

Invitation to Tender for BD Giving’s Website Development

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Contents

Tender requirements..... 2

Project requirements..... 2

Introduction to BD Giving 2

Our audiences..... 4

Current website..... 4

Requirements of the new site..... 5

Design brief..... 6

Timeline 6

Tender requirements

Response to the tender should include:

1. Detail of how you would approach the project (including the participatory element)
2. Relevant examples of your work and named references
3. Biographies of your team
4. Budget broken down by cost for each item/activity
5. Indicative schedule of activity, including available-to-start date

Project requirements

BD Giving needs a new website. The website should:

1. Tell BD Giving's story and demonstrate its impact
2. Support a two-way conversation with the community. This includes the website development project itself which should allow community members to get involved to some degree
3. It should make set out a case for support and offer routes for deeper engagement. Driving donations is not a priority for the website

Measures of success will be:

The goal for the website is to clearly express what BD Giving does for the community and encourage engagement. A measure of the success of the project is engagement from the community.

Measures of success of the finished relate to driving up engagement such as:

1. Increased traffic
2. Increased newsletter sign ups
3. Increased enquiries about getting involved
4. A fulfilling experience for community members who engage with the project

Introduction to BD Giving

Barking & Dagenham Giving is an independent local funder with a simple belief: the people affected by funding decisions should be the ones making those decisions.

The charity envisions a borough that is collaborative, inclusive and sustainable; where everyone feels heard and sees the changes they want. BD Giving enables anyone who has a stake in the borough to take part in creating meaningful change by:

- collaborating with local people and organisations;
- sharing power to drive inclusive decision making; and
- giving vital resources to causes that matter to the community

BD Giving is on a mission to enable everyone in Barking and Dagenham to participate in shaping their borough for themselves and future generations.

The question of how we work and with whom is in many ways more central to our story than what we do. We see our role in the borough as three-fold:

1. stimulating and amplifying the opinions of citizens in funding decisions;
2. helping to nurture a diverse and collaborative social sector;
3. meeting the needs of today without compromising future generations of the borough.

How does that manifest?

We proactively share the power we have as a funder to create inclusive change. One way we do that is to make space for people with different experiences and perspectives to participate in decision-making about how funding for the borough is spent.

We practice participatory grantmaking. The working definition of participatory grantmaking in common and current use is: “Participatory grantmaking cedes decision-making power about funding decisions—including the strategy and criteria behind those decisions—to the very communities that a foundation aims to serve.” For example, we facilitate a [Closed Collective](#) of youth organisations that are working together to make funding decisions.

We champion change. We want to change the funding landscape in B&D and we take every opportunity to listen to what matters to people in B&D, we invite ideas, feedback and challenge. Then we share what we learn with people in the borough and beyond.

For example, we hold a [Community Endowment Fund](#), and we are working to give local people the tools they need to define the policy and process for redistribution of the Fund's yields to create a legacy for Barking and Dagenham.

We don't act alone. We play our part in the existing ecosystem of participation opportunities in the borough by building strong alliances and sharing what we learn about how change occurs locally.

For example, are working in a partnership called Connexus with BD Collective, BD CAN, BD CVS, and Barking Enterprise Center to support small equality-led organisations working with those people hardest hit by Covid-19. [More information about Connexus available here.](#)

Comparable organisations

BD Giving is part of a growing movement of place-based giving in London which you can read more about, [here](#).

[The Edge Fund](#) is a participatory grant maker set up by community activists. It exists to involve the people affected by funding decisions in making them and takes a bold stance on the inequalities in society. It has a clean and informal look, a very simple/clear menu structure and punchy copy to appeal to other activists.

About the borough

Barking & Dagenham is a borough with potential. It has a growing economy and population, and it has attracted over £1 billion worth of investment in recent years, around 2,000 affordable homes will be built by 2022 and nearly 90% of schools are rated good or outstanding by OFSTED.

Despite that many people in the borough face severe and long-term disadvantages; unemployment rates and domestic abuse offences are the highest in London.

Something needs to change, and we want everybody in the borough to have their say in how to strengthen Barking and Dagenham for themselves and future generations.

[See the Borough Manifesto.](#)

Our audiences

Audience:	We want them to think	What we want them to do	The website must enable them to
Local VCSE	“BD Giving will help me understand and meet the needs of local people”	Think of BD Giving first when they want to raise or manage funds differently. Bring ideas/asks to BD Giving	Stay up to date about BDGs work Apply for grants Understand what resources are needed / available in the borough
Local people	“I can make a difference in the borough with BD Giving.”	Engage with participation opportunities.	Stay up to date about BD Giving’s work Get involved
Funders	“BD Giving is the right vehicle and process for local giving.” “BD Giving is leading the way in participatory grant-making.”	Partner with BD Giving to achieve more inclusive change locally. Look to BD Giving for inspiration and ideas about participatory approaches	Understand why and how to contribute to BD Giving’s work

Current website

The current website was built in-house on WordPress using the Elementor plug-in.

A digital review produced last summer is attached with this brief some of which has now been addressed. The last 6 months of traffic has mainly been organic has dropped steadily.

Month	Visitors	Page views	Time on site	Bounce ave
Feb 22	350	1250	2.24	59.57
Jan 22	333	2373	4.14	51.30
Dec 21	296	925	1.36	56.60
Nov 21	427	1626	1.57	59.80
Oct 21	593	1474	1.39	71.22
Sept 21	695	2068	2.04	69.59

What we like about the current site:

- It's simplicity
- Tone of voice, language, and visual style help to show BD Giving is forward thinking, progressive and dynamic.

What we don't like about the current site:

- Elementor isn't very user friendly
- It doesn't capitalise on the new vibrant brand identity
- It doesn't showcase our exciting work sufficiently
- The menu is under-developed, some key pages are hidden, and user journeys aren't well defined.
- Graphics and photos are inconsistently styled

Requirements of the new site

Aims

- To quickly and cleanly explain BD Giving's mission and the opportunities to engage.
- To drive up engagement, particularly from potential supporters of our work.
- To create a platform for local people and organisations to have a voice and collaborate.

Features and functionality

- A user-friendly content management system (eg Wordpress)
- In-built SEO tool (eg Yoast)
- Showcase of projects and impact
- Funding opportunities (plus archive of historic funds)
- Grants application forms, which integrate with the Salesforce CRM
- A scrollable and searchable blog / news section
- A sticky Enews sign up form, which integrates with the Newsletter software, Mailerlite
- A contact form with a spam filter
- Responsive on mobile and desktop
- The website should meet AA accessibility standards
- Google Analytics code embedded
- Scope to grow, both in terms of the menu items and number of pages
- Training for staff to use the CMS, SEO plug-in and other in-built tools.

Design brief

We're excited about using the website build as an opportunity to further develop the visual brand which is relatively new. See attached brand guide for visual identity and brand messages for more on BD Giving's personality.

Other sites we like:

[We're Right Here](#) – this is a campaign website. There isn't much there, but it gets the message across powerfully.

[Lankelly Chase](#) – this funder's site has a campaign look and feel. We also like the blog style.

[Drake Music](#) – the site is accessible and inclusive.

[London Funders](#) - this new website has a helpful menu style and uses illustration to add warmth and a human element.

[Revolving Doors](#) – the content is simple and punchy. The site works better on mobile than desktop though.

Timeline

Respond to this ITT by 12th April
Clarifications 13-18th April
Agency appointed 19 April
Kick off meeting w/c 25th April
Website must be live for Giving week 20-24 June 2022

Budget

We don't have a large budget. It's important to us that we get to work with an agency that is inspired by our mission. If you want to learn more about the charity and this project scope, please contact Louise.

Contacts

Questions and tender responses should be sent to Louise Kavanagh, Purposeful Marketing.

Louise has worked with BD Giving for three years. She developed the brand and messaging, will provide the website content, and act as the main point of contact for the project.

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