
Open™

Building a community

Digital communication strategy, extranet build and database integration.



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Strategy. Design. Technology.

Digital communication strategy



“Before starting to design our site, Open made sure they had an in-depth understanding of how our organisation works. The website is a great success.”

Lisa Green - Operations Manager WREN

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Digital communication strategy



Objective_

To drive efficiency for digital marketing communications, raise awareness of grant funded project work and streamline the online application funding process.



Waste Recycling Environmental Limited (WREN) was established in 1997. WREN is a company limited by guarantee and a non-profit making Environmental Body (EB) registered to fund community projects under the Landfill Communities Fund. WREN receives the majority of its funding from the landfill tax levied by the [Waste Recycling Group](#), with some funding also received from Yorkshire Water and distributed in the form of grants.

Over the years WREN have established tried and trusted policies and procedures. To maximise the use of printed and digital communications most effectively, WREN had a requirement to change the way that they work, but this could not happen overnight. In order to minimise disruption, policies and procedures had to evolve gradually and steadily over time.

WREN's operating philosophy and purpose is to minimise costs whilst maintaining high standards of support for applicants and those undertaking projects; to involve local people in decision making process and to raise awareness of the Landfill Communities Fund.

Open were approached by WREN to establish and develop a phased communication strategy solution to fit. As part of the consultation, recommendations were explored for ways in which initially the website can help WREN operate more efficiently, removing unnecessary administrative tasks. Consideration was also made for the future extension of the website into the WREN extranet. Ultimately, the redesigned website will communicate with the WREN database, further reducing administrative costs.

The newly designed, structured and developed website will communicate more effectively in line with WREN operating policy. It will minimise administrative costs, freeing up money for projects. It will support and guide applicants through a straight-forward application process with minimum confusion. Therefore becoming a truly effective marketing and administration tool for the future.

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Digital communication strategy



Approach_

Clear objectives for the digital communication strategy were identified and agreed to be delivered in phases.



Alongside the requirement to phase website development was the need to create a more pleasant user experience, allowing users to find information quickly and in an engaging way. Ultimately this would minimise both the costs of marketing and of processing funding applications. For potential fund applicants the revised information architecture will be easier to grasp appropriate schemes for their project. The process of establishing eligibility for funding, and creating and processing an application will be greatly simplified. Additionally supporting documentation and forms will be easy to find and download. Usability enhancements such as mapping were considered where they help the website to achieve its objectives.

Phase one also focussed on the migration new CMS technology. WREN required a powerful CMS solution to allow news updates and project status details to be managed centrally. The website is to become the central tool for marketing and the funding application process.

Open recommended that [Plone](#) be used to underpin the website. Plone is an open source website framework, with a large and growing global community of users and contributors. It is ideally suited to this and future phases of development.

Later phases are currently work in progress; will include the refined application process and core part of the extranet with WREN staff logging in to manage applications. The extranet will also feature a repository of company documentation, guidelines and images.

Also to be developed is the integration with WREN database. Collecting all data electronically makes integration with the WREN database possible.

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Digital communication strategy



Solution_

The delivery of a truly effective marketing and administration tool for the future.



Initially the website, the main communication touch point, was redesigned and developed in line with new digital brand guidelines. Creative direction on imagery was implemented, a clear colour scheme applied to aid scheme and project sign posting, Flash banners and a more contemporary grid layout were designed to compliment the information architecture.

The site is integrated with [Google Analytics](#) and this fully comprehensive statistics package will help monitor traffic and visitor journeys through the site. This was completed immediately, because statistics are far more valuable when trends are looked at over a longer period of time. Statistics will influence future decisions on Search Engine Optimisation, navigation and structure. Regular reports will help monitor success, and suggest changes. The website is built to fully comply with relevant accessibility legislation and best practice.

Phase two will see the development of the online application process, the schemes section and work in progress project diaries will be presented as 'Blog' style pages. The site will become a truly 'live' representation and interactive resource of all WREN activities.

When WREN staff log in to the website, they too will be able to see the application's progress. If they need to move it to a new step, they can do so with the click of a button. Anyone that needs to be informed of the application moving along, or of the need for them to move it along, will be emailed automatically. This of course includes the applicant.

Design & Development:

- CMS website

Interactive content:

- Digital Brand Guidelines
- Postcode 'Look-up' system
- Animated Flash banners
- HTML email news subscription
- RSS feed
- News ticker

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Digital communication strategy



Results_

Ongoing measurement of website statistics and future reduction of internal administration.



A comprehensive statistics package will be installed on the existing site. This system will help us monitor traffic patterns as new content and functionality is launched. This may highlight areas in which the structure and navigation may be more effective.

We also recommend that WREN identify key performance indicators that will help us to identify whether the new website is doing its job. For example, we may monitor whether a new eligibility section reduces calls to WREN's offices asking about eligibility, or attempt to measure how much time and paper is saved with the introduction of a new application system. These metrics are an important way to demonstrate return on investment.

[Visit the website_](#)

<http://www.wren.org.uk> »

New website / Phase One - Launching June 2009.

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Edwards Lane Community Park - Nottinghamshire, Deans
Eye Cathedral - Lincoln, Hall Leys Play Park - Derbyshire,
Shenfield Community Meadow - Essex & Wyndham Play
Park - Grantham



Contact us

For any further information on how Open can help you, please contact:

Al Kennedy
+44 (0)117 300 5200
al.kennedy@open-comms.com
www.open-comms.com

Open Communication Design Limited
Unit 1.8 Paintworks Bath Road Bristol BS4 3EH