

PAZAZ ✨

Proposal of website design for Shaftesbury Theatre [The Judi Dench Theatre]

Hello!

We are delighted to submit our proposal to partner with you on this exciting new chapter.

This opportunity extends beyond a rebrand and website redevelopment. It is a chance to create a distinctive and enduring identity that honours the theatre's heritage while positioning it for the future, supported by a digital platform designed to engage audiences, drive growth, and evolve alongside the organisation.

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Who We Are

Pazaz Digital Ltd. is a digital agency based in London & Edinburgh with over 30 years of experience.

We specialise in creating digital spaces for theatre, live events & the arts at the local, national and international level.

We are a small yet dedicated team of designers and developers that strive to make all our projects accessible, usable and beautiful!

Over the years, we've partnered with a diverse range of venues, producers, and arts organisations to deliver award-winning digital experiences that drive engagement, ticket sales, and audience growth.

Our Team



Daniel Greenwood
CEO + Creative
& Technical Director



Yalamba Koroma
Managing Director



Neil Tam-Im
Senior Front-end Developer



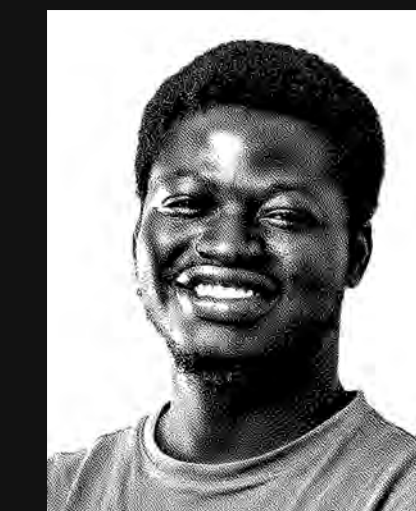
Yassine Bousbaa
Senior Full-Stack Developer



Zigmas Martinionis
Designer



Kyleigh Lynch
Studio Coordinator



Abdul Kudus
Developer

We are proud to work with:



TROUBLE



ABBA Voyage

muse.



Sally Greene OBE

Tickets Scotland



ELEANOR LLOYD PRODUCTIONS

FIRERAIERS

BBC



raw DT



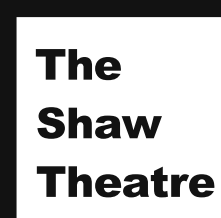
NETFLIX



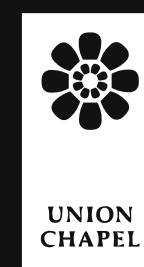
APPLETON WORKS



helensnell.
mktg/pr



SHOWCATCHER



Tim Whitehead Management

NARROW
ROAD

TRAFALGAR
ENTERTAINMENT

BBC
CBeebies

Full Service Package

Here at PAZAZ DIGITAL we are able to supply all your digital requirements under one roof, allowing us to fully support your online presence from end-to-end.

Design

Web & Digital Design

Graphic Design

Brand Identity

User Interface (UI) Design

Interactivity and Animation

Digital Signage Design & Publishing

E-commerce

Online Ticketing

Shopping Platform

Debit/Credit Card Processing

Order management

Development

Website & Software development

Third-party & API integrations

Hosting & Domains

Online Security

Digital strategy

Search Engine Optimisation (SEO)

Analytics, insights and reporting

Conversion Rate Optimisation (CRO)

Website performance & speed reviews

A/B testing

User Experience (UX)

Accessibility setup & compliance, including specialist options for disabled users.

User journey optimisation

Information and Checkout flows

Audience building

Email marketing

Online brand campaigns

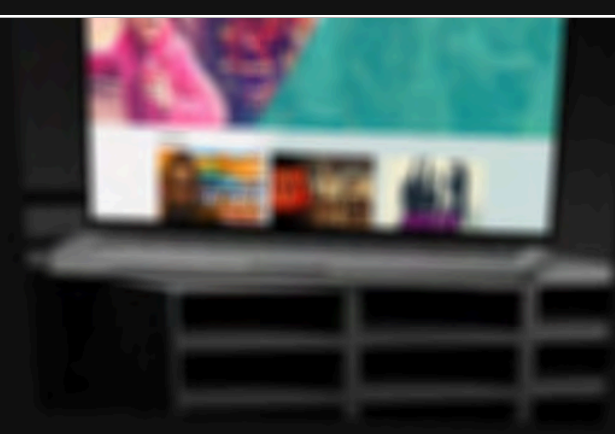
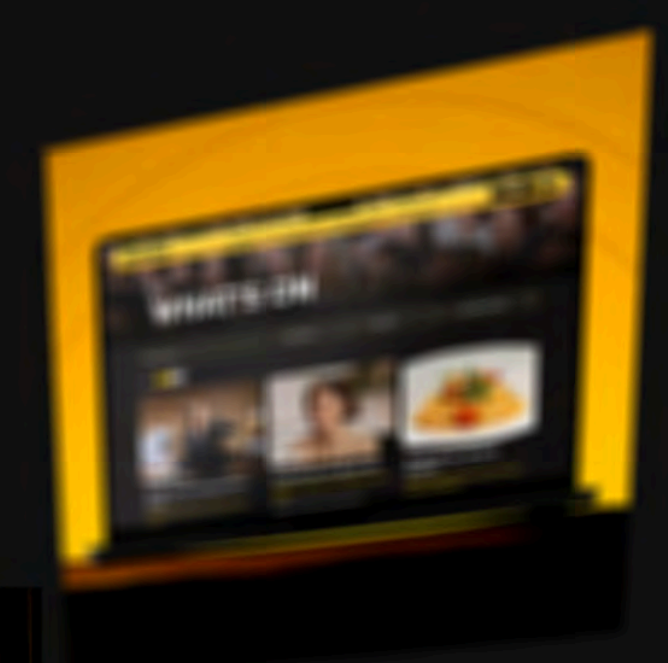
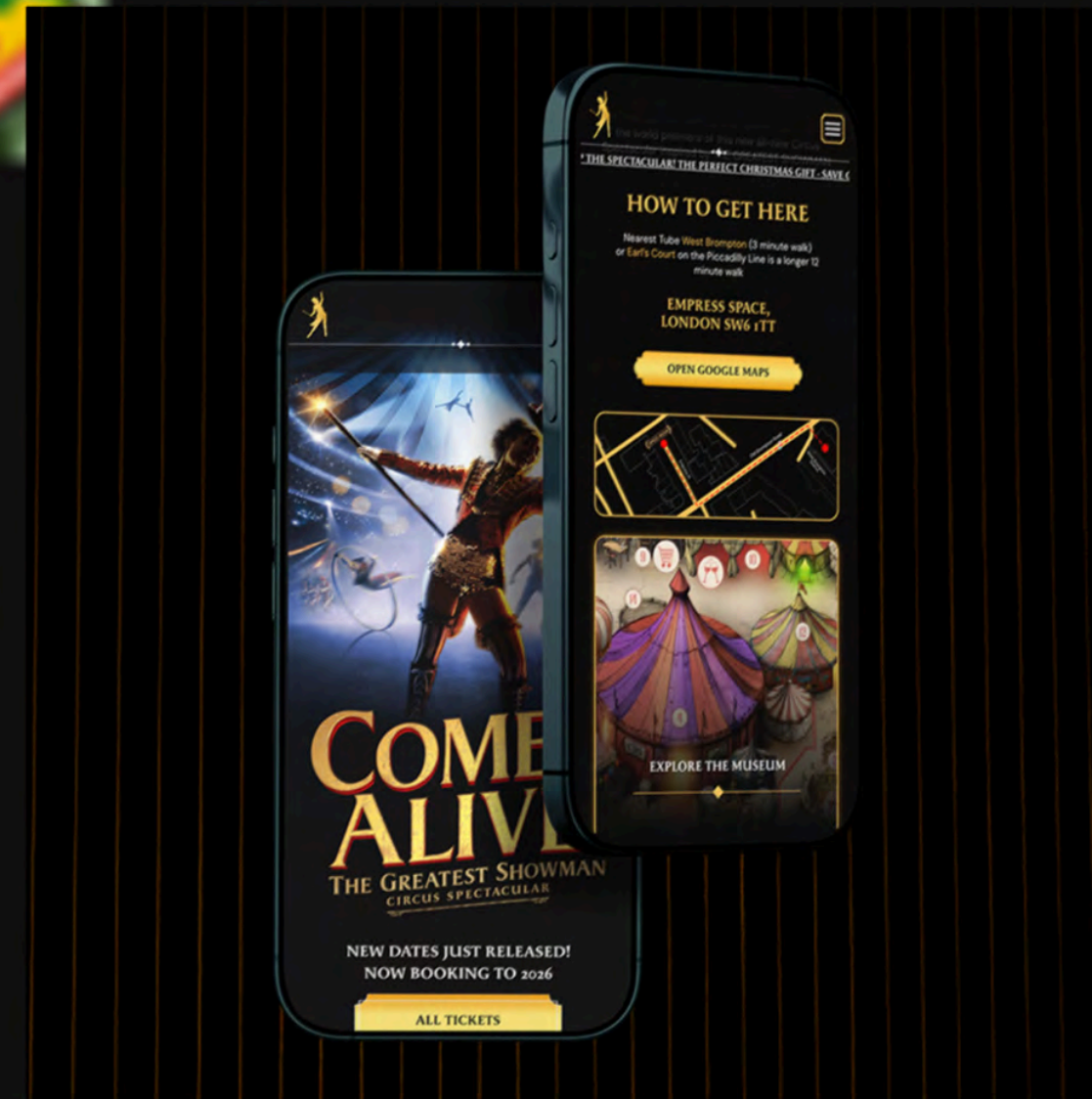
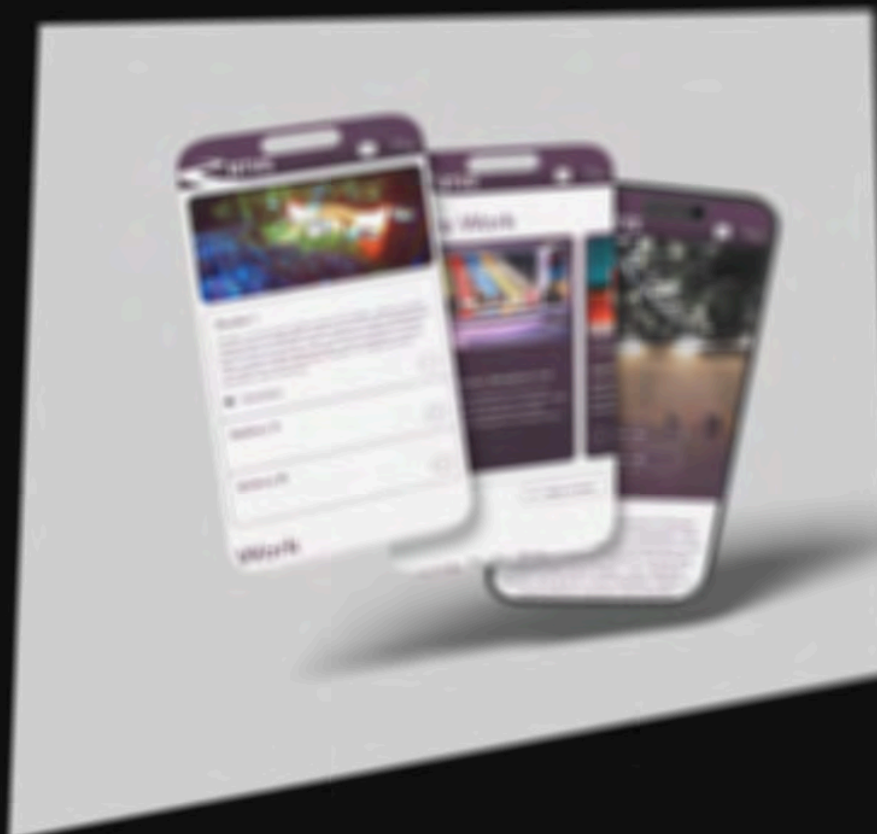
Personalised journeys

Digital advertising campaigns

Creative & Technical Expertise

Your Digital Platform, Built for Growth

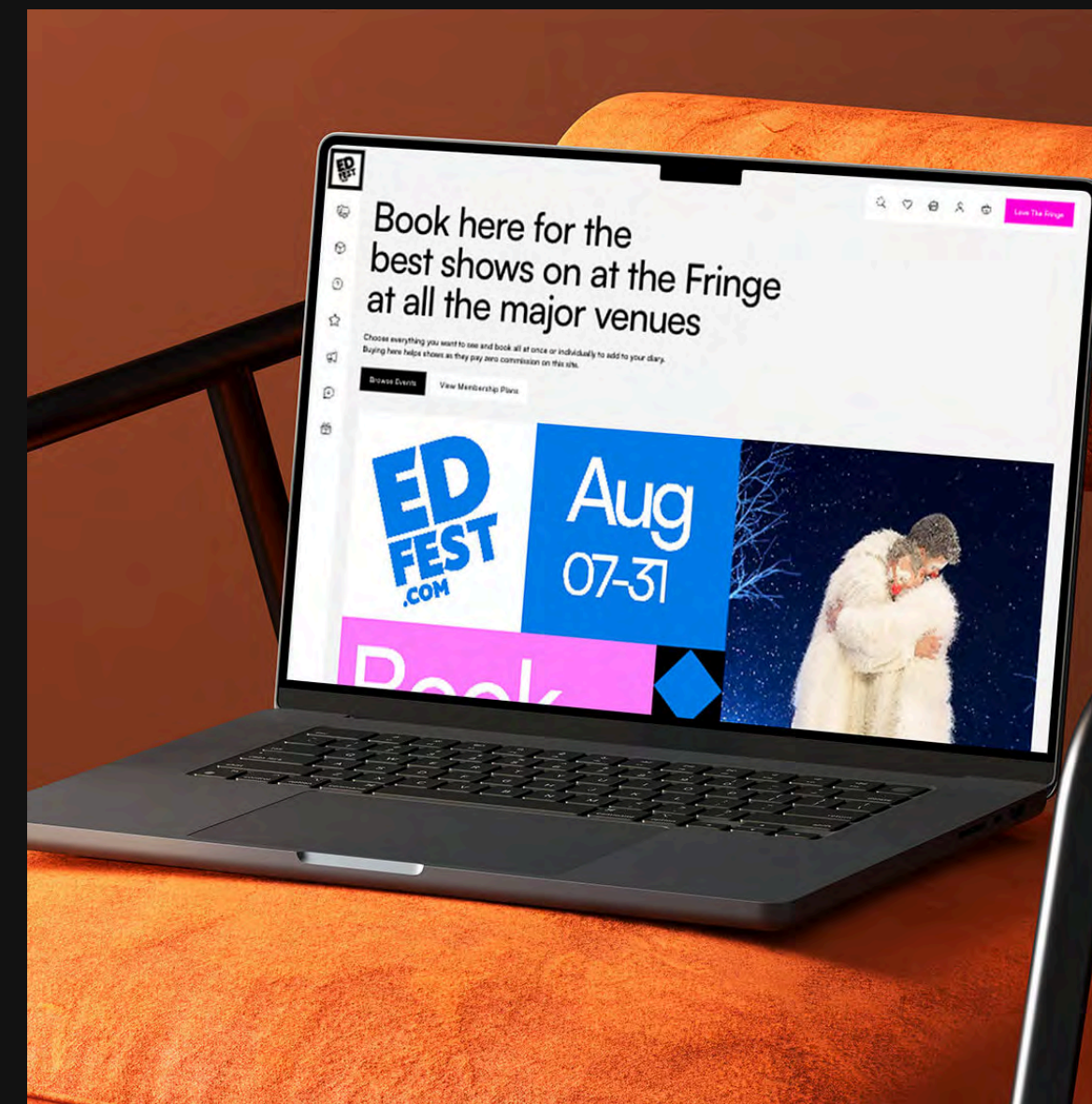
We combine creative thinking with technical excellence to deliver websites that not only reflect your brand but also support audience engagement, ticket sales, and long-term digital growth. Our approach ensures your website becomes a powerful marketing, communication, and revenue-generating platform that can evolve alongside your organisation - all delivered to the highest technical standards.



Featured Examples

Website Design & Development

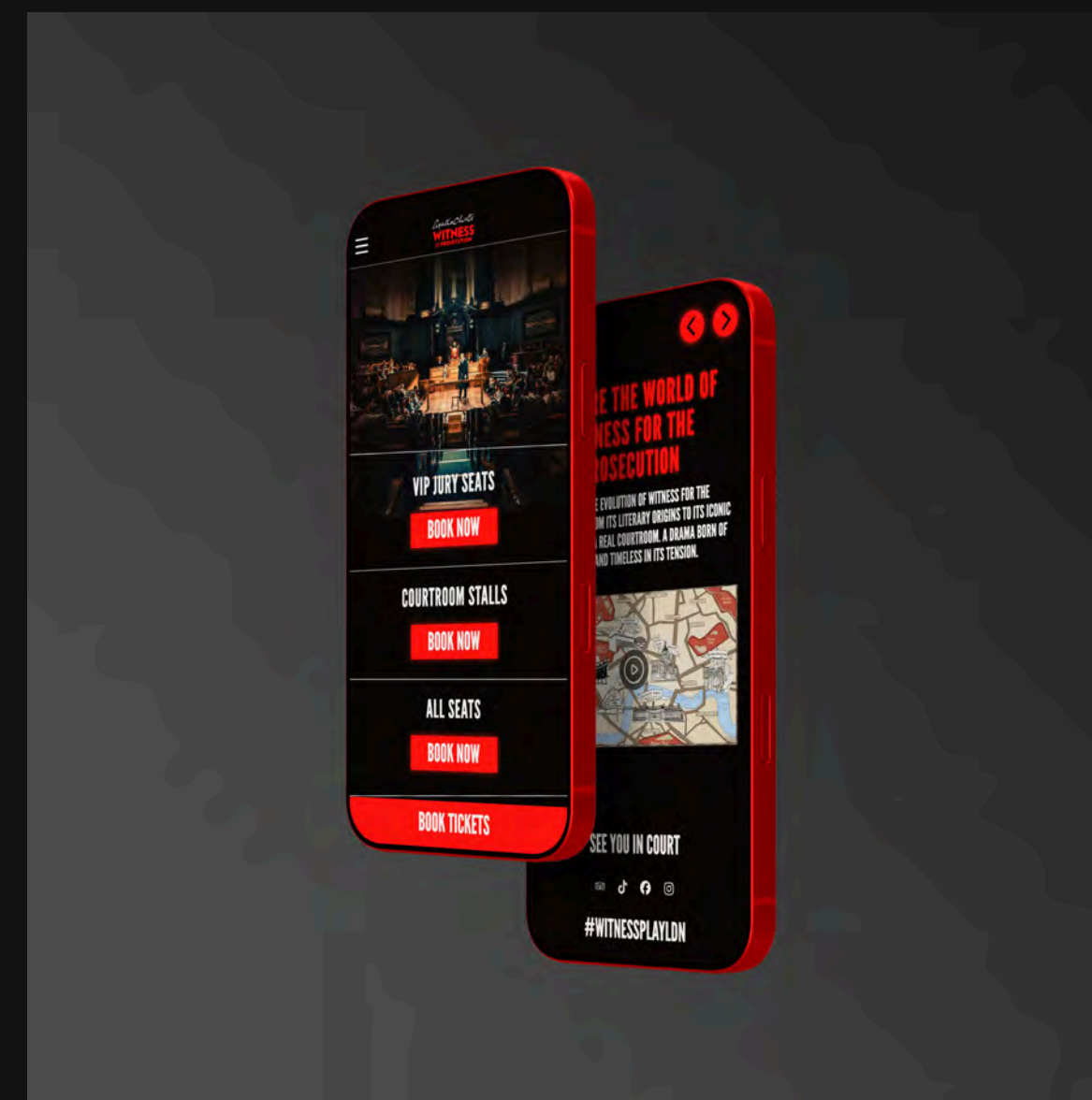
A selection of our recent work. We pride ourselves on creating modern, audience-focused websites that balance creativity, usability, and commercial performance.



EdFest

EdFest is a collaboration of leading Edinburgh Festival Fringe venues. We manage the branding, design and development of a cross-venue ticketing and discovery platform Services: UX/UI design, web development, ticketing integration and membership platform

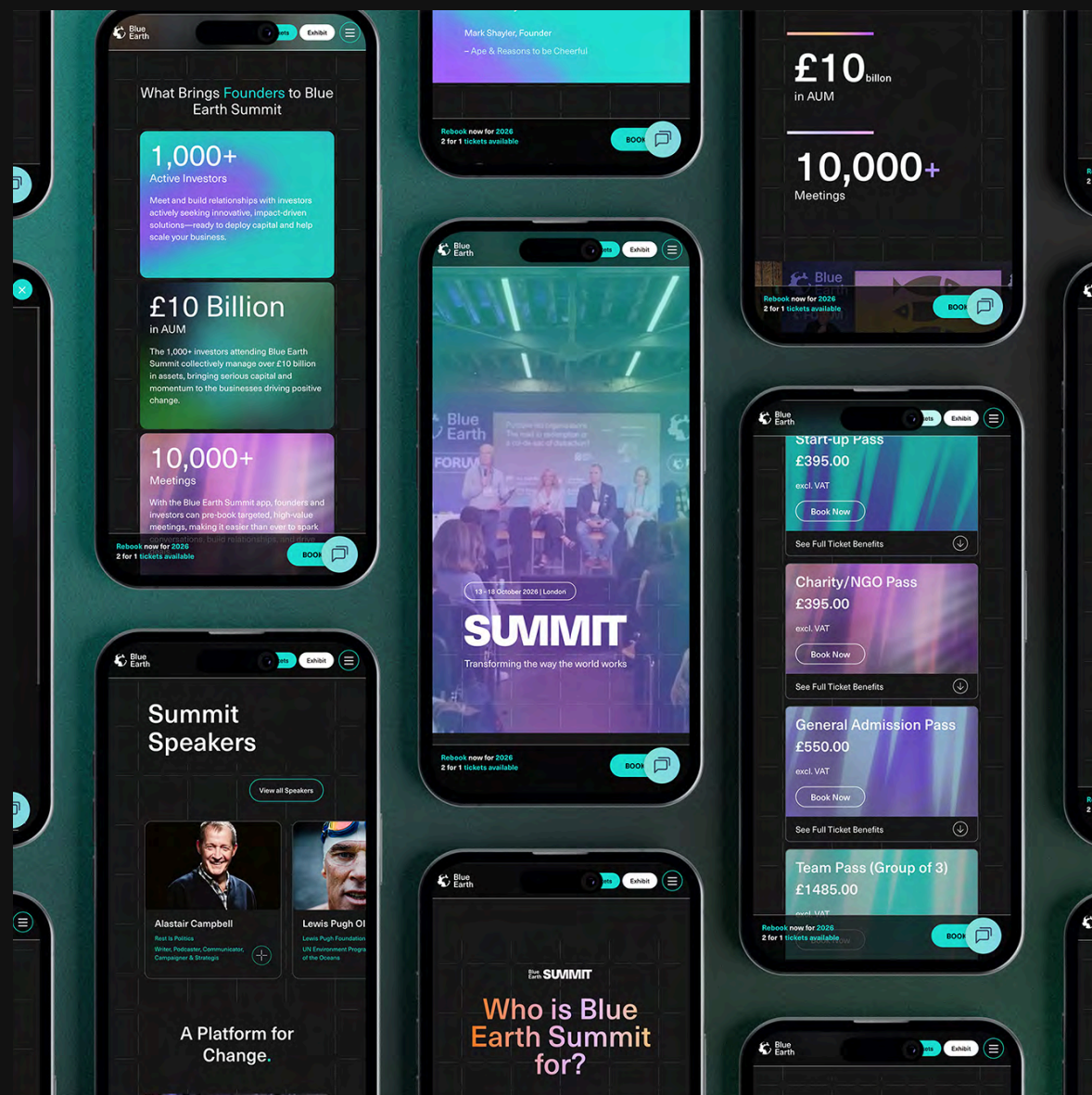
<https://edfest.com/>



Witness For The Prosecution

We designed the site as an immersive extension of the production — focusing on creating suspense from the moment users arrive.

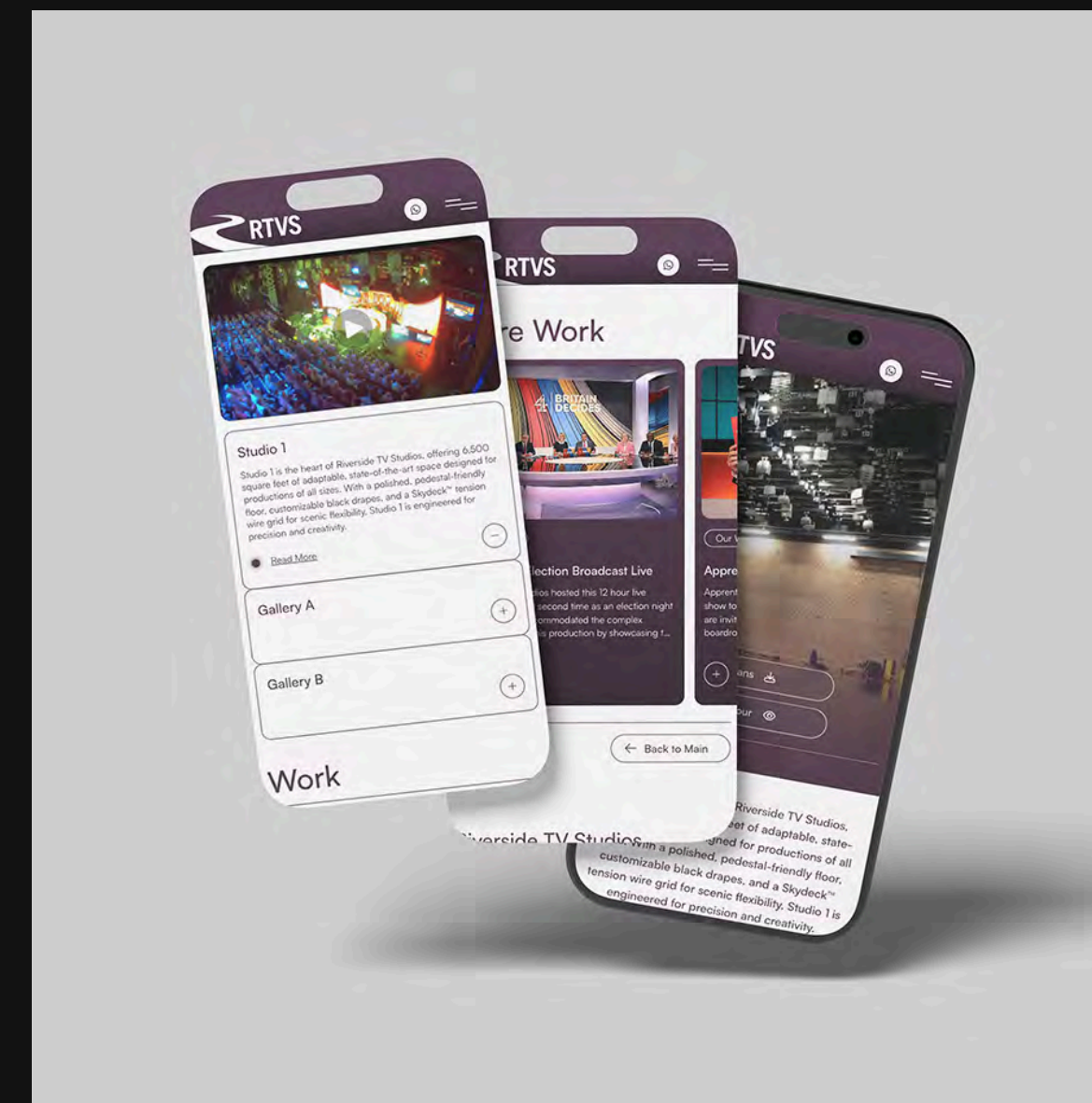
<https://wintesscountyhall.com/>



Blue Earth Summit

A digital platform designed to capture the energy and purpose of Blue Earth Summit, connecting global leaders, innovators and changemakers through an inspiring event experience.

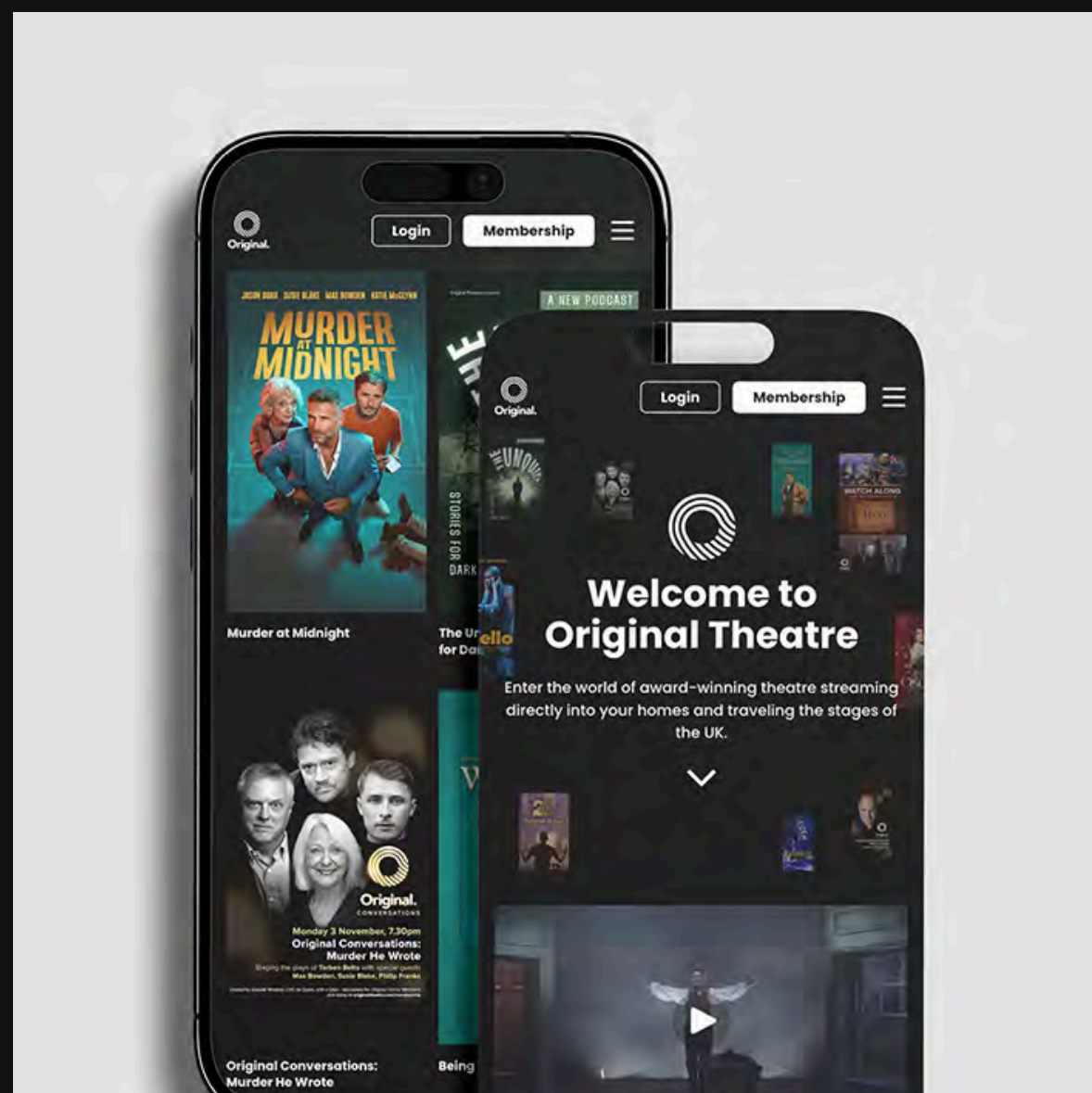
<https://blueearthsummit.com/>



Riverside TV Studios

Riverside TV operates a state-of-the-art television studio in West London for broadcast, corporate and live productions. The website showcases its technical capabilities and production heritage while making studio enquiries and bookings simple.

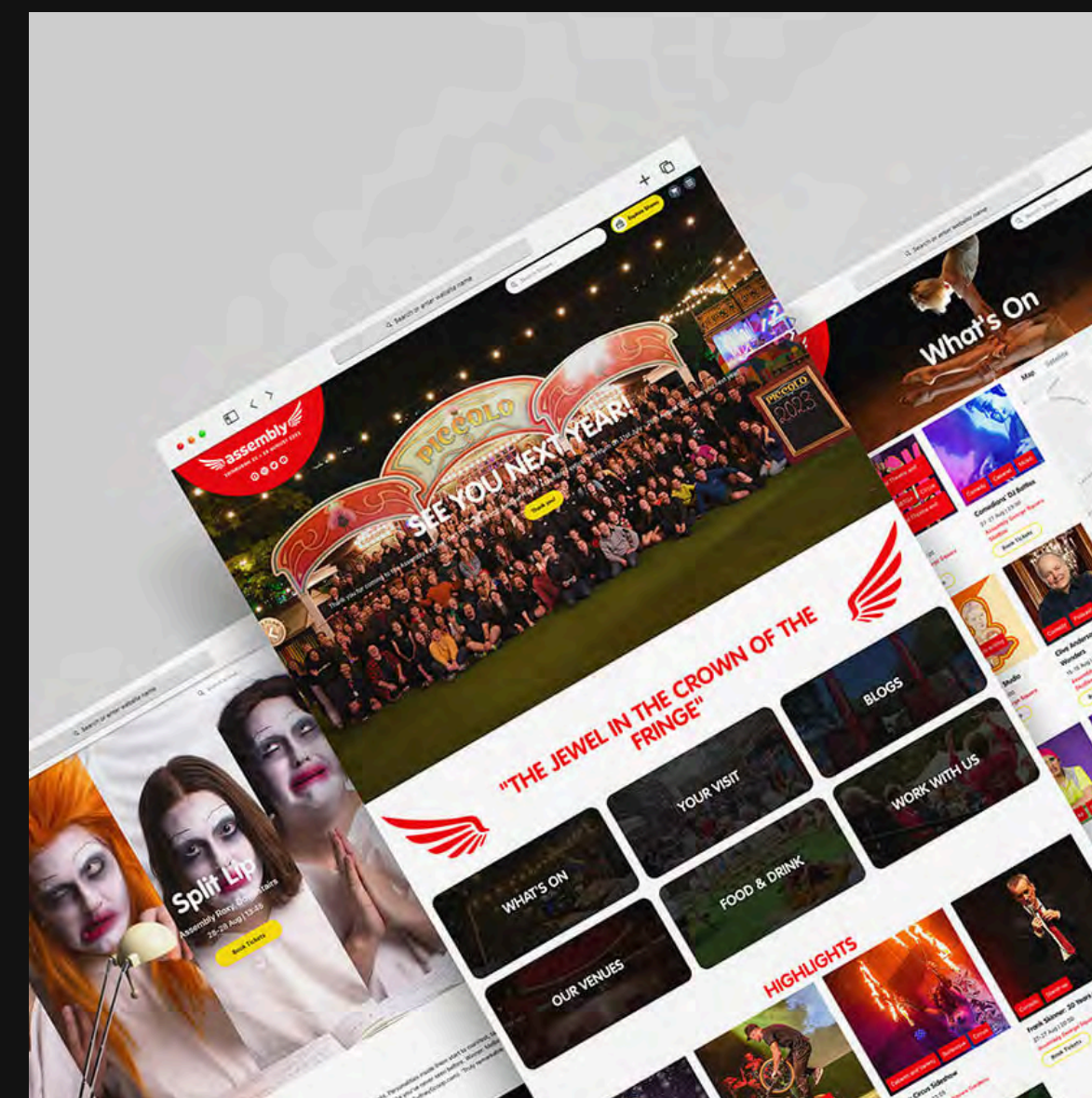
<https://riversidetv.co.uk/>



Original Theatre

A website designed to bring together Original Theatre's touring productions and digital platform in one seamless experience, making it easy to discover shows, explore stories, and engage online.

<https://originaltheatre.com/>



Assembly Festival

Assembly Festival is longest running curated multi-venue operator of the Edinburgh Festival Fringe, bringing much-loved and fresh-faced entertainers to the Fringe for over 40 years! Annually they programme a line-up of over 200 productions...

<https://assemblyfestival.com/>



Coulter Hamilton Rae

A refined website for Coulter Hamilton Rae, designed to showcase talent, highlight industry achievements and create an elegant, intuitive experience for actors, creatives and industry professionals.

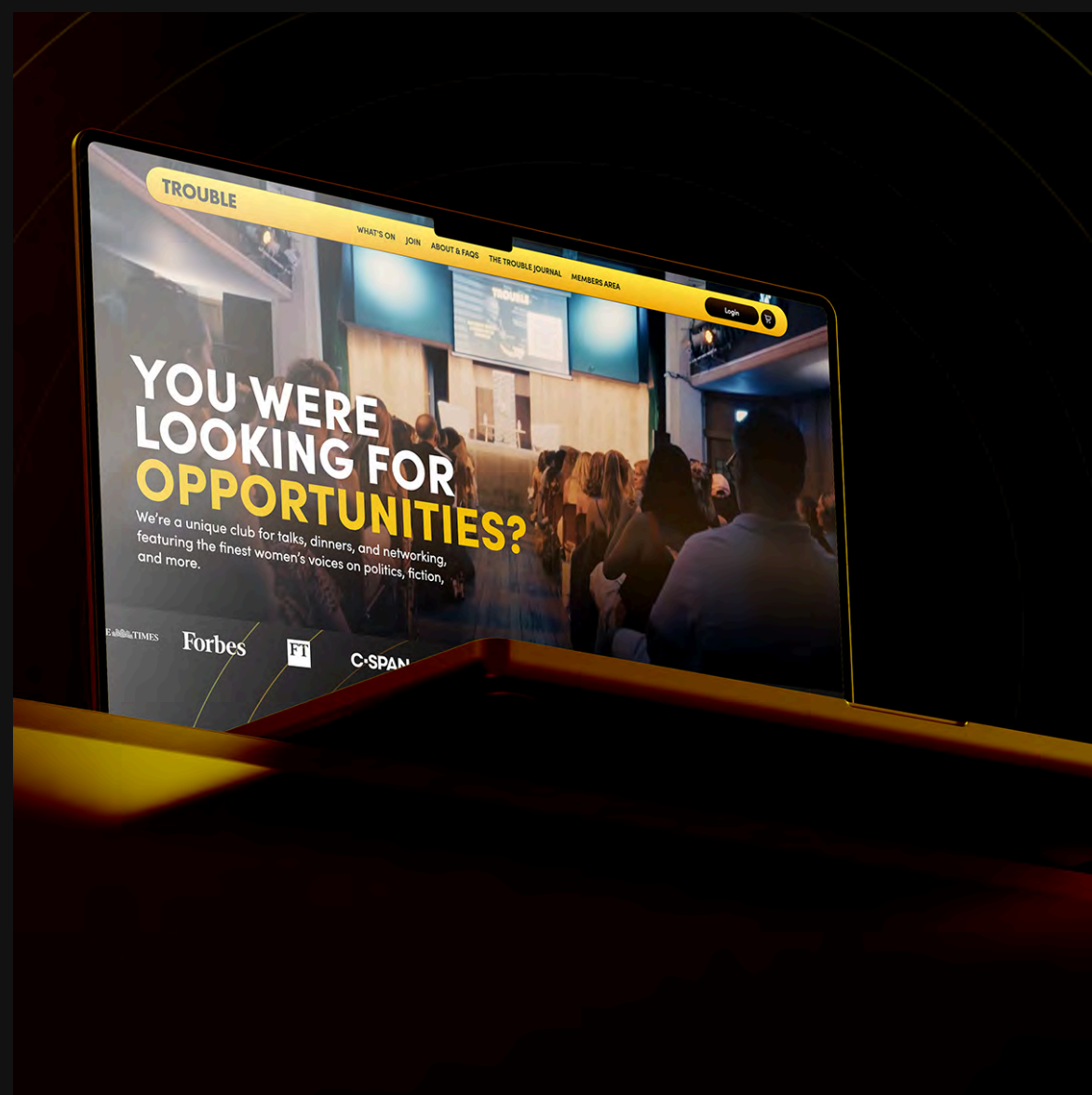
<https://coulterhamiltonrae.com/>



The List

A website for The List, designed to help audiences discover arts, culture and entertainment through engaging editorial content, event listings and curated recommendations.

<https://list.co.uk/>



The Trouble Club

Website for The Trouble Club, creating a space where ideas, conversations and communities come together through curated events, memberships and shared experiences.

<https://thetroubleclub.com/>



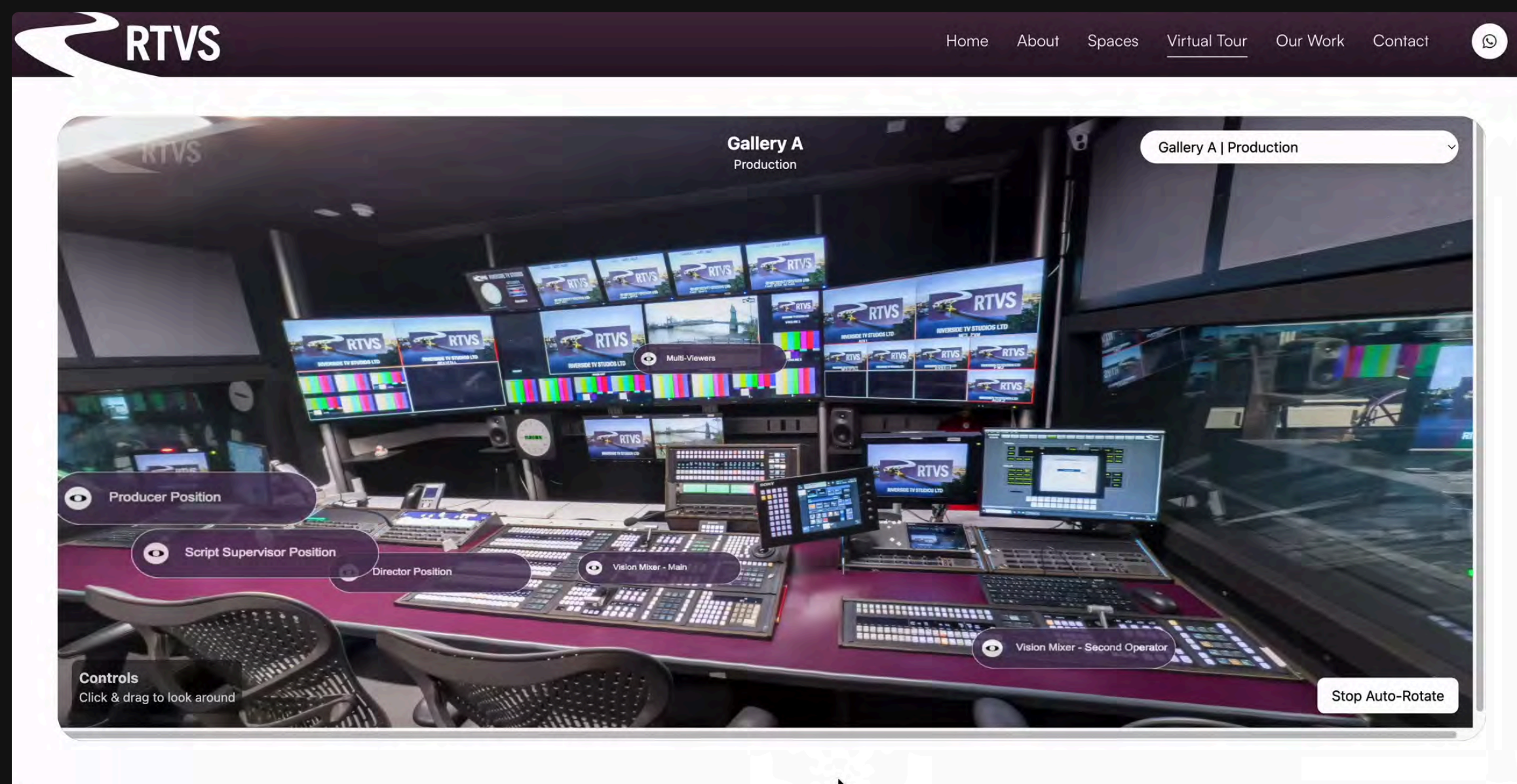
Enormous Crocodile

A playful digital experience for The Enormous Crocodile The Musical, designed to bring the world of Roald Dahl's mischievous jungle adventure to life while making it easy for audiences to explore the show, tour dates and book tickets.

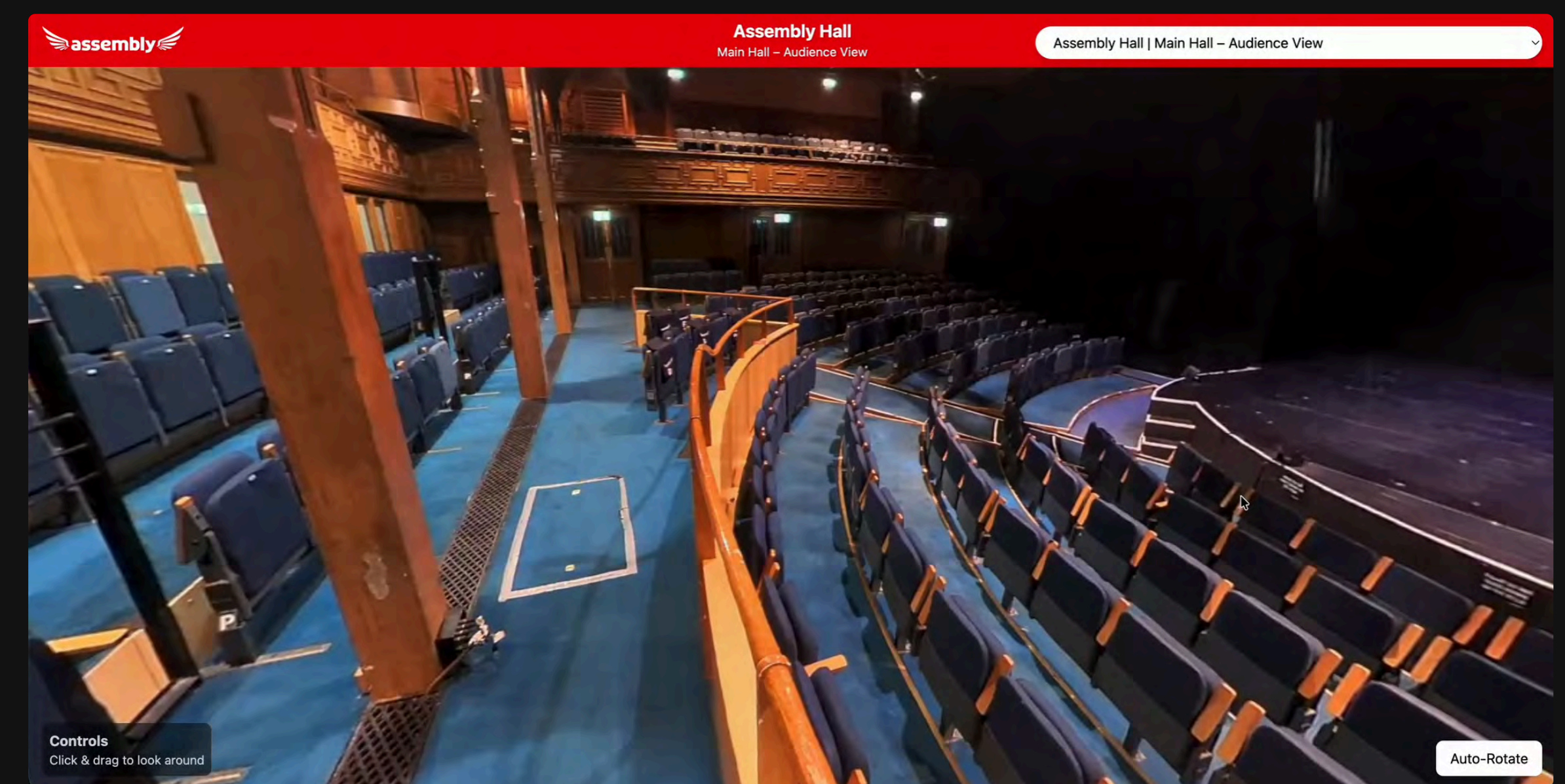
<https://enormouscrocodilemusical.com/uk-tour>

360° Virtual Tours and Interactive 3D Environments

Immersive digital experiences that allow visitors to explore spaces remotely and engage with venues before arrival.



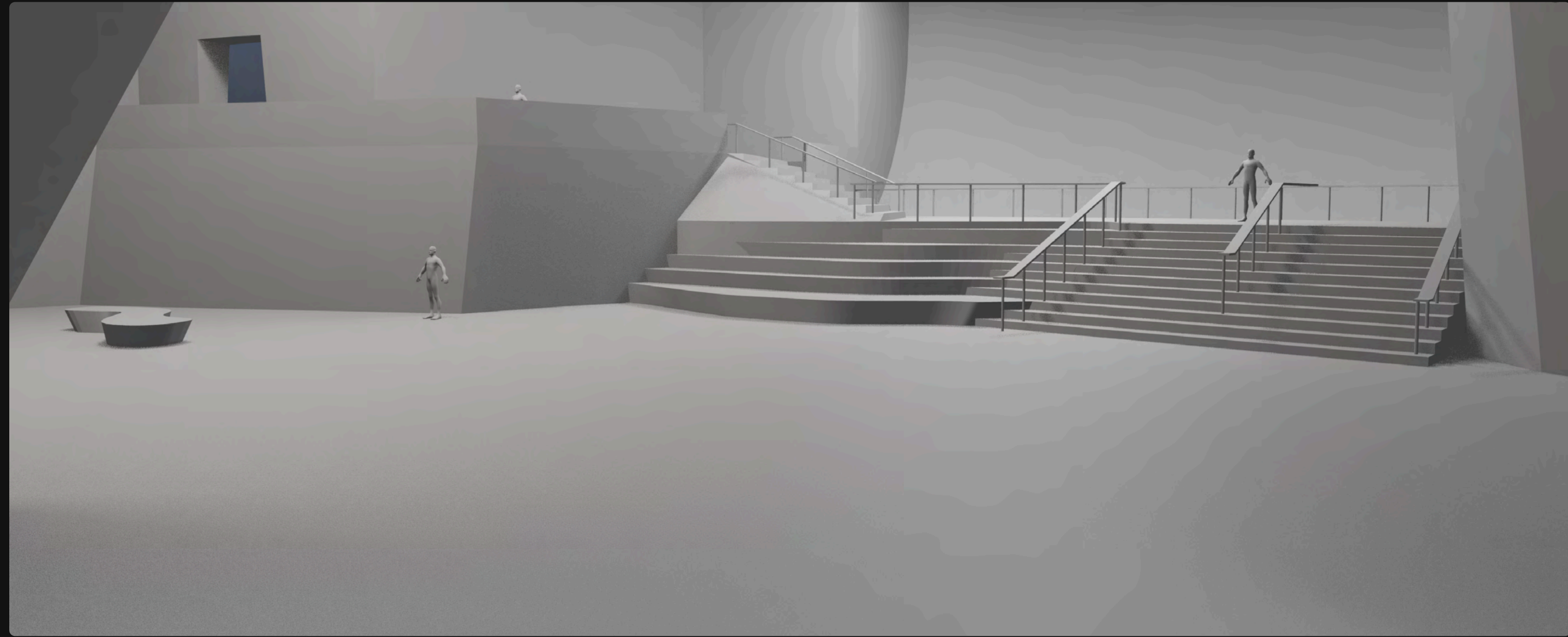
<https://riversidetv.co.uk/virtual-tour/>



<https://venue360.assemblyfestival.com/>

Venue and Architectural Environments

Immersive digital experiences that allow visitors to explore spaces remotely and engage with venues before arrival.



Working with Shaftesbury Theatre

Audience Experience

Seamless booking journey for productions, events, and tours

Clear pre-visit information and audience pathways

Accessible and inclusive digital experience

Engaging content through imagery, video, and multimedia

Revenue & Commercial Growth

Increase hospitality and upgrade conversions

Support venue hire and commercial enquiries

Improve SEO and AI bots and agent visibility

Drive audience engagement and conversion

Brand & Future Development

Integrate the new brand identity across all digital touchpoints

Create a compelling and expandable "About Us" experience

Support future content, archives, and storytelling

Build a scalable platform that evolves with the organisation



The Process

We would work with you to find solutions that help give clarity to your users and ensure ease of use within your organisation. From investigating the needs of your audience, designing intuitive layouts, ensuring accessibility and usability are front & centre - whilst, of course, being optimised for search engines and AI Agents!

From the start until launch

Regular & direct communication with all staff who are working on your project. Work-flow and updates through Asana, Project Management Software, which we provide. Clear milestones and agreed schedules.

Design

We follow a 'mobile-first' approach to website design, ensuring that everything users require is available on handheld devices, then build out from this for larger screens. Wireframes and a choice of design concepts, are presented for feedback & approvals. Once a route is chosen, we provide detailed layouts and options for all pages/layouts for your final sign-off.

Technical setup

We will ensure the smooth transition and setup of all the technical requirements of the project. This includes arrangement the management of domains names, provisioning servers, setting up databases and configuring security and more...

Key development work

We adhere to modern web-standards using the latest best practices, tools and frameworks for all the coding of your site.

All of our sites are fully accessible to both users and all major search engines. They are 'Responsive' and adjust to all modern device/ screen sizes and resolutions.

We will provide API integrations with ticketing and CRM systems.

A 'back-office' is provided which includes a Content Management System (CMS) for managing all aspects of your website content — text, images, video, audio etc. — as well as tools to sync with ticketing or CRM data, alter SEO (Search Engine Optimisation) settings.

The software can also be extended to provide other internal business tools, such as venue management, show reports, housing technical specs for users to access and/or HR tools or for theatre staff etc.

Further development of new functionality/ features can be provided in future as and when required.

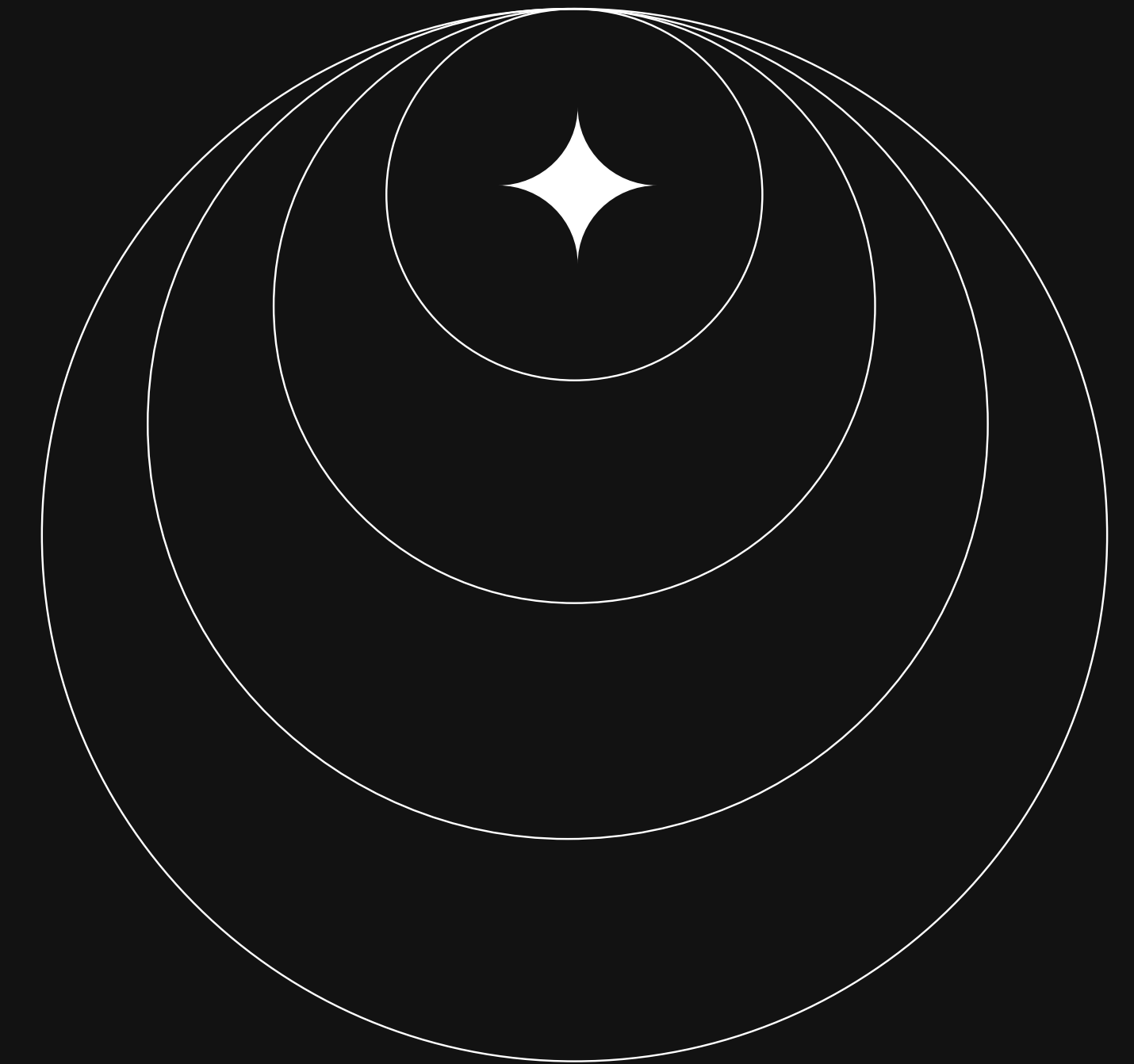
Testing & Content

Early access to a hidden development site for testing is provided before launch. Once live, the staging site can be used to review all content before pushing updates live. Tools are provided to allow you to make edits to content and image assets (cropping, resizing etc.) and systems will be in place to ensure images are fully optimised when rendered online.

Post-launch

We provide ongoing support via phone, email or Asana, for any staff or departments who require it. Our sites & servers undergo monthly maintenance checks and regular security audits & updates - including annual pen-tests. We provide ongoing SEO, Analytics & Tag Management support as well as regular Data Studio reports. Additional ongoing print & digital design work can be undertaken as briefed.

Built Around Your Audience

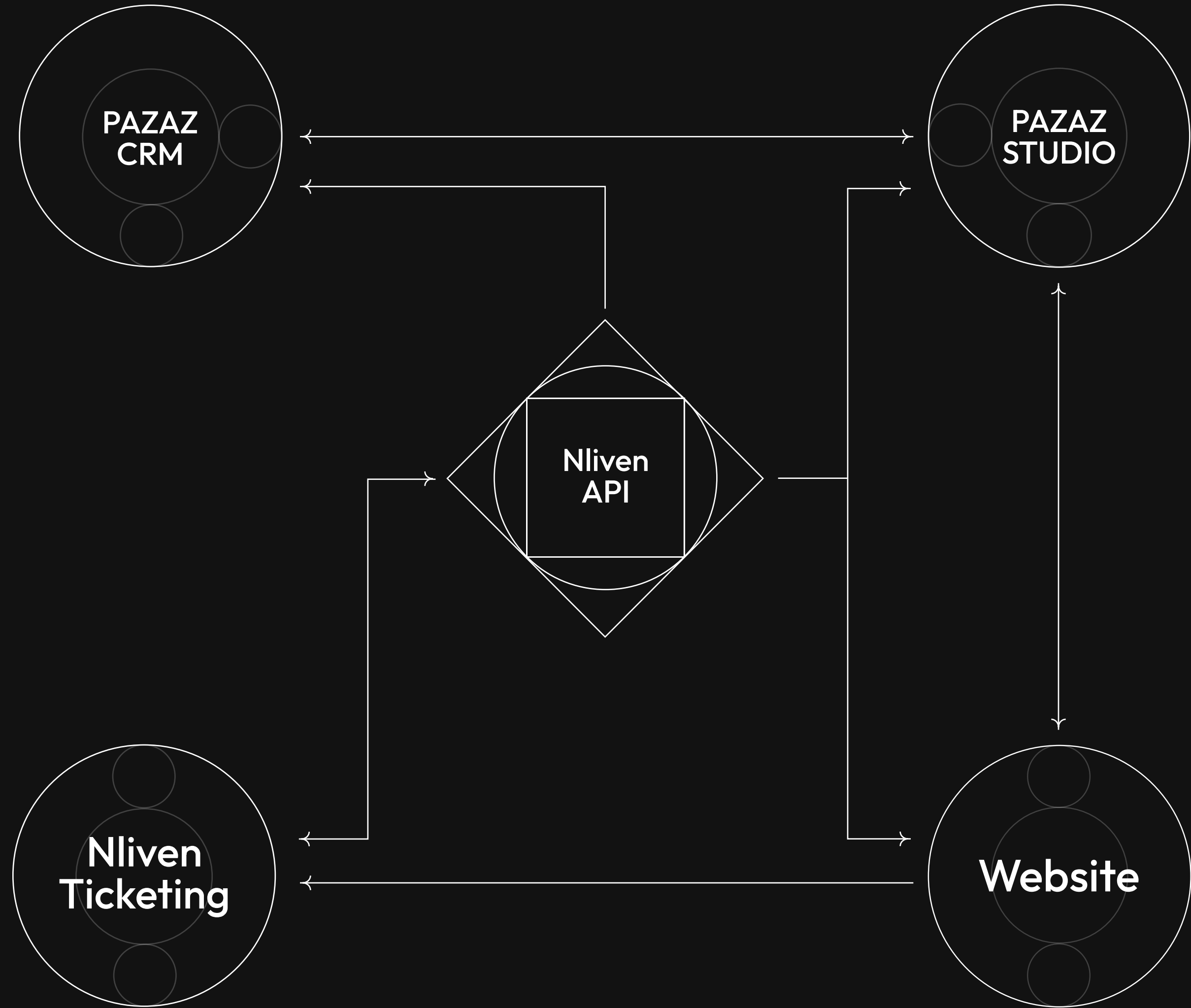


The platform will:

- ✦ Integrate seamlessly with Nliven Ticketing
- ✦ Deliver a frictionless booking journey that supports conversion
- ✦ Maintain a consistent brand experience across every touchpoint
- ✦ Provide a fully responsive experience across desktop, tablet, and mobile devices
- ✦ Meet modern accessibility standards and best practices
- ✦ Be technically optimised for search engines from launch
- ✦ Include comprehensive analytics and reporting tools
- ✦ Be hosted on a secure, scalable infrastructure
- ✦ Provide the flexibility to support future enhancements and evolving digital requirements

Data Integration, Syncing & API

We will work closely with your ticketing provider to ensure a tight, seamless integration, allowing your website, CRM and back-office to be joined up and automatically update with new events, performances, users, transaction data and more...



Accessibility by Design

Accessibility is not simply about meeting standards, it is about creating an inclusive digital experience that enables every visitor to engage with the theatre confidently, independently, and without barriers.

From the earliest stages of design and development, accessibility considerations are embedded into our process to ensure the website is welcoming, usable, and compliant with recognised best-practice standards.

Our approach includes:

- ✦ Designing in line with WCAG accessibility guidelines
- ✦ Ensuring appropriate colour contrast across all interfaces
- ✦ Supporting screen readers and assistive technologies
- ✦ Full keyboard navigation throughout the website
- ✦ Flexible text sizing and responsive layouts
- ✦ Reduced-motion options for users with motion sensitivities
- ✦ Clear, concise content written in plain English
- ✦ Ongoing accessibility testing and reviews throughout the project lifecycle

By prioritising accessibility from the outset, we create digital experiences that are inclusive, user-friendly, and beneficial to all audiences, not just those with specific accessibility requirements.

PAZAZ STUDIO

At the heart of the solution is our bespoke content management system – PAZAZ STUDIO - designed specifically to give your team complete control while reducing administrative overhead.

PAZAZ ✨

Create And Configure
Pages Using Pazaz
Platform

Flexible user roles and permissions with full activity and audit tracking

Powerful content management tools, including batch editing, imports/exports, and scheduled publishing

Seamless integrations with CRM, ticketing, and third-party platforms

Advanced automation and mapping capabilities to improve efficiency, data synchronisation, and user experience

Ongoing Platform Management

Regular performance, Accessibility, and SEO audits

Proactive security updates, monitoring and daily backups

Content and technical support

Continuous optimisation and enhancements informed by user behaviour and analytics

Hosting & Support

A successful digital platform requires more than great design and development. Our hosting, support and reporting services ensure your website remains secure, performant and aligned with your needs long after launch.

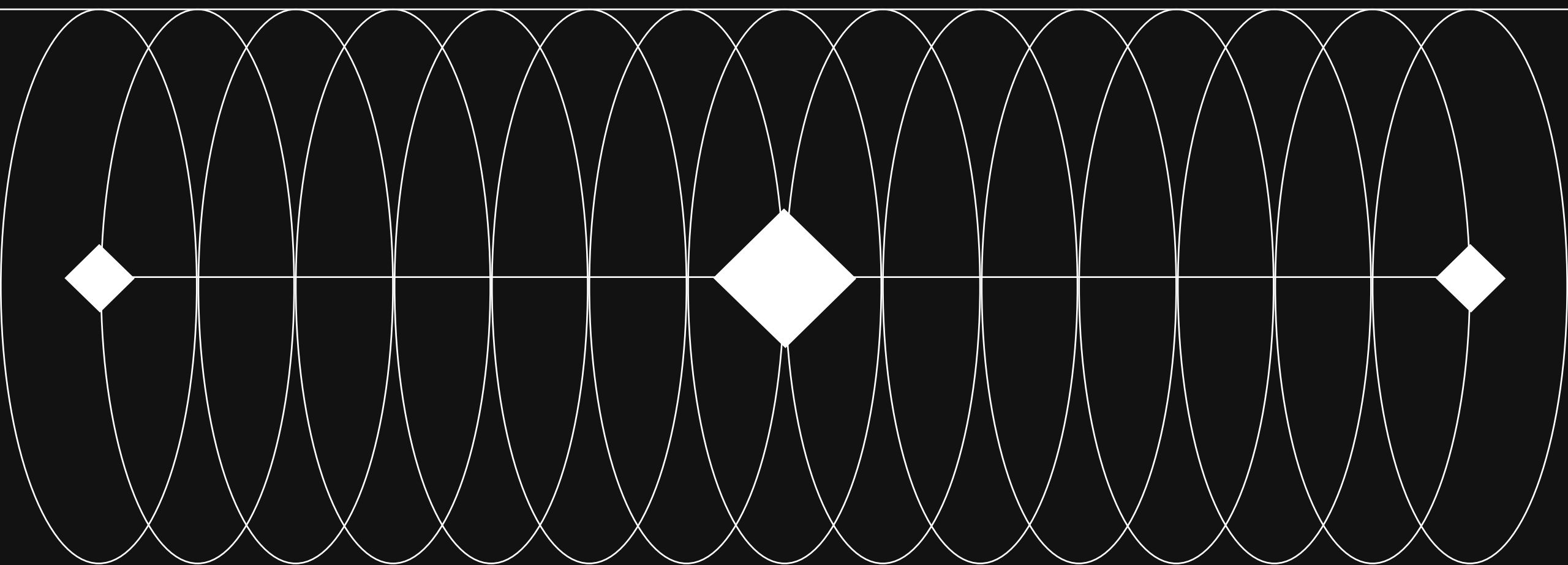
Reliable, Secure, and Proactive

We provide a fully managed hosting and support service, giving your team peace of mind and ensuring the platform continues to operate at its best.

This includes:

- ✦ Secure, high-performance hosting infrastructure
- ✦ Domain management and DNS administration
- ✦ CMS maintenance and platform updates
- ✦ Proactive monitoring and issue resolution
- ✦ Daily backups and disaster recovery procedures
- ✦ Ongoing technical support and guidance

Our team continuously monitors performance, security, and reliability, allowing potential issues to be identified and addressed before they impact users.



Looking Beyond Launch

We see this project as the start of a long-term partnership rather than a finite delivery. Our aim is not simply to create a new brand or website, but to become a trusted extension of your team—providing ongoing support, strategic guidance, and continuous improvement as the theatre continues to evolve.

This includes:

- ✦ Dedicated support from a team that understands your organisation and objectives
- ✦ Ongoing technical maintenance, monitoring, and optimisation
- ✦ Strategic guidance on digital performance, audience engagement, and conversion
- ✦ Continuous improvements informed by analytics, user behaviour, and emerging opportunities
- ✦ A collaborative relationship built on trust, responsiveness, and shared success

By combining creative excellence with technical expertise, we help ensure your digital presence remains every bit as engaging, memorable, and exceptional as the experience audiences enjoy when they walk through your doors.

Reporting & Continuous Improvement

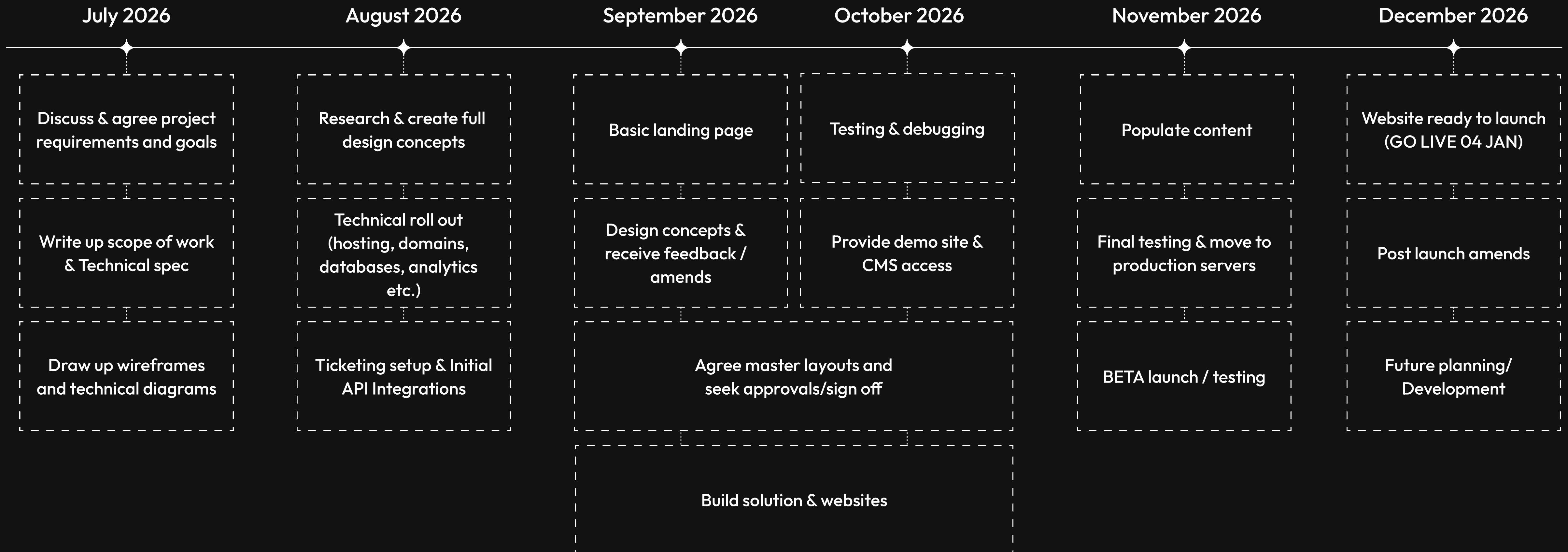
We believe digital success should be measurable. Through regular reporting and strategic reviews, we help you understand audience behaviour, identify opportunities, and prioritise future enhancements.

By combining robust support with meaningful reporting, we ensure your digital platform continues to evolve alongside your audiences and organisational objectives.

Reporting includes:

- ✦ SEO performance and visibility reporting
- ✦ Custom analytics dashboards
- ✦ Regular support and retainer summaries
- ✦ Strategic development roadmaps and recommendations
- ✦ Insights into user behaviour, engagement, and conversion performance

The Timeframe



Budget & Costs

Website design & artworking

Includes concepts, wireframes, master design & asset art-working.

£5,500

Website development

Includes custom build, testing and provision of PAZAZ STUDIO CMS and NLIVEN integration

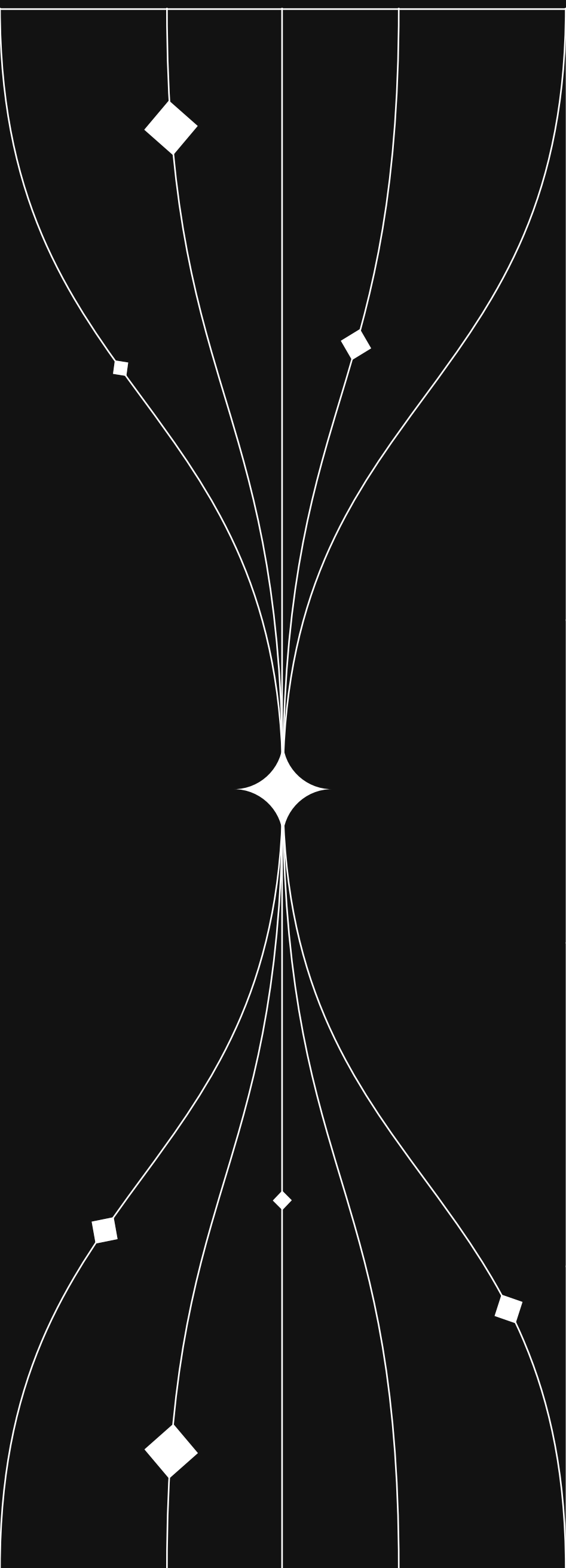
£8,500

Project management

Includes SEO setup, onboarding, domain configurations and staff training sessions.

£3,500

Total: £17,500



Ongoing costs

Dedicated Hosting

£1,000/yr

We offer a fully managed, secure, high performance hosting infrastructure that scales with demand and manages traffic spikes. 99.9% Uptime gaurentee and fast response SLA

Domain name registration

£25/yr/domain

PAZAZ can offer domain registration and DNS management for any domains related to the site. This includes ensuring redirections and traffic are handled with the transition to a new domain.

Consent Management Platform [CMP]

£100/yr

Provides a tool required to make your website comply with the latest privacy regulations, like GDPR, CCPA, LGPD, CNIL and adds a Cookie Banner to allow users to accept/decline. Also provides pro-active scanning and automatic blocking of remote third-party cookies. Service fully managed by PAZAZ.

Optional Extras

A few commonly requested items (not an exhaustive list). Costs are provided as a starting point and are subject to requirements and agreement of the final specification/scope-of-work.

Accessibility Plugin

~£100/mo

Accessibility options on the site can be extended via our partner Userway. This implements a widget on site allowing users to alter a wide-range of settings to suit their needs: from fonts, colour/contrast, images/media and much more...

CRM / E-comms

See rates card

Our CRM offers a full email platform that can handle subscribers, sending newsletters, transactional emails, automated campaigns and more. Pricing tiered subject to number of subscribers stored. Full tracking and reporting is included.

Venue Management Centre

~£4,500

Option to extend the website and back-office system to manage data and staff members behind the scenes. Can be used to manage HR functions, venue/show reports and more. Demo available on request.

Ongoing Support / Involvement

Option 1 Ad Hoc Support

Flexible development, consultancy, and support services available as required.

Ideal for organisations that require occasional assistance, enhancements, or strategic input without a fixed monthly commitment.

Charged at our standard rates – £125 per hour / £900 per day / £250 per hour for rush fees or out of hours request.

Option 2 Annual Service Plan

A fully managed service and maintenance package providing the essential services, help and support for a set fee. Recommend to to keep your site secure, reliable, and up to date.

Includes:

- ✦ Proactive hosting/server updates
- ✦ CMS maintenance and updates
- ✦ Security monitoring and patching
- ✦ Performance monitoring
- ✦ Daily backups with roll-back-in-time
- ✦ Technical support for all aspects of the your website, back-office and hosting

Pricing £300/mo or £3000/yr if paid annually (Approximately 17.5% of the site cost)

Option 3 Monthly Retainer

Designed for organisations seeking ongoing design, development, optimisation, and strategic support.

Includes:

- ✦ Everything within the Annual Service Plan
- ✦ Priority development and support
- ✦ Regular strategy and review meetings
- ✦ Continuous website improvements and enhancements
- ✦ SEO monitoring and optimisation
- ✦ Performance and analytics reporting
- ✦ Dedicated monthly development allocation

Pricing is tiered, with our rates scaling down with commitment. Rates starts from 10hrs/mo @ £1,200/mo to 50hrs/mo @ £4,500/mo based on an initial 12 month contract.

Contact Information

Thank you for taking the time to see what Pazaz Digital can offer.

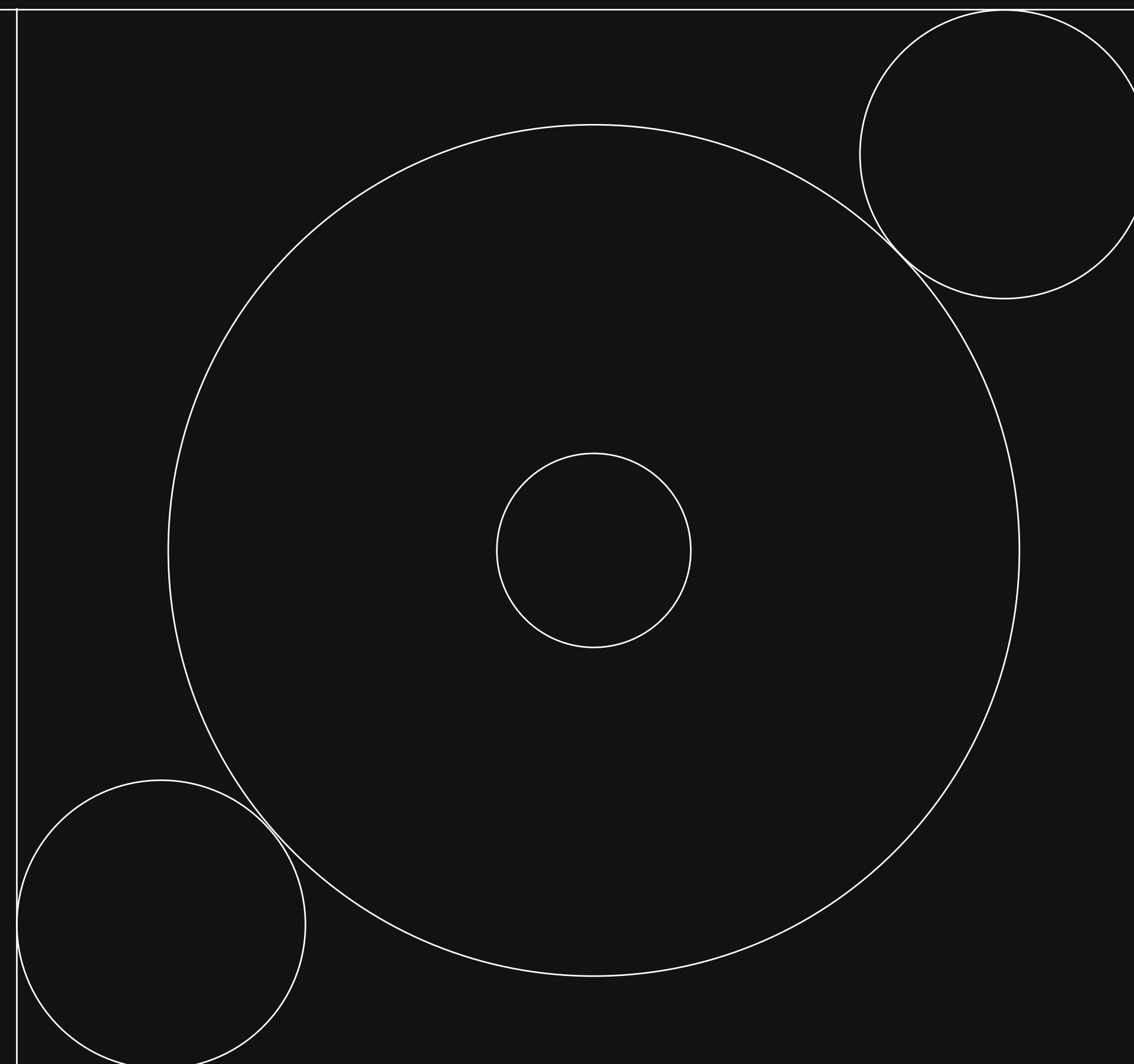
We're passionate about crafting digital experiences that don't just function beautifully—they feel alive, connect audiences, and leave a lasting impression.

We'd love the opportunity to bring that same energy and expertise to The Shaftesbury [The Judi Dench] Theatre

👤 Daniel Greenwood

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