The people of Sailortown came together to fight the closure. They formed a cultural and historical committee, campaigned widely and had a three day lock-in protest.

In 2006 they were given a 150 year lease

THE POTENTIAL

St. Joseph's now has a community space that can be booked for events, however there is no online presence. In this digital age it is necessary to have an online visual identity to legitimise the community enterprise.

THE OBJECTIVE

Increase the visibility of St. Joseph's church to increase bookings. It is important to keep the heritage while giving it a new contemporary style. This creates an easy user interface for booking the venue for hire.

THE COMMUNITY PARTNER

St. Joseph's Church, located in the heart of Sailortown, was given a 150-year lease by the regeneration group project. It is a community hub made by the community for the community. St. Joseph's is rich in history and proud of its heritage. They strive to respect and honour the memories of their past. St. Joseph's spire is more than a marker of a church building. It is a symbol of Sailortown. It is the emblem for sailors who are returning home from the sea. It is motivating hope for ship builders working at the shipyard. It has always held the community together; opening its doors to the local residents, where they can connect, grow, and remain as one people. Today, St. Joseph's is still having the community at their core. They are still the place of community and work tirelessly to give back to those it belongs to St. Joseph's have evolved and adapted their ways of how they strive to bring people together and give back to the people of a small, meaningful space in North Belfast.

PROJECT SUMMARY

We are very excited to be working on this project. We realise that St. Joseph's are trying to use the space to better the community. They express how creating a new slick online presence will benefit them. The main strategy behind our project is showcasing the potential of St. Joseph's as a venue hire. Currently, St. Joseph's is establishing itself to be a self sustaining enterprise. The main source of income comes from revenue gained from venue hire. St. Joseph's is a historic building that has character within the architecture. The high ceilings and architectural detail makes up for a unique community space for a variety of events. Today St. Joseph's has been used for a diverse group of activities. It is the location for a circus group, film festivals, martial arts classes and much more. The potential of what can be done with the space is versatile. We will establish an online presence for St. Joseph's providing a brand that represents who they are and who they are for. A website will be the main point of contact, attracting a wider audience to their services. A website will showcase all of their events and promote themselves as a venue hire. We want to modernise a historic building, making it resourceful and relevant for a new generation of Sailortown and beyond. Along with an online website, we will create media content for St. Joseph's, revealing an insight into the life of St. Joseph's. A promotional video will be a great introduction for people to see who St. Joseph's are and what they do. We can use motion graphics to retain a professional and yet modern look for St. Joseph's branding. The main unique selling point of St. Joseph's is the beautiful architecture and the prime location.

OBJECTIVES

We will create a media package that will make St. Joseph's stand out, in an age where digital media and an online presence are essential tools for all industries and communities. Creating a contemporary online media presence and a series of media outputs, we will publicise St. Joseph's to support its aim of becoming self-sustaining with the further purpose of showing off the unique qualities of the building. This will help receive any funding for the redevelopment of the building. The project will showcase the vibrance of the regenerated space. It re-purposes the building to give back to the local community. It will display the chronological story of how the people fought for St. Joseph's and how they benefit from having it as a community space. It is a viable historical site at the heart of the Sailortown used by local businesses and surrounding areas. This will transform the outcome for Sailortown, providing a tourist attraction for the area.

At present the Sailortown Regeneration Project has its own website and social media presence. This project will provide St. Joseph's Church with its own identity, whilst highlighting its status as an integral part of Sailortown. The building is a great space for community events, proven by the various events that occur there on a regular basis. This project seeks to highlight all that goes on at St. Joseph's with the goal of attracting more groups and events to use this unique and historic location.

As we work on this project it is important to assess how we measure its success. Success for this project will be measured through the delivery of the media content mentioned in the summary of this project, a website, merchandise, social media accounts and a promotional video. When the website is created, adding a Google business page and a Tripadvisor listing will encourage venue bookers to review the community space and attract more bookings. This will also help SEO optimisation and drive more traffic to the website.

TARGET AUDIENCE

There are four main users of St. Joseph's website: the event organisers wanting to hire the venue, the community, funders and policy makers.

Event Organisers

Customers are people who have seen the new website and wish to book the community space within St. Joseph's church. The new online presence will allow the community space to be visible to a larger audience. Bringing revenue from different areas such as concerts, gigs and sports screenings. There is also an opportunity to put more emphasis on events that celebrate culture and arts.

Community

The ethos of St. Joseph's has always been to support the local community and put them first. Providing a safe and an attractive place to socialise and gather together. St. Joseph's represents a people group and therefore, a website will market the area and expand the awareness of Sailortown. Having a popular community hub that is widely known, will attract tourism and ultimately increase the economic status of the Sailortown area.

Funders

The online presence of St. Joseph's would create a simplistic method for potential funders to understand what their investments could support. A section of the website will be dedicated in creating public relations to secure future funding to support the community.

Policymakers

Policymakers are influential in deciding the social and economic developments that affect the area of Sailortown. It is important to recognise and showcase the value of St. Joseph's and its impact on its local community. An online existence will increase the status and reputation of the area and will lead to the progression and expansion of its community based services for the local community.

THE DELIVERABLES

Brand Guidelines

- Logo design
- Colour palette

Website

- Landing page
- Contact
- Events
- About us – link to the parent website
- Booking system

Content

- Updated photographs of St. Joseph's
- Promotional video
- 360 video
- Social media accounts

Other

- Website user guide
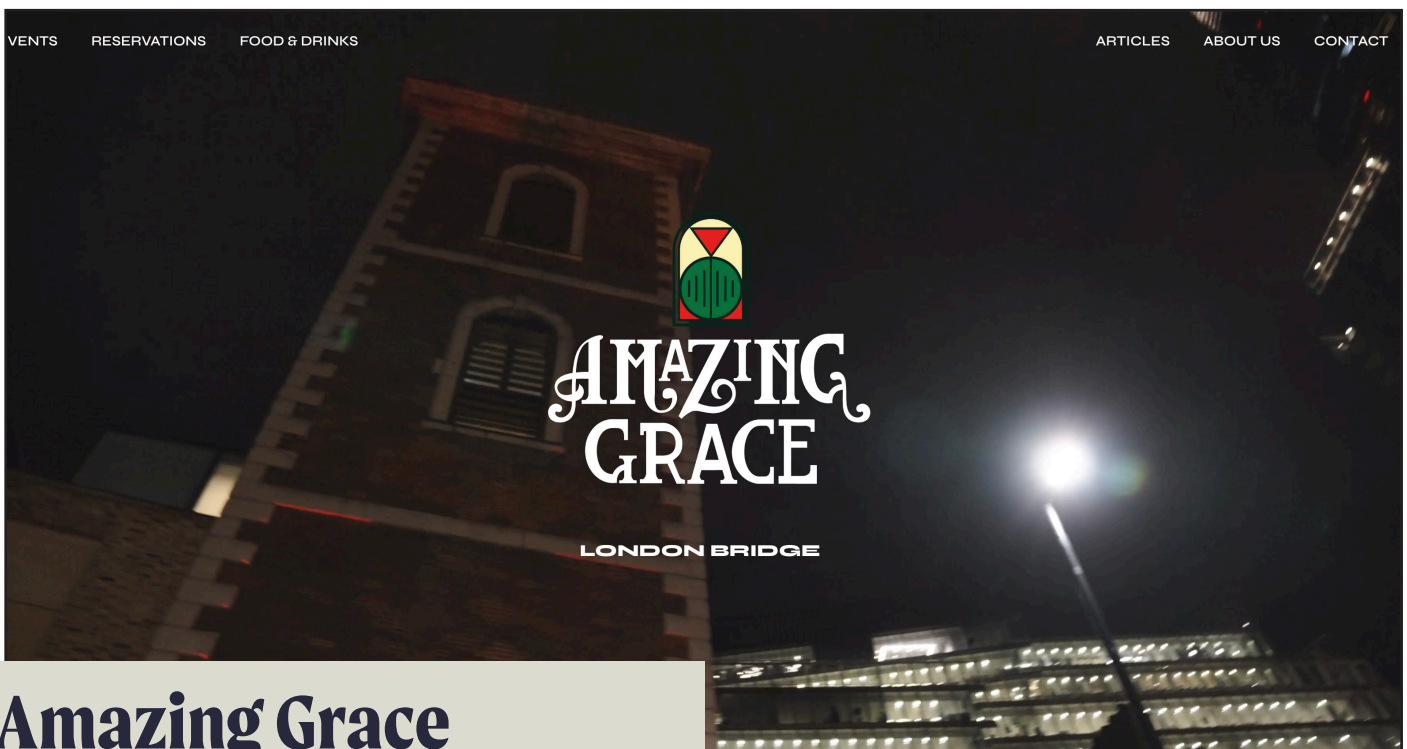- Portfolio of photography

Goals

- Increase visibility of the bookable community space.
- Increase booking sales from event organisers
- Develop social enterprise to support St. Joseph's / support revenue generation

Benchmarking

The Old Church Centre

www.theoldchurchcentre.com

Amazing Grace

www.amazinggraceldn.com

Maverick Projects

www.asylumchapel.co.uk

Crail Community Hall

www.crailcommunityhall.co.uk

Dixon Community Hall
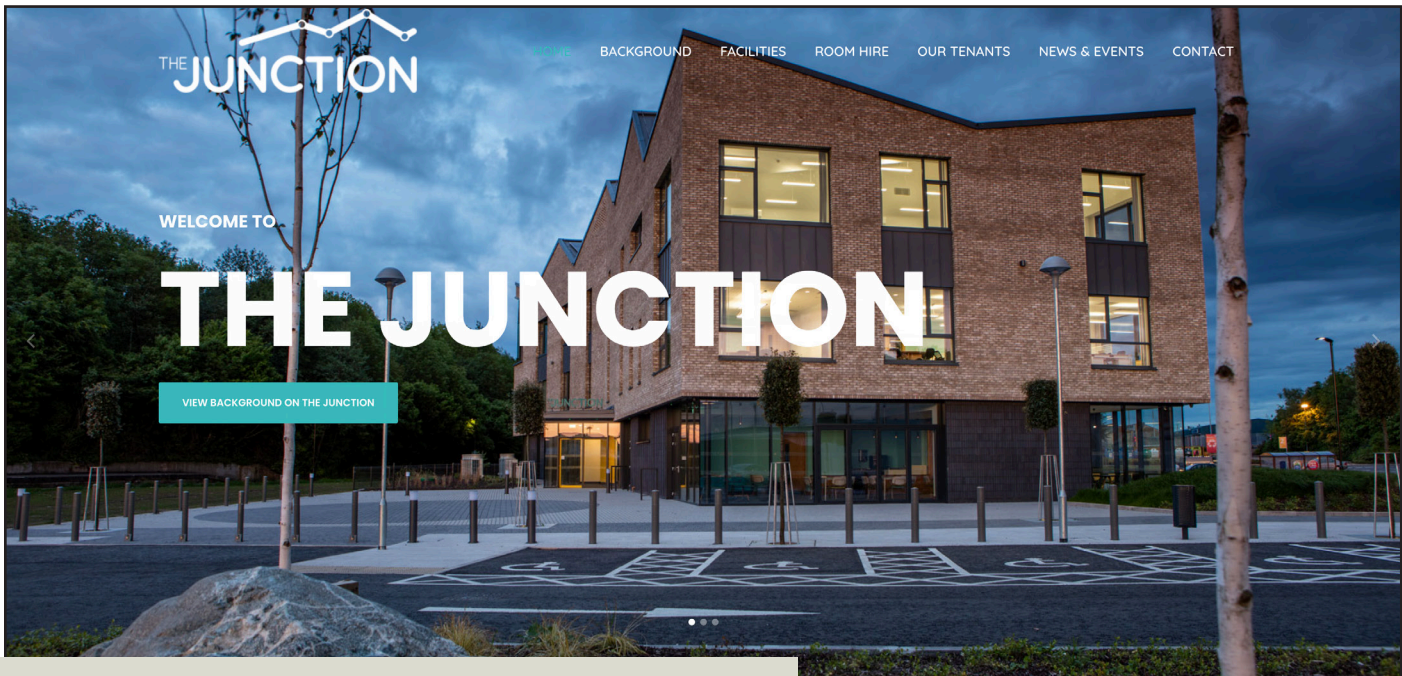
www.dixon-hall-community-hall.business.site

The Junction Dungannon

www.thejunctionni.org

Toynbee Hall

www.toynbeehall.org.uk

Boxpark

www.boxpark.co.uk

Brent Hub
COMMUNITY
ENTERPRISE CENTRE

Brent Hub Community Enterprise Centre

6 Hillside, London, NW10 8BN / Tel: 020 3904 1994

Multi-Award Winning Hub

Room Hire Form

Brent Hub Community Enterprise Centre is based in the London Borough of Brent and is the heart of Stonebridge. We have a range of activities and events for children and adults including classes, training courses, and cultural celebrations.

You can hire the centre for your workshops, parties or any other special occasions or events.

HOST A CORPORATE OR PRIVATE EVENT

Room Hire Form   Contact Us

What We Do

Projects   Activities

Brent Hub

www.brenthub.co.uk

Category	Feature	Toynbee Hall	Box park – Shoreditch	Brent Hub – London
First Impression	Aesthetics	Clean aesthetic featuring a large hero image drawing the visitors attention to key information.	Extremely contemporary. Slick design with modern fonts. The style is simple yet effective with a black and white colour palette complimented with a diagonal striped and great pattern	Brent hub has a relatively simple website design. The design seems 'clunky' and variety of fonts contributes to a feeling of lack of community
	Identifiable Target Audience	Relatively well identifiable target audience on the homepage	This is not immediately obvious – but given that it is a space used for a wide variety of events it conveys its multi functionality well. I would say that it is difficult to pin down a specific target audience.	Yes, identifiable target audience is noted in the centre on the landing page
	Identifiable Chief Aim	On the homepage	On the homepage	Found briefly on the landing page and expanded upon on the about us page
Look and Feel	Retina (HD Ready)	All images and logos are of a HD quality	All images and logos are of a HD quality	The quality of images and logo is high however, their placement is not optimum
	Responsive	Yes	Yes	No
	Content in Prime Position	Hero image with quick links to main content	Hero image that cycles through a selection of high quality photographs	A stock background video with a banner in the centre highlighting the main information required
	Body text font	San Serif	San serif	A Combination of Serif and San Serif fonts
	Logo placement	Top left	Top left	Centre top – Below navbar
Technical	Book Online	No – Enquiry form for each space offered. (Great information provided on each space)	Booking capabilities for events. Application process for box park unit	No – Enquiry form for booking the rooms
	Content management system	WordPress 6.0.02	Silverstripe	Wix.com
	Analytics Embedded	Google Analytics	Google Analytics	None
Navigation	Primary Menu Format	Full–width nav bar – Hamburger menu when on mobile or narrower devices	Top left aligned nav bar – Hamburger menu when on mobile or narrow devices	Full–width nav bar – Top aligned
	Primary Menu Position	Horizontal Top	Horizontal – Top left	Horizontal Top
	Means of getting to the top of page	None	Button in bottom right of the page	None
	Site map	Found in the footer of each page	Some of the site navigation can be found in the footer of each page. However, not all navigation is can be found here	None
	Breadcrumbs	None	None	None

	Contact Us	Above the main nav bar	Found at the bottom of the page in the footer 14	In Drop down of the more tab in the nav bar
	No. of clicks to Contact Us	One	One – Also includes scroll to the bottom of the page	Two
Content	Explanation of Service	A brief bio on the landing page with more detailed information 2 clicks away in the about section	A brief bio on the landing page with more detailed information 2 clicks away in the about section	A brief bio on the landing page with more detailed information 2 clicks away in the about us section 7
	Evidence of outdated content	None	None	None – Facebook link is to a Facebook account with no content...
	Social Media	Links in the footer	Boxpark has a social media presence however, this is not linked on site	Links to Facebook and Instagram in the bottom right of the footer. (Facebook page is a Facebook account with no viewable content)
	FAQ Section	None	Link in the footer	Link in nav bar
	Privacy Policy	Link in footer	Link in footer 19	Link in footer
Search	Search	Yes – above the nav bar	Yes – in the top right of the site on desktop and is in the top centre when the drop down hamburger menu is active	None
	Type of Search button	Text box	Text box	None
Functionality	Load Time (First Contactful Paint)	3.04s	1.2 s	3.1 s
	Email Subscription	Yes	Yes	Yes
	Multilingual	No	No	No
	No. Languages other than English	0	0	0
Accessibility	How many font types	3	2	8
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	No
	Link Underlining	Yes	Links are underlined when hovered over and boxes invert colours	No – Links change colour on hover
	Hyperlinks change colour if visited	No	No	No
Overall score		64%	82%	41%

Category	Feature	The Old church centre	Amazing grace	Crail Community hall
First Impression	**Aesthetics**	Out dated website	Modern and contemporary website that shows creativity and vibrance	The website has basic functions and is styled to suit a 2010 aesthetic.
	Identifiable Target Audience	Yes	Yes, it markets with a clear objective	The style appears to tailor to an older demographic as it holds an elegant and outdated look.
	Identifiable Chief Aim	On the homepage	About us page	On the home page
Look and Feel	**Retina (HD Ready)**	Decent quality	High quality	A mix of quality in photos
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Moving slide show	Show reel playing on loop	Hero image using a parallax technique
	Body text font	Sans serif	San serif	San serif
	Logo placement	Horizontal central	Horizontal central	Top left of header
Technical	**Book Online**	No – must call or email	Yes	No – Contact details on display to get in touch with.
	Content management system	Wordpress 5.8.5	Wordpress 6.0.2	Wix
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	**Primary Menu Format**	nav icon drops down	Links in nav bar	In the nav bar
	Primary Menu Position	Horizontal centre	Responsive reveals a menu icon in the top right corner	Horizontal central
	Means of getting to top of page	Scroll	Jump to top button	None
	Site map	None	None	None
	Breadcrumbs	None	None	None
	Contact Us	Yes	Yes	In the nav bar
	No. of clicks to Contact Us	One	One	One
Content	**Explanation of Service**	Yes	About us page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	Yes	Yes	Instagram and Facebook
	FAQ Section	None	None	None
	Privacy Policy	None	Footer	None
Search	**Search**	Yes	None	None
	Type of Search button	Horizontal central	None	None
Functionality	**Email subscription**	Yes	Yes	Yes
	Load Time	3.2 sec	3 sec	3 sec

Category	Feature			
	Multilingual	None	None	No
	No. Languages other than English	0	None	0
Accessibility	How many font types	2	3	4
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link Underlining	0	No	Yes
	Hyperlinks change colour if visited	0	No	No
Overall score		64%	78%	52%

Category	Feature	Dixon Hall Community Centre	AMP Gallery	The Junction
First Impression	Aesthetics	Out dated website	Modern and contemporary website that shows creativity and vibrance	The Junction is a modern contemporary building that offers a conference room, two multi purpose rooms, multiple meeting rooms and causal spaces.
	Identifiable Target Audience	Not evident	Yes, it markets with a clear objective	Supporting key community services and local volunteer – led activities while also offering the wider public, community and business sectors a state of the art exhibition and meeting space, a place where everybody in the community, local and visitor, could feel 'at home.'
	Identifiable Chief Aim	Indirect but chief aim is evident	Front page	On the home page
Look and Feel	Retina (HD Ready)	Not evident	High quality	All HD quality content
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Hero image	Hero image	Moving slide show on front page, showing location and facilities
	Body text font	Sans serif	San serif	San serif
	Logo placement	Horizontal top left	Horizontal top left	Top middle of header
Technical	Book Online	No – get quote online	Yes	No – Enquiry form for each space provided with details for each room.

		No CMS	Squarespace	WordPress 6.0.2
	Content management system	No CMS	Squarespace	WordPress 6.0.2
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Side bar reveal	Links in nav bar	Full width drop down
	Primary Menu Position	Top left	Responsive reveals a menu icon in the top right corner	Top left
	Means of getting to top of page	Scroll	Scroll	Jump to top of page button
	Sitemap	None	Footer	Footer
	Breadcrumbs	None	None	None
	Contact Us	Yes	Yes	In the nav bar
	No. of clicks to Contact Us	One	One	One
Content	Explanation of Service	None	Home page	Home page
	Evidence of outdated content	Yes	None	None
	Social Media	None	Yes	Twitter and Facebook
	FAQ Section	None	None	None
	Privacy Policy	None	None	Link in footer
Search	Search	None	None	None
	Type of Search button			
Functionality	Email subscription	None	Yes	Yes
	Load Time	3.4 sec	2.7 sec	3 sec
	Multilingual	None	None	No
	No. Languages other than English	0	0	0
Accessibility	How many font types	2	3	3
	Clear & accurate headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link Underlining	0	No	Yes
	Hyperlinks change colour if visited	0	No	No
Overall score		41%	67%	70%

Benchmarking Summary

As a part of our research and planning for this project a benchmarking exercise was undertaken. Our aim in doing so was to be able to investigate 'community hubs', event hire spaces and redeveloped Church buildings in order to establish the comparators within the landscape that St. Joseph's will sit.

We benchmarked a variety of spaces that we felt offered similar facilities across the UK or that we felt were examples of best practise that could be emulated in this St. Joseph's project.

BENCHMARK RANKING

1. Box Park 82%
2. Amazing Grace 78%
3. The Junction 70%
4. Maverick Projects 67%
5. The Old Church Centre 64%

6. Toynbee Hall 64%
7. Crail Community Hall 52%
8. Dixon Hall 41%
9. Brent Hub 41%

BEST PRACTICE

BEST DESIGN

Amazing Grace London uses a range of motion graphics, vibrant colours and contemporary techniques to improve their audience engagement. The landing page loads with an animated motion graphic that is clean and smooth in transition. Once loaded, a background video plays on loop, showing the interior and exterior design of the building. More importantly, the video overlay shows the variety of events and features that take place at the venue. Amazing Grace London set a dynamic tone with a post-modern aesthetic. This makes their venue appealing to young adults, who are looking for a vibrant venue to host their events. There is a 'make a reservation' button on the landing page, which communicates their main service and creates a direct path for venue hiring. It is a large source of revenue income.

BEST FUNCTION

Box Park is an example of a state of the art, functional website. The website features a clean aesthetic and is highly responsive and adaptable across a wide range of devices. The landing page is clear at communicating the services they offer. The variety of HD images adorn the website with up to date content, ensuring that viewers know exactly what is on and when.
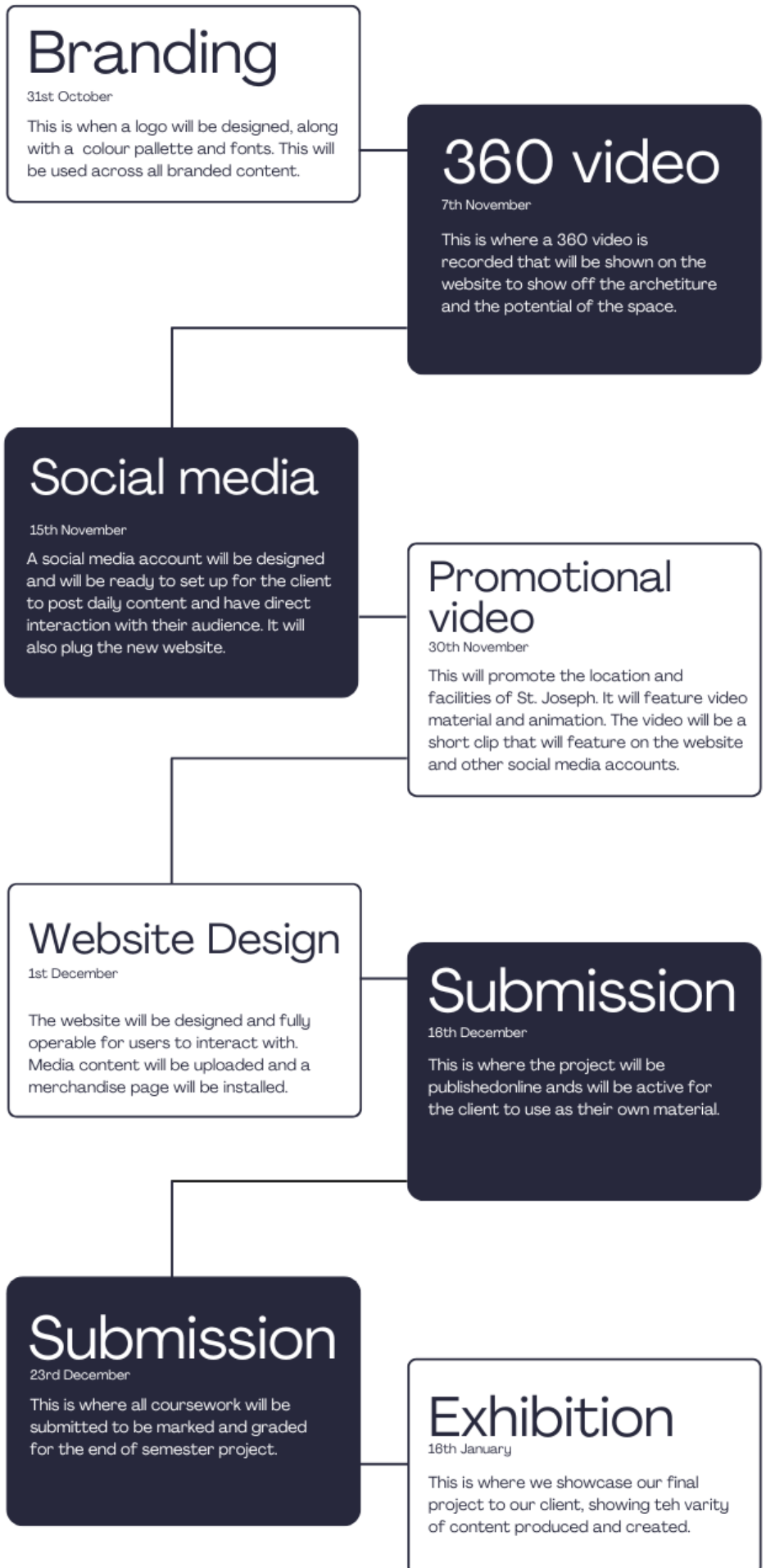
The Box Park website has a booking system embedded into their website. It is a prime example of how an online booking system can provide an efficient and effective service for the user. It is also an advantage for administration purposes. The functionality of this website is something that we have been inspired by.

Time-line

Branding
31st October

This is when a logo will be designed, along with a colour pallette and fonts. This will be used across all branded content.

360 video
7th November

This is where a 360 video is recorded that will be shown on the website to show off the archetiture and the potential of the space.

Social media
15th November

A social media account will be designed and will be ready to set up for the client to post daily content and have direct interaction with their audience. It will also plug the new website.

Promotional video
30th November

This will promote the location and facilities of St. Joseph. It will feature video material and animation. The video will be a short clip that will feature on the website and other social media accounts.

Website Design
1st December

The website will be designed and fully operable for users to interact with. Media content will be uploaded and a merchandise page will be installed.

Submission
16th December

This is where the project will be publishedonline ands will be active for the client to use as their own material.

Submission
23rd December

This is where all coursework will be submitted to be marked and graded for the end of semester project.

Exhibition
16th January

This is where we showcase our final project to our client, showing teh varity of content produced and created.

TONE, MESSAGE & STYLE

The St. Joseph's team will supply copy for the website's heritage section. The information for booking will be kept minimal and focus on the unique selling points. Brand guidelines will be created to make sure the tone, message and style will stay consistent in the future.

The tone of the project is inclusive with the objective of storytelling their heritage and showing their service to others. It communicates a social, apolitical community space that will serve as a welcoming and safe environment for the surrounding community. A dynamic style reflects the versatility of the space and it exhibits the contemporary, yet flexible nature of the regenerated building. St. Joseph's will now stand out as the central hub for all community life and events in the area.

BUDGET

The budget for this project sits at zero, however, we have set out a forecast of the potential spend where we feel that money could be well utilised to advance the project and increase functionality.

FORECAST SPEND

Legend:
- SS Business Plan
- SS Commerce Plan – Basic
- SS Commerce – Advanced

SQUARESPACE
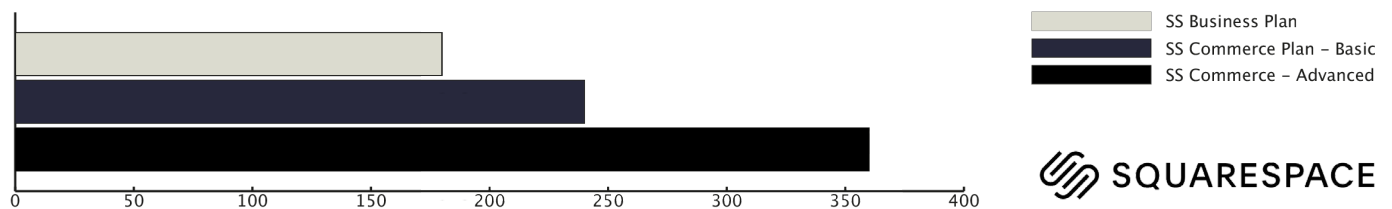
TEAM

MARK CROOKS
- Motion Graphics
- Creative writing

MATTHEW CAVES
- Videography
- Photography

ETHAN HILL
- Website Design
- Graphic Design

PROJECT MANAGERS

ADRIAN HICKEY

CLAIRE MULRONE