

Invitation to Tender for NSPA website redevelopment, July 2020

1. Background

The NSPA believes that everyone has a role to play in reducing suicide and supporting those affected by suicide. It seeks to demonstrate this by bringing together organisations and individuals from across the public, private and voluntary and community sectors that are willing to take action. NSPA membership is free, we have over 600 organisational and individual members. Our priorities are:

- Sharing information, good practice and resources on effective suicide prevention and support to build capacity and knowledge
- Enabling greater collaboration across sectors to drive further change
- Providing a collective voice to influence national and local policy and practice

Our website is for:

- Providing information for our members and anyone working in suicide prevention, through our resources and news sections of the website e.g. policy and government reports, official statistics, research reports.
- Providing information for individuals seeking support or members supporting those individuals. E.g. information giving advice for people who have been bereaved by suicide.
- Sharing knowledge and best practice between our members and those working in suicide prevention.
- Facilitating opportunities for people working in suicide prevention to network and collaborate.

2. The Need

The current NSPA website was designed in 2014. It was built on the WordPress platform, but the theme code is now obsolete and hard to maintain. The site design is old-fashioned and clunky, and the site was built with features that have never been used. This is a mistake we are keen not to repeat.

NSPA need a website that is built around users' needs and will facilitate interaction with the Alliance and participation in our work. We want it to be the best source of information and engagement/collaboration on suicide and suicide prevention for those who work in the field, with additional access for members. The new site needs to be intuitive and easy to use, and to encourage our members to keep coming back, with valuable member-only content.

3. Scope

We invite tenders for:

- A user-led discovery and design process, focussed on delivering a website that will increase participation and engagement.
- A resource hub website with a member area behind a login
- An engaging visual design that encourages collaboration
- A site built on open-source code/platform. We prefer WordPress, but are open to exploring alternatives

The successful proposal will include:

- An outline discovery process to (i) identify user needs and; (ii) produce a user-focussed site specification without unnecessary features

- A responsive, mobile-first theme
- Accessible code built to facilitate WCAG 2.1 level AA compliance
- Site code built to the latest standards
- Advice/consultancy on data structure, user journeys and overall Information Architecture

The following will not be required:

- Branding
- Tone of voice
- Content creation

4. Budget

We have budget of up to £20,000 for this project and invite responses that will not exceed this figure. This does not include VAT.

5. Timescale

We are hoping to launch the new website by the end of September 2020.

6. Response

Please submit your proposal 9.00am Wednesday 29th July 2020 to: Penny Fosten, Executive Lead, NSPA at p.fosten@nspa.org.uk.

If you have any queries about this, please contact Penny Fosten at p.fosten@nspa.org.uk.

Deadline: 9.00am on Wednesday 29th July. Applicants will be notified by Friday 31st if they have been selected.