



Website Redesign Brief

4rd April 2023

Closing Date: 31st May 2023

Purpose of the Brief

The Foundation is seeking the services of an agency to take forward a **redesign** of its website and to deliver the key requirements of this brief.

Required Strategic Outcome

The current website design has been in place since 2019. We wish to keep the current branding however the design needs a refresh.

The branding we wish to keep are:

- Our logo
- Our font
- Our colours

What website functions we would like to keep:

- CSM system: WordPress.
- Our branding (see file here).
- Key communication hub for the Foundation's voice.
- Functionality across equipment, e.g. laptop, pc, mobile phone, tablets.
- Accessible and ease of navigation.
- Compatibility with the Foundation's current online grant-making system, Salesforce, with scope for applicants to set up an online grant or social investment application account (which can be re-visited multiple times) incorporating an application form that will submit the data to Salesforce via a 'web to lead' process. We have support from Hyphen8 to manage this relationship.
- Social media links hosted prominently upper front-page links, with Twitter RSS feed, and links to Instagram, LinkedIn, Facebook.
- Blog function to be accessible from front page, independently of the news function.
- Able to insert videos from Vimeo.
- Google Analytics (note we will need support to upgrade to Google Analytics 4)
- Printer-friendly page format.
- Compliant with cookie regulations and data protection.

What we would like to change:

- Ensure the website is fully accessible to [WCAG 2.1 Guidelines](#) and utilising recite me to the best of its capabilities. Conformance level: AA
- Full access to the website (administration rights, with full accessibility to wireframe, background processes and are able to edit the theme easily). Additionally, the ability to have different tiers for different users (Editors and Administrators)

- Bring mission to the forefront of our work.
- Compatibility with common internet browsers and the ability to support new browsers/new versions as they are introduced.
- Introduce more video and imagery (we are currently very text heavy and would like to move away from this).
- Reduction of white space.
- Reduction of blocks.
- Revised menu design.
- Improved search function.
- Website to flow.
- Able to add word and pdf files to the website as downloads.
- Functionality for HTML reports, this is to create illustrative reports and for us to be less reliant on PDFs which can be inaccessible
- Streamline web content management (note: the Foundation has no specific IT resource and the website maintenance will need to be manageable in-house by the Foundation team, there might be some ad hoc support available for the website designer, mainly focused on the back engine).
- SEO optimized.
- Google Ads optimized.

We would like to do a beta test before going live with the new site.

Background and Context

The Foundation's vision is of a fairer economy and a better society and it works towards this through grants, social investments, mainstream investments and building networks and communications.

Although relatively small, the Foundation is entering a new phase of expansion and strategic activity. It is seeking **to increase its digital presence** and is willing to share the benefit of its expertise and champion new ways of thinking on economic issues for social benefit to bring about systems change. It is important that the design of the new website is flexible and has the potential to accommodate future change and increased functionality. The foundation is looking to create, in the future, different initiatives, including a potential grantholders area, a learning zone, social sharing tools, to name a few. All of this has been framed round a two-way conversation model. We would like to keep our video and photo gallery, blogs and news, forms.

You can access our mission and programme [here](#).

The 'Look and Feel' that we're seeking

- Communicating a visionary, ethical and charitable ethos rather than corporate or financial.

- Visually strong, **using images and video** to illustrate our work and to communicate the impact of this activity and so bring to life the themes that the Foundation is keen to communicate.
- Clean and modern design which is accessible to disabled people and to supportive technologies.
- Navigation to be simple, inclusive, responsive and user-friendly, delivering a slick online user experience. Clarity of design and navigation should enable ease for specific audiences to find the required information, allowing complex and often abstract content to be presented simply but with access/page links to full-length information as required.
- News feel to the front page.

Web Audiences

- Applicants and potential applicants.
- Grant holders and investees.
- Stakeholders such as other funders, policy makers and financial regulators.
- Trustees, staff and advisors of the Foundation.
- Those seeking information on new economic thinking.
- Investment engagement.
- Third parties interested in foundation good practice.

Website designs we like and why

Name of org	Website Link	Why
LanKelly Chase	https://lankellychase.org.uk/	Clear design Layout of pages Tabs (menu)
Power to Change	https://www.powertochange.org.uk/	Layout of pages Flow of design Menu design
City Bridge Trust	https://www.citybridgetrust.org.uk/	Layout of pages Mixture of images and text Menu design
Converse Now (not a foundation)	https://conversenow.ai/	Layout of pages Visuals Video Scrolling
Surge AI	https://www.lift.agency/work/surge-ai	Layout of pages Visuals Scrolling

Roles and Responsibilities

The Foundation operates from its office in York, led by the Foundation Director with a staff of seven, including a full-time Communications Manager. Governance is through the Foundation's own board of trustees to which the staff report. The appointed agency will be expected to work to the Communications Manager to deliver this work.

Selection Process

Written responses to this brief will be assessed against the following criteria:

- Response to the specific requirements of the brief.
- Quality of the proposal.
- Creativity.
- Successful track record of similar projects.
- Experience of working with other charities/foundations and empathy with the ethos of this sector and/or the not-for-profit sector.
- Flexible capacity with the ability to deliver services on multiple platforms (as appropriate) and in multiple locations.
- Value for money.
- Suppliers to the Foundation should include consideration of whether they are Living Wage employers, by the criteria of the Living Wage Foundation.

In making this tender appointment the Foundation may positively seek out organisations with a social purpose. We will also seek to ensure that any services provided are undertaken by organisations whose other business practices are consistent with the principles of our investment policy in terms of negative screens such as gambling, alcohol or arms.

Shortlisted agencies may be invited to present their creative proposals to an interview panel, which may comprise staff and trustees from the Foundation and will take place in London or York, or online on a date to be confirmed.

To apply please send an email and a design pack that is relevant to the brief by the 31st May 2023

Timetable

Issue of tender	4 th April 2023
Close of tender	31 st May 2023
Pitches	TBC June 2023
Appointment	Week Commencing 3 rd July 2023

Budget

The guide price for this contract is £12,000 (inclusive of VAT and expenses). Applicants are asked to submit a detailed budget for the work, including a breakdown of fees and allocation of time. Quotations should be inclusive of VAT and all expenses.