

Carers Trust Heart of England website design/ development tender briefing

Carers Trust Heart of England are looking to commission a new public facing website which will help to ensure that local carers are able to find out more about the services offered, access useful information easily and is reflective of the vision and values of the organisation.

We have recognised that the current public-facing website needs updating as it is not be a true representation of the organisation due to an outdated design and backend website management system which is contributing to content becoming out-of-date and navigation through the site confusing.

A new website has been discussed (but not yet been commissioned) to ensure that the site matches the wants-and-needs of the organisation and local carers.

The organisation is looking for a local company to work with us to design and develop a new corporate website built on the research that has taken place (available on request).

About us

Carers Trust Heart of England's aim is to support carers and those they care for by providing the highest possible quality, individually tailored care support service that improves the lives of carers, the people they care for and their families.

We provide a "One Stop Shop" meeting the needs of carers across Coventry and Warwickshire by providing:

- information, advice and support, including emotional support, in one to one situation and to groups of carers including emotional support to help them maintain their own health and wellbeing
- practical and emotional support to people living with a disability, illness or advanced age, their carers and their families enabling people to live independently in their own homes
- training for carers both in groups or one to one in their own home, to equip them with the skills they need to continue in their caring role
- support to Young Carers enabling them to fulfil their full potential

Although many of the services provided are funded through statutory bodies there are also significant amounts of services funded through private donations, grants from trusts and philanthropic organisations for which we are extremely grateful.

Our current website

Website url: www.carerstrusthofe.org.uk

Approx number of monthly visits/sessions:

Approx year it was built: 2015

Which CMS does it use: Wordpress

How we drive traffic to the website: Facebook/Twitter/Email newsletters/leaflets/Physical events/

What we like / works well on our current site

The current website is largely functional and loosely conforms to our branding. We have the ability to publish news and events.

Issues with our current site – from a staff/charity perspective

The current Carers Trust HoE website is adequate however it is extremely focussed on promoting the services of the organisation, rather than understanding and reflecting the needs of the carer. This is wrong way round.

Ensuring that a carer visiting the website has access to the information that they require should be the primary aim of the site.

The website is also attempting to appeal to both carers and provide information to people who want to find out about of the organisation at the same time. This approach means the website lacks a clear focus.

When making changes to the front page, we have to go through the current hosts. We'd like to be able to make changes ourselves.

Issues with our current site – from a website visitor's perspective

Feedback has told us that it is difficult to find the information needed easily on the website however some of this is due to navigation being confusing.

Images are extremely dated and need refreshing to keep them more in line with our corporate style.

Why now?

The organisation has identified that updating the current site requires development support when front page changes are needed which makes the process of updating longer than hoped.

Due to a change of staff, historical knowledge of the current content management is limited meaning we increasingly rely on support from the developers.

The aesthetics of the site are also ageing. As a prominent charity organisation in the local area, we feel we need a website to reflect this.

Aims of the new website – what does success look like?

A professional website that makes information easy to find for both carers and professionals which can be amended by internal staff to ensure that the website feels fresh and updated.

It is essential that information can be found quickly so we are looking at moving towards prominent buttons on the front page which signpost carers to the information they are looking for.

We are also looking for a section for our Young Carers service - this is currently held on a separate website however we will be moving this content into the new site. This section may require it's own sub-navigation however we can explore this further in due course.

Website content

The Carers Trust HofE marketing department will provide and support with site navigation and content.

Images

Images will be supplied by the Carers Trust HofE marketing department.

Target audience

Below are the proposed audiences who are most likely to access the Carers Trust HoE website:

- Carers (both registered and unregistered)
- Carers Trust HoE staff
- Partner organisations and external stakeholders.
- Private home care customers

Brand guidelines

The website will be required to conform to the brand guidelines of Carers Trust Heart of England.

Our communications team will work with the chosen developers to advise and to ensure that the correct colours, fonts and images are used throughout.

Website functionality

Alongside the information for carers, we are also looking to implement a password protected section of the website that will serve as a portal for staff to access policies and procedures. This information will not contain any sensitive or patient-identifiable information.

Budget

We have identified a budget of approx £7,000 for the website. As a charity organisation, it is important that every penny is well spent and any money saved from this proposed budget will be appreciated.

Ideal Timeline

We will be looking to commission the website in January 2020 with a go-live date of Q1 2020.

Response required

We would like to receive written expressions of interest to comms@carerstrusthfe.org.uk by 20th December. We will then follow up further with a shortlist of selected agencies/freelancers asking you to submit a more formal proposal in January which outlines your approach and your suitability for the project.

You can also call 07737 783 345 if you have any questions to help inform your proposal.