



Service Six

Supporting Children, Young People, Adults and Families

Service Six – 15 Sassoon Mews, Wellingborough, NN8 3LT.

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Company Number: 6740611 Charity Number: 1132490

Date: 19th November 2018

Dear Sirs,

Invitation for Proposal for website design, development and hosting services

Service Six will celebrate its 40th anniversary in 2019 and in preparation for the celebration and associated fundraising activities the Board and staff of Service Six have decided to review its current website to create a unique and bespoke website design; to increase its effectiveness and generate more traffic for fundraising, donations and sales to ensure sustainability for the charity.

This letter is to invite you to put forward a proposal to design and develop a new website for the charity, ideally with a hosting and maintenance service.

About Service Six

Service Six is a regional community charity based in Northamptonshire but also currently working across Leicestershire and Milton Keynes. We are a multi-award-winning organisation working within the UK's Charities Evaluation Service PQASSO Framework and the British Association for Counselling & Psychotherapy (BACP) 'Accredited Service' status. Service Six is a recognised specialist provider of outcome based professional therapeutic, support, diversionary and activity services for thousands of hard to reach children, young people, adults and families per year.

Service Six offers bespoke support and therapeutic programmes for individuals and a range of free activities and support services targeted at the most vulnerable members of our communities. Service Six' services and projects aim to reduce youth anti-social behaviour, increase school attendance and attainment, raise aspirations and increase the life chances of children struggling with often complex and chaotic lives. Through our support services Service Six addresses a wide range of issues such as Anger Management, Anxiety, Low Mood or Self-harm alongside a range of life skills teaching sessions, including cooking, healthy relationships, bullying and online safety.

Service Six' commercial offer includes bespoke Wellbeing training courses to other professionals, thematic conferences and Wellbeing support for employers and their employees amongst other exciting and creative ideas to generate income for the charity, enabling sustainability and free accessible support services for children and young people in the future.

Our staff team exists of Youth Workers, Social Workers, ex-Police officers, Therapists and Counsellors, Office Administrators, Bookkeeper and Volunteers.

Copies of recent financial statements and reports can be found on the organisation's website:

<http://about.servicesix.co.uk/report.html>

Our current website

For further information on Service Six; please refer to our current website: www.servicesix.co.uk

Between April 2018 and September 2018, we noted 321107 website hits and 19572 website visits.

The current website was created in 2015/16.

Service Six also has a Twitter and Facebook account and a newsletter, trying to drive traffic to the website and a website promotion is included to place our website/s at the top of Google and show it as an important source of information (Search Engine Optimised).

What we like / works well on our current site

We gathered some feedback from staff, service users and partners with regards what they like about our current website and what works well:

- The scrolling through the feature's news and events on the landing page
- Eye catching pictures
- The page about our services showing the different projects in the different areas, however, would have the project boxes in different colours and a heading for the project/service name with a short explanation underneath what this is about – embedded a link for more information if they wish to read on which leads them to more information about the specific service/project
- Colourful pictures and not just words – very visual
- Can look at the website on every device – mobile friendly

What we don't like / not works well on our current site

We gathered some feedback from staff, service users and partners with regards what they don't like about our current website and what works not so well:

- Seems complicated to navigate through the side, especially for people who do not know about Service Six it is not easy to find what they are looking for – there should be only 2 to 3 clicks otherwise we might lose the customers attention and they give up
- Too many drop-down boxes/options
- Pictures also need to include young people and not just young children
- You need a colourful and exciting to look at website
- Less technical words and more user/customer friendly language
- Too many clicks to get to where you want to get to
- Font and text – look dated
- When you get first on the Landing page it looks unfinished – you need something to jump out telling who you are / what you do
- If you don't know what Service Six offers its not easy to find the right service - it's hard to find the right content
- Needs to be easier shown to refer to you

- It's hard for staff to update the site – currently not able to make small changes themselves
- Need more media such as short films

Target audience

Our target audience are:

- Potential & existing donors
- Potential & existing commissioners
- Potential & existing service users (children, young people and adults)
- Potential & existing partners

Brand Guidance

Service Six has a Brand Guidance Policy to ensure our brand recognition.

We are currently co-producing an amendment on the current logo and planning a new strapline. (current strapline is 'Supporting Children, Young People, Adults and Families').

Budget

The current budget range is £2,000 - £8,000, including VAT. Service Six is a registered charity and therefore not VAT registered and cannot claim VAT back.

The proposal response should include cost for:

- Website design and development
- hosting service
- maintenance service
- promotion/Search Engine Optimisation

Ideal Timeline

Service Six will turn 40 next year and it would be wonderful to start the year with a new website. This might be too ambitious

Portfolio and Testimonials

We would welcome to see examples of your portfolio and would like to contact three testimonials to be able to contact to verify.

Key Contacts

Claudia Slabon; Chief Executive; 01933 277520; claudia.slabon@servicesix.co.uk

Emma Campion; Operations Manager; 01933 277520; emma.campion@servicesix.co.uk

Response required

We would like to receive a written proposal by latest 7th December 2018 at 12pm which outline your approach and your sustainability for the project.

Please submit your proposal to Claudia Slabon (contact details are above). We will then follow up further with a shortlist of selected agencies.

Your response should include the following:

- Graphic design
- Content Management system integration
- Functionality choices
- Content style and layout
- Technical support
- Website maintenance
- Website promotion
- Security
- Hosting Provision

Confidentiality

By accepting this invitation to take part in the tender process, you agree to keep in confidence all information provided to you, whether written or verbal communication, in relation to the tender process and/or in relation to Service Six's business generally which is not already in the public domain, to use it only for the purposes of this tender and for no other reason and not to disclose any of the said information to any third party.

And now over to you...

Yours sincerely

Claudia Slabon

Chief Executive – Service Six