

Preston City Mela Website Specification

Prepared for: Web Design & Graphics Team

Project: Preston City Mela Website Redesign

Version: 1.0

1. Project Overview

The Preston City Mela website will be redesigned to create a vibrant, modern and easy-to-navigate platform celebrating South Asian arts, culture and community engagement. The website must promote upcoming events, showcase media archives, provide report transparency for funders and auditors, and support community outreach.

2. Website Objectives

- Promote Preston City Mela and upcoming events
- Celebrate South Asian arts and culture visually
- Provide a structured Media Archive by year
- Provide Reports and Reports Archive for governance transparency
- Ensure simple navigation and strong user experience
- Enable easy updates via CMS

3. Sitemap / Information Architecture

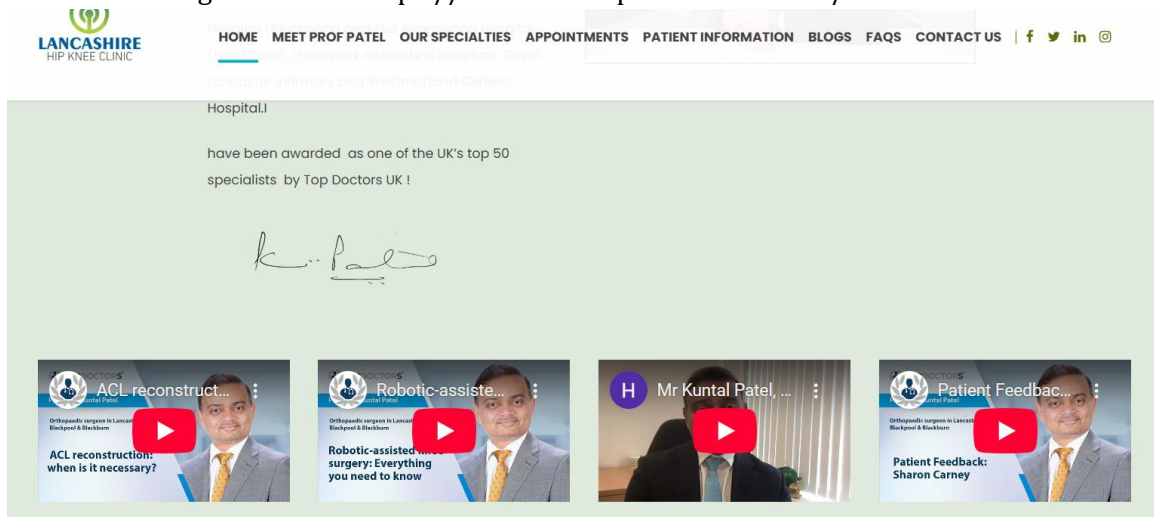
- Home
- About Us
 - Executive Committee (subpage)
- PCM 2026
- Reports
 - Report Archive (subpage)
- Outreach Programs
 - Previous Years Outreach (subpage)
- Media Archive
 - 2025 Media (subpage)
 - Previous Years Media (subpage)
- Testimonials
- Contact

4. Design Goals

- Celebrate South Asian arts visually
- Use bold colour gradients reflecting diversity and celebration
- Clear event highlights for upcoming Preston City Mela 2026
- Strong media storytelling
- Easy navigation
- Year-wise media galleries
- Social media links integration
- Reports and archive sections by year
- Community-focused sections (Young Talent, Joyous, Celebrate Difference)

5. Homepage Layout Structure

- Hero banner carousel
- Welcome / introduction section
- Community feature blocks (Young Talent, Joyous, Celebrate Difference)
- PCM 2026 event highlight section
- Media storytelling preview
- We should link YouTube videos created in the Preston city mela YouTube channel to here- something similar to - <https://lancashirehipkneeclinic.co.uk/>



- Reports & Governance preview
- Testimonials preview
- Social media links
- Footer with contact and navigation

6. Homepage Rolling Banner Specification

The homepage should include a rotating carousel with four banners:

- Banner 1 – Preston Mayor with community members highlighting the Mela celebration

- Banner 2 – Cultural performances including music and dance
- Banner 3 – Arts activities and cultural workshops
- Banner 4 – Food stalls, cuisine and festival celebrations

Recommended image size: 1920 x 800 px

7. About Us Page

- Our Vision
- Our Mission
- Our Values
- Cultural Integrity

8. Executive Committee Page (subpage of About Us Page)

Display committee members and volunteers with name, role/position and photo (or symbolic placeholder image). Use a card-based layout.

9. Media Archive Section

- Organised by year (2015–2025)
- Categorised photos and videos
- Optimised for fast loading
- Searchable tags and metadata
- Evidence of funded programme delivery

10. Reports & Governance Portal

- Latest reports displayed
- Downloadable PDF reports
- Archive organised by year
- Categories such as annual reports, impact reports and governance documents

11. Outreach Programs Section

Showcase community outreach initiatives including cultural programmes, school engagement, workshops and community participation.

Add subpage of previous years outreach programs.

12. Testimonials Section

Display testimonials from participants, artists, partners and community members in a card or carousel format.

13. Contact Page

- Contact form
- Email address- admin@prestoncitymela.co.uk
- Organisation contact information
- Social media links (Facebook, Instagram, YouTube)

14. Functional Requirements

- CMS based content management
- Image and video upload capability
- PDF report upload
- Gallery functionality
- Responsive design
- SEO friendly structure

15. Design Deliverables

- Homepage design concepts
- Wireframes for key pages
- Responsive layouts
- Visual style guide
- Graphic assets for banners and sections