



WEBSITE PROPOSAL

Learn Academies Trust

WELCOME

Thank you for the opportunity to be considered for this exciting project. We are passionate about helping schools and trusts to communicate more effectively with their communities and help them to be the best they can be.

REASONS TO CHOOSE JUNIPER

✓ EDUCATION SECTOR SPECIALISTS

Juniper currently works with over 13,000 schools, and we support more than 7,500 of them with websites and engagement tools. For over 20 years, we've been working exclusively with schools and trusts so the vital insights and wealth of experience we've gained from working with the education sector means we can help you safely navigate the future.

✓ WE'LL HELP YOU TO SAVE TIME AND MONEY

We are constantly developing cost-effective solutions to help you work more efficiently. Our software is designed to give you complete control of your website, so you won't have to pay for updating content or changing images. We also have time saving tools for keeping your website up to date with events and news, and integrations so you can communicate directly with parents.

✓ SUPPORT WHEN YOU NEED IT

Our approach is centred around the close relationships we build with our customers. This begins with a thorough understanding of your aspirations, followed by a team of professionals who will bring your ideas to life. Once your new website has been successfully launched, our experts will be on hand to make sure you continue to get value from your investment and make the most of the functionality available. We also offer a range of support options from interactive training and free webinars, to unlimited technical support.

Juniper brings together creative thinking, inspirational designs and clever technology.

Juniper

Incorporating

 Primarysite

 e4education





YOUR PROJECT

Using your existing brand, vision and values for inspiration, our team of experienced, expert designers will work with you and your team to create an impactful, wow and professional website showcasing Learn Academies Trust as a professional brand within the first 2-3 seconds. All websites are built by mobile first, meaning your site will respond to all devices.

As part of your new website design and development it will include:

- Dynamic video in the slideshow whilst also including the use of small movement and animation throughout your homepage.
- Quick and easy access to all of the information your key stakeholders require (We recommend this is done within 1-2 clicks).
- Key statistics promoting key information about your trust such as showcasing success and growth – example: <https://www.thatrust.org.uk/>
- Animated school profiles, linking to your schools websites further promoting all schools of your trust whilst facilitating easy access to their websites - example: <https://www.fierte.org/>
- Call to action 'join us' presence, linked to a 'join us' page - Further reinforcing the benefits of joining your trust and how potential partners should register interest. Example: <https://www.theglc.org.uk/>
- Call to action 'vacancies' presence, linked to a vacancies page which will showcase all of the trusts vacancies.
- Styled social media & latest news sharing all of your success stories across the trust. Example: <https://www.tedwraggtrust.co.uk/>
- Styled pop up – Communicating key messages throughout the year e.g Recruitment drive, OFSTED success, recruitment of schools etc. Example: <https://www.thatrust.org.uk/>
- A static multi pin map showcasing your family of schools
- The ability to push content to the individual schools websites if required e.g. policies or vacancies page

As part of your new website design your lead Primary school website can include the following...

- Static image in the slideshow whilst also including the use of small movement and animation throughout your homepage.

YOUR PROJECT

- Quick and easy access to all of the information your key stakeholders require (We recommend this is done within 1-2 clicks).
- Social media (Facebook or Instagram), news and or events feed
- Styled pop up – Communicating key messages throughout the year e.g. school closures, parents evening bookings, open days etc.
- Text testimonials to support with student or staff recruitment e.g. <https://www.pilgrim.lincs.sch.uk/>

In addition to the standard page templates included I have also included a staff page template to enable staff, governor or trustee profiles as well as tiled sub navigation template to enhance your website even further.

Note: You will also have the option to pull the individual schools news and social media feeds (Facebook or Instagram) onto your trust website and push content pages to the school sites for central management should all schools move onto the Juniper platform in the future.

Your dedicated project co-ordinator will be on hand to advise you through every step of the process and will get you started on your content journey, no matter which option you decide on. We are able to populate your new website, after a spring clean, with your current website content, completely free of charge.

If you have any further questions please do not hesitate to get in touch.

With best wishes
Staci

YOUR PERSONALISED QUOTE

Your personalised quote below includes a breakdown of the investment we think would be appropriate to achieve your aims and aspirations. Where applicable, any additional bespoke elements to the project included in this quote will be included on the next page.

Bespoke Website Design & Development

**£18,550 +VAT
(Discount Applied)**

Creating wireframes, concept artwork and a visual representation of how your 20 websites will look.

Building your websites into our content management system and responsive framework.

Testing your websites on common browsers and devices.

Populating all existing e4e customers with all their existing content and 15 pages for all other schools.

Trust - £4,750 +VAT

Lead Primary School - £3,000 +VAT

18 x Clones at £600 + VAT each

Annual Fee

£8,379 + VAT

per year

An annual licence to our incredibly popular content management system. Unlimited consultative and technical support.

Daily backups and disaster recovery.

Hosting with a leading UK provider.

Free .co.uk domain name (if requested).

£399 +VAT per website (includes the LearnAT professional site)

NEXT STEPS: To discuss this proposal, email: staci.cotton@junipereducation.org or call 0345 200 8600

By confirming your order you are agreeing to our conditions here: <https://junipereducation.org/terms/>. Quote valid for 30 days. Payments made via direct debit.

OUR PROCESS

1

DISCOVERY

Get to know you and your project outcomes.

Discuss the on-boarding process and key project milestone.

Review your current website, content and sitemap structure.

2

DESIGN

Explore your vision, branding and any imagery you'll be using.

Gather ideas and view websites examples for inspiration.

Take feedback to create wireframes, concept visuals and user experience.

3

DEVELOPMENT

Begin to bring your website to life using our in-house content management system.

Collaborate closely with your designer throughout the process to enhance the visuals.

Careful consideration is taken on the user experience and user interface features.

4

CONTENT

Experienced content designers help to populate your most complex pages.

Ensure the user journey is seamless and enhance content by adding important 'calls to action'.

Support you with using the built-in content templates to style your inner pages.

5

LAUNCH

Undertake robust cross-browser and cross-platform testing to ensure that your website works perfectly on every browser.

Prepare to launch on your pre-planned date.

Conclude post-launch checks before introducing your account executive who will provide ongoing guidance.

OUR COMMITMENT TO YOU

When you buy a school website from Juniper, you are in safe hands. The annual fee you pay includes everything you need to make the most of your school website.



CONTENT MANAGEMENT SYSTEM

You'll get full and unrestricted access to our very own secure, scalable and robust content management system, enabling you to easily keep your website updated. This includes periodic evolutions and updates to our content management system so you always benefit from the latest technology.

Our CMS is designed exclusively for schools and trusts and we are confident that it's the best in the industry. A full list of the functionality is included in Appendix 1 at the end of this document.



INFRASTRUCTURE

Our network and infrastructure protects your website, enabling it to be accessible and safe. Our CMS has an average Annual Uptime Percentage of 99.7% thanks to our stringent measures to monitor uptime and minimise any impact to service availability. Remote daily server backups are included as part of our comprehensive recovery plan.



WEBSITE HOSTING

We take care of hosting your website and managing your domain name every year.



SECURITY

We take the security of your website seriously. All of our websites benefit from enhanced security with SSL certificates, single sign on and double authentication processes.



TRAINING AND SUPPORT

Receive access to the Juniper knowledge hub, online training webinars and resources, and unlimited support from our technical experts by email and telephone. We'll also send you regular updates on our latest advice and guidance.



ONGOING RELATIONSHIPS

Once your project is completed, our relationship with you doesn't stop there. You will receive regular contact from our Customer Success Team, who will ensure you have everything you need to maintain your website. They'll share tips and best practice to ensure your website stays in top shape.



ADDITIONAL DESIGN SERVICES

We offer a range of design services that will enhance your online presence and website.

GRAPHIC DESIGN

Our experts can create artwork for any of your marketing materials including prospectuses, magazines, leaflets and flyers. We'll make sure that our designs compliment your website and brand perfectly. If you need any assistance with producing engaging content, capturing inspirational photography, or eco-friendly printing, we can engage with our trusted partners to provide you with a seamless service.

BRANDING

The best school websites all have one thing in common: a strong brand identity, which flows throughout. If you are considering investing in a new website, this provides you with the perfect opportunity to enhance your visual identity.

When it comes to branding your school or trust, it's important to not only consider who your audiences are, but also what they want from you as a brand. This is where we come in, we will work closely with you to create a brand that reflects the uniqueness of your school.

From a logo refresh to a full brand redesign, our designers will provide you with an identity that will pull together every aspect of your school.

To ensure your new school branding remains consistent, we can also create a set of brand guidelines for you, along with a set of logo assets and stationery templates.





FIRST IMPRESSIONS MATTER

Emotive and inspirational photography and videography are essential to your marketing strategy and can help to enhance your website. We have partnered with education media experts edupic, who specialise in helping schools and trusts to showcase their unique values through engaging, high-quality imagery.

A TRUSTED PARTNERSHIP

edupic is committed to transforming the education multimedia landscape by building engaging, long-term relationships with schools and trusts across the UK.

Their skilled team will guide you through the entire process so you achieve outstanding imagery for your website and marketing materials. Not only do they have the latest equipment to capture scenes from the classroom to the sports field, they use high-end software to edit and perfect images ready for you to use.

All of their photographers and videographers are fully DBS checked and will provide their enhanced DBS when arriving at your school, ensuring safeguarding standards are being met.



With our great designs and edupic's striking photography, you can really stand out with visuals that engage and encourage an emotional response.

Showcase the best of your school

- Specialist Website & Prospectus Photography
- Bespoke Videography
- Interactive 360 Virtual Tours
- Outstanding Aerial Photography and Videography

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“edupic has created some truly wonderful images for our new websites and marketing material and made the whole process very easy for us. We would highly recommend edupic and wouldn't hesitate to work with them again.”

Aspire Learning Trust

THERE'S MORE TO US THAN JUST INNOVATIVE TECHNOLOGY AND CREATIVE DESIGNS

Juniper is the UK's only provider with all the software solutions schools and trusts need under one roof. We're passionate about improving the way schools operate from the classroom to the back office and beyond.

Our websites and communication tools are just a small part of how we can help schools and trusts. Our other solutions include:

- School MIS
- Finance & Payroll
- HR & Development
- Risk & Governance
- Curriculum & Assessment

Our team is made up of edtech specialists and ex-teachers who are committed to making a difference to the education sector and helping our customers to improve student outcomes.



Juniper



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