Invitation to tender (ITT) – new Community Impact Bucks website

1. **INTRODUCTION**

   Community Impact Bucks is currently accepting proposals to redesign and redevelop its website on www.communityimpactbucks.org.uk. The project will cover concept, design, development and hosting, as well as post-launch support.

2. **BID TIMELINES**

   Bids should be submitted to Rachel Fisher via email (rachel@communityimpactbucks.org.uk) by 2nd February 2024. We will choose a supplier within three weeks of receiving bids, and all other candidates will be notified by 26 February 2024. Our target launch date is 26th April 2024.

   Please address any questions to Rachel Fisher via tel 01844 617216 or rachel@communityimpactbucks.org.uk. Please note Rachel's working hours are Monday-Wednesday.

3. **ABOUT COMMUNITY IMPACT BUCKS**

   Community Impact Bucks is a small Buckinghamshire charity which supports people and groups to get involved in their local communities and make Buckinghamshire a better place to live. We do this in three ways: by helping people find volunteering opportunities, by advising charities and not-for-profit groups on all aspects of running an organisation, and thirdly through our community services which help people stay connected and live independently.

   Our vision, mission and strategic ambitions are:
   - **Our vision** is for strong, vibrant communities, working together to make a positive contribution to people's lives across Buckinghamshire.
   - **Our mission** is to inspire voluntary and community action in Buckinghamshire, by supporting and enabling people and groups to get involved and make a difference.
   - **Our strategic goals** are empowering and enabling the voluntary, community and charity sectors in Buckinghamshire to be resilient and effective to their beneficiaries; inspiring, promoting and developing voluntary and community action; connecting the voluntary, community and charity sectors to lead and influence change; being a strong charity that learns, shares and leads by example.

   In FY 2022-2023, we supported nearly 350 organisations (predominantly those with a turnover over under £100,000).

4. **AIMS OF THE NEW WEBSITE**

   The current Community Impact Bucks website was launched as part of the charity's re-branding in March 2018, bringing together two websites and introducing new brand colours. In 2018 the government brought in new guidelines to improve web

accessibility ([Web Content Accessibility Guidelines 2.1.)](#) which states all public sector bodies, and some charities, have to meet the 2018 requirements unless they are exempt.

While we have made some changes to the website to improve accessibility, our current website does not meet WCAG 2.1 and is unable to in its current format.

The new website should be accessible to all – our target audiences, staff and trustees. We would also like to improve navigation around the website to our three areas of support: support to charities and other not-for-profit organisations; support to volunteers (and promotion of volunteering); and support to Buckinghamshire communities.

5. TARGET AUDIENCE AND GOALS

Our primary audiences are VCSEs (a) and Buckinghamshire residents (b) but there is potential crossover between all audiences.

a. **Voluntary, Community and Social Enterprise organisations (VCSEs) in Buckinghamshire**
Approximately 80% of the charity's work involves supporting not-for-profit organisations in Buckinghamshire, particularly those with a turnover of under £100,000. We provide advice and support on all aspects of running a not-for-profit including governance, funding, volunteer recruitment and management, GDPR, and safeguarding. This can be provided through one-to-one advice sessions, training, online resources and networking groups such as the Local Voluntary Sector Network. We also support two groups of VCSEs in the county – [community transport schemes](#) and community buildings/ village halls through our [Community Buildings Service](#).

Our main support programme, the VCSE Support Service, is funded by Buckinghamshire Council and includes a [Request Support function,](#) and we publish a weekly newsletter, Bucks Charity News, for not-for-profits organisations in the county. The website should enable us to provide support to VCSEs and boost our mailing list ([formerly membership](#)).

b. **Buckinghamshire residents**
As a Volunteer Centre, we support current volunteers, help potential volunteers find a role, and promote the concept of volunteering. As anyone can volunteer, our target audience is 'anyone who lives in Buckinghamshire'. To do this, we have online resources on [I want to volunteer webpages](#), highlight volunteers' stories (case studies), and run a matching service called [Buckinghamshire Volunteer Matching Service](#) through which a team of volunteers match registered volunteers with roles meeting their preferences. In Spring 2024, the Volunteer

Matching Service will be moving to an online portal which will be linked to the Community Impact Bucks website.

We also want to promote [our services](#) which are delivered within Buckinghamshire's communities to support those in most need – the vulnerable, elderly and isolated. This could be to current clients, potential clients, their families and/or friends.

The website should enable us to promote volunteering and ultimately boost volunteer numbers in Buckinghamshire, and our community services.

c. **Partners/ referrers**
We work closely with organisations across a range of sectors (e.g. statutory organisations, health, VCSE, funding bodies), primarily in Buckinghamshire but also on an on-going basis with those in Oxfordshire, Berkshire and national bodies. This might be in collaboration on a project, as a referrer to our [community services](#), or as part of a network which supports our work. The website should facilitate these collaborative networks and relationships.

d. **Funders**
At any one time, we have over 10 funders supporting 20 projects. We often, but not always, need to include their logos alongside the projects they fund. We also use our website to show evidence of our work when submitting bid applications and attracting new funders.

e. **Supporters**
People primarily support us by volunteering on a number of our projects. To date, we have carried out limited fundraising activities – for example we set up a Just Giving page in 2022 and receive ad hoc donations from individuals and businesses (sponsorship of events, business donations from employer-supported volunteering sessions). As a charity, we are conscious of taking away the spotlight from the not-for-profits we work with and fundraise from people we support in the communities. We plan to change the current PayPal donation widget on [Support Us](#) to [Just Giving campaign page](#) in 2024.

f. **Media**
We have featured in a variety of local magazines, online publications and radio stations, and use this channel to reach our key target audiences (VCSEs and Buckinghamshire's residents). We would like the website to attract further positive press attention and enable interested parties to access and download our resources.

g. **Employees**

The strength of our efforts relies on the quality of our people. We would like the website to attract job applications from qualified individuals. The website should successfully convey our values, mission and core beliefs.

6. WEBSITE ACTIVITIES AND OBJECTIVES

We would like users to engage in the following activities on our website:

a. **VCSE organisations:** Ask for support via [Request Support form](#), subscribe to [our newsletter](#), register for [training](#), book [free support sessions](#), request more information on training/ events, access and download [online resources](#) (Getting started, Running your organisation, Recruiting and managing volunteers etc), use [Bucks Funding Search](#) and [Grantway](#) databases, use [Healthcheck Tool,](#) apply for [Fundraising Mentoring](#), read [case studies](#), find out about the Community Impact Bucks team, apply to work or volunteer via Vacancies and Opportunities, follow us on our social media channels, subscribe to the [Community Buildings Service](#), and access information about community transport schemes.

b. **Buckinghamshire resident:** register as a volunteer via the [Volunteer Matching Service](#), access and download volunteer online resources, read about and sign up to [our community services](#), read case studies, donate to Community Impact Bucks, apply to work or volunteer via Vacancies and Opportunities, follow us on our social media channels.

c. **Partners/ referrers:** understand what we do and read our latest news, find out about the collaborative networks we are part of, access [our community services](#), subscribe to our newsletter, access online resources, follow us on our social media channels, make referrals to VCSE Support Service or community services via forms.

d. **Funders:** understand what we do and our impact, find out about the collaborative networks we are part of, access news and case studies, view online resources, follow us on our social media channels.

e. **Supporters:** find out how to support us including donations, follow us on our social media channels.

f. **Media:** read our latest news, understand what we do and our impact, read and use our case studies, follow us on our social media channels, subscribe to our newsletter.

7. WEBSITE SCOPE

The new website will have a new website navigation structure (see [current website navigation structure)](#).

See Appendix 1 for the proposed navigation structure. We would be interested to hear if an alternative page structure would help meet WCAG 2.1.

8. WEBSITE FEATURES

The website must be WCAG 2.1 AA compliant. It should contain the following custom features (guidance on user experience, structure of website and additional feature suggestions are welcome):

- Website pages that can feature a range of content including online resources, signposting, how we can help/ our services, funders' logos, and case studies with flexible layout/styles.
- Accessibility requirements met e.g. alt text, readable and easy-to-use website.
- Search function (resources may be in HTML, pdf, video format).
- Clear and accessible user dashboard.
- Training and workshops calendar including date specific events, no-date training/ advice sessions, and filter functionality.
- News platform with search and filter functionality.
- Case studies with filter functionality and ability to feature on relevant pages (e.g. volunteers' stories to feature on 'For volunteers' webpages).
- Online forms
  - Sign up to mailing list – to link with our CRM application, Salesforce
  - Request Support form
  - Contact us
- Feature the Healthcheck Tool, an online assessment tool.
- Link to portal hosting Buckinghamshire Volunteer Matching Service (launching Spring 2024).
- Link to our social media accounts (Twitter, Facebook, LinkedIn, Instagram, YouTube).
- Online donation – currently linking to PayPal, to be changed to JustGiving in Spring 2024.
- Ability to integrate with our CRM application, Salesforce, in future web developments.
- Donate button.

9. WEBSITES FOR CONTEXT

Here are the websites of some of our counterparts:
- Oxfordshire Community and Voluntary Action
- Community Action: MK
- The Clare Foundation

Here is a selection of websites which we like a certain aspect of:
- Voluntary Action Sheffield - friendly, inviting and simple to navigate
- CB Plus – bright, simple to navigate
- Oasis Partnership – easy to navigate and engaging
- Communities 1st – good presentation of information for charities and other not-for-profit organisations.

10. PROJECT RESPONSIBILITIES

Community Impact Bucks has an existing logo and project logos, and well-established colour palette. However, some of the colour combinations do not pass colour contrast accessibility standards; we would welcome recommendations on how to address this. See Appendix 2 for logo and colour palette.

We have many high-quality photographs from past projects and events we have hosted. Calibri is the charity's standard font but we are open to new typography suggestions to maximise accessibility.

Post launch, the charity will be responsible for the creation and population of new content on the site, but we are keen to hear about options for SSL-protected website hosting and support, plus initial training pre-launch.

11. MEASURES OF SUCCESS

We welcome applications from organisations that understand our needs as an organisation working in the voluntary and community sector in Buckinghamshire. Proposals that meet the mandatory requirements will be evaluated with the following criteria in mind:

- Strong experience of building websites which meet WCAG 2.1 with high design value and good accessibility/user experience.
- Experience creating sites with similar level of functionality.
- Experience of working with and understanding of the voluntary and community sector.
- An understanding of Community Impact Bucks.
- Value for money and project management.
- Ability to work with our current CRM application (Salesforce) on integration.

Budget: we are working to an indicative budget of £8,500 ex VAT, which includes the development of the new website, support for the first year and hosting.

Timeline: we are looking to launch the website in the first quarter of 2024/25 (April-May 2024).

We have not yet defined metrics for success and wish to do so in collaboration with our vendor.

12 LEGAL AND TECHNICAL REQUIREMENTS

We are looking for an affordable and reliable hosting solution that meets Web Content Accessibility Guidelines 2.1, as set out by the W3C. It will need to handle up approximately 4,000 monthly visitors, and the website will consist of approximately 40 pages.

We reserve the right not to progress with the tender.

Submission process:
When submitting a tender please include the following information:
- Your contact details, including email address and phone number.
- Information on your company, charity or the person responding to this tender, including the name and legal status of the party making the proposal and of the proposed signatory to any contract. This should include company or charity

registration details, statement of insurance cover, and the names and contact details of two referees who you have worked with on similar projects and who can be contacted immediately.

- A statement and portfolio of previous experience that demonstrates that you have the necessary experience and understanding needed to complete this work successfully. This should include experience of the voluntary, community and social enterprise sector.

- An overview of the approach you will take to meet the requirements of the brief.

- Details of who will carry out the work and how the skills and experience they have would deliver the project. Please provide a CV for the project lead.

- A high-level breakdown of the costs of the project, showing separately costs for website development, annual hosting and first year support. Details of the support (e.g. inclusive hours, response times) should be provided.

- A copy of the most recent audited financial statements for the party proposed as the signatory to any contract.

- Any other relevant information.

Applications should concisely address the requirements of the tender and be a maximum of 10 pages with a minimum font size 12. Applications should be submitted in PDF.
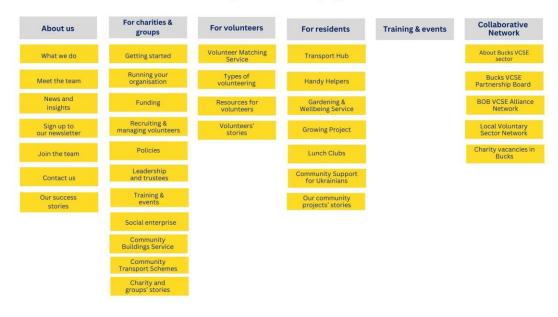
For all correspondence, please email Rachel (rachel@communityimpactbucks.org.uk) with the subject line: **TENDER: Community Impact Bucks website.**

Deadline: **2nd February 2024 (23:59pm GMT)**

Appendix 1: Proposed navigation structure

Navigation - **Home page**

About us	For charities & groups	For volunteers	For residents	Training & events	Collaborative Network
What we do	Getting started	Volunteer Matching Service	Transport Hub		About Bucks VCSE sector
Meet the team	Running your organisation	Types of volunteering	Handy Helpers		Bucks VCSE Partnership Board
News and insights	Funding	Resources for volunteers	Gardening & Wellbeing Service		BOB VCSE Alliance Network
Sign up to our newsletter	Recruiting & managing volunteers	Volunteers' stories	Growing Project		Local Voluntary Sector Network
Join the team	Policies		Lunch Clubs		Charity vacancies in Bucks
Contact us	Leadership and trustees		Community Support for Ukrainians		
Our success stories	Training & events		Our community projects' stories		
	Social enterprise				
	Community Buildings Service				
	Community Transport Schemes				
	Charity and groups' stories				

Navigation - **About us**

What we do	Meet the team	News and insights	Sign up to our newsletter	Join the team	Contact us	Our success stories

![Community Impact Bucks — supporting charities, communities, volunteering]

Navigation - **For charities and groups**

Getting started	Running your organisation	Funding	Recruiting & managing volunteers	Training & events	Community Buildings Service	Community Transport Schemes
Deciding organisational structure	Policies	Sources of income	Volunteer Matching Service			
Governing documents	Governance	Bucks Funding Search	Developing & advertising volunteer roles			
Leadership & trustees	Planning & strategy	Grantway Funding Search	Developing & advertising trustee roles			
Funding	Healthcheck tool	Free support sessions	Board and volunteer diversity			
Setting up operations	Day-to-day operations	Request support	Resources			
Request support	Social enterprise	Charity and groups' stories	Request support			
Charity and groups' stories	Request support					
	Charity and groups' stories					

Navigation - **For volunteers**

Buckinghamshire Volunteer Matching Service	Types of volunteering	Resources for volunteers	Volunteers' stories
	Bite size volunteering		
	General volunteering		
	Skills based volunteering		
	Trustee & board volunteering		
	Employer supported volunteering		

Navigation - **For residents**

| Transport Hub | Handy Helpers | Gardening & Wellbeing Service | Growing Project | Lunch Clubs | Community Support for Ukrainians |

Navigation - **Training & events**

No date/ ongoing:
- Volunteer management and recruitment Support Session
- Governance and Funding Support Session
- GDPR Support Session
- Coaching for impact
- Fundraising mentoring

Date specific/ adhoc:
- Meet the Funder
- Volunteer Managers' Network
- Local Voluntary Sector Network
- Women in Charity Awards

Navigation - **Collaborative network**

| Bucks VCSE Partnership Board | BOB VCSE Alliance Network | About the VCSE sector in Bucks | Local Voluntary Sector Network | Charity vacancies in Bucks |

Navigation - **Footer**

Appendix 2: Community Impact Bucks' logos and colour palette

Community Impact Bucks
supporting charities, communities, volunteering

Current primary colour palette

Pan 2757	Pan 151	Pan 368	Pan 232	Pan Cool Grey 10	Pan 115
#0b1e60	**#fd8204**	**#76bd1d**	**#ef3ea9**	**#65646a**	**#fcd91d**

Extended colour palette

Pan 2592	Pan 2562	Pan 320	Pan 3115	Pan 7535	Pan 349
#9f25b5	**#dca8e3**	**#0099a8**	**#13c0d7**	**#b9b09b**	**#166936**