

PARTNERIAETH AWYR-AGORED

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OUTDOOR PARTNERSHIP

Invitation to Tender

*The re-design and hosting of a suitable website for the
Outdoor Partnership*

September 2017

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Section 1: Bilingual Website Proposal

Tender Documentation

Companies are invited to submit proposals for the requirements and scope of which are defined in the subsequent sections of this document.

- 1.1 For clarity, the contract will be with the Outdoor Partnership.
- 1.2 Companies should provide details of any other organisation they intend to join with in partnership, consortia or other contractual arrangement for the purposes of implementing the project.
- 1.3 The purpose of this document is to invite Companies to submit tenders for the re-design and support of a fully bilingual website.
- 1.4 **The project will create a suitable website that reflects the Outdoor Partnership as a modern, creative, vibrant charity whilst incorporating elements of our branding, giving general information about the charity (e.g. contact us, news, projects etc).**
 - The website should be hosted by the chosen company, including hosting and registration of appropriate URL('s) .co.uk and .cymru, .wales
 - To score high on website 'usability' and ensure a smooth user journey throughout the website and be compatible and responsive across different devices and browsers.
 - To be fully accessible by optimizing the site for all types of users.
 - To fully ensure the sites security.
 - Admin users to the website will need full control to update all parts of the website with freedom and user-friendly options to create and change page templates as appropriate e.g. forms, lists, photo galleries, layouts without occurring additional charge.
 - To provide an efficient electronic mailing system for the partnership to create and send emails to a subscribed list. e.g. monthly newsletter
 - The ability to upload/embed a video on the home page.
 - The site will be mobile (and tablet) compatible from the ground up.
- 1.5 **The project will create a management system that allows: -**
 - Club administration including club payments, statistics and club contact details.
 - Individual administration linked to clubs from above section with registration, course booking ability and payment, upload of qualifications. The ability to verify course bookings by club committee member (e.g. chairperson).

- Coach education calendar with the ability to upload mentoring courses, CPD, etc as and when by the staff team.
- Other booking and payment functions such as our annual Outdoor Festival, women and girls climbing sessions, Pathways to Employment activities, Inclusive Adventure activities etc.
- A tiered payment system for private activity providers' allowing providers to upload courses to our course calendar for paid club members to book onto.
- Create a function that allows for membership subscription to be made and paid for on line.
- All payments need to be referenced and the ability to provide refunds.
- Create a function that allows for donations to be made online.
- Understanding from the partner that future improvements and developments will arise as trends and business needs evolve.

Tender Procedure

- 1.5 Companies should send their submission by noon on **3rd November 2017** and may subsequently be invited to an informal discussion on their proposal. Where feasible an electronic copy should also be sent by email.
- 1.6 The discussions will take place at The Outdoor Partnership offices at Carnedd Cottage, Plas y Brenin, date to be arranged.
- 1.7 In the event that the Outdoor Partnership believes that a submission is unsuccessful, the Company will be notified by letter no later than a week after the 3rd of November 2017.
- 1.8 Submissions should be sent, in a plain, sealed envelope marked '**Tender for the provision of a Web site for The Outdoor Partnership**' to the following address:

Tracey Evans
Chief Executive Officer
The Outdoor Partnership
Bwthyn Carnedd
Capel Curig
Conwy
LL24 0ET

Tel: 01690 720106

Email: tracey.evans@partneriaeth-awyr-agored.co.uk

Envelopes should contain no other markings that would identify tenders. Tenders will only be accepted in this way.

- 1.9 Shortlisted tenders will be invited to present their ideas in a short presentation of no more than 20 minutes. This will be expected to take place the week commencing the 6th of November 2017.
- 1.10 The successful tender will then be further invited for a full consultation meeting with the Outdoor Partnership
- 1.11 The Project body will not be obliged to choose the lowest tender.

Response to Tender

1.12 Responses should include the following documents:

- Executive Summary of the proposed Website solution.
- Cost Summary to include details of hosting, training and development costs.

1.13 Detailed Proposals should include the following information:

- Detailed project implementation plan/statement describing proposed project management methodology – showing timescales, milestones and critical dependencies. This may be subject to agreement/re-negotiation with the partnership.
- Details of the Company's proposed design/development team.
- Details of similar projects undertaken.
- Company overview and business background, including details of corporate ownership and structure.

1.14 Details of all sub-contractors to be used in connection with the implementation of the site, and the degree of dependence of the sub-contractor on the business of the Company.

Award Criteria

1.15 Tenders will be evaluated on the following:

- The capability of the Company from a service delivery perspective; e.g. experience in the provision of web sites and web site solutions.
- The effectiveness of the web site solution in terms of design, navigation, accessibility, usability and relevance to the overall project.
- The comparison of the Company's commercial proposal with those of other Companies.
- Previous experience in developing web sites.
- The capability and expertise of individual/team in carrying out the work.
- Value for money.
- A creative and imaginative approach, bearing in mind initial funding limitations.
- Understanding of the importance of bilingualism across the website.
- Previous experience of working with the outdoor sector.
- Attractive technical support and development requests agreement to assist with the smooth running and progressions on the website, with an initial free period after site is launched.
- Developers should be able to offer appropriate training to project workers who require access to update the site at any time. This element should be identified as a cost heading.

Section 2 : Background / Introduction

- 2.1 The Outdoor Partnership is a registered Charity, changing lives through outdoor activities. Established in 2005, we have inspired thousands of local people to become involved in outdoor activities through participation, education, volunteering, and employment programmes, improving health, social and economic well-being.

The Outdoor Partnership currently attracts around 800 user sessions a month with over 40,000-page views last year (July 2016 – July 2017).

- 2.2 The *Outdoor Partnership* is a partnership comprising of a number of stakeholders from the public, private and third sector:

- Gwynedd County Council
- Conwy County Council
- Ynys Môn County Council
- Sport Wales
- Mountain Training Cymru
- AHOEC
- Plas y Brenin
- Plas Menai
- Bangor University
- Snowdonia-Active
- Conway Centre
- Betsi Cadwalader University Health Board
- Snowdonia Society
- Snowdonia National Park
- Natural Resources Wales
- Grŵp Llandrillo Menai
- North Wales Tourism
- Urdd Gobaith Cymru

- 2.2 **The Outdoor Partnership** came together around the following vision: *“To achieve an active, healthy and inclusive Wales, where outdoor recreation provides a common platform for participation, fun, achievement and employment which binds local communities, creating sustainable use and understanding of the environment.”*

2.3 And with the following mission: *“To improve opportunities for more people in Wales to achieve their potential through outdoor activities”*

2.4 One of the tasks now facing the Partnership is to create a new innovative website that will captivate new and existing users to discover all that is available in outdoor activities and education.

2.5 Target audience: -

- Community Groups
- Volunteers
- Voluntary Outdoor Clubs
- Education establishments including SEN schools
- Women and girls
- Disabled children, young people and adults
- Unemployed and economically inactive local people
- Young people

The Outdoor Partnership provides useful, informative content to an array of audiences; from individual volunteers, outdoor activity clubs, schools, course providers and community groups.

The organisation is aimed at people who have an interest in the outdoor sector, and wish to find out about local opportunities, learn about pathways available and find out about local outdoor clubs in their area.

2.6 The Outdoor Partnership is now inviting tenders to create an appropriate website to deliver the requirements set out in this brief.

2.7 It is intended that the Website will serve the following main purposes: -

1. Be fully bilingual in format (see paragraph 3.4).
2. Be fully accessible for impaired users.
3. The Home Page will need to portray our key messages including a video
4. Provide information on areas of outdoor education and activity
5. Create links and relationships with outdoor clubs, members and partners.

6. Allow users to make payments and bookings for courses and membership.

Section 3: Requirements for Tender

3.0 The company/organisation/individual must respond to all issues raised in this document.

General Information Requirements

3.1 The Website should be: -

- Bilingual in Welsh and English
- Be “user friendly”
- Conform to the UK Government’s Guidelines on website design and accessibility, providing a consistent design and clear navigation structure on some key point noted below, detailed guide can be seen in appendix 1

3.1.1 Be adaptable for text size and colours for users that may require the function.

3.1.2 That web page can be resized up to 200% and still be useable.

3.1.3 Capability to add ALT text to all parts of the sites that will be compatible with screen readers

3.1.4 Easy of functionality by mouse and/or keypad

- Facilities and capability for the CEO and others on a permissions basis to access and update all sections of the site
- Be easy to access and download with appropriate use of graphics
- Have an A to Z search facility
- Have links to other appropriate sites, and be included in relevant search engines.

3.2 A variety of media will be employed to raise awareness of the aims of The *Outdoor Partnership*, one of which will include the development of an interactive website.

Appropriately qualified and experienced individuals/organisations are invited to tender for the work of designing and developing a web site for the Outdoor Partnership. This work should include:

- Detailed discussions with the CEO and Marketing Officer regarding style and branding of the site.
- Design for a dynamic site with an accessible home page, including hyperlinks to other relevant sites.

- The capability for discussion and interactive exchange of ideas
- Advice and help to the Partnership in launching the web site.
- Details of updating and servicing and support arrangements by the contractor

Functionality

3.3 Note that a wide range of content will be required within the site. This can be characterised as:

- Have a creative, eye catching and user-friendly homepage that reflected across the rest of the website, whilst being responsive to work on mobile, tablet and desktop devices.
- Pages with captivating layouts and presentation
- News Items page e.g. by month/year with a News Home Page to display top stories.
- Newsletter subscription provision and user-friendly design facility to send members a monthly newsletter of the top stories and easy administration of news item selection.
- Interactive online databases for information sourcing e.g. clubs list, courses list etc.
- All pages to have an option for a download section for relevant page documents.
- Document and Links section – dedicated section for important and useful documents and related links that may be useful to the user.
- Photo Galleries - with the ability to upload, arrange and delete as appropriate.
- Ability to embed video clips, social media feeds and blogging features to the site.
- Create links with our social media platforms e.g. Facebook, Twitter and Instagram.
- Search engine capability, that can be effective in both Welsh and English.
- Compatibility with Google Analytics or similar to monitor and evaluate website traffic
- Registered users can submit related news articles online for pending approval of site management. e.g. club profile, success story etc.
- Provision for online registered user forum/feedback area which may be used for general usage or to obtain feedback following attendance of project/course.

- Explore opportunities to develop a mobile app to use for key function of the site. e.g. club search, course search, donate function.

Bilingualism

- 3.4 It is a fundamental requirement that the website solution supports the existing language structure employed by the Outdoor Partnership. That is, all pages are available in Welsh and English. The user may switch between languages at any point in the site, going to the corresponding page in the other language.

Usability

- 3.5 Developers will create many cross-links between pages, and these must be stable against restructuring.
- 3.6 Developers should be able to offer appropriate training to project workers who require access to update the site at any time. This element should be identified as a cost heading where appropriate.
- 3.7 The site must be responsive to be used on a variety of devices.

Search Engine

- 3.8 The site will need to be required to be fully searchable using key words in Welsh & English.

Site Management and Security

Site content will be intended to be managed wholly by the Outdoor Partnership; its envisioned that the successful agency will play a role in shaping how content can be presented in a friendly, accessible manner.

- 3.9 Ability for editors to use the CMS easily to add/edit and format content. The Outdoor Partnership will have complete control of the web site with no restrictions.
- 3.10 The following list identifies the requirements for the site that can be administered by the project officers;
- An admin area that allows for permissions based access and the allocation of log in passwords
 - The Outdoor Partnership will have complete control of the website with no restrictions.
 - Ability to reorder pages, section headings on the navigation structure easily throughout the site.
 - Varied templates readily available to use within webpages e.g. list format, gallery format, forms format etc.

- Allow flexibility where possible of the placement of images on pages with ability to manage image properties and file sizes to limit time to resize/crop images before uploading to the site.
- Ability for scheduled publishing, archiving and page added dates.
- Have ability to use different text colour and size on page layouts.
- Create/delete photo galleries and upload individual images to the galleries and any part of the site
- Create/delete news items with facility to archive old news items in the back-office admin.
- Create/delete document downloads
- Ability to add weblinks to text/images.
- Accessibility to all data (e.g. membership details, usage)

3.12 **Timescales for this project**

The Outdoor Partnership wishes to launch the new website by no later than **1st of April 2018** to include time for some training in the website administration system and any testing before the re-launch.

3.13 **Platform**

The Outdoor Partnership currently use CMS system **Express Engine**, this will need to be considered when a partner chooses a CMS system and ensure compatibility to transfer data over without generating a large amount of administrating.