

Teignbridge CVS invites bids to re-design and build its website.



Website Brief

Teignbridge CVS invites bids to re-design and build our website. Bids should be submitted to the CVS via email (office@teigncv.org.uk) by 5pm 30th July 2021.

We may invite a short-list of suppliers to present their proposals to Teignbridge CVS; if we make this offer, we will notify you to let you know that you have been selected by 5pm Friday 6th August with presentations to take place week of 16th August 2021

Please send any questions to Sue Wroe (chiefexec@teigncv.org.uk).

About us

Teignbridge Community and Voluntary Services (CVS) provide infrastructure support services to voluntary and community groups and to wider communities primarily across the Teignbridge District Council footprint. We are a registered charity, in contact with over 500 groups, that exists to ensure our communities are empowered to take action on what is important to them and that our voluntary and community sector thrives, remains safe and legal and is sustainable.

Our core activities include:

Leadership and Advocacy

- Promoting Social Action
- Enabling a strong community voice
- Influencing and campaigning
- Policy interpretation and response

Partnerships and Collaboration

- Fostering relationships at strategic and operation level
- Bringing partners together to work together, learn from each other, develop solutions together
- Delivery of thematic, interest and geographical networks
- Linking to strategic partners eg Local Authorities, NHS

Volunteering

- Promoting volunteering within our communities
- Supporting good volunteering practice that is safe and legal

Raising Standards

- Training - delivery of opportunities to learn to build skills, knowledge and capability
- Providing advice and guidance that promotes a sector that is safe, legal and sustainable
- Providing information that is timely and appropriate

Why are CVSs important?

- To flourish, many voluntary and community sector groups, social enterprises and communities depend on a support system in the same way as business depends on infrastructure such as transport and financial services
- CVSs are local and provide support that takes account of local context
- CVSs aim to ensure representation for disadvantaged local communities, enabling the voice for the smallest of organisations through to the largest of partnerships
- CVSs work with communities to identify and fills gaps in existing provision often through collaboration
- CVSs can provide a 'route-in' for statutory sector organisations to engage local communities

What are our values?

- We put people, communities and local places at the heart of what we do.
- We aim to be open and fair in our transactions.
- We aim to promote equality, diversity and cohesion through our activities.
- Through our activities we encourage action that supports the most vulnerable people in our communities.
- We seek solutions, not problems, we seek to listen and learn to support delivery
- We aim to operate ethically, honestly and with the highest standards of integrity.

Our current website

- Our current website can be found at www.teigncvs.org.uk
- Our website is a wordpress site
- Some statistics for June 2021:
 - 2141 visitors to our website
 - 6609 page views
 - 57% accessed through desktop devices, 5% tablets and 38% mobile devices
 - Traffic source: 63% links, 37% direct
 - Most Page Views in order for June 2021:
 - Job Vacancies (a one-off, we had vacancies promoted this month)
 - Volunteering
 - Training and Events
 - Coronavirus News
 - Funding

Our Social Media sites:

- Twitter – TeignbridgeCVS@teigncvs
- Facebook - <https://www.facebook.com/TeignCVS/>
- We are considering an Instagram site

Our current site – from a staff perspective

What we like / works well on our current site

- Lots of information / Too much Information
- Very little
- The page bar and content

What our issues are with our current site

- Hard and time consuming to update
- It's hard to navigate
- Colour scheme
- Too much information and not easy to find things
- Confusing and unclear in the organization of information
- Not up to date and looks dated
- Hard to read
- Not audited for accessibility

Aims of the new website

We want our website to

- be the first point of contact for those looking for support for their voluntary or community group or local community idea in Teignbridge
- to provide clear messages on the CVS 'offer'
- be the first point of contact for agencies looking to partner with the voluntary or community sector or to better understand it's role – to create awareness
- to showcase Teignbridge CVS, who it is and the services we provide
- to illustrate to partners/commissioners how the interventions of Teignbridge CVS and the wider sector can complement their own
- to generate interest from potential partners and commissioners
- to keep groups and agencies up to date with our work/developments

Website content

We are open to new and refreshing ideas and recommendations outlined in any proposals received.

The list below gives the responses given by staff when asked what our 'must-haves' should be; we recognize that some of these may contradict other requirements for our new website, particularly when we ask for our new site to be simple and easy to navigate

Our staff team will provide the copy for each page within the proposed and agreed design; we recognize however that you will have an 'external eye' that we do not and will want to make recommendations.

At this time we believe our 'must-haves' are:

- About the CVS – who we are including legal status, our aims and our vision and our offer
- Our logo, a summary of what we do, how we work
- Live information – what is most important for us to report/record/say and/or the sector to hear today
- Contact information
- Links to our social media
- Funding Information
- What learning and training is on offer – primarily from us
- Upcoming Events
- Clear navigation menu / menu bar listing different services we offer
- Help and advice for voluntary organisations
- Support for those wanting to volunteer

Target audience

The primary target markets for the website are:

Voluntary and Community Sector Groups

- To remain informed
- To identify training, learning, networks, forums that are of interest to them and to attend
- To see something of interest/benefit for their organization and to make contact for more information/support/action

Residents/Communities

- To recognise Teignbridge CVS as a provider to support them in taking action
- To recognise the value of volunteering and to be encouraged to offer their time and skills as a volunteer

Secondary Target markets for the website are:

Statutory Sector

- To understand the scope of our sector
- To be informed of current issues for our sector and local communities
- To recognise the value of Teignbridge CVS not only to voluntary and community sector groups and local communities but also to supporting the delivery of their outcomes

Brand guidelines

We have to date used colours that compliment our logo; our staff team are divided on whether we need to keep to these colours with our new website.

Website functionality / features

Teignbridge CVS aims to have a Made Open platform to compliment our new website; an example of this can be seen <https://candobristol.co.uk/>

1. A website that is simple, lean and easy to navigate (visitors should never be more than 3 clicks away from the information they need)
2. A website that accessible, organized and clear
3. A website that allows CVS staff / contractors to make additions and changes, to remove or add pages and content themselves with the minimum of time and 'stress'
4. Should be affordable, secure and reliable in terms of the hosting solution
5. A responsive site that works on mobile devices as well as stand-alone PCs
6. A site that has copy written has clear use of language, that is concise with no bias to any one community or group
7. Content tone should be dynamic and engaging without being complicated
8. Site should be able to hold multimedia content and images
9. We would want to include a visual events calendar with links to booking site
10. We would want our site linked to our social media sites (facebook and twitter)
11. We would want a good balance of imagery and copy

Interaction

Our site should be:

- Accessible – this is a priority for us
- Social media friendly – links to and from our social media; our site should be easily accessed on mobile devices as well as PCs and laptops
- People should be able to contact us from our site to make enquiries, comments or make a request for support
- People should be able to 'sign up' for some of our offer such as Newsletters or Training Programmes
- We should have an online donation connection and we may want to consider, in discussion with you, an online payment process for training and any other charged-for services.

The language staff have used to describe a new site:

- Simple and clear
- Organised
- Friendly and Appealing
- Not overloaded
- Bright and sharp in appearance
- Spacious, easy to read/accessible
- Up to date
- Not 'flashy', no moving images

Websites we like

This list is not a consensus – it is merely a list that individual staff have provided and not agreed by all:

- Community First - <https://www.communityfirst.org.uk/>
- Community Action Network - <https://www.can100.org/>
- Birmingham Centre for Voluntary Action - <https://www.bvsc.org/>
- Westbank - <https://www.westbank.org.uk/>
- South Gloucester CVS Our Services page - <https://cvs-sg.org.uk/our-services/>
- South Derbyshire Home Page – news and events - <https://sdcvs.org.uk/>
- Devon Communities Together - <https://www.devoncommunities.org.uk/>
- NHS South-West - <https://www.scwcsu.nhs.uk/>

Ideal Timeline

We are always impatient when moving forward but recognize that our capacity to engage will be as important as your capacity. Please outline your timeline in your proposal.

Response required

We hope that bids/proposals will:

- Provide an example page of visuals
- Provide a 'map' of the website
- Outline the hosting requirements as well as any security and accessibility standards that need to be met; what platform are you proposing to build the website on
- Provide a description of, and timeframe for, the site to go live
- Include details of your support and training proposal including details of what maintenance will be required on an ongoing basis and who you would expect to provide this; at this time we are unclear in-house how we will manage updates – all staff or just one
- Outline how you will future-proof the website so it remains relevant for Teignbridge CVS for the next 5 years
- Breakdown of your budget and any ongoing costs for Teignbridge CVS
- Identify in your project plan when input will be needed from Teignbridge CVS
- Include examples of other sites that you have produced and contact details of 2 people we can approach for references

It is likely that we will assess applications against:

- Functionality – 30%
- Design and Accessibility – 30%
- Budget – 25%
- Delivery lead time – 15%

We'd love to see what you come up with. Send a copy to office@teigncvs.org.uk