Invitation to Tender: Website Design

Children in Scotland Ltd
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4 March 2025

1. Instructions to tenderers

a) Please read all documentation carefully.

b) The objective of this tender is to identify the most comprehensive offer which strikes the right balance between providing value for money, a quality service and the right organisational fit and cultural/ethical compatibility with Children in Scotland.

c) The criteria by which this tender will be evaluated are detailed in section 5.

d) You are responsible for ensuring that you have all the information required for the preparation of your tender and that you are satisfied with the interpretation of terminology used in this documentation.

e) You must ensure that you are fully conversant with the nature and extent of the obligations to be accepted by you if the tender is successful.

f) The tenderer should quote their name on any papers submitted.

g) All prices quoted should be in Pounds Sterling and should clearly indicate any VAT chargeable.

h) All tenders should be submitted via email to jthomson@childreninscotland.org.uk.

i)Tenders must reach us by 5pm Friday 28 March 2025. Late tender bids will not be considered.

j) Following evaluation of the tenders received, tenderers may be asked to attend a virtual presentation/questions session. Children in Scotland does however reserve the right to appoint based on proposals alone.

k) Children in Scotland Ltd will not be responsible for any costs or expenses incurred by you in connection with the preparation of the tender.

2. Brief

2.1 Overview of Children in Scotland

Children in Scotland is a children's sector organisation that amplifies the views and interests of children and young people across Scotland, through a broad range of activities and services. We have a membership of 450 sector organisations and individuals, who include charities, statutory bodies, local authorities, nurseries, schools and universities, and other groups with an interest in children's issues.

We provide our members, and the wider sector, with a range learning opportunities, from bespoke training to conferences, webinars and eLearning.

Our policy and participation work is also a significant focus, capturing views of both our members and our children and young people's groups ([Changing our World](#) and [the Inclusion Ambassadors](#)) to make positive policy changes. Our calls for change are outlined in our [Manifesto](#).

Children in Scotland also delivers a number of children's services, which have significant expertise in Additional Support Needs. These include [Enquire](#), [Reach](#), [Resolve](#) and [My Rights, My Say](#). While there are some crossovers in our communications activities, these services manage their own websites, which are not part of this web design brief.

2.2 Current Website Challenges

Over the last 12 months, childreninscotland.org.uk has received about 45K users, with 42K of these visits being direct traffic.

The site is built in WordPress, but with the addition of the Pagebuilder content management system, which means we don't always benefit from the great flexibility and use of plugins that WP usually allows. It can feel time consuming and complicated to make small changes, but with a lack of flexibility and control over key areas of the site.

This is a content-heavy site due to the varied nature of Children in Scotland's offerings and functions, which often makes it difficult for us to 'keep it simple'. A website rebuild would be a good chance to de-clutter, but we acknowledge that even with some streamlining, we are probably looking at a complex site plan.

As to be expected with such a content-heavy site, there are associated navigational challenges. We're very keen to make the whole site more audience focused and improve user experience around the navigation. The poor performance of our website search has exacerbated this issue.

We also have concerns about the security of our current site. We have implemented IP whitelisting access to the site, which has created significant challenges for management, since we have users across the organisation, most of whom are working from home. Changes to IP addresses are frequent.

Our members remains time consuming to maintain with low visitor numbers. We would like to do away with this in favour of a link to our LinkedIn Community and provide member-exclusive content in another way.

Google analytics – we are keen to be making better use of this to support our work, unfortunately the reliability of the data we have is unclear.

2.3 Objectives

The main objectives of Children in Scotland's website are as follows:

- Be a go-to point for the sector and key stakeholders to find information and resources on a range of children's issues, and the positions that Children in Scotland hold on those issues

- Be a platform for Children in Scotland to share its learning, and to amplify the voices of children and young people, families and the sector

- Provide information to members, like training opportunities and other member benefits

- Be a content marketing tool that feeds into the organisation's email and social media activities

- Be sales tool for events, consultancy and other income generating activities

- Provide links to Children in Scotland's services

- Showcase the work of Children in Scotland to further its interests with funders, policymakers, potential new employees, board members and other stakeholders

- Make our digital information as accessible as possible for anyone who would like to access it, working within data protection guidelines and the organisation's equality and diversity commitment.

2.4 Audience

The following audiences have been identified as priorities for Children in Scotland.

- The children's sector workforce as a whole
- Children in Scotland Members
- Policymakers and funders
- Children and young people
- Parents and carers

2.5 Key Functionality Requirements

The following have been identified as key requirements for Children in Scotland's next website, but are not exhaustive – we welcome a collaborative planning process in the project scoping stages, according to budget:

- WordPress is currently preferred but we are open to discussion on CMS
- A couple of styles of page template with the flexibility to easily add or remove calls to action and content block
- Search tool that serves a range of content types
- ReciteMe integration (open to discussing other accessibility tools)
- Document library (consultation responses, reports, evidence papers)
- Events calendar (link out to Eventbrite / similar platform for bookings)
- News / events / blog content section
- Projects section (current and past)
- Forms plugin – ability to build and embed these in pages ourselves
- Contact us page
- YouTube video embed
- Redirect plugin (Yoast or other)
- Consideration of a future integration with a CRM with regards to our choice of CMS, although this is not part of the current project or this brief
- Mobile responsive.

2.6 Service requirements

- Consultation
- Website design and build
- Project management
- Testing
- Content migration
- Staff training
- Google analytics setup

3. Timescales and budget

The budget for Children in Scotland's website rebuild is £45,000 inclusive of VAT.

The deadline for tender responses is 28 March 2025.

We would like this work completed in the 2025/26 financial year but welcome advice around timescales and availability.

Proposals should include costs for ongoing hosting and management of the site after the build stage.

4. Tender Responses

We welcome a range of formats of proposals for this project, that outline your approach to meeting the requirements of this build. All proposals should also include the following information:

4.1 Company Details

a) Organisational background, specialisms, and structure.

b) Information on charity sector experience of clients comparable to Children in Scotland.

c) Details of ethical and environmental practices including Living Wage.

d) The address and contact details of the office that would be responsible for providing website services

4.2 References

Two examples of work with previous clients that demonstrate practice excellence relevant to the services required by Children in Scotland, along with lead contact details.

5. Evaluation Criteria

All tenders will be evaluated in line with the below criteria:

- Organisational fit and experience – 10%
- Suitability of approach to service requirements – 30%
- Price (value for money) – 50%
- Evidence of ethical and environmental practices – 10%

6. Confidentiality and Data Protection

Tender proposals will be treated confidentially and not disclosed to any third party.

The information that you supply as part of your tender proposal will be used in the selection of a website agency for Children in Scotland and for no other purposes. All information will be stored securely with access only to those involved in dealing with your tender. Unless you are awarded the contract your information will be held for a maximum of 12 months and then destroyed. By submitting a tender proposal you are giving your consent to your data being stored and processed for the purposes of awarding this contract.