



CPAS (Church Pastoral Aid Society)

Established in 1836, CPAS continue to equip churches in the UK with consultancy and resources in response to rapidly changing social circumstances.

ROUTE

IE Design Consultancy was referred to CPAS by a technical database applications provider who recommended IE as a specialist web interface design agency.

BACKGROUND

The CPAS website had evolved into a set of discrete project areas, many of which were more well known than the parent organisation it self. The old website – managed in house with one person responsible for updating reinforced this appearance.

BRIEF

To deliver a newly designed website, driven by a CMS that would reinforce CPAS’s brand values and give consistency across all projects whilst giving enough freedom for look and feel changes. 14 weeks from project start to launch with over 800 pages of content to be commissioned and styled. Scope included e-commerce, multiple microsites, online donations, multiple editors – and all within a fixed budget.

TIMEFRAME

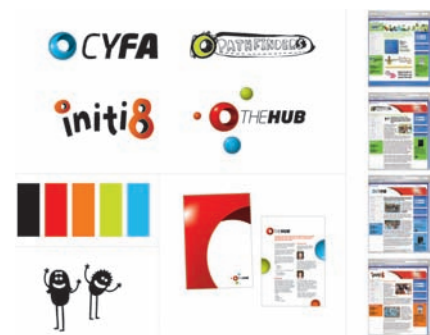
14 Weeks from project start to site launch.

BUDGET

Phase 1 design and development: £26K

OUTCOME

600 pages of content designed and built. Editorial responsibility distributed from 1 to 15. Site usage increased by more than 200% in first 12 months.



SERVICE OFFERING

- Brand consultancy
- Bespoke CMS development
- Adobe Contribute based updating
- Ecommerce
- Resources database
- Integration with internal systems – including member authentication
- Training

FIND OUT MORE

WANT TO FIND OUT MORE ABOUT OUR WORK FOR CPAS? CONTACT US NOW FOR DETAILS
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