

## **Tender Specification:**

# **New Website Development for Together Active**

### **Overview**

Together Active seeks a web development partner with a creative edge and a passion for user experience to design a modern, accessible, and inspiring website. We want this platform to excite and engage a broad audience; enticing potential funders, inspiring partners, and informing the public, while supporting our mission to **design out inactivity**. Our current website is outdated and challenging to navigate. We want to create a digital space that is both beautiful and functional, one that grows with us and empowers our users to connect with and support our work.

Our budget is £10,000 (inclusive of VAT), and we're looking for a partner who can build a site with an engaging, accessible design that remains easy to manage internally, ensuring our website remains current and impactful well into the future.

### **Our Vision**

Together Active exists to design out inactivity across Staffordshire and Stoke-on-Trent by making physical activity a natural part of daily life for everyone. We work to support people facing unique barriers to activity and advocate for systems change to ensure that everyone, especially those in underserved communities, has the opportunity to lead an active, healthy life.

### **About Us**

Together Active is an independent charity committed to making physical activity accessible for all, particularly focusing on people at risk of exclusion due to factors such as low or no income, gender, race, cultural heritage, physical disability, or mental health challenges. Through collaboration with partners, we work to ensure that activity is not just encouraged but embedded into the daily lives of our communities.

### **Project Scope**

We envision a website that fulfils the following key elements, each crucial for Together Active's continued growth and outreach:

## **1. Creativity and UX Excellence**

A unique, visually compelling design that creates a memorable first impression and keeps users engaged.

Intuitive user experience with seamless navigation across all devices (desktop, tablet, and mobile) and for all users, regardless of ability or familiarity with digital tools.

## **2. Donation Processing**

An integrated, secure donation platform that offers both one-time and recurring donations. While the donation processing functionality may require a separate fundraising platform agreement, the website must be designed with the infrastructure and compatibility to enable seamless integration with such a platform.

## **3. Content Management System (CMS)**

A user-friendly CMS that allows our team to manage, update, and create content independently without technical expertise.

## **4. News, Stories, and Updates Hub**

A section for sharing news, events, and stories about Together Active's work and impact, building a stronger connection with our audience.

## **5. Jobs Board**

A dedicated area for posting job opportunities, making it easy for potential employees to explore and apply for open roles within our organisation.

## **6. Engaging Branding and Design**

A modern, engaging design that reflects our brand identity and values while ensuring alignment with our secondary brand, Active My Way, for a cohesive and consistent user experience.

## **7. Analytics Integration**

The website must be configured to support analytics tracking (e.g., Google Analytics or a similar tool) to capture user behaviour, traffic data, and performance metrics. The developer should ensure that analytics from the current website are migrated and preserved for benchmarking purposes.

## **8. Search Functionality**

The website should include an intuitive and accessible search feature to allow users to easily find content across the site.

## **9. Social Media Integration**

We want to be able to share our priority posts from across social media, in line with current trends around social media walls and curated content.

### **Deliverables**

The successful agency will provide:

**Website Development:** Full design and development, delivering a functional, easy-to-navigate website that embodies Together Active's mission and values.

**User Training:** Sessions to equip our team with the skills to manage and update the site independently.

**Documentation:** Comprehensive documentation for website maintenance and content management.

**Testing and Launch:** Full pre-launch testing across all devices and browsers, with a target launch date in Q1 2025.

### **Hosting and Maintenance Requirements**

Currently, our website hosting and maintenance are managed by a separate provider. As part of this project, we require:

#### **Hosting Transfer Assistance:**

If your company will provide hosting services as part of the new website agreement, you must facilitate the seamless transfer of hosting from the current provider. This includes the migration of all necessary files, databases, and configurations to ensure the website operates without disruption.

### **Hosting Collaboration:**

If hosting remains with our current provider, your company must collaborate effectively with them to ensure compatibility and smooth implementation.

### **Ongoing Maintenance:**

Please outline your approach to maintenance and updates, including whether you provide these services or require third-party involvement.

### **Hosting Costs:**

Specify whether your proposal includes hosting costs or any related services (e.g., SSL certification, backups, etc.). If hosting services are not included, detail how you will ensure compatibility with our current hosting provider.

### **Ideal Partner Profile**

We're seeking a creative partner with proven experience in UX-focused, accessible web development for charities or similarly mission-driven organisations. The right agency will bring:

- A strong portfolio of creative, user-centred websites that demonstrate technical skill and an eye for compelling design.
- Proven understanding of accessibility standards and UX best practices.
- A commitment to building a secure, reliable website with thoughtful features for safeguarding and reporting.
- Enthusiasm for creating an engaging, enduring website that strengthens Together Active's presence and impact.

### **Outcomes**

The new website should achieve the following outcomes:

- An inspiring, accessible website that elevates Together Active's digital presence, showcasing our impact and connecting with users in meaningful ways.
- An easy, secure donation process that encourages contributions and builds our supporter base.
- A user-friendly, engaging jobs board to attract talent aligned with our mission.

## **Proposal Requirements**

Please submit a proposal detailing:

### **1. Company Overview and Experience**

Brief background, relevant experience, and a portfolio showcasing creative projects with similar requirements.

### **2. Project Plan and Timeline**

Clear and realistic timeline, outlining key milestones and project phases.

### **3. Cost Breakdown**

Detailed breakdown of all costs, including VAT, covering all requirements within the £10,000 budget.

### **4. Security and Accessibility Approach**

Plan for meeting WCAG 2.1 AA standards for accessibility and ensuring data security, especially for the safeguarding feature.

### **5. References**

Two client references, ideally from non-profit or charity sectors.

### **Safeguarding, Equality, Diversity, and Inclusion**

Together Active is committed to a safe, inclusive, and diverse working environment. We expect the selected provider to uphold safeguarding and promote equality, diversity, and inclusion in their work with us.

### **Submission and Deadline**

Please submit your proposal by 16<sup>th</sup> January 2025 to [hr@togetheractive.org](mailto:hr@togetheractive.org) with the subject line "Website Tender Response." For any queries, reach out to Charlotte Smith at [charlottesmith@togetheractive.org](mailto:charlottesmith@togetheractive.org).

### **Contract Award**

Proposals will be shortlisted the week of 20<sup>th</sup> January 2025, with interviews scheduled for the 23<sup>rd</sup> January.

### **Confidentiality**

All information provided by Together Active must remain confidential throughout the tender process.

### **Non-Discrimination**

Together Active is an equal-opportunity organisation, and we expect our partners to reflect this in their proposals.