

Bromsgrove and Redditch Circuit:

Invitation to tender to redesign and rebuild website

10th September 2018

Specification.....	1
Website purpose and priorities	1
Who is the website aimed towards?	1
Strengths and weaknesses of the existing site	2
The new website needs to contain:	2
Actions: what the website should encourage visitors to do:	3
Materials to be provided by The Bromsgrove and Redditch Methodist Circuit:	3
Additional requirements	3
Reference points – other websites and what we like about them	4
Timescale.....	4
Management.....	4
 Invitation to Tender	 5
How to express your interest and submit a proposal.....	5
Deadline	5
Contact and requests for information	6
Evaluation Criteria	6
Submission arrangements	7

Specification

Bromsgrove and Redditch Methodist Circuit seeks an experienced website designer to provide a redesign and rebuild of our existing site, www.brmethodists.co.uk

Website purpose and priorities

1. To inform site visitors of the locations of the 10 Methodist churches within the Circuit:
 - a. with access to the times of their services,
 - b. contact details,
 - c. photographs,
 - d. and a profile of each Church.
2. To inform site visitors of forthcoming events run by the Churches.
3. To host critically important information about the Circuit's and the Churches' Safeguarding policies.
4. To enable visitors to get in touch with the Circuit and with the Churches.
5. To include a news / blog section which can be updated regularly.
6. To showcase the locations of the Circuit's cafés and coffee shops.
7. To showcase the community, values and fellowship of Methodism.
8. As a repository of relevant information for Officers.

Who is the website aimed towards?

1. People new to Bromsgrove and Redditch seeking information about churches.

2. Existing residents of Bromsgrove and Redditch, to demonstrate the churches as a welcoming community.
3. Officers, enabling them to access policy information, for example safeguarding; minutes of meetings; and other documents.
4. Existing congregations.

Strengths and weaknesses of the existing site

Strengths	Weaknesses
<p>The site showcases the Churches within the circuit; this appears to be its priority purpose, more so than promoting events.</p> <p>Some of the Churches have much more detail within their profiles than others. But the site enables visitors to quickly find out the most important information about each Church.</p>	<p>The website's use of flash, which is out of date, is its biggest flaw. Flash has security issues, can't be viewed on tablets and phones, and leads to visitors being put off if they have come to the site.</p> <p>There are no photographs of people.</p> <p>There's no "news".</p> <p>There is no mention of safeguarding, which does appear prominently on many other Circuit websites.</p> <p>There is a prominent Cookie policy but no Privacy Policy. This needs to be updated following the introduction of GDPR and in advance of a new E-privacy directive.</p> <p>Cafés page: The link for more details immediately downloads a pdf. Some users will find this irritating. Could the information be included on the page, too? The pdf itself has the name of each café but not the address. It could do with some photos.</p> <p>The Contact us page is empty and includes no means to get in touch.</p> <p>The Calendar is nearly empty too, yet elsewhere on the site I can see there are a number of events, eg the Christian Walks and the 20th June Circuit Meeting are not listed on the calendar.</p> <p>The site is difficult to update: the content management system is clunky and hard to use.</p> <p>Layout is tired and outdated.</p> <p>No Security certificate.</p> <p>A 2017 invitation is displayed prominently on the home page.</p> <p>We find it difficult to get hold of good photographs from member Churches.</p>

The new website needs to contain:

Church information: the site needs to list all 10 Churches within the Circuit. Each listing to link to a page about each Church, featuring information about location, services and timings, contact details, photos.

Church facilities: details of meeting rooms and church halls available to hire; rates; contact and hiring information; an enquiry form (spam-protected) to send booking details to a relevant email address.

A news / blog section. This may be titled, "news" or "updates" – TBC, and we would value the opinion of potential website providers.

Forthcoming events, including an events calendar.

Photographs, not only within the Church listings, but throughout the site in order to attract and direct attention and bring the content to life.

Safeguarding and other policies.

Access to The Circuit Plan.

A GDPR (and E-Privacy Directive) compliant Privacy Policy and Cookie Policy.

Links to partner organisations.

A member only / password protected area into which Circuit and Church Officers can login to view documentation.

Downloadable PDFs.

Social media:

1. We don't want users to navigate away from the site, and the circuit does not currently maintain any social media accounts. However, some of the Churches within the Circuit are active on social media (eg - @bridgeredditch on twitter). Churches' listings should include links to their social media accounts, if they operate them. These should open in new tabs so website users don't navigate away from our site.
2. We'd like to include social sharing buttons on some of the news / update pages on the site, to encourage users to share our updates if they wish to. A Wordpress plugin such as Monarch (or equivalent) could enable this (and we are open to suggestions).

Video capability: we may post video content to the site. Potentially, we'll upload video to YouTube or Vimeo and embed within posts on the site; or we're open to other ideas which don't require advanced technical capability nor consume significant bandwidth.

Email newsletter:

We have considered whether the site should include a call to signup to an email newsletter but do NOT want to do this.

Actions: what the website should encourage visitors to do:

1. Most importantly: it should answer their questions about where to find a Church in the Bromsgrove and Redditch area and how each Church practices Methodism.
2. Please see the "Website Purpose and Priorities" section, above.

Audience goals:

The existing site has received 145,000 visitors since launching in 2010.

We would like the website to include Google Analytics (the current site does not) and a simple reporting dashboard within the Wordpress dashboard.

Materials to be provided by The Bromsgrove and Redditch Methodist Circuit:

1. Logo.
2. Site map (page layout details). This will be based upon the items listed in the 'website needs to contain' section above and we envisage this to be very similar to the existing site structure. It will be agreed with the successful tenderer and we welcome your ideas for site structure within your proposal.
3. Content - existing copy.
4. Images – but we invite your cost for 1 or 2 days of scheduled photography.
5. PDFs of documents which need to be hosted on the site.

Additional requirements

Our Circuit Administrator Caroline Baker, volunteers and officers need to be able to update the site and add content to it easily so our preferred content management system is via a Wordpress theme. They will need the ability to login to the website's CMS or dashboard in order to update / amend listings.

The site needs to be well optimised for search engines.

The site needs to display and to function on desktop, tablet and mobile devices.

Comprehensive / simple reporting / analytics, as above.

We believe the site will need a Security certificate.

Hosting – please provide a cost for monthly hosting, maintenance, and migration.

Reference points – other websites and what we like about them

All of the following are websites we like:

North Yorkshire Coast Methodist Circuit: www.northyorkscoastmethodist.org.uk

Churches clearly signposted
Plenty of events with calendar link
Home page acts as rolling blog

Sheffield Methodist Circuit: www.sheffieldcircuit.org.uk

Mix of static, values-based content on home page plus news items and events
Churches easy to find
4 news items include photos, text, video item too
Prominent safeguarding info and easy-to-access policy documents

Bolton Methodist Circuit: <http://boltonmethodist.com>

Attractive with mission statement and pictures prominent, Churches easy to find
Some of us are less keen on the scrolling home page

South Bedfordshire: <http://www.southbedsmethodist.org.uk>

Lots of information and easy to navigate - many menus

Tamworth and Lichfield: <http://www.tamworthandlichfieldmethodist.org.uk>

Busy home page with good Church listings
Some - not all - churches have activity listings on a further sub menu
Looks clean and plenty of photos

Bury St Edmunds www.burystedmundsmethodistcircuit.org.uk

Homepage is messy but we like the Church listings

Timescale

Invitation to tender advertised via an open procurement process:	10 September 2018
Closing date for receipt of tenders:	5pm, 28 September 2018
Notifications to shortlisted and to unsuccessful bidders:	12 October 2018
Interviews of shortlisted tenderers:	w/c 15 and 22 October 2018
Contract Awarded:	Friday 26 October 2018
Meeting with successful bidder:	Tbc, depending on availability of all
Photography:	Tbc
Beta version of new website to be available:	23 November 2018
Layout and functionality amendments:	23 November - 7 December 2018
Content amendments:	23 November - 7 December 2018
Sign-off of final website:	7 December 2018
Designer to complete any snagging issues:	By 11 January 2019
Training:	Tbc
Switch-over from old to new website:	Tbc

Management

The Project will be managed for The Bromsgrove and Redditch Methodist Circuit by Jamie Veitch, an independent consultant, with the support of Caroline Baker, Steve Levett, and John Wyatt.

Tenders will be evaluated by Jamie, Caroline, Steve and John.

The Web Design Agency will be expected to provide regular communication to and liaison with Jamie Veitch via telephone, email, and weekly progress reports and will be expected to attend an inception meeting at the beginning of the contract, a meeting on delivery of 'beta' version of the website, and a meeting (and training of staff in update of site / use of CMS) on sign-off of the new site.

Budget

Our budget for redesign and rebuild of The Website, to include all work necessary for a fully functioning site to be ready and a half or full day of training in the content management system is £4000 – £5000 inclusive of VAT (ie £3333+VAT to £4166+VAT).

Our ongoing budget for site hosting and maintenance is still to be confirmed and ***we invite applicants to specify their suggested costs.***

Invitation to Tender

How to express your interest and submit a proposal

If you are interested in undertaking this project, please send your proposal document, in pdf format, A4 and portrait layout, 9 pages maximum, structured as follows:

Page 1 – Your details:

- company name (or trading name)
- company status (eg Ltd company, freelance sole trader, social enterprise etc)
- registered address (and contact address if different)
- contact name, telephone number and email address
- years trading
- your organisational values with evidence of how you achieve these
- details of any relevant awards, memberships, or other information not covered by references and other sections of your proposal.

Pages 2-4 – Meeting the specification:

Point by point description of how you will meet our website requirements as itemised above, including:

- your comments regarding our existing website and your proposed process (and any ideas you wish to suggest) to redesign it;
- a summary of your proposed work programme (key tasks with timescales);
- your comments ref the structure of the existing website and a proposed structure for the new site. [MAXIMUM of 3 A4 pages].

Page 5-6 – Project management, staffing and experience:

A summary of your proposed person or people who will work on this project, the role(s) they will be taking and their experience of building websites for Church Circuits, Churches, social enterprises, SMEs, charities and/or other comparable organisations with similar needs to ours. [No more than 2 A4 pages].

Page 7 – Risk Management:

Please identify and address any significant risks which could affect the successful implementation of this project. [No more than 1 A4 page].

Page 8 – Cost and Charging Arrangements:

Your fees for undertaking this work (including expenses), ideally broken down / itemised with “must do” and “optional” items and an indication of the fee proportions going to each element of the work programme.

A proposal on the stages at which you would want fees to be paid. [No more than 1 A4 page].

Page 9 – References and experience:

Three references linked to two or three descriptions of similar website commissions.

Deadline

Please supply this document in A4 pdf format no later than 5pm on 28 September 2018 to: Jamie Veitch via email, Jamie@jamieveitch.co.uk – Jamie will confirm receipt of your tender by reply to your email.

If you submit an EOI but do not receive a confirmation email by 1pm on 1 October 2018, please telephone 07904 272

200.

Shortlisted companies will be invited to a meeting in Bromsgrove to meet officers and volunteers after which we will award the work.

Contact and requests for information

Jamie Veitch (as above)

Requests for further information should be made by email to Jamie Veitch, Jamie@jamieveitch.co.uk Jamie will not be able to answer enquiries that may result in a competitive advantage. Should any questions arise during the tendering process which we feel are of significance to the project and potential quotations, we will inform all potential tenderers of the question and our reply. It is the responsibility of the tenderers to check the availability of this information and we will evaluate bids on the assumption that any additional information has been taken into consideration.

Evaluation Criteria

We will evaluate all tenders against the following criteria, with each sub-category given a score from 0 to 5.

- 0 = Fail: the bidder has not answered this question or has failed to demonstrate their capability to deliver this element of our brief
- 1 = Poor
- 2 = Adequate
- 3 = OK
- 4 = Good
- 5 = Exceptional: the bidder has demonstrated they fully understood this element of our brief and are capable of delivering this

Assessment category	Sub categories	Score (0 to 5; 1 is v poor and 5 is v good)	Weighting	Score x Weighting
Quality of submission (i.e. clarity of how you will meet the brief, understanding of our requirements and of what the website needs to achieve)	Clear demonstration of understanding of the brief and of our needs from website; has proposal been structured against the brief?		x 3	/ 15
	Strength of proposed structure for website		x 2	/ 10
	Strength of design – website look and feel - part of proposal (or based on designs of work they have done before and give as reference points		x 2	/ 10
	Strength of organisational and logistical part of proposal: timescale, risks, proposed reporting structure, their ideas on SEO and stats / reporting		x 3	/ 15
	Innovation and creativity. What ideas have they suggested?		x 1	/ 5

Previous experience (i.e. experience of building similar websites, organisational track record and individual track record of team members, links to social enterprise)	Are they an organisation which supports Methodist Values or a social enterprise? Or do they have links to social enterprise?		x 1	/ 5
	They / their team experienced in building websites for similarly sized organisations and to similar budgets?		x 3	/ 15
	Robust and positive references?		x 3	/ 15
Value for money (i.e. fee basis, number of days for the money, make comparisons with other submissions)	Value for money of base fee		x 2	/ 10
FINAL SCORE				/ 100

Submission arrangements

The tenderer should satisfy themselves before they submit a tender that the rates, prices and overall content is accurate and reflects the level of work which you anticipate this assignment involves. You should have obtained all the requisite information as to the risks and any other circumstances which may influence or affect your tender.

Thank-you for your interest.