



## **REQUEST FOR PROPOSALS – CUMBRIA BUSINESS GROWTH HUB WEBSITE**

### **1. Background**

Cumbria Chamber of Commerce is looking to commission a new website for its business support arm, Cumbria Business Growth Hub, which will replace the current site - [www.cumbriagrowthhub.co.uk](http://www.cumbriagrowthhub.co.uk).

### **2. Main aims**

The site will:

- Present Cumbria Business Growth Hub as a modern, inclusive and forward-thinking business support provider for all Cumbrian businesses
- Have a clear and easy to use navigation allowing users to browse the range of business support services on offer
- Offer an excellent user experience resulting in improved engagement

### **3. Specific requirements**

Specific requirements are:

- A visually appealing and user-friendly website, aligned with our existing brand identity
- High performance with fast page load times and enabling seamless browsing across multiple devices
- SEO, the website's structure, metadata, and content must be optimised to improve rankings on SERPs and increase organic traffic
- The website will be integrated with third-party tools including Google Analytics, social media, online forms, etc
- To implement security measures to protect the website against potential threats
- A user friendly content management system (e.g. WordPress) which we can update ourselves, plus development support available if needed in future
- Coordination of migration of content on old site to new site

- Homepage to incorporate Growth Hub video ad - <https://player.vimeo.com/video/927535046>
- Have a space on the homepage where we can promote new projects, events, initiatives
- The ability, in future, to have an advertising space on the homepage
- Business Directory – listings to be migrated from old site
- Events and training pages – the admin and e-commerce for events and training is handled by the Chamber’s Rubi CRM system. Will need a way of representing these on the GH site – we have an iframe to do this currently
- Website should have a search function
- Content should be accessibly formatted
- Training for relevant staff on how to use the new site and best practices

You will be required to:

- Consult with the Chamber to create and propose initial ideas for website redesign
- Consult with the Chamber to finalise and agree designs
- Deliver a finished website in line with the above requirements ready to be populated with written content (*copy may be provided by either the Chamber team or yourself subject to final agreement*)
- Source relevant images and/or video content, free from any ongoing copyright or royalty costs

#### **4. Content of submission**

Your submission should cover as a minimum:

- Introduction demonstrating an understanding of the brief
- Detailed proposal for the new site addressing our main aims, specific requirements, user experience, recommended CMS
- Description of your delivery methodology/planned approach
- Timescales with draft project plan
- Track record and relevant experience including examples of similar work and at least two relevant referees
- Pricing, broken down into the following constituent elements:
  - (i) website design, build, testing and initial training for our staff (total as flat fee)
  - (ii) website maintenance, further development and technical support to our staff (hourly fee or package), plus all likely associated regular costs e.g. licences, renewal fees, security certificates, plugins (annual cost)
- Demonstration of sufficient staff resources

- An outline of any other contracts you may have which will impact on your ability to deliver this programme, and how this will be managed
- Identification of any potential risks in delivery of service, contained in a risk register, along with mitigation strategies for each

## 5. Criteria

Submissions will be reviewed based on:

- A. Understanding the brief.** Clear on the remit of Cumbria Business Growth Hub and role of the website within this.
- B. Technical expertise.** Details how each of our 'Main Aims' and 'Specific Requirements' will be met. Description of how the user will be able to quickly find the support they are looking for. Demonstrates prior similar work and other assurances of competence to deliver.
- C. Staffing levels and availability.** Able to begin the work in July 2024, and complete by October 2024. Indicative timeline of work and indicative allocation of staffing.
- D. Management and communication processes.** Competent project management and commitment to iterative development across the project timeline, with opportunities for liaison with us and responding to feedback. Draft project plan and risk register
- E. Pricing.** See 'Content of submission' above.

## 6. Instructions for submission

Submissions should be sent by email to Joe Sanders, [joes@cumbriachamber.co.uk](mailto:joes@cumbriachamber.co.uk) marked 'Confidential – Tender Enclosed' to reach us by no later than **9am on 2<sup>nd</sup> July 2024** with the intention for successful/unsuccessful responses being sent week **commencing 8<sup>th</sup> July 2024**.

### The Chamber's rights

The Chamber reserves the right to:

- Waive or change the requirements of this opportunity from time to time without prior, or any notice, being given
- Seek clarification or documentation in respect of a submission
- Disqualify any proposal that does not comply with the instructions in this brief
- Disqualify any proposal that is guilty of serious misrepresentation in relation to its proposal or the bid process
- Withdraw this opportunity at any time or re-invite submissions on the same or any alternative basis
- Choose not to award any contract or accept the lowest or any tender as a result of the current procurement process

- Choose not to award a contract to any organisation it views as a competitor or to have another conflict of interest
- Make whatever changes we see fit to the timetable, structure of content of the procurement process

**Bid cost**

The Chamber will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the Chamber.