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www.sjacymru.org.uk

029 2044 9600

Website Design Brief

Invitation to Tender

November 2024

www.sjacymru.org.uk

The first aid charity for Wales

Registered in England and Wales. Charity number 250523. Company number 05071073.

1. Tender Summary

St John Ambulance Cymru is inviting tenders for the redesign of our website to transition to a WordPress platform. The new site will enhance user experience, improve accessibility, and provide flexible, easy-to-use features for both visitors and internal teams. It will include streamlined processes for course bookings, donations, and volunteer engagement while strengthening our brand identity online.

The project has a budget of £40,000, and the successful contractor will work towards a go-live date of June 2025. Key objectives include responsive design, improved SEO, mobile-friendly functionality, and integration with our existing systems.

Key Dates:

- Tender submission deadline: 12 pm, 20th December 2024
- Interviews with shortlisted contractors: 13th January 2025
- Site launch: June 2025

Queries

If you have any questions, please contact us by 12 pm on 18th December 2024 at web@sjacymru.org.uk.

Proposals must be submitted via email to web@sjacymru.org.uk by 12 pm on the 20th December 2024.

2. About St John Ambulance Cymru

St John Ambulance Cymru is the first aid charity for Wales. Established in 1918, our vision is 'Wales as a community of lifesavers'. As we embark on a new 5-year strategy, it's our mission to support and train every community. We

want to enable every community to learn first aid and healthcare skills, whilst saving lives now and promoting wellbeing for current and future generations.

Supported by nearly 2,500 volunteers, we deliver frontline services and vital support to our emergency services when they need us most.

St John Ambulance Cymru are also part of something much bigger, an independent Priory of the Order of St John, which is a working Order of Chivalry.

Our services across Wales include first aid and health and safety training, Patient transport, first aid and emergency response and programmes for children and young people (Badgers, Cadets and LINKS).

3. What we need help with

We are seeking a supplier to support us in transitioning from a bespoke website to a WordPress site.

Key objectives:

- Responsive design using WordPress, to ensure the user experience is consistent across all devices
- Improved user experience and interaction through design and the flexibility of page layouts
- Increased brand awareness and credibility
- Well-designed forms; for capturing details of our customers and engaging with them
- Improved SEO via plugins and access to relevant areas of the back-end

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- Increased usability for St John People to move, edit and create content easily and alter the functionality for the website in-house. A user-friendly interface will be required.
- Streamlined course booking process
- Must be mobile-friendly across all devices with standardised mobile template. Especially for key actions such as payments/donations
- Improved accessibility for hard of sight/hearing

Key features:

- Video content
- Interactive maps (St John Groups (Divisions), training courses, volunteer recruitment)
- Improved of map data/appearance with existing IT infrastructure where integrated i.e. course booking
- Automated chatbot
- Frequently asked questions in various formats
- Sliding hero image with text and/or button that changes every few seconds
- Improved search functionality including training courses
- Improved integration across CRM and other IT interfaces
- Social media integration especially re tracking paid advertising success and statistics
- Welsh translation capabilities/ functionality
- Easy to use buttons especially on the homepage to direct people to various areas of the site – volunteer, training courses, donate, event cover
- Easy donation process
- Flexible giving options
- Customisable donation amounts and impact statements/ gift prompts
- Quantitative/ Qualitative data capture
- Gift aid integration

- Multiple payment methods - Include credit/debit cards, PayPal, Apple Pay, Google Pay, and other common digital payment options and guest checkout.
- Accessibility features for partially sighted people/audio description etc.
- Volunteer integration with BOMs
- Fundraising donation process apple pay, Facebook integration
- Log in area – donations – updated card details see how much has been donated
- Training courses log in area – see booked courses, certifications, edit address details
- Calendar events integration with search engines
- Integration of Trustpilot banner and ratings/reviews
- Rolling banner capability to show who our partners are for different components of the organisation (training/corporate), no need to be uniform
- Courses to be split into several sub-sub sections (like on the St John Ambulance in England site for inspiration) with the top 2/3 for each one showing before clicking to expand for others (first aid for adults, first aid for children, specific first aid etc)
- 'Please donate' and 'book courses' buttons in top right to 'inquire by email' and 'call us now' on training section, to remain until payment complete
- Training course prices to show before customer clicks for more information
- Improved vacancy filtering/display

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4. Our current website

The St John Ambulance Cymru website - www.sjacymru.org.uk was created in its current format in 2022. It is hosted on servers through our current website provider. We use a bespoke IT system called CMIS which was created by our IT provider called CCSW. CCSW can create an API to use with a WordPress plugin. Our website will need to work with our existing software.

The new site will need to operate with a back-end WordPress system. Details including cost of all WordPress plugins required by the proposed solution should be provided.

You are welcome to use any text and imagery on the current St John Ambulance Cymru website for your quotation.

5. Submission requirements

Submissions should include:

- your project plan/methodology including a breakdown of your project costs as measured in daily rates, including expenses
- confirmation that you can meet the commission timeline; including a Gantt chart or document demonstrating key milestones and resource allocation (including a time risks allowance)
- two design concepts for the home page and next page down, with an accompanying summary of your ideas behind the concepts
- examples of at least three previous responsive design projects by the designer who will work on the project, using WordPress
- details of your resilience/ability to deliver in the event of unplanned unavailability of key staff etc
- provide a description of up to 3 relevant contracts of a similar nature that you have successfully delivered in the last 5 years that show experience that is entirely relevant to the requirement including services delivered, how these are relevant to the requirement, how the contract

was delivered successfully – e.g. on time, within budget and to the required quality standards; contract value and contract dates

- provide testimonials, including client contact details – email address and telephone number
- design concepts must be shown across desktop, mobile and tablet devices

6. Milestones

The following milestones are proposed for work under the contract:

Date	Details
20 th December 2024	Closing date for tender submissions
13 th January 2025	Interview date for shortlisted contractors
January 2025	Appointment of preferred contractor
February 2025	Collaborative design phase
March 2025	WordPress site to be set up with support from the contractor as necessary
April 2025	Migration of content
May 2025	Testing and bug reporting; Final design modifications
June 2025	Go live

Contractors are invited to comment in their submission on the appropriateness and deliverability of these milestones, together with any other matter relevant to scheduling work under the contract.

7. Budget

The budget allocated for this contract is £40,000.

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8. Tender queries and submission

If you have any queries about the commission, you have until the 18th of December 2024 by 12pm to submit them to web@sjacymru.org.uk. Please note that any queries received after this date and or time will not be considered.

Please submit your tender via email to web@sjacymru.org.uk.

The deadline for your tender submission is 12pm on 20th December 2024.

Please note that any tenders received after this date and or time will not be considered.

9. Selection of Contractor

The contract will be awarded based on confidence in the contractor achieving a high standard of work, completing the work in accordance with the agreed methodology and delivering good value for money. Selection criteria will include:

methodology – approach to task; understanding of requirement design concepts for the home page-style, look and feel, function, suitability evidence of successful delivery of similar websites resilience – ability to deliver in the event of unplanned unavailability of key staff price.

We will invite shortlisted contractors to attend a tender presentation on **Monday 13th January 2025.**

Award Process

Tenders will be scored and awarded on the following criteria:

Quality: 60% Price: 40%

Quality Sub-Criteria:

- Project plan/methodology: 20%

- Evidence of successful delivery of comparable work: 20%
- Design concepts for the home page and training main page and ideas behind it: 40%
- Resilience – the ability to deliver in the event of unplanned unavailability of key staff etc: 20%

Key to the requirement is the ability to deliver the project on time, within budget and to the required quality standards. Please ensure you provide examples which fully evidence your ability to meet these key criteria and please highlight their relevance to this requirement.

Scoring Matrix

The Evaluation Panel will use the Scoring Matrix below to evaluate the submissions.

Assessment	Interpretation	Score
Absolute Confidence	Excellent Submission – which thoroughly and convincingly meets and addresses all the requirements with significant evidence of the tenderer’s understanding and experience.	100%
Confidence	Very Good Submission - Response is credible and positive and demonstrates a position completely in accordance with the tender requirements. Good supporting evidence.	80%
Minor Concerns	Average Submission – addresses the essential requirements but leaves a number of gaps and concerns over tenderer’s understanding/experience/credibility against the tender requirements. Some supporting evidence.	60%

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Additional Scoring Guidance:

We are seeking responses of the highest quality, based on the following criteria:

- Clear answers, that focus only on the specific requirement being addressed
- A sufficiently detailed level of information to demonstrate how the requirements would be delivered
- Honest answers
- A well-structured response that is easy for evaluators to navigate, with accurate references to additional information provided in additional sections
- Answers that are clearly tailored to meet our specific needs
- A clear indication and evidence of relevant previous experience
- Responses that suggest that the supplier will deliver above the organisation's requirements and expectations

To achieve this, please ensure that you:

- Read and answer each requirement/question carefully.
- Provide details of how your proposal will meet the specific requirement.
- Your response needs to be concise whilst also providing sufficient relevant detail. Generic responses that are no more than 'sales puff' are unlikely to score well, so you need to ensure that you tailor your response to the requirement.
- Do not repeat the same information in answer to multiple requirements; this is likely to indicate that you are not being specific enough.

If your submission is made on behalf of a partnership, business or company, please provide details of:

- Your trading name, address for official correspondence and any registered company number;
- Name and job titles of staff / employees who will be involved in this project, including any sub-contractors.

10. Contract Award

Please note that any costs incurred in preparing your quotation are entirely at your own risk. St John Ambulance Cymru reserves the right to not make any appointment and not to accept the lowest quotation.

The selected contractor will be invited to enter into a formal contract in the terms of this invitation to quote, the submitted quotation and St John Ambulance Cymru's standard conditions of contract.

The details and timings of payments will be discussed with the selected contractor and specified in the contract.

11. Intellectual Property Rights

Copyright of the approved design is to be transferred to St John Ambulance Cymru on completion. The website designer will be credited as the author of the website design in the initial promotion of the website. The contract will stipulate that St John Ambulance Cymru is and will be the sole and exclusive owner of all rights, titles and interests in and to the website, including all Intellectual Property Rights. The contractor will be required to give appropriate warranties and title guarantee.

12. Clarification and Queries

If you have any queries about the commission, you will have up to 18th of December 2024 by 12pm to submit by emailing web@sjacymru.org.uk.

Please note that any queries received after this date will not be responded to.

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Supporting Documentation

Appendix 1

1. Background

1.1 St John Ambulance Cymru

Our services across Wales include:

- First aid and health and safety training: We deliver over 30 different first aid courses, including Mental Health First Aid plus many more subjects in other specialised fields. Our Workplace Training Team trained more than 8,000 delegates in 2023, while our Community Trainers shared invaluable skills in schools and community groups with 13,923 people across the country.
- Patient Transport: We made 24,188 hospital transport patient journeys in 2023 covering 785,178 miles and our Falls Assistants helped more than 12,000 people who had fallen and needed help.
- First Aid and emergency response: We provided first aid cover for more than 1,400 large and community-led events in 2023. We also support wider resilience across Wales, including extreme weather deployments and supporting in rest centres during major Incidents. In 2023 our volunteers gave 59,425 hours of their time to help keep the people of Wales safe.
- Children and Young People: By the end of 2023 we had over 300 Badgers and 850 Cadets learning first aid and other invaluable life skills across 30+ Badger Setts and 80+ Cadet Divisions pan Wales. These awards reminded our young people how proud we are of their hard work. Our Badgers achieved over 300 awards Our Cadets achieved over 600 awards.

2. About the new site

2.1. Site users

The St John Ambulance Cymru website has primary and secondary target audiences as shown below.

Primary Target Audience	Secondary Target Audience
<ul style="list-style-type: none">• The general public• Existing and potential customers• Individual donors and fundraisers• Businesses• Existing and potential volunteers• Parents	<ul style="list-style-type: none">• Partners• Employees• Media• Trustees• Funders

2.2. Focus of the site

The site must strike a balance between providing information about St John Ambulance Cymru's charitable work and workplace training. The design must reflect this balance, but the primary role will be to engage and retain visitors, so we do not want an overtly corporate 'feel' to the site.

We want to maintain a 15% bounce rate on the homepage or less. The focus is to get visitors to the site to 'Donate' or 'Book a course'. The journey for visitors to sign up to volunteer for us needs to be streamlined. It must be people led.

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The site needs to position us as credible, industry leading and professional.

3. Design details and requirements

3.1. Site appearance

The main areas of the site should be informal and simple (simple fonts with limited use of special effects). The site should have a bright, clean, fresh feel. The site should use imagery, video and colour to promote our brand effectively. It should promote St John Ambulance Cymru as friendly, welcoming and community focused. It must be accessible and easy to navigate.

3.2. Corporate identity and colour palettes

The design and colour palettes should incorporate elements of the brand guidelines (Appendix 2 St John Ambulance Cymru brand guidelines).

3.3. Logos

All sections of the website should use the St John Ambulance Cymru logo.

3.4. Site structure (Page types)

3.4.1 Home page (first level navigation)

The home page should be clear, modern and simple. It should contain the following:

- Top header (all pages)
- First aid advice
- Services
- Training
- Get involved
- About us
- Feature feeds and components
- Latest News (Blog)
- Search – search pages such as news, training courses, etc.

- Seasonal messaging – Campaigns (including interstitials)
- Newsletter sign-up

Other considerations

- Welsh language
- Accessibility
- Maps
- Training course booking area/cart
- Donations area/ cart
- Housekeeping links - Accessibility, Breadcrumb Trail, Site map, A-Z, Contact Us, Terms and Conditions, Skip to content, Text only version, Print style, copyright. (these need to be present on all pages so need to be in the base template).
- Tables. We have certain tabular data that will need to be displayed in a table, or other suitable responsive format. We would like to be able to order the data displayed by the field headings.
- Online booking is required for training courses. This will need to display our events with a map location, take a booking, process payment and update the booking record with the transaction's payment result.
- Online shop functionality is required as part of the main structure. This will need to process payments and update course number levels. Specification to be discussed.
- Ability to incorporate additional WordPress/bespoke applications into the design in the future.
- Different permission levels will be required for publishing content (Super Admins, Editors and Authors).
- Ability to add code snippets for tracking digital campaigns and activity (e.g. Twitter cards, Facebook Pixel)
- Ability to update template design in the future
- Sliding hero banner so we can have multiple calls to action and images

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- Quick link buttons for navigation to different areas of site

3.4.2. Content pages (second/third level navigation)

Flexible page layouts through use of a system of components that can be assembled in different configurations to accommodate the unique content need for each type of page.

3.5. Designs required

Allow for the initial supply of at least two options, and for two re-workings of designs following consultation. Homepage and secondary page designs should include a range of responsive design components.

- First aid advice
- Child and Young people
- Training courses
- Fundraise
- Donate
- Book a course
- Volunteer
- Latest News

Designs for desktop, mobile and tablet devices and pages will be required.

Please note, for the quotation you are only required to submit design ideas for the homepage and next page down, including sketches, along with your initial quotation. The requirements listed in 3.5 above are those that will be required of the successful tenderer.

4.1. Technical specification

4.1.1. Mobile device friendly

We would like an adaptive website to be built so that it can be used on a variety of mobile devices as well as desktop. To date in 2024, 55% of visitors

to our website are using mobile, 44% are using desktop devices, with only 2% using a tablet device. This is despite the fact our current site does not work well on mobile.

4.1.2. Accessibility/Usability

The designs should be compliant with the WCAG 2.2 accessibility guidelines. Please conform with level AAA wherever possible. Third party tools that aid those with additional needs must be utilised e.g. screen readers etc. must be taken into consideration.

4.1.3. Speed and size

We understand that our visual brand is image led, but we'd like the new design to be as fast to load as possible, with page sizes as small as possible.

4.1.4. Images

We will provide images for the final design. However, you should note that these images remain the copyright of St John Ambulance Cymru and should not be used for any other projects without prior consent.

4.1.5. Other essentials

- Font size and face: Heebo, at least 12 point (or equivalent relative unit size)
- High contrast on core links

4.1.6. Coding

All pages should display correctly in Windows, Mac and UNIX operating systems and in a range of internet browsers including MS Edge, Firefox, Google Chrome, Apple Safari and Opera.

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4.1.7 SEO

We expect an initial SEO to be undertaken as part of the site build, to include a Technical SEO, Migration Plan, Content SEO and Local SEO.

5. Other websites

We prefer websites that are interactive and professional. The websites below showcase some suggestions.

[Swansea University](#) - sliding hero image and call to action

[Make-A-Wish America](#) – donation button highlighted

[British Museum](#) – Video as banner, responsive to mobile, high quality and no load time visible, video playing smoothly.



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Appendix 2

Logo



Colours

#FCC708 252/199/0 01/23/93/0 PANTONE 7548 C	#FEB605 254/182/5 0/33/93/0	#03A475 03/164/117 79/05/67/0	#0B996D 11/153/109 79/5/67/10
	#F4971B 244/151/27 0/48/92/0		#0C7B57 12/123/87 79/5/67/35
#000000 00/00/00 0/0/0/100		#FFFBDC 255/251/220 0/0/20/0	#FFFFFF 255/255/255 0/0/0/0
			#FFF7AB 255/247/171 0/0/40/0

Typography

label
heebo semibold

This is a label

headline
heebo semibold

This is a headline

sub headers
heebo medium

This is a sub-heading

intro
heebo regular

This is an intro paragraph

body
heebo light

This is paragraph copy

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