

HAVERING LONDON

Creative Brief for Havering Unearthed Digital Heritage Platform

Project Overview:

Havering Unearthed is a playful, experimental digital heritage platform that brings together two connected experiences: an online digital museum for the borough and a location-based heritage map.

Designed as a joyful space for exploration, the platform showcases curated stories, artefacts and newly commissioned works from across Havering's past and present, while also inviting people to discover heritage through the places they live, walk and gather. Part archive, part living artwork, the Havering Unearthed Digital Heritage Platform uses digital tools to make heritage feel accessible, surprising and alive - something to stumble upon, return to, and contribute to over time.

Objectives:

1. Heritage Documentation & Celebration

Create a living digital record of Havering's diverse heritage, sharing stories, artefacts and narratives from past and present communities, while celebrating heritage as something dynamic, evolving and shared.

2. Playful Digital Innovation

Develop an innovative digital platform that combines an online digital museum with a location-based heritage map, enabling playful, experimental and mixed-media storytelling through audio, film, images, text and emerging formats.

3. Engagement, Discovery & Participation

Enable local communities, particularly historically underrepresented voices, to actively contribute to, explore and reinterpret their heritage, both online and through place-based encounters across the borough.

4. Accessibility, Openness & Care

Ensure the platform is fully accessible, inclusive and easy to use, adhering to recognised web accessibility standards and principles of openness, so heritage can be discovered and enjoyed by the widest possible audience.

5. Sustainability & Longevity

Design a robust, maintainable digital platform with a minimum five-year lifespan and the potential for a ten-year future, allowing for regular updates, new commissions and long-term stewardship.

Target Audience:

- Local communities of Havering, including underrepresented and global majority communities.
- Schools, educators, and students interested in local heritage.
- Historians, researchers, and heritage enthusiasts.
- Cultural institutions and digital archives.
- The widest range of the general public potentially interested in Havering's heritage.

Key Features Specification:

1. Digital Museum

An online, playful digital museum that brings together and brings to life key curated stories from Havering's past through objects, images and media.

Key elements

- A web-based space to explore artefacts, materials, photographs, film, audio and text
- Stories grouped thematically or experientially rather than chronologically
- Content uploaded and curated by the project team
- Designed for exploration, discovery and repeat visits

2. Digital Heritage Map

A location-based digital map that anchors stories to places across Havering.

Key elements

- An interactive map with QR code markers across the borough
- Each location linked to a story, artefact, image, video or audio (Foregrounding 'Our Stories', a Havering London project - see www.haveringlondon.com)
- Mobile-friendly for use on location
- Enables stories to be discovered through place as well as online

Considerations:

Archiving and Sustainability

- Help ensure long-term preservation of heritage artefacts and stories gathered
- Regular updates, including new artefacts, stories and events, with potential for new funding to maintain and develop the platform into the future

Accessible Design

Ensure the platform meets all web accessibility standards, including:

- Alt text for images and descriptive links for easy navigation
- Keyboard navigation and ARIA attributes for screen readers
- Clear language, colour contrast and text resizing options
- Audio descriptions and easy-read guides for content
- Testing with assistive tools to ensure the platform is usable by all

User Engagement Tools

- Social sharing features to allow users to spread stories across social media platforms (specifically through Havering London channels)
- Possible community comment sections for user interaction with historical narrative, demonstrating heritage as shared and co-created.
- A submission portal for communities to contribute their own local stories, artefacts or memories

Tone & Messaging

- **Inclusive and celebratory:** Highlight the breadth of Havering's heritage, including often overlooked stories of its global majority and younger communities
- **Accessible and open:** Ensure the platform feels approachable, emphasising ease of access and invitation for public contribution
- **Sustainable and forward-thinking:** Position the platform as a dynamic, evolving archive contributing to Havering's ongoing cultural narrative

Technical Requirements

- Links to the Havering London website in seamless ways to connect wider events and opportunities
- Integration of audio description

- Responsive web design to ensure a seamless experience across desktop, tablet and mobile
- A content management system (CMS) enabling easy updates by project staff
- Secure hosting for a minimum of five years, with plans for a ten-year lifecycle

Success Metrics

- Number of community contributions (user-generated content)
- Engagement metrics including site visits, social shares and interaction with digital markers
- User feedback on accessibility from a diverse range of audiences
- Long-term preservation and regular updates, with the aim of sustaining the platform beyond its initial five to ten-year period

Budget and payment

Fee £25,000 (inclusive of VAT)

for full design, build, testing and handover, hosting + maintenance for 2-years.

Payments in instalments aligned with milestones.

Expected Delivery: Within 3-4 months from contract start.

Proposal

Key aspects we're looking for in the proposal include:

- Examples of past projects with similar scope or scale
- Two references from recent clients
- A short outline of how your approach would meet the brief
- A timeline proposal that aligns with our expected 3-4 month delivery window
- Your fee proposal (total budget is £25,000 inclusive of VAT)

Submission deadline: End of day Monday 9 March 2026

Any interviews / discussions will be held during w/c 9 March 2026 with a decision by the end of that week and an announcement of the preferred contractor to be made on Thursday 19 March 2026.

Please send your submission to hello@haveringlondon.com