



INVITATION TO TENDER

Shropshire Chamber of Commerce
Website Re-development

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Request for Proposal

Shropshire Chamber of Commerce Website Re-development

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Introduction

The Shropshire Chamber of Commerce is accepting proposals from outside vendors to redesign the existing Chamber website <https://shropshire-chamber.co.uk>

The current website was built in 2016 and is at its core a WordPress implementation.

Now, at over 4 years old, the website is showing its age.

The Chamber is looking to re-develop its website, revise the information architecture, to enable us to offer our members a one stop shop for membership services and to help us automate our internal business processes.

Our website, its design, functionality and performance, is key to our brand, it is our shop window and must communicate our brand and encourage and motivate businesses in Shropshire to join the Chamber.

The website has a two-way communication to our bespoke CRM, Flightdeck.

About the Shropshire Chamber of Commerce

A not for profit business support membership organisation covering the geographical area of Shropshire, including Telford & Wrekin. Offering five main strands, from Membership, Skills development through Training, increasing reach through Events, offering a conduit to government through our Policy work and help to export and import through our International Trade team. With a team of 23 people, some working remotely (majority during lockdown restrictions), the different elements come together to offer a comprehensive suite of support for companies of all sizes, from sole traders to large corporates.

Background

Our website is supposed to show the world who we are and what we offer. The current website generates awareness, is full of information for both existing members and potential members and is a tool for current members to book on events, but it is difficult to navigate and access what you are looking for. It is not fully interactive for potential new members or participants; they cannot sign up to membership online.

Our Objectives

Our top priority is to increase interaction, engagement and collaboration between the Chamber and our members and between our members themselves, in the manner of an online forum.

In light of the current pandemic and restrictions on real world interactions, we want to facilitate an online community experience second to none. We want to provide functionality that will enable our members to generate referral income and foster the relationships they have with others in their markets. Members must be able to create and amend their company profiles.

We want a facility that takes less than 60 seconds to sign up for new membership and renewing/upgrading membership and less than 30 seconds to book on an event/training course, or meeting room.

We must create an engaging and easy to navigate experience, for example, with the help of a google type search facility on the homepage, as well as “do you want more?” with easy drop downs offering events, training, Brexit etc

We require a simple and robust editing/maintenance capability (we utilise the WordPress CMS and use WP plugins extensively).

We have a CRM that integrates through an API on a limited extent with the WordPress site, this data source must be taken into account in the new website.

Additionally, we want to solidify brand authority, with a consistent design and uniform appearance. We require mark-up and style to be as simple/minimal as possible, and easy to understand and update over time.

We want a long-lasting partnership with a web design and development agency to continue to work with us as our needs and organisation evolve, one which can provide references for clients they have worked with for two to three years, that can provide copies of their service level agreements as part of the tender.

Our team to be well trained to administer the website, this would be a component of the implementation plan.

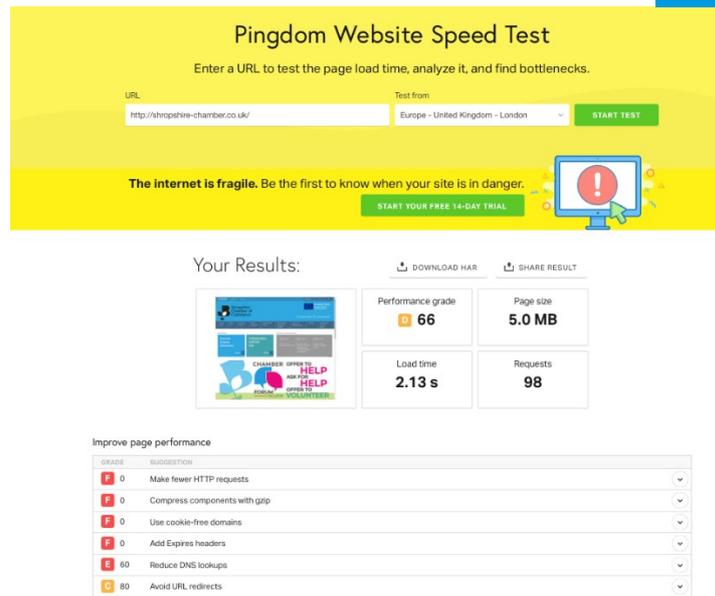
Key Audience

Our audience comprises businesses and organisations of all sizes across Shropshire.

Our internal audience is business wide, including all levels, from CEO and Non-Exec Board to “Senior Management Team (SMT) to their managers and staff. We have to provide KPI information at all these levels.

Current Website

- Our current website is full of useful content about our membership benefits.
- However, the website;
 - is hard to navigate
 - is out-dated in look and not consistently responsive
 - has too much content that is unsorted
 - lacks a cohesive look
 - is only partially automated
- We need to increase the effectiveness of communication and collaboration between our members and to support the generation of incremental business between them.
- It is too difficult to obtain information about potential partners, suppliers and clients from the different Chamber members.
- We need to improve the ‘search’ facility for information so that people can find the appropriate information they seek in a timely manner.
- We are not fully analysing our web traffic and therefore unaware of our conversion successes.
- Few people within our organisation know how to update content.
- Our site navigation and setup could be improved.
- Our site doesn’t support our customer journey.
- Our content is not optimised for SEO purposes
- Our website speed test results aren’t acceptable;
- We want to optimise the presentation of existing and new content and be able to archive redundant/stale content.



Wordpress

Our website is based on the Wordpress Platform, we make extensive use of plugins for functionality from blogging to site design, and in some part automated integration with our CRM - Flightdeck.

We have developed plugins to integrate with our CRM through the use of the API.

We use the following plugins;

- Chamber Events Plugin – created by existing website designer
- WooCommerce
- Yoast
- Ad Rotate

We have looked into the possibility of using the following plugins

- LearnPress
- Ultimate Member
- BuddyPress

We welcome your views on the plugins we should be adopting in the new website.

We would also like to know how you would integrate our current bespoke plugin for integration with our CRM.

Over to you....

- We want a proposal from you that explains how you would approach this project.
- We want you to tell us how you will refresh the design of the website
- We require sub-second page loads, please let us know how you would achieve this.
- You should define an information architecture that supports WordPress and incorporates a third-party CRM.
- How you would identify our current business processes, some automated, some not and plot a way forward.
- We want you to tell us about previous projects of this nature that you have successfully completed.
- We want to take up references from your existing clients that you have supported for at least two to three years.
- We want you to explain the technical architecture you would deploy
- We would ideally require hosting and maintenance of the new website in the UK.
- Live examples of what onboarding a client looks like.
- Examples of what went wrong and how did you solve it?

Website Budget

We have a ball-park budget of £35,000 re-develop our website, with integration of plugins. We would like to know how and what you can provide within this price.

We are receptive to conversations about how you would most effectively spend this budget.

Methodology of Shortlisting

All submitted quotes will be scored by the Website Steering Group committee against a scoring matrix. All scores will be added up and three agencies with the highest average score will be shortlisted for interview on 23rd March.

Proposals will be judged against the following elements:

- Overall Cost (15%)
- Value (Hourly Rate / Time) (5%)
- Fixed Price for Changes (5%)
- Web Platform (10%)
- Technology (15%)
- Hosting & Compliance (10%)
- Evidence of Successful Completion & Project Team Experience (25%)
- Local Location (15%)

Proposal Timeline

The timeframes are shown below for the process

Invite to tender released	9:30am 25 th January 2021
Response to tender deadline	12pm 1st March 2021
Shortlist	8 th March 2021
Notification of results of shortlisting	8 th March 2021
Shortlist interviews (three suppliers)	22 nd March 2021
Preferred supplier chosen	29 th March 2021
New website goes live	1 st November 2021

Contacts and Questions

Responses to the tender and any questions should be sent to Ruth Ross, Director of Business at the Chamber of Commerce, either by email or post:

Shropshire Chamber of Commerce
Trevithick House
Stafford Park 4
Telford
Shropshire
TF3 3BA

Queries sent to: r.ross@shropshire-chamber.co.uk

Tender proposal sent to compliance@shropshire-chamber.co.uk