

## Website Update – 2025

### 1. Morecambe Bay Partnership wishes to appoint an agency to move its current website from Craft CMS to Wordpress

This work will include a restructure of the website using existing content. New content will be created by the charity giving more focus to Morecambe Bay. The aim is to create a site that has a content balance of 50% Morecambe Bay and 50% the charity's cause and role in supporting the Bay.

### 2. We created three brands (2022 onwards) covering three identities:

- **Morecambe Bay Partnership** – the Charity
- **Love Morecambe Bay** – an overarching campaign giving a diverse audience ways to show their love for the Bay
- **Ways Around the Bay** – our 'Cycling, Wheeling and Walking' website for the Bay promoting active and accessible travel

We are **not** looking for a rebrand or a complete re-design of the website.

### 3. Where we exist online currently:

#### Websites:

[www.morecambebay.org.uk](http://www.morecambebay.org.uk)

[www.waysaroundthebay.org.uk](http://www.waysaroundthebay.org.uk)

<https://www.recordingmorecambebay.org.uk>

#### Social Media

Facebook: [www.facebook.com/MorecambeBayPartnership/](https://www.facebook.com/MorecambeBayPartnership/)

Instagram: [www.instagram.com/mb\\_partnership/](https://www.instagram.com/mb_partnership/)

LinkedIn: <https://www.linkedin.com/company/morecambebaypartnership>

YouTube: <https://www.youtube.com/@morecambebaypartnership8650/videos>

#### 4. Why do we need a new website now?

**We experience the limitations of Craft CMS on a regular basis.** Craft is not widely used and as such does not offer the range of tools and plugins available via Wordpress.

**To Communicate Morecambe Bay** - Our current website focuses on the charity, who we are & what we do and NOT enough on Morecambe Bay which is our cause.

A new website structure can showcase and communicate the very special nature of Morecambe Bay and why there is an urgent need to support and care for it now, and for the future. No other site is doing this. We want our site to be the go-to place to find out about Morecambe Bay.

**To raise unrestricted funds** - The charity (formed in 2017) needs the ability to raise unrestricted funds, and better tools for running fundraising events, and campaigns to benefit Morecambe Bay. Historically, we have not been a charity and as such did not to focus resources on raising funds BUT we do now.

**Love and Champion the Bay** - To raise unrestricted funds, the charity must communicate our cause and why Morecambe Bay needs support. We must highlight problems affecting the Bay, offer solutions and offer opportunities to get behind the vision of a healthy, thriving Morecambe Bay for everyone.

**A diverse audience sharing a common cause** - Our audience is diverse now covering communities of employers, businesses, residents, visitors and students all around the Bay. One uniting and motivating factor is love for Morecambe Bay. On our current website, we do not address and appeal to our audience enough and this is key for engagement and fundraising.

**Building Advocates, Champions and Collaborators** - This unifying affection for the Bay is our opportunity to engage attention, deepen understanding and build passionate champions, fundraisers, custodians and advocates who will share a vision and collaborate with us. New content will appeal to and address the 'you' ie. talk directly to the audience as collaborators.

**Communicating Impact and Solving Problems** - To convert love of Morecambe Bay into support, the charity also needs to evidence impact showing how funds raised are spent, what volunteers are achieving, who beneficiaries are and what problems we are solving for the Bay. This can be achieved through stats, personal beneficiary stories, volunteer stories, quotes and testimonials. The communication of impact needs a personal, humanising touch – real people, real stories, good images.

**What is Morecambe Bay anyway? Isn't it a run-down seaside town?** We also need to address a basic question – what is Morecambe Bay? There's an assumption that everyone knows what and where it is. Our work tells us this isn't true so new content to clarify Morecambe Bay for the familiar,

the unfamiliar and the confused. New content will break down unhelpful assumptions and even misunderstandings about the Bay e.g. the frequent conflation of Morecambe the seaside town with Morecambe Bay itself. It will also reveal the very special nature of the Bay's wildlife, habitats and heritage and some of the unique events and locations around the Bay - Arnside Bore; Sunderland Point; sunsets; cross bay walks etc.

## **5. How will we know the new website is working for us and our audience:**

- The site will inspire and feel like a journey of exploration and discovery
- Our vision for a thriving Morecambe Bay will be clearly communicated
- It will offer a range of flexible ideas for engagement from donations, how to fundraise us, how to get involved, how to support M Bay
- It will create powerful asks motivating website visitors to support and donate to Morecambe Bay
- It will offer easy to find, bookable events that generate engagement (and funds)
- It will be findable on Google, swift to load and provide a great user experience on all devices
- We will be able to capture data - gain insights, measure visits and engagement on the site through Google Analytics. How are website visitors finding us? Which pages are being visited most?
- It will have a clear, logical, legible and navigable structure and encourage lingering visits
- It will help our audience to find what they want and inspire them to discover something new (cross-sell):
  - Learn something new about the Bay through stories, facts and figures
  - Discover ways to care for the Bay through sustainable living and choices (visit by bike, avoid single use plastics, limit human & recreational disturbance)
  - Find and book events
  - Shop online
  - Discover volunteering
  - Ask questions by contacting us
  - Sign up for our newsletter
  - Make donations (regular giving is the ultimate goal)
  - Become a fundraiser or a business supporter

## **6. Why do we want to change to Wordpress as our CMS?**

- We are aware that many charities opt for Wordpress and its range of plugins

- The team would like more flexibility and a better range of tools to manage content, update pages
- It will offer better options for displaying visual content (images, static maps, videos, social media content)
- Opportunities to use plugins (free & paid options); Craft CMS (our current platform) has a VERY limited offer compared with WordPress
- It will contribute to efficient internal workflows – automation and integration of email sign-ups via Mailchimp, for example
- We will be able to integrate with other digital platforms to help with smooth running of events, fundraising, donations, newsletter sign ups (Mailchimp, Trybooking, JustGiving)
- The team will be able to manage enquiries, questions, bookings and donations efficiently (so saving time)

## **7. Can the new website create immediate impact & clarity within seconds?**

- Strong visual impact conveying breathtaking Morecambe Bay (video on the home page)
- Clearly locate the website visitor at Morecambe Bay (video on the home page)
- Clearly communicate our purpose in one sentence (on the home page)
- Talk to the audience ‘you’ and identify website visitors as our collaborators immediately (on home page)

## **8. Have we explained The Problem, The Solution and The Vision?**

- Explain where & what Morecambe Bay is AND why it’s special and important
- Explain why the Bay is vulnerable and why it needs support, care and protection
- Explain what care & protection can achieve for the Bay’s communities (business, residents, visitors, tourists) now and in the future ie. unfurl a vision.
- Explain what that care & protection is and how we can solve the Bay’s problems together
- Communicate the vision of sustainable living, happy communities and thriving nature – what would that look like? How do we show this? What’s the benefit?
- Foster a sense of community which is united by love of Morecambe Bay and the feelings it inspires
- Create a feeling of welcome and inclusivity and offers ways to work together to benefit Morecambe Bay
- Stimulate CALLS TO ACTION eg. join an event eg. donate eg. join a litter pick

## **9. What kinds of Functions and Integrations do we need?**

- To be legible and navigable on as many devices as possible – phones, laptops, tablets, desktops.

- Accessible and optimised for search engines
- Fit for sharing on social media
- The site should be robust yet flexible with a view to making changes, adaptations (our needs will inevitably change along with priorities)
- Effective integration with:
  - Mailchimp – newsletter sign up
  - Donation platforms - the donation pages utilises Go Cardless (direct debit) and Stripe (one-off donations)
  - We use Trybooking for event bookings and whilst this works adequately the way the widget displays isn't ideal. Our 'What's On' page is one of the most visited pages. We are not wedded to TryBooking though but we've ruled out Eventbrite.
  - Our Shop simply links to Teemill (an external online 'print on demand' shop)
  - Currently we do not want merchandise or ticketing into the new site. We would aim to use widgets or other to link to those

## **10. Things we would like and currently don't have**

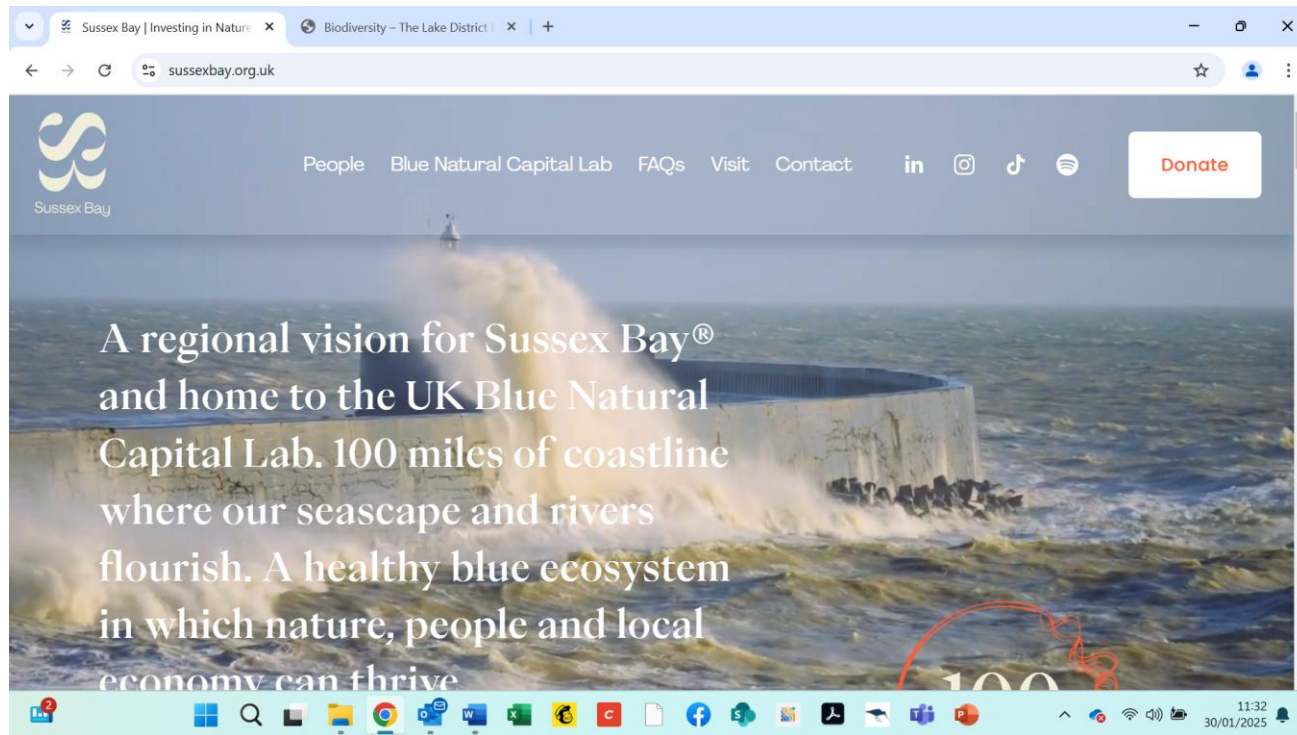
- Campaign pages with rising targets – some of our fundraising has been through Crowdfunder and JustGiving BUT this means sending our supporters to external sites. This creates two issues for us 1) donations made through a third party often incur fees and subscriptions and 2) sometimes it means we have limited access to supporter data or can't gather it eg. our supporters are more likely to say yes to joining the newsletter when they are interacting with our website and much less likely with donations platforms. For example, within JustGiving or TryBooking most supporters say no to newsletter and comms/marketing emails.
- Better options for displaying images – we are currently limited to one hero image and a gallery block of four photos.  
Beneficiary Stories – to show impact (to inspire donations)
- Volunteer Stories – to demonstrate real engagement with real people and communities (to inspire further engagement)
- More video/footage including spectacular Bay scenery and people/faces
- The importance of sound – the sea; birdlife; woodland and wildflower meadows in spring

Examples of websites and messaging we like and keep coming back to:

### SUSSEX BAY

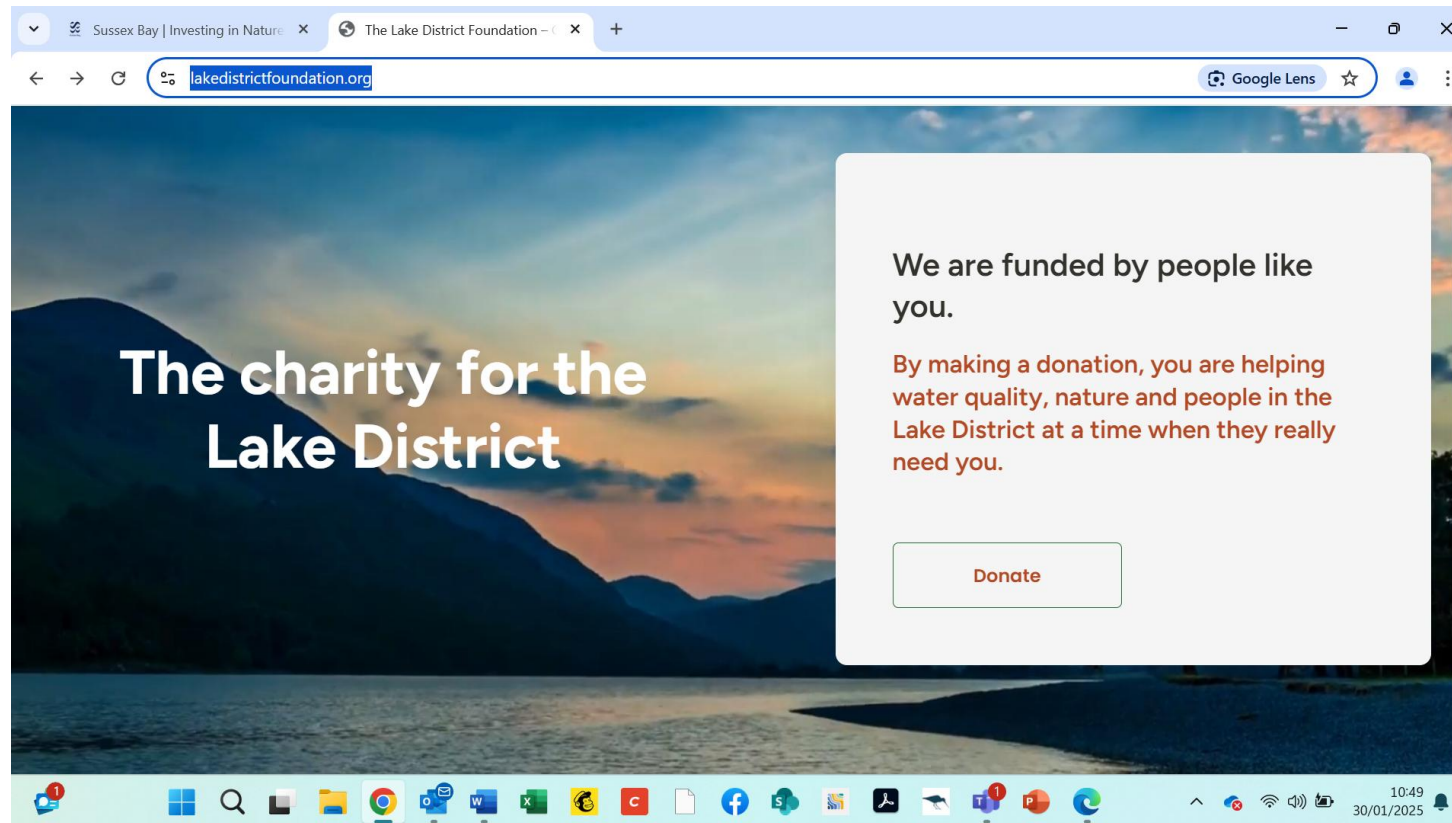
Example of striking, impactful website showcasing a vision for an area: <https://www.sussexbay.org.uk>

Home page footage is inspiring and shows how beautiful and varied the area is.



## LAKE DISTRICT FOUNDATION

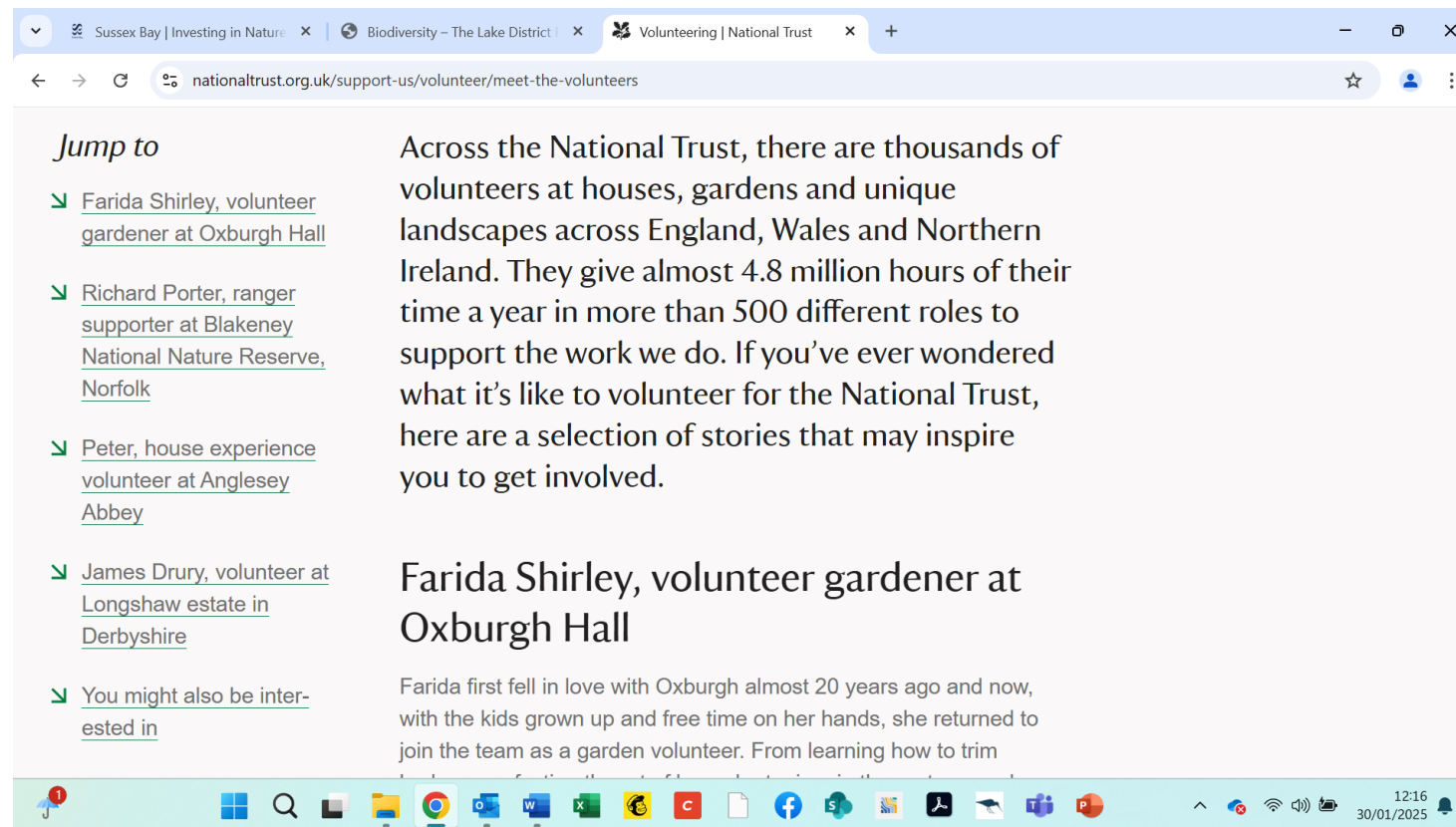
- Clear messaging on what the charity is and does and 'you' positioned equally = visually represents collaboration and equality
- Homepage is excellent – locates the website visitor as 'you' immediately, followed by donations, stats, mission, teams and projects.
- Website is dynamic and logical encouraging exploration.
- Examples of stats woven through their messaging and the ability to donate in several places.
- Clear menus.



## NATIONAL TRUST VOLUNTEER PAGE

This page showcases their volunteers and we like the specificity; it communicates who the volunteers are and what they are doing, and where & why. Named volunteers bring the page to life (they are real people) and quotes make it personal. This volunteer page really helps to locate real people and real work behind the charity. We need something similar.

<https://www.nationaltrust.org.uk/support-us/volunteer/meet-the-volunteers>



The screenshot shows a web browser with three tabs: 'Sussex Bay | Investing in Nature', 'Biodiversity – The Lake District', and 'Volunteering | National Trust'. The address bar shows the URL 'nationaltrust.org.uk/support-us/volunteer/meet-the-volunteers'. The page content is divided into two main sections. On the left, under the heading 'Jump to', there is a list of links with green arrow icons: 'Farida Shirley, volunteer gardener at Oxburgh Hall', 'Richard Porter, ranger supporter at Blakeney National Nature Reserve, Norfolk', 'Peter, house experience volunteer at Anglesey Abbey', 'James Drury, volunteer at Longshaw estate in Derbyshire', and 'You might also be interested in'. The main content area on the right features a large heading 'Across the National Trust, there are thousands of volunteers at houses, gardens and unique landscapes across England, Wales and Northern Ireland. They give almost 4.8 million hours of their time a year in more than 500 different roles to support the work we do. If you've ever wondered what it's like to volunteer for the National Trust, here are a selection of stories that may inspire you to get involved.' Below this, there is a sub-heading 'Farida Shirley, volunteer gardener at Oxburgh Hall' followed by a paragraph: 'Farida first fell in love with Oxburgh almost 20 years ago and now, with the kids grown up and free time on her hands, she returned to join the team as a garden volunteer. From learning how to trim'.

*Jump to*

- [Farida Shirley, volunteer gardener at Oxburgh Hall](#)
- [Richard Porter, ranger supporter at Blakeney National Nature Reserve, Norfolk](#)
- [Peter, house experience volunteer at Anglesey Abbey](#)
- [James Drury, volunteer at Longshaw estate in Derbyshire](#)
- [You might also be interested in](#)

Across the National Trust, there are thousands of volunteers at houses, gardens and unique landscapes across England, Wales and Northern Ireland. They give almost 4.8 million hours of their time a year in more than 500 different roles to support the work we do. If you've ever wondered what it's like to volunteer for the National Trust, here are a selection of stories that may inspire you to get involved.

### Farida Shirley, volunteer gardener at Oxburgh Hall

Farida first fell in love with Oxburgh almost 20 years ago and now, with the kids grown up and free time on her hands, she returned to join the team as a garden volunteer. From learning how to trim



## BENEFICIARY STORIES

Beneficiary stories, or sometimes called ‘testimonials’ or ‘feedback’, can be threaded through relevant pages.

Example here is under Lake District Foundation’s page on ‘People’.

The screenshot displays a web browser window with three open tabs: 'Sussex Bay | Investing in Nature', 'People - The Lake District Foun', and 'Testimonials - Rosie's Trust'. The active tab is 'People - The Lake District Foun', showing the URL 'lakedistrictfoundation.org/cumbria-people/'. The page content is titled 'Feedback' and asks 'What do people say about our inclusion projects?'. Below this, there are three testimonials in a carousel format, each in a light gray box with a green arrow pointing left or right. The testimonials are:

- "Halfway down I was never doing anything like it again! The next day I booked myself on to a Peak District challenge. Having managed this one, scrambling and all, with no judgement on style or speed - you have a convert."*
- "It needs to be more visible that people with disabilities can visit the Lake District and can take part in activities"*
- "I spend an increasing amount of my volunteer time working on very lengthy funding applications but this process has been the smoothest so far and makes me even more determined to make the very best of this 'project', not to mention that it has saved me huge amounts of time that I can allocate to other aspects of running this club; so far a huge thank you!!"*

Below the testimonials is a row of seven small circles, with the fourth circle from the left being green, indicating the current position in the carousel. The Windows taskbar at the bottom shows various application icons and the date/time '12:20 30/01/2025'.