

1. Project Title

Equation Org website update and redesign

2. Provision of Website Design, Development and Implementation Service

Expressions of Interest are invited for the provision of the service to redesign Equation's website (www.equation.org.uk).

3. Description of the Project

Equation's goal as a charity is for everyone to have equal, healthy relationships, in a society free from domestic abuse, sexual violence and gender inequality. Working primarily in Nottingham and Nottinghamshire, Equation delivers education to the whole community to prevent domestic abuse and sexual violence, promote gender equality and raise aspirations for healthy relationships. We provide practical tools and guidance to support the well-being and safety needs of survivors.

Our work currently includes:

- Work with professionals to improve the frontline response to domestic abuse and violence.
- Work with children, young-people and educational professionals to educate around healthy relationships and enable young people to access support for domestic abuse.
- Operating the local frontline service for men experiencing domestic abuse
- Campaigning in the community to raise awareness of domestic abuse, related issues and signposting support.
- The production and distribution of resources that signpost local survivors of all forms of domestic abuse and sexual violence to local support services.

Equation is experiencing an exciting period of growth, yet our website is failing to adapt to the organisation's altering needs. Key elements of our work which need improved facilitation and support from website functionality include: branding, support for male survivors of domestic abuse, relationship development with new and existing clients, increasing our community and individual supporter base.

4. The Challenge

The Equation website (wordpress) attracts a diverse range of site users, all from different backgrounds and with different needs. This presents complexity in mapping the user journey and ensuring content is easily accessible for all. Users include: survivors of domestic abuse, frontline professionals, education professionals, community groups, businesses and our current and potential supporter base. In addition to balancing the structure and functionalities to serve these varying site users' needs, Equation also needs to balance it's responsibility in prioritising the safety needs of survivors whilst also addressing it's own interests to increase organisational stability.

An additional challenge of this project is that the overall budget is made up of funding from three different funders, each with varying requirements on how and when their financial contribution to the Equation website is spent. This will require careful allocation of budgets to ensure transparent reporting to funders. Consideration on maximizing the return of each investment across the wider site should also be given.

5. Objectives

- GDPR and analytics – Improve data collection and analysis to inform ongoing website improvements, content generation decisions, funder reporting and marketing activities. The potential for CRM integration may also be considered.
- Improved content and layout capabilities – Development of flexible page templates optimized for improving user journey and experience. New templates need to be easily manageable by internal staff at Equation.
- Development of new areas – Two new areas of the website are required by our funders. These are; business pages for organisations looking to improve their policies and procedures around domestic abuse, and a new safety and support area for male survivors of domestic abuse that will support a campaign to reach more male survivors due to run in August.
- New functionalities – The introduction of new functionalities that support internal workstreams by streamlining processes and driving commerciality. These could include: ordering and enquiry forms, online payments, interactive questionnaires.
- Re-refresh of design – Equation hopes to expand and further develop it's branding in the near future. The website will need to be adaptable to refreshed branding and should also allow more adaptability for the organisation's growing needs.

6. Full Specification

Equation will discuss full specification requirements with agencies that are invited to provide proposals. Equation would like the opportunity to discuss creative solutions to it's online challenges outside of it's own assumptions and digital knowledge. Information regarding our current audience and website analytical information will be provided to those invited to interview.

7. Location of the Project

Equation, 2 First Avenue, Nottingham, HG7 6JL

8. Budget

The total indicative budget for this project is £7,500.00 inclusive of VAT. This must include all fees across each stage of the development, design and implementation of the website redesign, including:

- Project management

- Costs of liaising with third-parties in order to complete requirements of brief
- API integration costs
- UX testing with a select audience of customers and staff
- Provision for face-to-face and online project updates
- Debugging and addressing issues that may arise from the UX testing phase
- Training of Equation staff in use of the system

The budget for this project is made up of funding from three different funders. Each funder has requirements on how and when their financial contribution to the Equation website is spent:

Sub Project identifier	% of budget	Description of work	Deadlines
1.	14%	Business Pages – this will be a new area providing key information to businesses on why Domestic Abuse is worthy of consideration as a business issue. This area should also promote best practice, resources and services available and encourage engagement from businesses.	March 31 st - This work needs to be invoiced for by March 31 st 2019. At this stage, a clear delivery timescale for this work should also be provided.
2.	63%	Unrestricted	May 31 st 2019.
3.	23%	Survivor information area for Male Survivors of domestic abuse – In August we will be running a campaign that aims to raise awareness of our domestic abuse service for men locally and increase the number of local male survivors who access support. These pages should support the key messages of the campaign and provide male survivors with key safety and signposting information relating to domestic abuse.	July 31 st 2019

There is the potential that an ongoing maintenance contract may be established with the provider.

9. Proposed Number of Agencies to be Invited for Interview

4 (Four)

10. Proposed Number of Agencies to Provide Service

Invitations to provide the service are sought from single tenderers.

11. Selection Criteria

Interested parties invited to provide proposals will be selected on the basis of an assessment of the Pre-qualification questionnaires in accordance with the following criteria.

Selection Criteria	Component
Professional Capacity	<ul style="list-style-type: none"> Evidence of a relevant and satisfactory track record and experience undertaking similar projects
Resource Availability	<ul style="list-style-type: none"> Evidence of adequate capability and resource availability in relation to this contract

12. Award Criteria:

Once it is established which tenderers are capable of providing the services from the selection criteria, the contract will be awarded on the basis of the most economically advantageous tender in accordance with the following criteria.

Award Criteria	Component	Weighting
Quality	<ul style="list-style-type: none"> The proposed solution and the approach to the design, development and implementation demonstrate an understanding of the project objectives and how these will be addressed 	30%
Price	<ul style="list-style-type: none"> Value for money is demonstrated in the proposed use of the budget available 	40%

Delivery Timeframe	<ul style="list-style-type: none"> The understanding of the project's risks and the proposed schedule and availability of personnel ensure the delivery and completion of the project is within the required timeframe 	30%
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13. Proposal Timetable

Invitation for Expressions of Interest issued	Friday 22 nd February 2019
Deadline for receiving completed Pre-qualification questionnaires	Wednesday 27th February 2019 5pm
Shortlisting for interview	Thursday 28th February
Interviews	Tuesday 5 th and Wednesday 6 th March 2019
Deadline for Proposals	Wednesday 12th March 2019 12pm
Contract Awarded	Friday 15 th March 2019 by 5pm

14. Submission Requirements

Interested parties should submit a completed [pre-qualification questionnaire online](#) and provide supporting documents by **5pm on Wednesday 27th February**. Supporting documents and enquiries should be emailed to frankie@equation.org.uk.

Pre-qualification questionnaires received after the deadline will only be considered if a suitable quantity of applications have not been received by Equation.

