

WE ARE

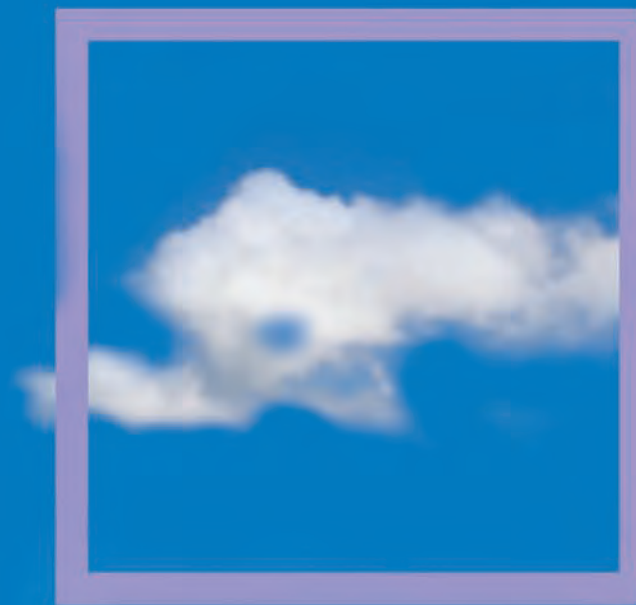


RESPONSIVE
WEBSITE
DEVELOPMENT

savageandgray.co.uk



We develop innovative,
creative online brand strategies,
helping our clients across the UK
connect with their customers.



WE
IDENTIFY
ASSESS
ENGAGE
EXCITE
BY DESIGN



savageandgray.co.uk

How we work

Each member of the team will be involved with every stage of the project bringing their combined experience together for maximum results.

The project will be managed using a tried and tested methodology to ensure we deliver on both spec and budget.



Phase one – discover

Communication begins with listening. During the scoping phase we listen, research and gather thoughts and feelings to find out as much as we can about you and your target audience. We get under the skin of your business so that the user interfaces and functionality we develop for you is fully in tune with what you want to achieve both on an information management and branding / design perspective.

Phase two – define

Having gathered information during the scoping stage, we develop our findings into the development framework:

- Identifying key post types that will be created to control and manage your content
- create site plans and refine wireframe layouts which are presented to the client for valued comment and feedback.

Phase three – develop

Drawing on technical skills, we will then develop the layouts and functionality of the site, providing the solutions necessary for you to engage your audiences. Our approach is not to produce quick fixes, but to design websites that are future proofed with flexibility to grow and evolve as the organisation evolves.

Phase four – deliver

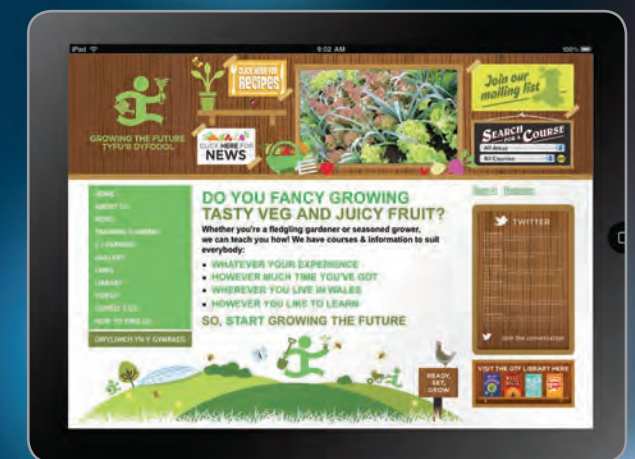
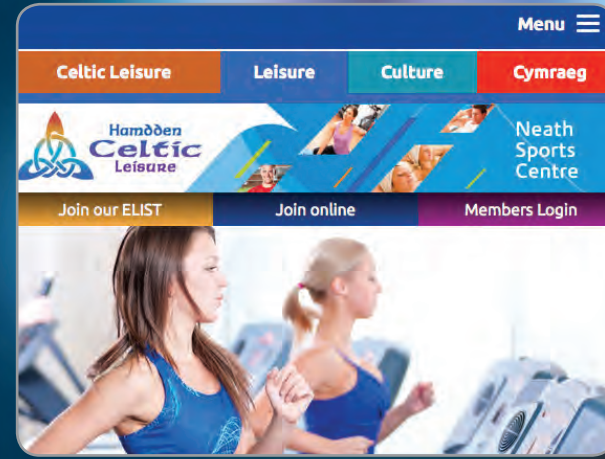
Well-planned schedules ensure that we deliver projects on time, on budget and on spec. We communicate with you throughout the process so that you always know where we are and how far we've got to go. The website being live is not the end of the journey for us. We can deliver training so that in-house members of staff feel comfortable updating the website going forward.

Valued Relationships

Our clients include:

We develop innovative, creative online brand strategies, helping our clients across the UK connect with their customers.



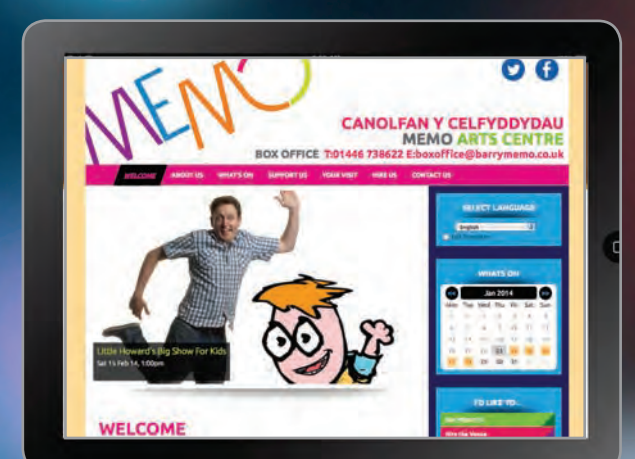
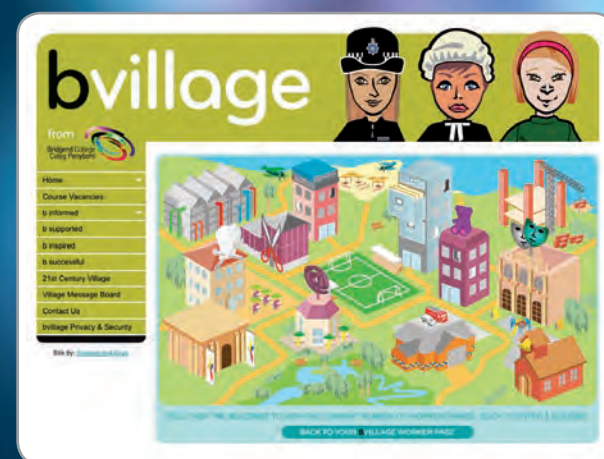


RESPONSIVE...
UPDATEABLE...
SCALABLE...

CMS
WEBSITES
DESIGNED
AND BUILT
BY



For Tablet



WE BUILD WITH



Originally launched in 2003, WordPress has become one of the most popular content management systems (CMS) in the world.

Used by over 70 million sites, this widely-used CMS has become a powerful tool to control and publish content online, engage with audiences and help raise brand awareness.

Here are ten reasons why we put Wordpress at the heart of our developments.

1) A WordPress site will save you money

Once the initial build and testing is complete and your website is live to the world, ongoing maintenance and support charges will be at a minimum – you control your content with a few simple clicks, saving time and developer support fees, and making more of your marketing budgets.

2) Spend less time updating and more time promoting

With a streamlined content control process, auto-publishing and preset styling built-in, you'll save many valuable marketing hours that you would have spent wrestling with your content, and gain more time to plan and create future campaigns.

3) Control access with multi-user admin permissions

Do you have a large team with different roles and responsibilities? With wordpress you can grant them access to individual areas and limit what they can control and publish.

4) Intuitive, accessible and easy to learn

Easy to learn and manage, you can add audio and video by simply pasting a url. Upload images, create pages and reorder menus in just a few steps. Then get on with your day!

5) Easy Access, everywhere

With a simple login process you can update your content on the go anywhere in the world, even via your phone.

6) A dedicated, passionate global community

WordPress is open-source software built and supported by a huge global community of designers and developers, ensuring it's always moving forward as technology develops, so your website will never be out of date.

7) SEO control: Google loves WordPress

With Yoast SEO integrated on your website you can take control of your SEO rankings via an easy to use interface.

8) Strengthen your brand with a consistent look and feel

Ensure your visitors see your company at its best. With preset styling functionality and a flexible template structure for more bespoke design, WordPress takes care of the styling to present consistent branding, leaving you free to concentrate on creating media-rich content for your visitors.

9) Scalable, extendable, flexible

Whatever your business requirements, whether you want to start selling online, create a global membership community or take bookings and payment via Paypal or Sagepay, WordPress plugins will help power your site into exciting new areas. Join the global WordPress community and you'll be able to take advantage of a huge range of plugins to extend the power of your website.

10) Cross system integration

One of the most exciting things about WordPress is how flexible and extendable it is. Integration with third party systems is a breeze. Running a venue with a Box office integrated with Ticketsolve or Spektrix? WordPress can utilise their API to pull the data straight into the back-end. Managing your e-list via Mailchimp? Collect email addresses and add them directly to your Mailchimp lists. Want to export customer data to an external CRM? WordPress's flexibility allows for unlimited integration possibilities.



INNOVATIVE & CREATIVE ONLINE SOLUTIONS
www.savageandgray.co.uk

WORDPRESS IS THE PERFECT ENGINE TO
POWER YOUR ONLINE PRESENCE.

CASE STUDY: THE COURTYARD, HEREFORD

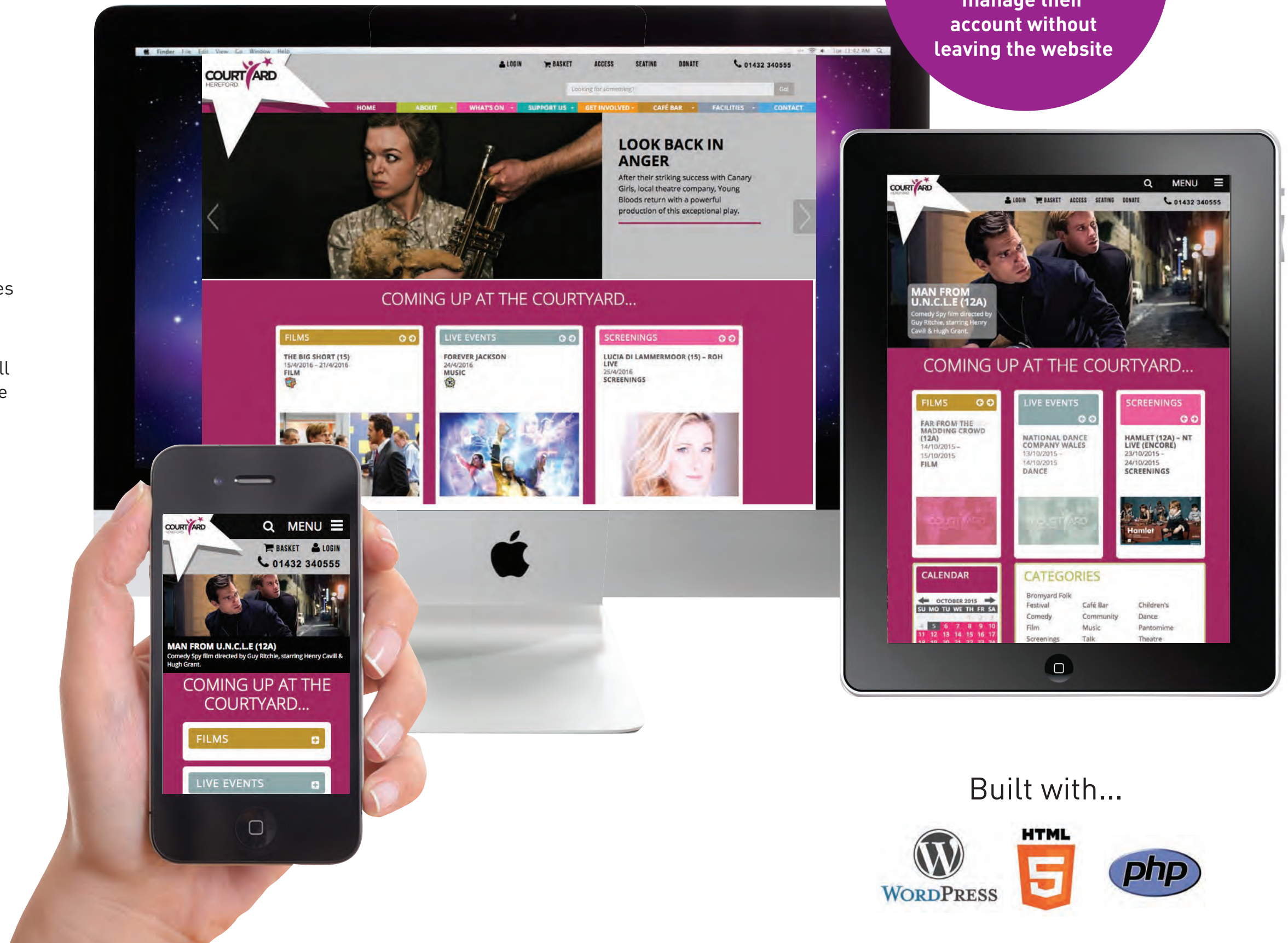
Responsive website

See the site at
courtyard.org.uk

KEY FEATURES:

- Multi media display (embed video & audio)
- JQuery, slideshows with content clickthrough
- Image Sliders and Galleries
- Events calendar
- Automated scripting to pull events data from box office system daily
- Auto form creator
- Content control blocks: display content of your choosing in different areas
- Integration with Spektrix api to auto import event data and payment links into the admin area.
- Featured content blocks

API integration with external Spectrix ticketing system allows customers to book ticket and manage their account without leaving the website



Built with...

CASE STUDY: SOUTH WALES CHAMBER OF COMMERCE



Responsive website

See the site at
southwaleschamber.co.uk

KEY FEATURES:

- Membership management
- User account management
- Member Directory
- Sagepay integration
- Multi media display (embed video & audio)
- JQuery, slideshows with content clickthrough
- Image Sliders and Galleries
- Events calendar
- Auto form creator
- Content control blocks: display content of your choosing in different areas
- Integration with Sagepay api to process secure payment transaction for new members
- Featured content blocks



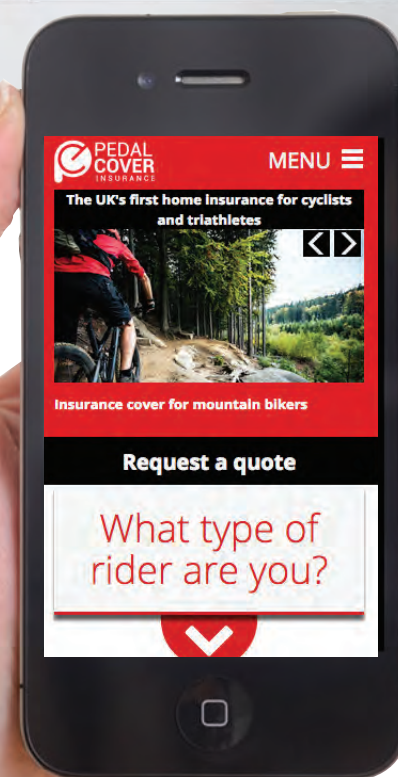
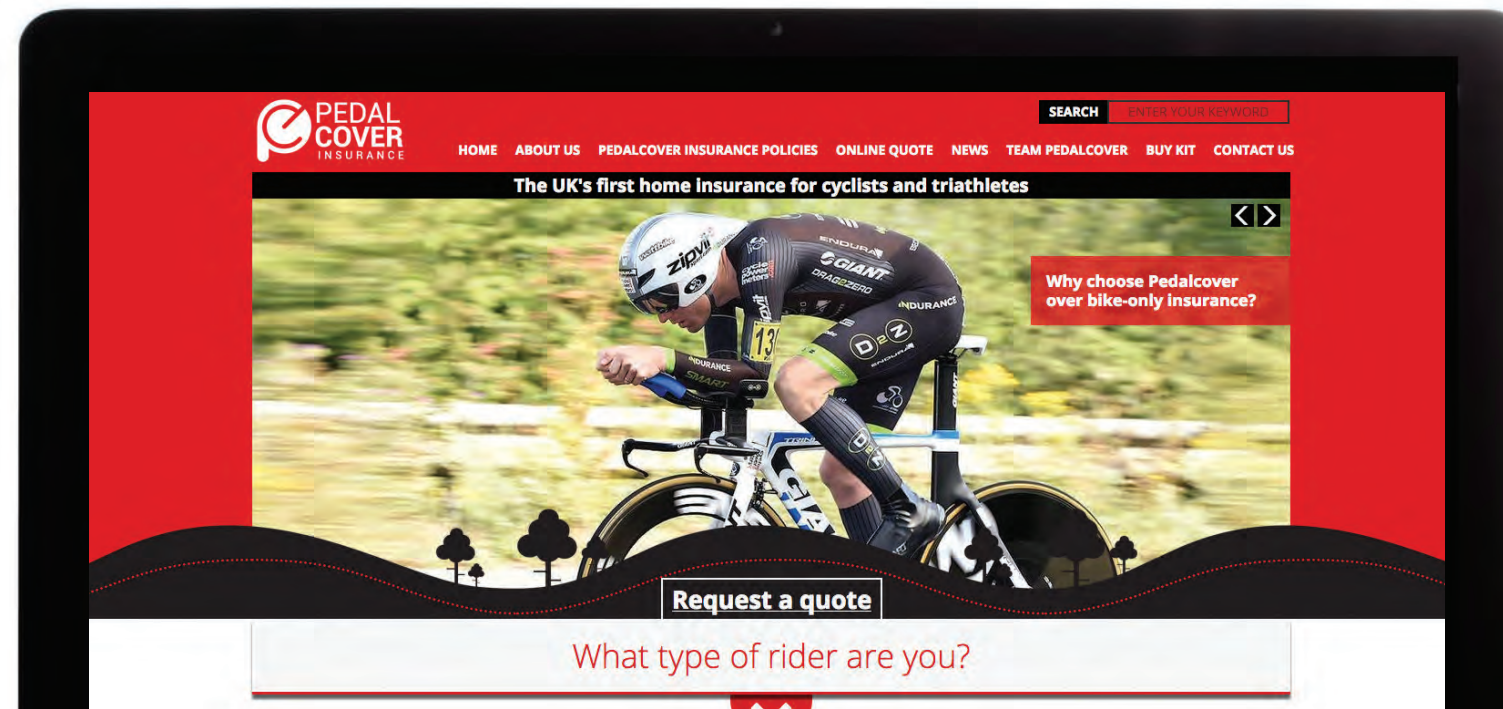
CASE STUDY: PEDALCOVER INSURANCE

Responsive website

See the site at
pedalcover.co.uk

KEY FEATURES:

- Multi media display (embed video & audio)
- JQuery, slideshows with content clickthrough
- Image Sliders and Galleries
- Events calendar
- Auto form creator
- Content control blocks: display content of your choosing in different areas
- Featured content blocks



Built with...





CASE STUDY: EVERYMAN THEATRE COMPANY

Responsive website

See the site at
everymantheatre.co.uk

KEY FEATURES:

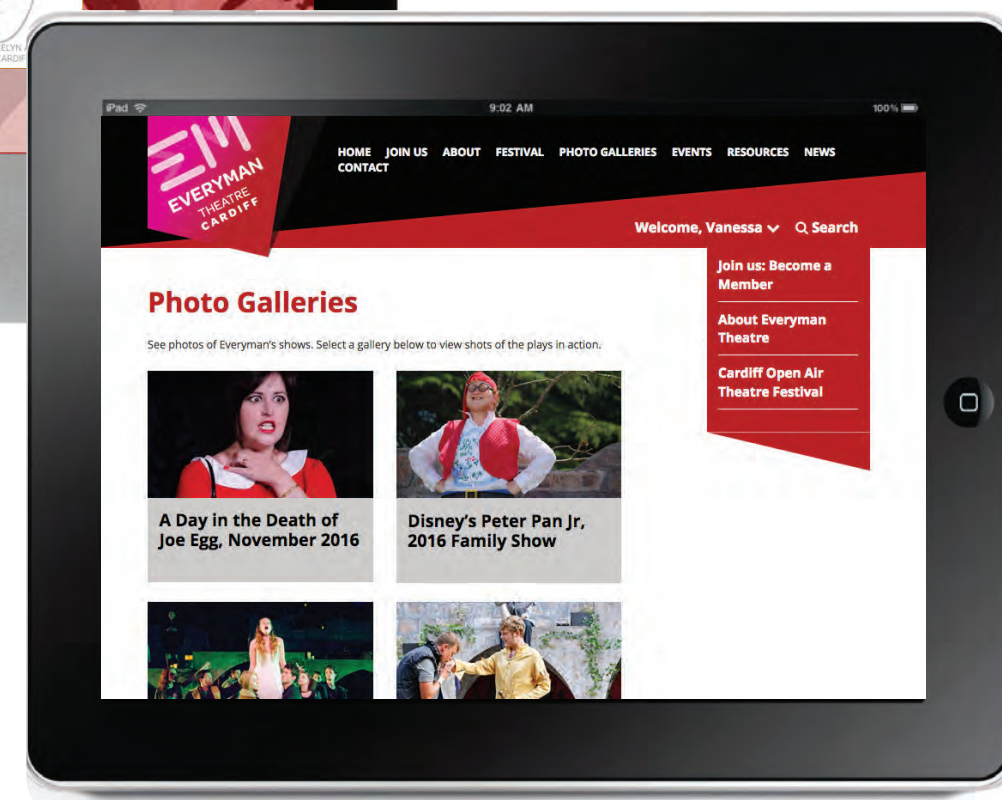
- Membership management
- Paypal integration
- Multi media display (embed video & audio)
- JQuery, slideshows with content clickthrough
- Image Sliders and Galleries
- Integration with both TicketSource and Chapter Arts Centre feed apis to auto import event data and payment links into the admin area.
- Events calendar
- Auto form creator
- Content control blocks: display content of your choosing in different areas
- Featured content blocks



PAYPAL Payment system integration allows new members to join online.

Ticketsource api events feed integration.

Chapter Arts Centre api events feed integration.



Built with...

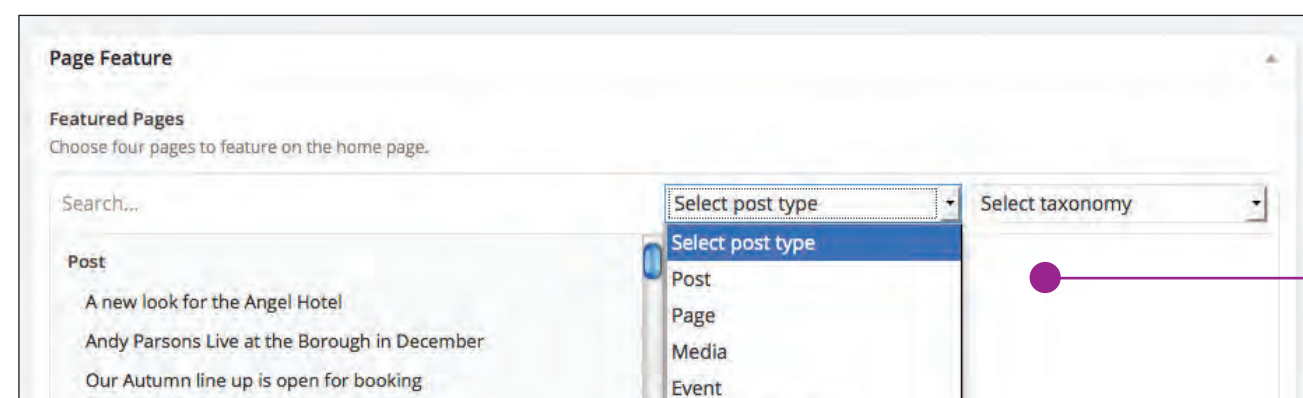
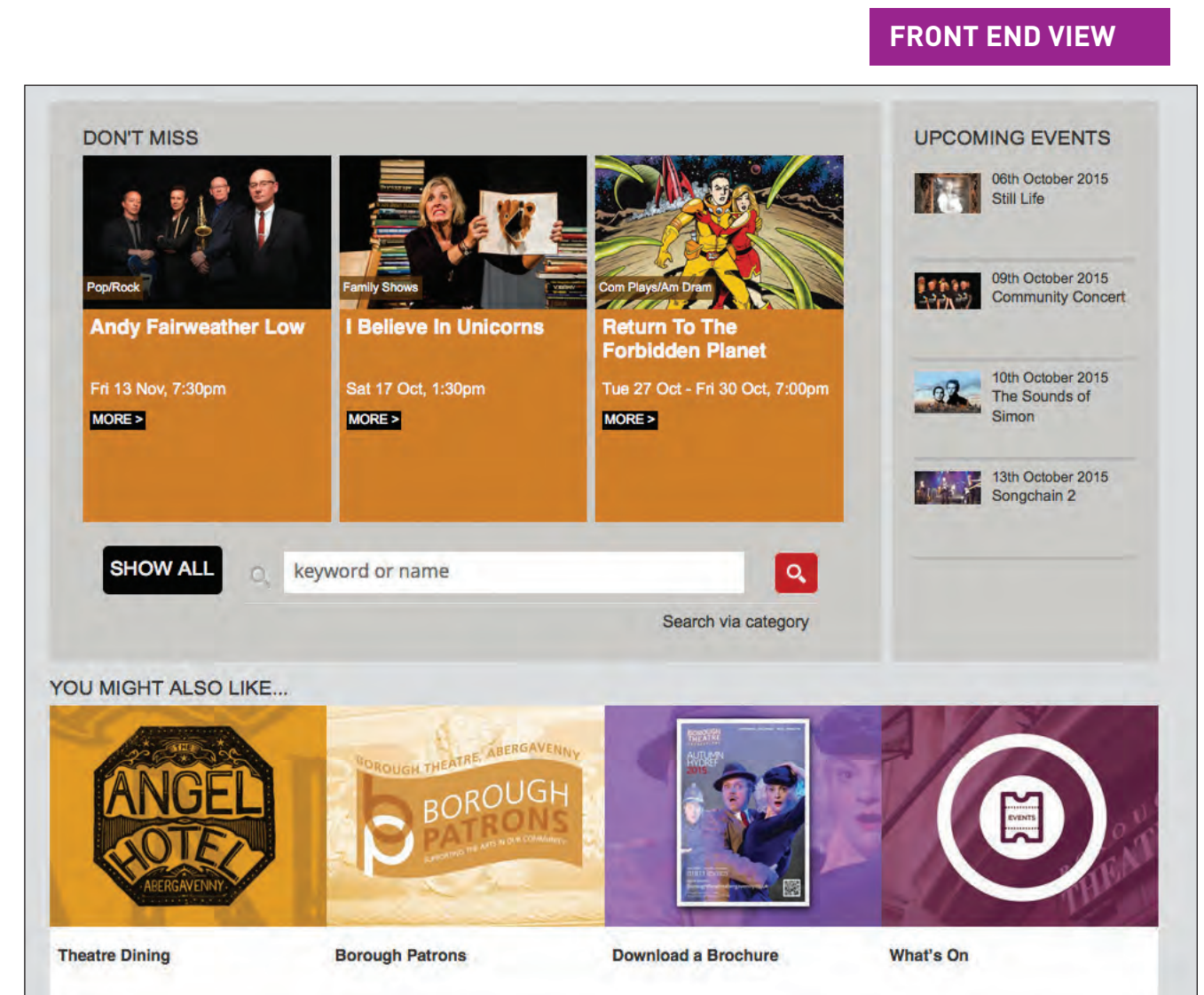
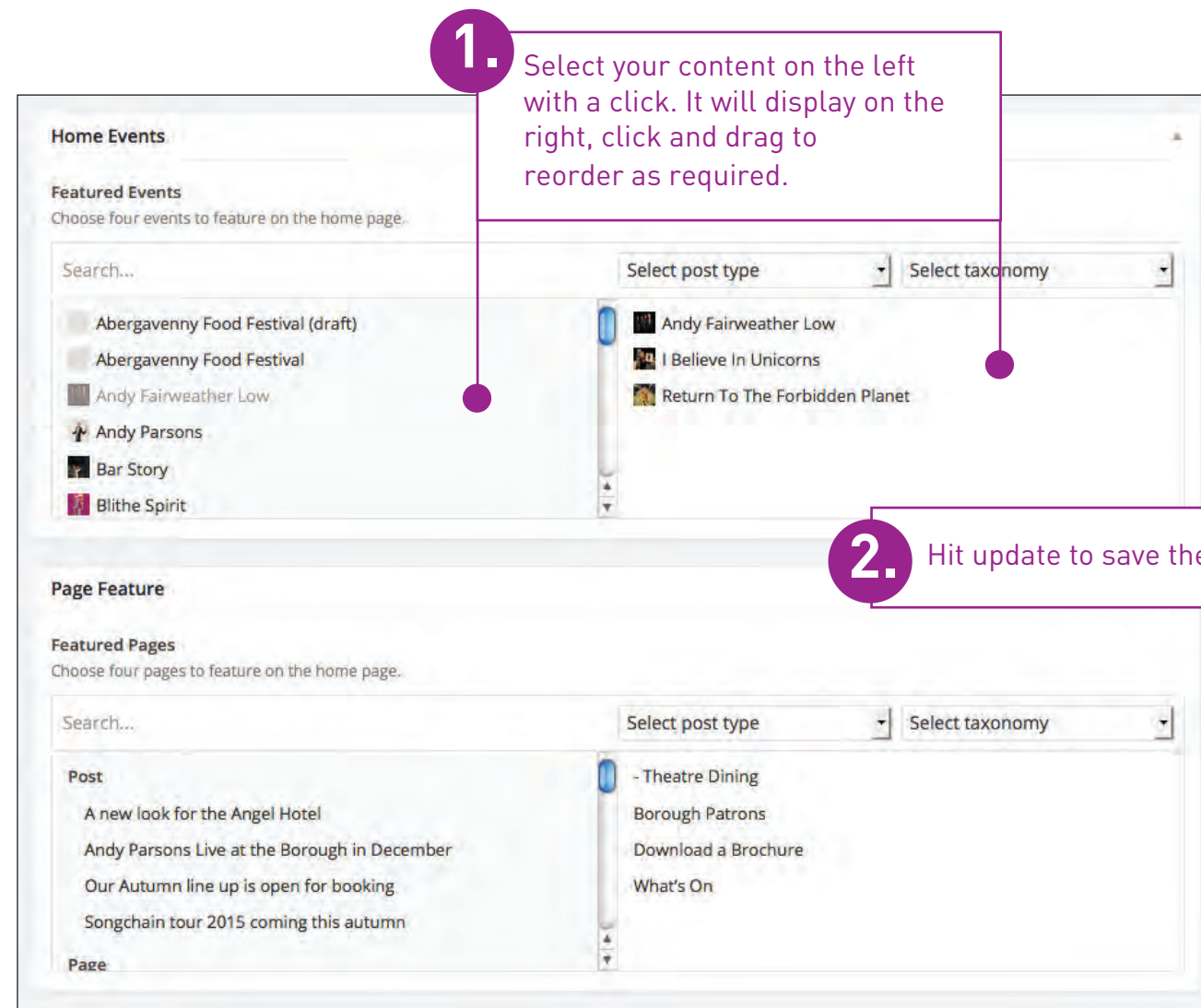


Content Control Blocks

Display the content you need when you need it with our flexible content blocks in three easy steps.

Choose from page, post / article, product or video / audio content. And choose which block area to populate.

Present updated, engaging content to your visitors.



Filter content for selection by type or category (taxonomy)

ADMIN INTERFACE

CASE STUDIES: WGGB THE WRITERS' UNION

Client: THE WRITERS' GUILD OF GREAT BRITAIN.

The Writers' Guild of Great Britain is the trade union representing writers in TV, radio, theatre, books, poetry, film, online and video games.

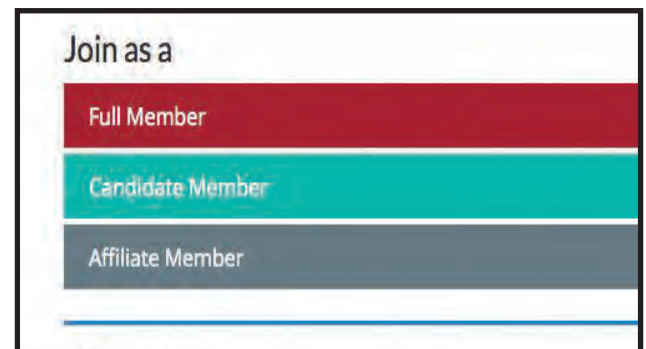
In TV, film, radio and theatre, the Guild is the recognised body for negotiating minimum terms and practice agreements for writers

See the site at
writersguild.org.uk

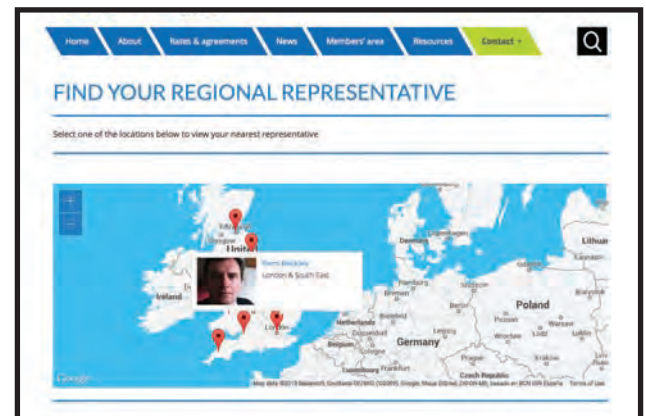
KEY FEATURES INCLUDE:

- Secure CMS admin control with multi-department permissions access.
- Over 2500 members worldwide
- JQuery, slideshows with clickthrough
- Twitter stream integration
- Blog creation and Management
- Interactive Regional office googlemapping location creator
- Membership payment and subscription system
- SAGEPAY payment integration
- WILD APRICOT CRM integration
- Resources archives
- Membership account creation automation
- Writer profile and search

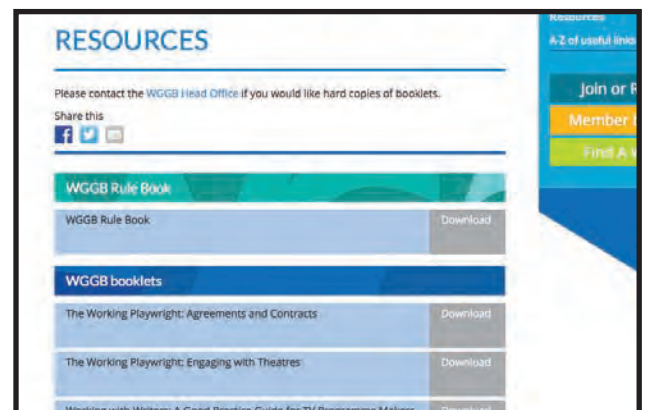
Member data exporter / importer interface allows admins to transfer data between the website and external wild apricot CRM platform



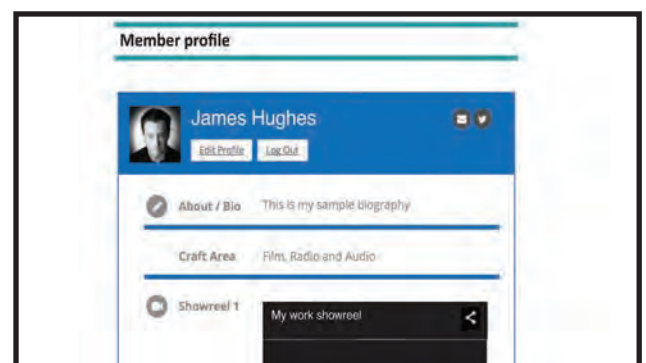
Membership levels and Sage Pay payment gateway for subscriptions



Interactive mapping



Downloadable Resources archive



Find A Writer search and editable profiles with video, pdf, image and text features



Similar Project Experience: 1

WGGB: THE WRITERS' UNION WEBSITE

WGGB: The Writers' Union (Formerly the The Writers Guild of Great Britain) is a national trade union representing professional writers in TV, film, theatre, radio, books, poetry, animation and videogames. Members also include emerging and aspiring writers.

They have been negotiating better pay and working conditions for writers since 1959. The national agreements they have in place cover key industry bodies, including the BBC, ITV, Pact; National Theatre, Royal Court and Royal Shakespeare Company.

They have attracted high-profile members throughout their 50-year history, and continue to do so today.

They lobby and campaign on behalf of writers, to ensure their voices are heard in a rapidly changing digital landscape offering a range of benefits to members, including free training, contract vetting, a pension scheme, Welfare Fund, entry to the Find A Writer directory, a weekly ebulletin, plus member-only events and discounts.

As part of a full rebrand for the organisation, Savage and Gray provided a complete web design and development service for the build of their new site.

The site featured a membership management system with secure Sagepay payment integration to enable automated membership joining and renewals with over 20 different membership bands.

A Membership directory where members can update their profiles, add media, pdf documents and video showreels. An Online contract submission process where users can upload a contract via a form to the Contract vetting team. Online Awards nominations with interactive form submission and data management for admins.

Integration with Wild Apricot CRM with two way import export of membership data saving membership team hours of data processing time.

CMS admin control with multi-user permission access for the different admin team: only showing information relevant to each team in the dashboard.

The integration of the Website Membership database and the organisations CRM Wild Apricot was required to automate member data between the two systems.

We feel that our website development for the WGGB is highly relevant to your organisations' needs, specifically in developing a flexible, powerful membership and information website, with successful integration of third party payment and crm systems.

HOW THE CONTRACT WAS DELIVERED SUCCESSFULLY:

Savage and Gray maintained the highest standards of quality and service from initial request to final delivery for the WGGB.

- A design director and web developer attend all project meetings. The design director is the contact throughout the production process and oversee the entire project through to delivery. This stage includes supply of a detailed production schedule and analysis of the client request.
- An series of information scoping sessions development focus testing with appointed decision makers were undertaken to understand how the organisation workflow process was undertaken prior to the build and establish objectives for the new development.
- An initial proposal document and wireframe is provided to the client for approval before proceeding to build.
- Amendments and updates are done via phone or email. All amendments are checked as completed by at least 2 members of senior staff prior to the client receiving them.
- A daily production meeting is held by Savage & Gray to ensure that projects are on schedule.
- At least two weeks are scheduled in for testing before final launch



WHAT OUR CLIENTS SAY...



SAVAGE & GRAY NOT ONLY PROVIDE TOP-QUALITY WORK, BUT ALSO EXCELLENT ADVICE – THEY ALWAYS KEEP YOUR AUDIENCE IN FOCUS. THEY'RE LOVELY PEOPLE, FUN TO WORK WITH AND ALWAYS GO THE EXTRA MILE.

TIM SCUDDER, CREST MARKETING & BUSINESS DEVELOPMENT OFFICER, CREST AWARDS

THE COLLEGE APPOINTED SAVAGE AND GRAY TO WORK WITH US TO ACHIEVE OUR VISION, AND AT THE END OF THE EXERCISE WE ARE DELIGHTED WITH THE FINAL DESIGN AND CONCEPT.

MARK JONES PRINCIPAL - BRIDGEND COLLEGE

THEIR DELIVERY IS SECOND TO NONE

MAGGIE KERR, DEVELOPMENT MANAGER, HAY FESTIVAL

A PLEASURE TO WORK WITH. THEIR WORK PERFECTLY ENCAPSULATES OUR VISION.

RACHEL PIENIAZEK, NATIONAL BOTANIC GARDEN OF WALES

AGORED CYMRU WOULD HIGHLY RECOMMEND WORKING WITH SAVAGE AND GRAY.

HUW JONES BUSINESS DEVELOPMENT SENIOR MANAGER, AGORED CYMRU

THANKS TO S&G FOR - WELL, JUST BEING SO EASY TO WORK WITH AND QUITE FABULOUS REALLY.

SUE HORDIJENKO DIRECTOR OF PROGRAMMES, BRITISH SCIENCE ASSOCIATION

WITH EXCELLENT SUPPORT IN THE AREAS OF DESIGN SOLUTIONS, ARTWORK, PRINT AND SITE INSTALLATION. THEIR WORK HAS BEEN A MAJOR FACTOR IN OUR VISITOR EXPERIENCE SUCCESS, HELPING IT TO BECOME ONE OF THE MOST VISITED SITES IN THE AREA.

CONSTANZE HEINZ, INTERPRETATION OFFICER TYNTESFIELD ESTATE & GARDENS, NATIONAL TRUST

SAVAGE AND GRAY HAVE PROVED THEMSELVES TO BE A TRUSTWORTHY AND RELIABLE COMPANY, GOING OVER AND ABOVE THEIR CONTRACTED RESPONSIBILITIES

VICTORIA DADD, MARKETING MANAGER, BBC NATIONAL ORCHESTRA OF WALES



A hand is shown in the foreground, making an 'L' hand gesture (thumb and index finger extended, other fingers curled). The background is a bright blue sky with scattered white clouds. The hand is wearing a dark, patterned sleeve.

WE ARE
SAVAGE
& **GRAY.**

**THANK
YOU.**