

Every show and costume, easy to find.

A new website that puts your productions first, keeps The Adult Pantomime clearly apart, and lets you add a show by filling in one form.



The brief

What you told me

Your current site has grown page by page over the years, and it's become hard for visitors to find their way around. You want a fresh, simpler site that you can keep up to date yourself.

Shows first

Visitors should see your productions straight away, with venues able to find and book your touring shows.

Costume hire easy to browse

With photos you can add without fiddling over sizing.

Clean, spacious, modern design

In the spirit of Apple's website: strong photos, less text, nothing flashing about, and it has to work properly on phones.

No rush

Your Squarespace renewal is at the end of January, so we have time to get it right.

The Adult Pantomime kept clearly apart

From the family shows, so nobody books the wrong one.

You update it yourself, often

Show dates, cancellations, ticket links, new costumes and new forms, without waiting on me.

Your forms stay

Including the ones that feed Google Sheets for expenses.

What's included

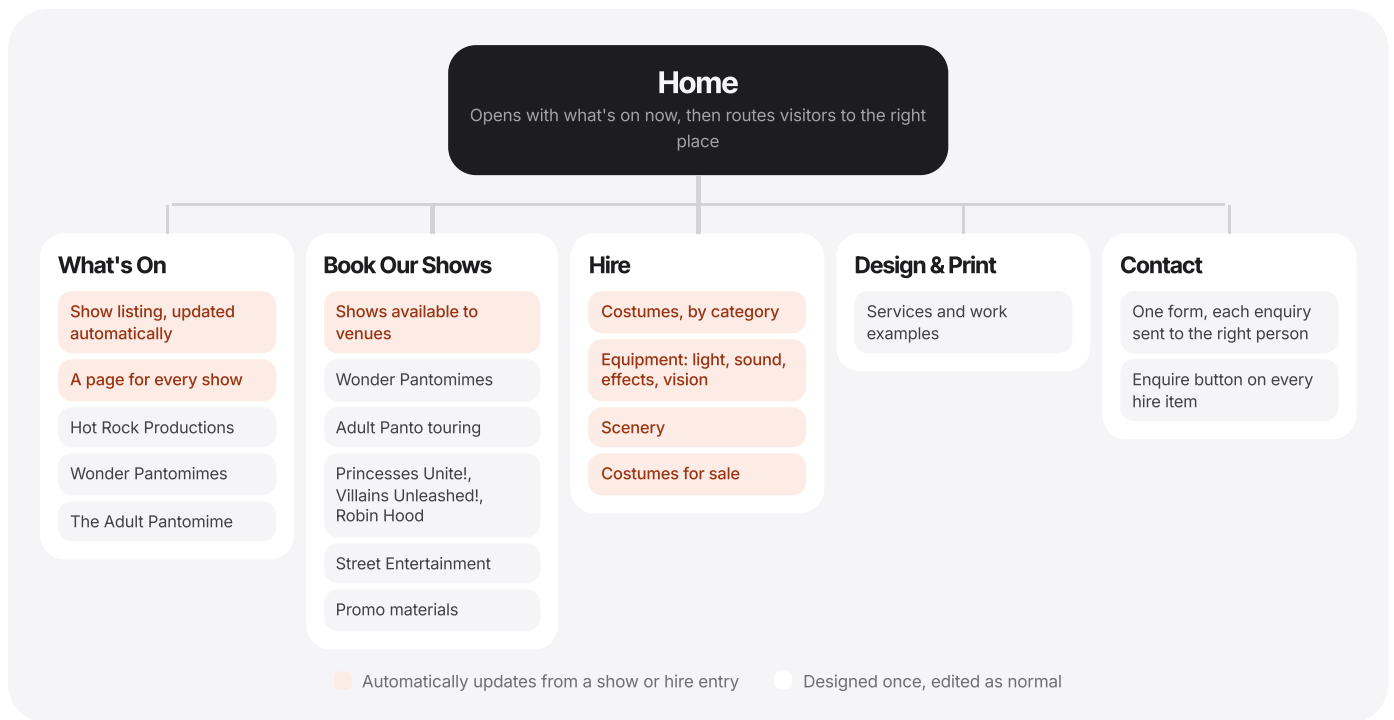
Website design from scratch

A new WordPress website where your shows and costumes each have a simple form, so keeping the site up to date takes a few minutes. It also leaves room to add a booking system or staff area later without rebuilding.

- ✓ New site structure and navigation: What's On, Book Our Shows, Hire, Design & Print, Contact
- ✓ A design system (fonts, colours, layouts) for a clean, modern look, plus a distinct style for The Adult Pantomime
- ✓ Show pages for every current production, with tour dates, venues, ticket links and video
- ✓ Venue booking section: Wonder Pantomimes, Adult Panto touring, touring shows, Street Entertainment and promo materials
- ✓ Full hire catalogue: costumes, equipment and scenery, each item with its code, price and photos, plus the costumes for sale page
- ✓ Design & Print page
- ✓ One contact form that sends each enquiry to the right person, and an Enquire button on every hire item
- ✓ Your existing forms rebuilt, including the Google Sheets connection
- ✓ All current content moved across, with old page addresses redirected so Google and existing links still work
- ✓ Built for phones first, with fast-loading images
- ✓ A training session (recorded) and a one-page guide to everyday updates



A site map built around your shows



Adding a show takes one form

Today on Squarespace

5 jobs per show

- Copy an old unpublished page, or build a new one by hand
- Rebuild the layout and swap in the banner, dates and ticket links
- Add it to the What's On page
- Add a banner to the home page
- Update the venue booking pages if it's touring

The result: every page ends up a little different from the last. That's how the site got confusing and difficult to navigate.

New on WordPress

1 form per show

- Click Add Show and fill in its name, brand, dates, venues and ticket links
- Press Publish

The result: the show appears on What's On, the home page and its own page, already looking right. Cancelling a date or adding a costume is just as quick.

A darker look for adult shows

Same simple form, published to a darker template of its own. Nobody books the wrong one.



Stages, timing and price

£3,800 in two simple stages

Each stage is paid in full before it starts, so you only commit to the next step once you're happy with the last one.

Stage 1

Design

2 weeks in October

We go through your current site together. I map out the new structure and create the design system and mockups of the key pages. Two rounds of changes, then you sign off.

£1,300

Stage 2

Build and training

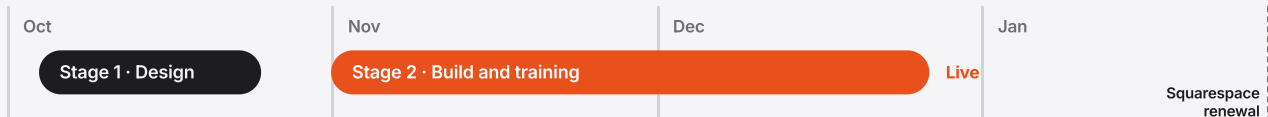
4-6 weeks in November-December

I build the full site, move all your content across, set up forms and redirects, test everything on phones, then train you to run it.

£2,500

Timeline

Design is done by the end of October. The build runs through November and December while you're touring, so it needs very little of your time in panto season.



Total project

Live by January, with weeks to spare before your Squarespace renewal.

£3,800

Hosting and care **£49 a month**

From launch. Covers hosting, security, daily backups, updates, and help if something goes wrong.

It's yours

The website and its content belong to you.

Upgrades

Ready when you are

Not in the £3,800, but each one bolts on later without a rebuild. Rough guides so there are no surprises. I'd quote each properly when you're ready.

Past Productions archive

Old shows with photo galleries, reusing the show pages you already have.

£300 to £500

Online hire booking

Customers pick their dates, see what's free and the price, and book costumes or equipment online.

£1,500 to £2,500

plus a booking plugin licence

Mailing list

"Follow Hot Rock" signups on every show page, so you build your own audience instead of relying on the venues'.

£250 to £500

Staff portal

Secure logins for cast and crew, each seeing their own schedules, scripts and forms.

£1,500 to £3,000

Next steps

Three steps to start

1

Reply to confirm you're happy to go ahead, and I'll send the Stage 1 invoice.

2

Once it's paid, we book a call to walk through your current site together.

3

I start on the structure and design, and you'll have the mockups by the end of October.

What I'll need from you

Your Fasthosts login, nearer launch, to point the domain at the new site

Logos and brand files from your design team

Who should receive each type of enquiry (productions, Adult Panto, Wonder, Santa for Hire, costume hire, equipment hire, Design & Print, casting)

Any websites you like the look of, by email or WhatsApp

Terms in brief

Each stage is paid in full before it starts and isn't refundable once work begins.

Two rounds of changes are included at each stage.

If I'm waiting on content or logins for more than 7 days after asking, I may pause the project, with a reactivation fee of £50 plus 2.5% of the project fee.

Let's get the curtain up

Any questions, just give me a call or drop me an email.

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