Tender for a new
Bountagu Big Local Website
December 2020

Background

Big Local is a lottery funded programme that brings significant investment to local communities over a 10-year period. There are 150 Big Local areas around the country which are supported nationally by the Local Trust. Bountagu Big Local (Bountagu) is led by a Partnership of local residents who consult with the community to realise their visions and priorities for the future and make decisions about how the money is spent. The Bountagu Partnership is supported by a small paid staff team and its Local Trusted Organisation, the CVS for Broxbourne and East Herts (CVSBEH). The project is based in and focused on part of the Lower Edmonton ward in N9, please find a map here: www.bountagu.com/map.

Evidence from a variety of sources, including widespread community consultation is collated to refresh the Bountagu Community Plan, identifying the area's main objectives and resources. The Plan sets out how the community will continue to invest to achieve the changes the community wants to see over the remaining period of the Big Local Programme and beyond. The most recent plan, published in June 2019 can be found here, http://www.bountagu.com/plan.

The Partnership is committed to delivering the outcomes of the Big Local programme, which are as follows:

- Communities will be able to identify local needs and take action in response to them.
- People will have increased skills and confidence so that they can continue to identify and respond to local needs in the future.
- The community will make a difference to the needs it prioritises.
- People will feel that their area is a better place to live.

Bountagu website context

Bountagu now requires a new website to showcase the project's aims and activities, as well as celebrate its achievements to date. The audience of the website will include residents of the Bountagu area, which is culturally diverse with a number of residents for whom English is not their first language, as well as our partners and other community groups and organisations.

The existing site is now dated, no longer fit for purpose and difficult to work with. In the spirit of sustainability, the new site should be easy for Bountagu volunteers and staff to update and be built with the future in mind. Bountagu already owns the domain www.bountagu.com and this should continue to be used.

The Bountagu website tender subgroup has put together the below brief with what they feel the new site needs to do, with respect to functionality now and over the coming years. Given the downtime the project currently has due to Covid-19, the subgroup is keen to have the site ready by the end of **April 2021.**

Proposed Layout

- There should be options for different page templates for Local Stories, and What's Going On as well as sections aimed at different groups in our community, to make the site more interactive and appealing.
- The Website should also be accessible and inclusive to all sections of our community with built in solutions for those for whom English is not their first language.
- The website should Adhere to WCAG2 (minimum level 2) and the tender should show an awareness of is BS8878 or at least consider the ease of reading in terms of font size and selection for hard of sight and dyslexic visitors, and ensure the site works well with screen readers. We will also welcome your recommendations.
- The finished website must comply with all legal requirements regarding accessibility to disabled people and not contravene The Equality Act 2010.
- Tiles and large buttons are preferable to tabs, with an option to see the whole site menu if a user wants to.

- The below pages form the wireframe/guide to the site. Additional pages should also be able to be added by Bountagu volunteers and staff as time goes on.
- The website should also be mobile friendly, ensuring a responsive designed website.
- The website design should encourage visitors' engagement, retention and trust.

About Us	Priorities	Contact us
An introduction to the project and the Local Trust, how funding was acquired, the Local Trusted Organisation and the geographical area covered	An explanation of the priorities chosen for the current Bountagu's Big Local Plan cycle, with links to download the full plan document.	An introduction explaining how members of the community can get in touch or volunteer with Bountagu with an enquiry/contact form

Future Events	What's Going On	Meet the Partnership
Information about upcoming events, including how to book or support through volunteering.	Showing the regular projects and sessions that Bountagu runs with links to any relevant social channels, i.e. Facebook groups and details of how to get involved. This could also include links to other local groups.	Biographies about each of the Partnership members and a list of subgroups

Internal document store	Local Stories	Policies (Footer)
A place to store minutes and internal policies of the Bountagu Partnership – perhaps password protected?	An area where we can highlight stories from local people, projects, news, blogs.	Cookie and privacy policies. Winks to our public documents including terms of reference etc.

Example sites
Links to other Big Local websites which have a similar look to what Bountagu would like to achieve:
Brereton Million - https://www.breretonmillion.co.uk/#
Local Trust - https://localtrust.org.uk/
Marsh and Micklefield - https://marshandmicklefield.com/

Functionality
- The new site should be visually simple, and responsive to suit both desktop and mobile devices.
- Images will form a large proportion of the look of the new site and so it should have the facility to use them in a number of ways, including as thumbnails to support news articles, galleries, page backgrounds and large header images. Visitors to the site should feel connected to the project.
- The site should have the ability to list information using tables.
- The site should have the function to duplicate pages.
- Bountagu uses Mailchimp for e-newsletters – we want people to easily sign up for Mailchimp at the website by linking by letting Mailchimp manage this (as we currently do) by linking to http://www.bountagu.com/subscribe.
- In the future, the site may need to have an online calendar, signposting to events, shopping basket and booking facility, so these, and any relevant plugins should be considered at this stage.
- The site will need to have a contact form, which can be linked to an existing email address. Additional contact forms may be needed in future.

- The site will need to have a Google Analytics code embedded, and Facebook Pixels. We would like you to periodically provide, either monthly or quarterly, a clear summary of site visits and activity, deciding what tools are best to do that.
- The site will need SEO plugin tool added, normally Yoast.
- It may be valuable if you have the expertise to help with document management.
- Our social media will be better integrated into the website to show latest activities - for example using Instagram widgets. Recommendations will be welcomed as there will be challenges as Bountagu aims to put content on social media, and then manually repeat that content on the website.
- Bountagu will want the ability to add additional users/admins to the site themselves.

Maintenance packages

Bountagu will require annual hosting, regular backups, managed updates and unlimited website support. This should work alongside the need for the website to be sustainable for a volunteer-led entity and cost effective in the future.

Bountagu believe that volunteering is a great way for residents in our area to improve their skills and increase confidence. We would be very interested in your help identifying parts of this work that could be undertaken using volunteer skills alongside yours and going forward.

Project Requirement (activities to take place between 8th February 2021 & 31st May 2021):

To build a new Bountagu website in partnership with the Bountagu Website Tender Subgroup and Bountagu Office staff. The Bountagu website developer will:

- Create a well-functioning Bountagu website.
- Run a training session for Bountagu members and staff so that the website can be updated regularly by the Partnership.
- Ensure that Bountagu Partnership is part of discussion and decision-making process.
- Provide regular feedback by agreement in advance with Bountagu Subgroup members.

Budget

Your proposals should indicate your budget for this task and your final figure should include VAT, if applicable. Any non-operating costs can be indicated separately for funding by Bountagu.

Tender Timeline

Tender circulated	18th December 2020
Closing date for proposals	25th January 2021
Steering group consider applications for short listing	26th January 2021
Interviews held	Week beginning 1st February 2021
Successful applicant appointed	5th February 2021
Applicant starts work, including first meeting and review of proposed Action-Plan with Bountagu Partnership working group	Week beginning 8th February 2021
Update reports presented to Bountagu Partnership	By arrangement
Website Presented to Bountagu Partnership	30th April 2021 (or earlier)

Application process

Please send your proposal as well as a mock website template by e-mail to info@bountagu.com and enter *Bountagu Website Tender* in the subject box by **25th January 2021**. You should include a brief outline of your relevant skills and experience with links to examples of your previous work, along with your proposed methodology and approach. Please try to keep your proposal to four sides of A4.

Further support and clarification

If you would like to discuss any aspect of this tender, please email Michele Henry, Bountagu Chair on chair@bountagu.com with the telephone number you wish to be contacted on. You may also call Ian Richardson from CVS for Broxbourne and East Herts (Local Trusted Organisation) on 07817 245025 (office hours only).