



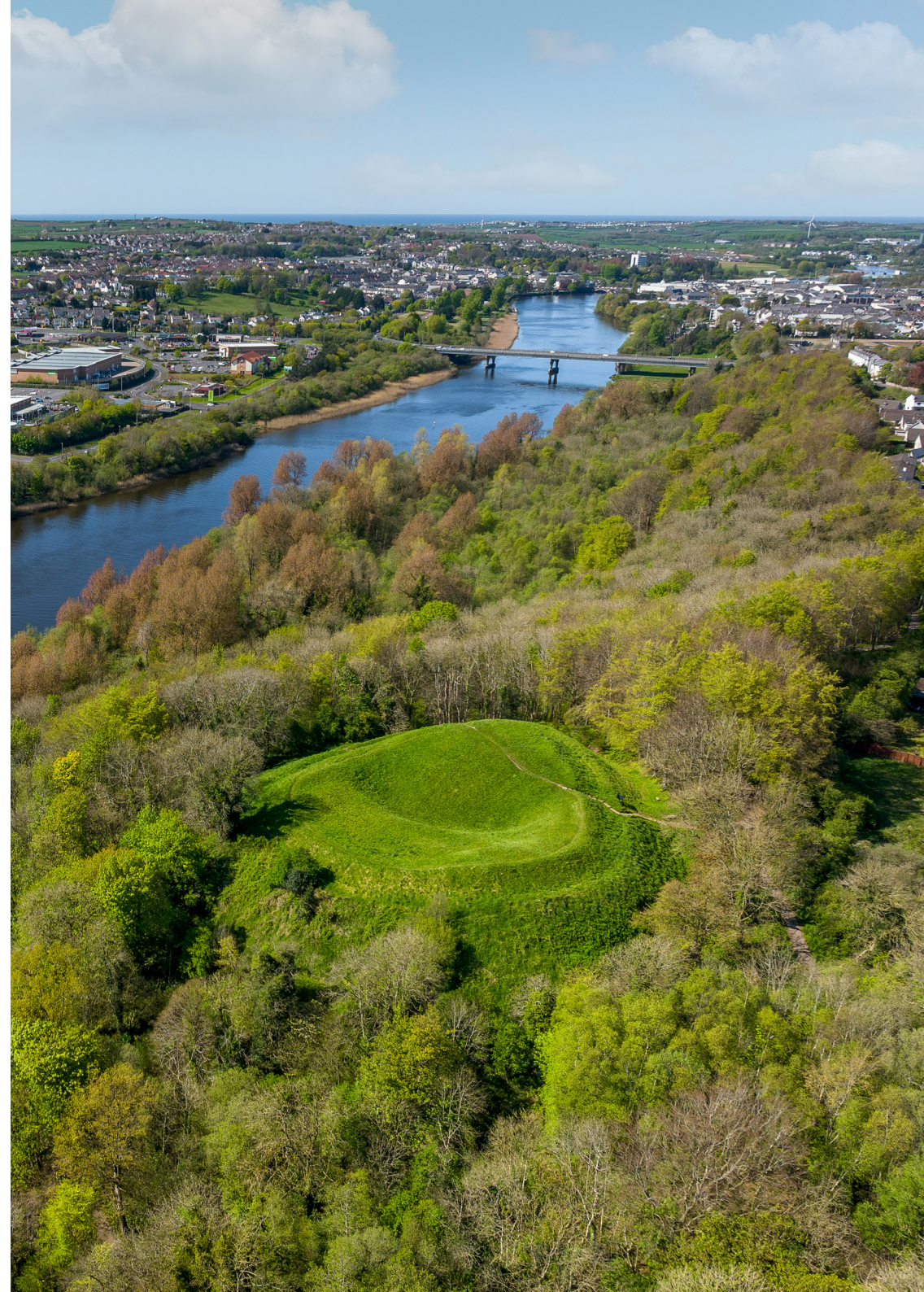
**MOUNTSANDEL**

**DISCOVERY & HERITAGE GROUP**



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# COMMUNITY PARTNER

In 1973, archaeologist Peter Woodman led an excavation at Mountsandel Fort, uncovering a Mesolithic community that existed around 10,000 years ago, making it the oldest known settlement in Ireland and one of the country's most significant archaeological sites. The Mountsandel Discovery and Heritage Group (MDHG), a voluntary community organisation, was formed to preserve this important history and promote education about the Mountsandel site, the River Bann corridor, and the broader Coleraine area.

MDHG provides educational resources and experiences for the local community. Their outreach spans across primary, secondary, and higher education. The history of Mountsandel is part of the curriculum in the Republic of Ireland and the group is currently working to include the site in Northern Ireland's curriculum as well.

MDHG also organises various events to highlight the historical importance of Mountsandel. These include community heritage evenings that offer project updates and feature interactive elements like virtual reality displays. The group hosts symposiums that bring together academics

and community members to discuss Mountsandel's legacy and future potential. For younger audiences, MDHG runs art competitions for local schools, encouraging creative interpretations of the site's history. In addition, annual workshops provide hands-on educational experiences for schoolchildren, while regular guided tours are offered for both local and international visitors. All these initiatives support MDHG's mission of raising awareness and promoting education about the site.

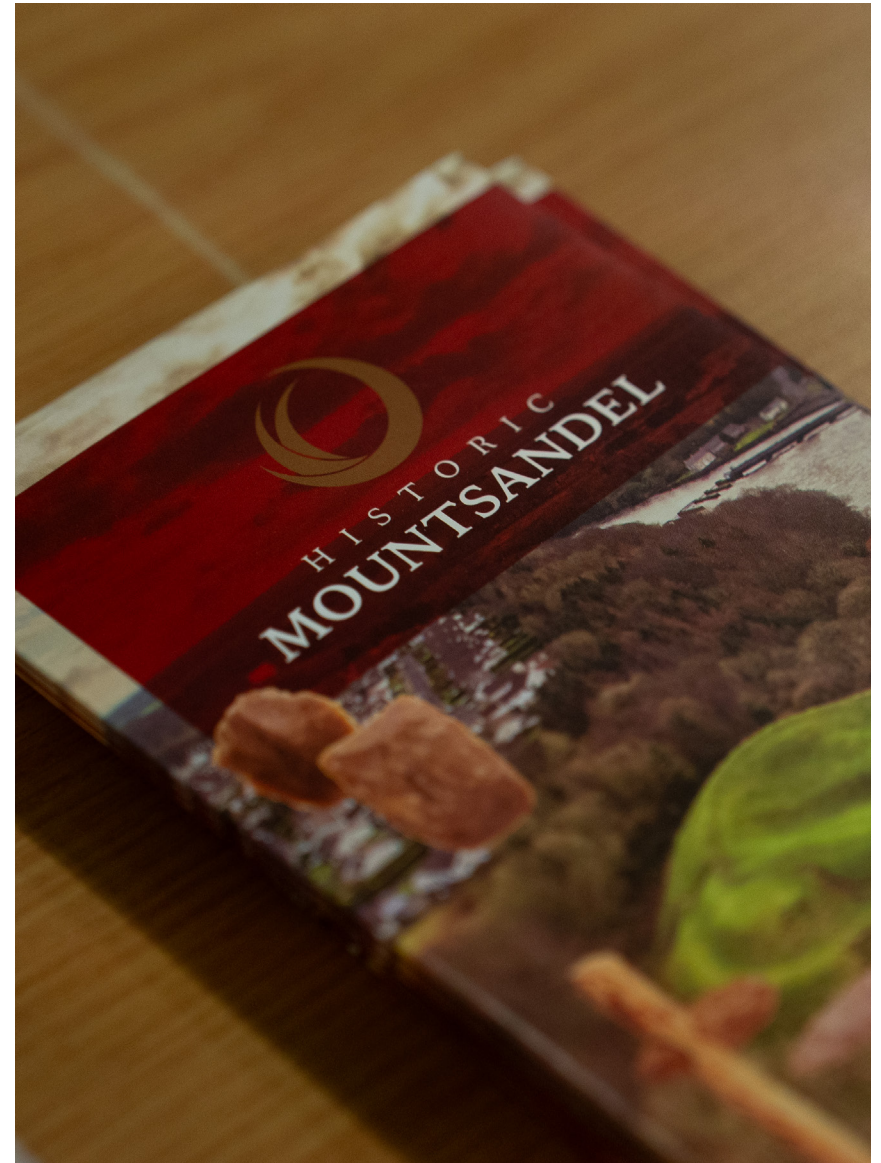
Over the last two years the work of MDHG has helped in securing the Mountsandel site into public ownership in cooperation with Causeway Coast & Glens Borough Council (CC&GBC). Earlier this year an application for Peace Plus under the auspices CC&GBC with assistance from MDHG has secured funding to support the development of the site, including clearing, adding interpretive resources, and landscaping to enhance the visitor experience.

# THE PROJECT

As it stands, MDHG lacks a consistent visual identity with multiple logos and disparate approaches to public facing material. Therefore, to prepare for the future development of the site, MDHG is seeking a refreshed website and updated visual identity. This will ensure that, once the site is ready to be promoted, it will have a professional, cohesive, and functional presentation. The group operates in both educational settings (with school-age children) and corporate settings (such as presentations to local councils), so they are requesting an adaptable visual identity for these contexts.

To ensure the successful integration of these new identities, brand guidelines will be created, ensuring consistency across all platforms. The updated website will feature a multimedia digital archive currently in development, and MDHG aims to integrate its social media platforms with the website to provide a live feed of updates. The project will also include creating presentation and social media templates to maintain brand consistency and make it easier for group members to create and share content. The project will include the re-brand of the educational pack to coincide with the new visual identity.

Additionally, photography and videography will be captured during upcoming events in October and November, which will be used for social media and future promotions.










## MOUNTSANDEL GATHERING ART COMPETITION 2023

Mountsandel Discovery & Heritage Group in partnership with the Ulster University invite all P7 pupils in the Triangle area to take part in our first-ever *Art Competition*.

You can depict the story of Mountsandel down through the ages, its beautiful environment or a visit you made to the area. It is also the 50th anniversary of the *"Excavation of the Mountsandel Mesolithic Site"*.

Let's get creative P7s and submit a piece of your own design to celebrate this unique place and occasion.

**SUBMITTING YOUR WORK:**  
Individual entries are to be collected and delivered by your school to the Riverside Theatre Coleraine.

**Closing date: Monday 24 April 2023**

The winning artwork will be judged by a panel of art teachers, members of the Mountsandel Group and Ulster University. The winning entry will be announced on Friday 19 May 2023.

Entries will be displayed in the Riverside Theatre Foyer as well as an online virtual gallery.

**WE'RE ASKING YOU TO:**

- Create an A4 page of original artwork using whatever medium you wish ie watercolour / oils / pastel / charcoal / pencil / collage / montage

**PRIZES**

1st - Amazon Voucher £80  
Riverside Voucher for the Family

2nd - Amazon Voucher £50

3rd - Amazon Voucher £30

[www.facebook.com/MountsandelDiscoveryAndHeritageGroup](https://www.facebook.com/MountsandelDiscoveryAndHeritageGroup)




# Mountsandel Community Heritage Evening

Join **Mountsandel Discovery and Heritage Group** at the Sandel Centre, Coleraine for an evening of short talks and a VR display (virtual reality). Learn more about our work, our progress and where we want to go moving forward.

Join our Q&A

SHARE YOUR IDEAS FOR  
FUTURE PROJECTS !

**The Sandel Centre, Coleraine**    **Mon 16th October**  
**7.30pm - 9pm**

Refreshments will be provided

We want to hear from....

- local residents
- heritage and community groups
- disability groups
- walking and outdoor recreation groups
- volunteers
- anyone else!





@MountsandelDiscoveryAndHeritageGroup



# OBJECTIVES

The primary objective of this project is to establish a strong and recognisable brand identity that is consistently applied across all platforms and a functional and informative website. The ultimate aim is to position Mountsandel as a key cultural and historical attraction, making it a focal point for education and tourism.

Combined with the Mountsandel site development, this project has the potential to enhance tourism infrastructure in the area, encouraging longer stays and providing economic benefits to the wider region. Helping people learn about local history and traditions makes the past more tangible and relevant, particularly for younger generations. Raising awareness and encouraging engagement with the site also supports greater sustainability efforts, safeguarding MDHG, the River Bann corridor, and the broader Coleraine area for the long term.



# TARGET AUDIENCE

The target audience for the MDHG Discovery and Heritage Group in Northern Ireland includes school children, tourists, and individuals interested in heritage sites.

## SCHOOL CHILDREN

The focus will be on engaging educational content that teaches the history of MDHG to primary and post-primary children.

## TOURISTS

Tourists will also be a target for MDHG as Northern Ireland's oldest known settlement, making it a must-visit heritage site.

## LOCAL COMMUNITY

The local community of Coleraine will also be a desired target audience of MDHG with an age demographic of 20 - 40. As the next generation, the influence of this demographic will play an important role in securing the future of Mountsandel as a significant cultural and historical attraction.

Additionally, those interested in heritage sites will be target for MDHG as a result of its rich archaeological significance, providing in-depth historical insights, conservation efforts, and opportunities for research and learning about Northern Ireland's ancient past. MDHG emphasises both the educational value and the cultural importance which serves as a great tool blending history, tourism, and learning into a compelling narrative.



# DELIVERABLES



## WEBSITE

- Images: High-quality images showcasing Mountsandel and scenic views.
- Photography: Photography/videos to capture events.
- Website redesign to be more interactive and visually appealing to attract a wider audience.
- Redesign to include a future digital archive

*Requires access to current domain name and hosting.*



## BRANDING

- Improved colour palette: Develop a colour scheme with colours reflecting the essence Mountsandel discovery and heritage group.
- Logo design: Creating a new logo that properly represents MDHG as well as attracting younger audiences.
- Brand Guidelines: an explanation of the brand and visual identity work to ensure appropriate future implementation.



## SOCIAL MEDIA

- Social Media & Digital Presentation Templates: We will create customised social media & digital presentation templates with instructions on how to use and edit them for use across all platforms.
- Short-form video content: Producing short form video clips to highlight events, activities and showcase MDHG.

# TONE, STYLE & MESSAGE

MDHG's message is to acknowledge, preserve and promote. The goal for the tone and style is to uphold and communicate this message while reaching a broader audience.

MDHG is particularly committed to engaging audiences, from younger generations. After discussions with the group, it became clear that attracting school-aged children is a key priority due to the educational and historical significance of the site. To support this, we propose shifting away from a corporate tone in favor of a more vibrant and approachable style. This will create a visually appealing design tailored to resonate with younger demographics.

To achieve this, this we will analyse how the brand is currently being delivered and identify new avenues for both brand communication and visual identity.



# BENCHMARKING

As part of the development process for the MDHG project, we used a technique called benchmarking that allowed us to research similar organisations in the tourism and historical sector and compare them to the current MDHG website. We chose to research these chosen sectors as they align most with the MDHG and give us a greater understanding of best industry practice.

As a group, we decided to research nine websites to get the best possible results before the development process. Out of the nine websites, only three of the websites showcased good design practices, which allowed us to see what best practice is and identify areas of strengths and weaknesses within the websites to ensure that in the future, in the development and design stage, we won't end up making the same problems.

The British Museum scored **70%** in the benchmarking. The website included many notable features, such as videos and a responsive layout. However, the website could be improved by adding features like breadcrumbs to enhance the user experience by showcasing the user journey on the website.

The Titanic Belfast scored **73%** in the benchmarking. The website includes many notable features that will be included within the refreshed MDHG website, such as Google Analytics, high-resolution videos and a content management system to allow the website owner to easily add content without the need for any design experience. However, the website isn't multilingual and doesn't offer other languages besides English. This will impact the website's SEO and restrict non-English speakers from accessing the website.

# BENCHMARKING

The Seamus Heaney Homeplace website was the best we researched, scoring **76%** in the benchmarking. The website included many notable features that the other websites didn't include, such as having up to ten different language options for users who don't speak English, allowing the website to reach a much larger audience in the history and tourism sector. The website also had the fastest load time at 0.83 seconds, which shows that the website is optimised with images loading almost instantaneously without needing a load time. However, the website could be improved by adding features that could enhance the user experience, such as adding a button that allows the user to go from the bottom to the top of the webpage with one click. Another feature that would enhance the SEO and user experience of the website would be to include a sitemap in the footer of the website to allow the user to navigate the website easily.

The benchmarking has shown us that a website needs to include optimised high-resolution images and graphics to ensure a quick webpage load time, which can improve the website's SEO and rank higher on search engines. The website must also be multilingual to allow non-English

speakers to interact with the content and attract people to the MDHG site. Finally, the website should be easy to navigate and include a content management system, allowing content to be added easily without needing technical design skills.

The current MDHG website scored **24%** in the benchmarking. It includes a few essential features, such as a responsive web layout, navigation bar, and sitemap. However, it lacks images, a consistent web layout, multilingual features, an FAQ section, an email subscription, and Google Analytics. These are essential features to help grow the website and allow it to rank higher in search algorithms.



## WEBSITES USED FOR THE BENCHMARKING:

<https://www.MDHGdiscovery.com/>

<https://irishheritagetrust.ie/>

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

<http://www.starcarr.com/>

<https://seamusheaneyhome.com/>

<https://www.titanicbelfast.com/>

<https://www.britishmuseum.org/>

<https://www.causewaycoastandglens.gov.uk/>

<https://www.ulstermuseum.org/>

<https://www.english-heritage.org.uk/>

Category	Feature	MDHG
First impressions	Aesthetics	Bare website no images
	Identifiable target Audience	None
	Identifiable Chief aim	On homepage
Look & Feel	Retina (HD Ready)	No
	Responsive	Yes
	Content in Prime Position	Test
	Body text font	Nunito Sans
	Logo placement	None
Technical	Book Online	None
	Content Management System	Wordpress
	Analytics Embeded	None
Navigation	Primary Menu Format	Clickthrough
	Primary Menu Position	Horizontal Top
	Means of getting to top of page	None
	Sitemap	None
	Breadcrumbs	None
	Contact us	Exposed in header
	No. of clicks to Contact Us	One click away
Content	Explanation of service	On homepage
	Evidence of outdated content	Image links broken
	Social Media	Links in Primary Menu
	FAQ Section	None
	Privacy policy	None
Serach	Search	Embedded in homepage
	Type of search button	Text
Functionality	Load Time	0.73 seconds
	Email subscription	None
	Multilingual	No
	No. languages other than English	0
Accessibility	How many font types	2
	Clear & Accurate Headings	Unclear
	Are links visually distinct	Yes
	Link underlining	No
	Hyperlinks change colour if visited	No
Overall Score		24%

Category	Feature	Irish Heritage Trust	National Trust	Star Carr
First impressions	Aesthetics	Use Hero image slide-show to represent Heritage	Uses hero images to represent heritage	Uses images to represent archaeology
	Identifiable target Audience	On front page	On front page	On front page
	Identifiable Chief aim	On homepage	On homepage	One click away
Look & Feel	Retina (HD Ready)	Some images are	Yes	No
	Responsive	Yes	Yes	Yes
	Content in Prime Position	hero Image slideshow	hero Image Slideshow	Image showing archaeology
	Body text font	Breve News Book Serif	Arial Sans Serif	Open Sans
	Logo placement	Top Left	Top Left	Top Left
Technical	Book Online	No - link to external booking site	No	No - link to external booking site
	Content Management System	Wordpress	RIPE	Go Daddy
	Analytics Embedded	Google Analytics	Adobe Analytics	Google Analytics
Navigation	Primary Menu Format	Drop down	Drop down	Drop down
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	Two clicks away	One click away	None
	Breadcrumbs	None	On top of header image	None
	Contact us	Exposed in header	Exposed in footer	In the primary menu
	No. of clicks to Contact Us	One click away	One click away	Two clicks away
Content	Explanation of service	On homepage	On homepage	On homepage
	Evidence of outdated content	None	None	Site has been archived
	Social Media	Links in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	In primary menu	In primary menu	On homepage
	Privacy policy	In the footer	In the footer	None
Search	Search	Embedded in homepage	Embedded in homepage	Embedded in homepage
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	1.04 seconds	1.29 seconds	1.13 seconds
	Email subscription	Yes, newsletter	Yes, newsletter	None
	Multilingual	No	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Unclear
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	No	No	No
Overall Score		59%	62%	26%



Category	Feature	Sheamus Heany HomePlace	Titanic Belfast	British Museum
First impressions	Aesthetics	Use hero slideshow images to represent tours	Uses hero images to represent tours	Uses images to represent tours
	Identifiable target Audience	On front page	One click away	On front page
	Identifiable Chief aim	On homepage	On homepage	On front page
Look & Feel	Retina (HD Ready)	Some images are not	Some images are not	Some images are not
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Image slider	Video and text	Video and text
	Body text font	Sans Serif	Sans Serif	San Serif
	Logo placement	Top Left	Top Left	Top left
Technical	Book Online	No - link to external booking site	Yes	Yes
	Content Management System	Wordpress	Umbraco	Wordpress
	Analytics Embedded	Google Analytics	Google Analytics	Google Analytics
Navigation	Primary Menu Format	Drop Down and Rollover	Click Through and Roll-over	Drop Down and Rollover
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	None	In footer	In footer
	Breadcrumbs	Yes	Yes	No
	Contact us	In the primary menu	In the primary menu	In the primary menu
	No. of clicks to Contact Us	One click away	One click away	One click away
Content	Explanation of service	On homepage	On homepage	One click away
	Evidence of outdated content	None	None	None
	Social Media	Links in Footer	Links in Footer	Links in Footer
	FAQ Section	In Contact section	In Visitor Info section	In Contact section
	Privacy policy	In the footer	In the footer	In the footer
Serach	Search	Homepage (embedded)	None	Homepage (embedded)
	Type of search button	Drop down	None	Text
Functionality	Load Time	0.83 seconds	1.23 seconds	1.33 seconds
	Email subscription	Yes	Yes	Yes
	Multilingual	Yes	No	Yes
	No. languages other than English	10	0	1
Accessibility	How many font types	2	2	1
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	No unless clicked
	Hyperlinks change colour if visited	Yes	No	Yes
Overall Score		76%	73%	70%

Category	Feature	Causeway Coast and Glens	Ulster Museum	English Heritage
First impressions	Aesthetics	Uses images, animating stats and transitions to showcase site	Uses hero images to represent the museum	Uses experience images
	Identifiable target Audience	On front page	One click away	On the homepage
	Identifiable Chief aim	One click away	On visit page	One click away
Look & Feel	Retina (HD Ready)	logo is not	yes	yes
	Responsive	Yes	Yes	Yes
	Content in Prime Position	Uses image silders to show content with texts	Images showcasing museum	uses image sliders
	Body text font	San serif	Sans Serif	Sans Serif
	Logo placement	Top Left	Top Left	Top Left
Technical	Book Online	No	Yes	Yes
	Content Management System	Wordpress	next.js	Episerver
	Analytics Embedded	Yes	Yes	Yes
Navigation	Primary Menu Format	Exposed click through	Exposed click through	Click and roll over
	Primary Menu Position	Horizontal Top	Horizontal Top	Horizontal Top
	Means of getting to top of page	None	None	None
	Sitemap	One click away	One click away	One click away
	Breadcrumbs	Yes	Yes	Yes
	Contact us	In the main menu	Exposed in footer	In the main menu
	No. of clicks to Contact Us	One click away	None	One click away
Content	Explanation of service	On homepage	In footer	On homepage
	Evidence of outdated content	None	None	None
	Social Media	Facebook link in Footer	Links in Footer	Links in Primary Menu
	FAQ Section	None	In learn menu	In Contact page
	Privacy policy	None	In the footer	None
Serach	Search	Embedded in menu	Embedded in menu	In main menu
	Type of search button	Drop down	Drop down	Drop down
Functionality	Load Time	5.64 seconds	2.89 seconds	1.12 seconds
	Email subscription	None	Yes, newsletter	None
	Multilingual	None	No	No
	No. languages other than English	0	0	0
Accessibility	How many font types	3	3	5
	Clear & Accurate Headings	Yes	Yes	Yes
	Are links visually distinct	Yes	Yes	Yes
	Link underlining	No	No	Yes
	Hyperlinks change colour if visited	Yes	No	No
Overall Score		56%	59%	59%



# BUDGET

The MDHG project has no budget. However, merchandise was discussed as an option for the project's future. We have sourced local printing shops in the UK that produce stationery and merchandise ([4imprint](#) and [belfastprintonline](#)). The website for the project doesn't require a domain or web hosting, as the MDHG team has an existing domain name and hosting. However, the website builder [WordPress](#) will cost money with a variety of options to access certain features. We have also looked into WordPress themes from [Theme Forest](#) that could be used when designing the website.

4 Imprint			
Product	Duration (days)	Quantity (no.)	Cost (inc. VAT)
A4 Sticker Sheet - Circle	15	100	£135.00
38mm Button Badge	10	100	£135.00
Escocia Waterproof Jacket - Printed	5	25	£269.75
Rectangular Shaped Keyring	20	250	£302.50
Supermini Telescopic Umbrella	15	25	£192.25

# BUDGET

Belfast Print Online			
Product	Production time (days)	Quantity (no.)	Cost (exc. VAT)
Luxury Matt Business Cards	4-5	250	£35.99
A4 Letterheads 120gsm	5-6	250	£69.00
A5 Mole Notebooks	7	25	£215.00
Clip Personalised Pens	6-7	100	£85.00
Plastic ID Card	6-7	20	£50.00
Lanyards with Buckle	4-5	100	£185.00
850 X 2000MM Pull Up Roller Banner (PREMIUM)	4-5	1	£115.00

# BUDGET

WordPress			
Pricing plan	Cost (per month)	Cost (per year)	Features
Premium	£7	£84	13 GB storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Fast support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics
Business	£20	£240	50 BG storage Unlimited pages, posts, users, and visitors Free Domain for One Year Ad-free browsing experience for your visitors All premium themes Priority 24/7 support from our expert team Customise fonts and colours sitewide Connect Google Analytics and Cloudflare Web Analytics Install plugins SFTP/SSH, WP-CLI, Git commands, and GitHub Deployments



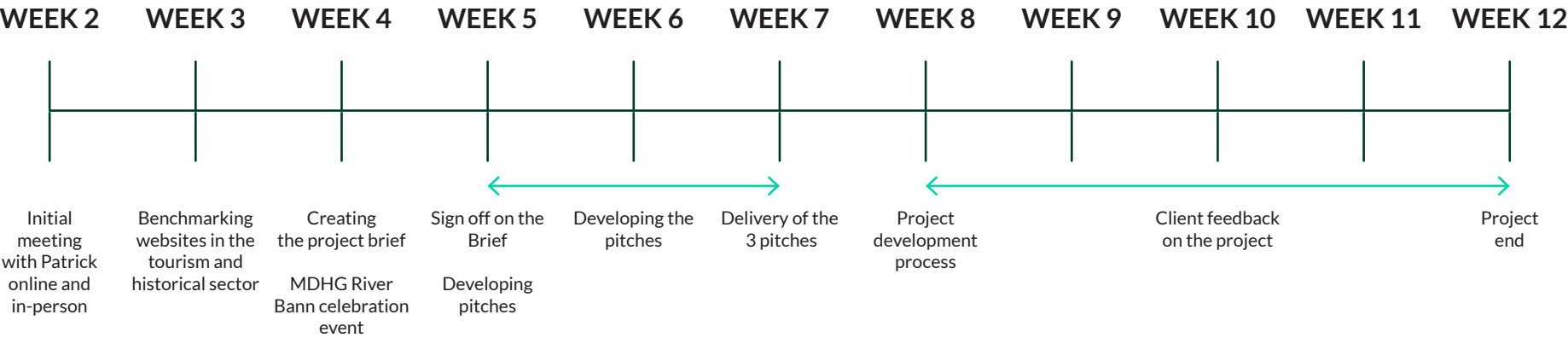
# BUDGET

Theme Forest		
WordPress theme	Lisence type	Cost (USD)
LandPress - Marketing Landing Page Elementor WordPress Theme	Regular License	\$59
Avada   Website Builder For WordPress & eCommerce	Regular License	\$69
Eduma - Education WordPress Theme	Regular License	\$69
Edusion - Education LMS WordPress Theme	Regular License	\$29
Escada - Kids School & Education LMS Elementor WordPress Theme	Regular License	\$39

# TIMESCALE

The timescale is an essential step in the design process as it can ensure that the deliverables are created on time, showcasing the development process each week to ensure the client’s expectations are met. We designed a detailed timeline from weeks 2 – 12, which showcases important dates from the initial meeting to the project handover of the MDHG project. Starting in week 2, we had an initial online and in-person meeting with Patrick to discuss the MDHG project in detail. In week 3, we researched other businesses in the history and tourism sector and completed a benchmarking comparison to identify areas of good design practice. In week 4, MDHG has a River Bann celebration event, which will be used for content on the website and social media pages.

The brief will also be completed within the week 4. In weeks 5 - 6, the brief will be signed off by MDHG, and the pitches will begin to be developed. In week 7, the three pitches will be presented to the client, and the client will decide on what creative designs to go forward within the development process. In weeks 8 - 9, the project will begin to be developed and finalised before feedback from the client. In week 10, the client will provide any feedback or changes needed before the project is handed over. In week 12, the deliverables will be handed over to the client.



# TEAM MEMBERS

Our team includes Michael Morrissey, Temidire Britto and Ian Lennox. Each team member has developed their creative design skills through Ulster University and has undergone a professional placement in the creative industry. Each team member will be assigned a task, and the workload will be evenly distributed among the team members.



**MICHAEL MORRISSEY**



**TEMIDIRE BRITTO**



**IAN LENNOX**