

Website support services – invitation to tender

Background

St Wilfrid's Hospice is a charity based in Chichester, which provides end of life support and care for people in the West Sussex area. Care is given in the community at people's own homes and in the Hospice in Chichester. We will be moving to a new purpose-built Hospice in Bosham when it is completed in Spring 2019, following a major capital fundraising appeal.

The aim of the website is to provide information (and for supporters to encourage engagement) for:

1. Patients and their families
2. Supporters / donors who need information about the Hospice, and what/ how they can fundraise
3. Customers / donors to our retail outlets
4. Palliative care / medical professionals who want to make referrals
5. Care / medical professionals who may find one of our education courses useful
6. Volunteers who want to find out how they can help the Hospice.

Website

The website was developed and launched in 2016 by a design/marketing agency. The new website coincided with the launch of a new brand, also developed by the agency. We continued to work with them until recently when they suddenly decided to discontinue web services.

The site <https://stwh.co.uk/> uses the Umbraco CMS platform. We have an additional site <https://dreambuilding.org.uk/> which shares the same Umbraco software installation. Because of the way the websites are structured and designed, the website software is unstable with several technical issues which remain unresolved, or have been temporarily patched. These include for example, an issue with our SEO checker license, and display issues with our blog pages.

Our previous agency hosted both sites, and the discontinuation of their support meant an urgent imperative to migrate the sites to a new host. Since the end of June they have been hosted on Pipe 10 and we have no plans to migrate again, unless we have strong financial and practical reasons to do so.

There is relatively little interactive functionality within the website, but visitors can:

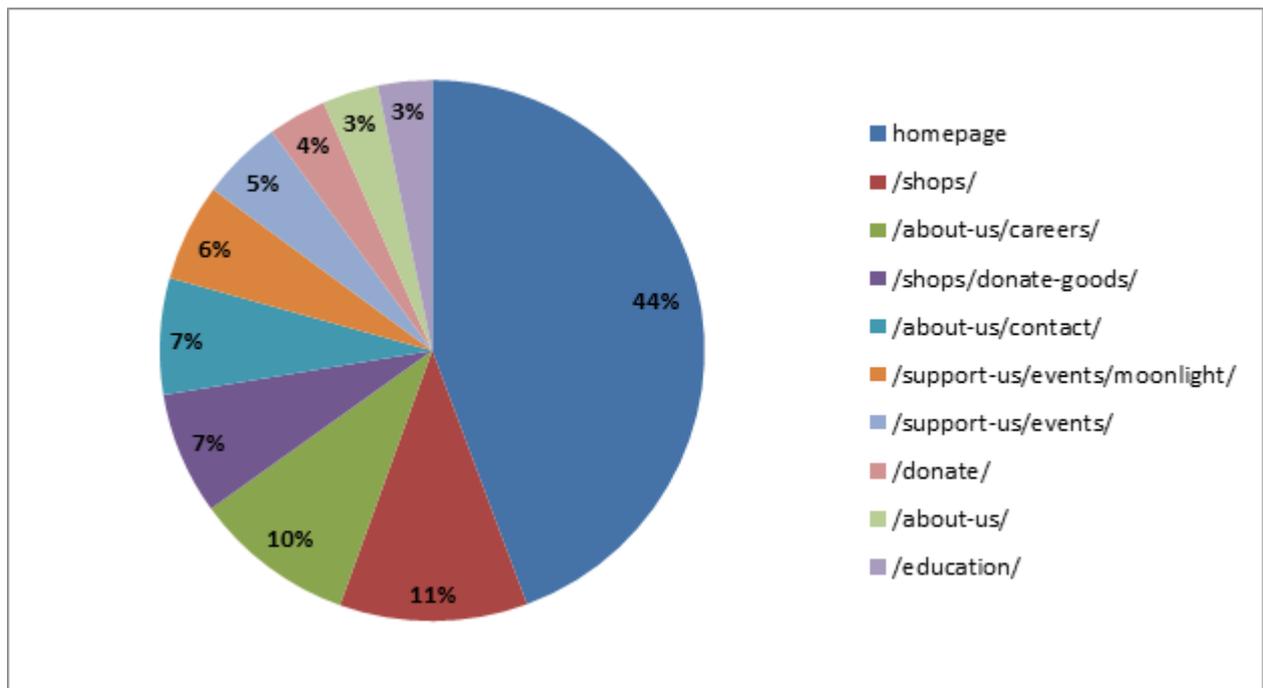
- Make a donation online - we use Blackbaud Online Express Software
- Sign up for some of our events online
- Sign up for newsletters online

All of the above is captured and stored in our Raiser's Edge fundraising software.

Other than that, there are several downloadable forms and the website is updated regularly with blogs, new fundraising event information, new education course information and general news.

In the year since August 2017, the website has had 191,416 unique visits with traffic spikes in January, April and May. (Likely reasons are: search for shop information following post-Christmas clear outs and searching for information on our Moonlight Walk which is held in May.)

- Average number of visitors per month = 15,950 unique visits
- Average length of time visiting site = 1min 3 seconds
- See graph for most popular pages



Our Care pages for patients, families and professionals only attract c.1% of all website traffic. We need to understand this more clearly and make changes to address this where necessary.

Scope of the tender

We are looking for a website support agency that will:

- Undertake daily backups, critical security patches and upgrades
- Provide fast response to fix any bugs and problems with the system, including out of hours support for major issues e.g. website down. Total estimated support time approximately 7 – 14 hours per month
- Advise on SEO improvements and provide Google Adwords support (helping us to most effectively utilise our existing Google Adwords charity grant) – particularly to ensure our website is being accessed by people who could benefit from information related to our services.
- Support the development of conversion goals from multi-channel marketing attribution
- Advise and support other improvements e.g. visitor journey, mobile interfaces, improving our ability to embed videos and GIFs
- Provide training as needed on using website back-end (in addition to the hours above).

- Provide design and development of new pages as needed (also in addition to hours above).

We are also interested in hearing from an agency that can advise us on whether to remain on Umbraco or whether there are cheaper and equally efficient platforms that our site could be easily and cost-effectively moved to.

If our budget allows within the next two years, we would like to look at developing the website in one or all of the following ways:

- Online sign-up for education courses with real-time updates on places available / waiting list etc.
- Online HR application forms possibly using iRecruit through CIPHR.
- Online volunteer application forms
- Online volunteer sign-ups for one-off volunteering opportunities (to existing registered volunteers)
- Possibility of private event microsites which visitors are directed to after signing up to an event.

We would be interested to hear how the agency would approach this work, see examples of similar work the agency has developed, and have an indication of how such projects would be costed.

Response required

Interested agencies should provide a response of max 5 pages of A4 which addresses:

- Cost of providing support services estimated at max 2 days per month
- Additional cost per hour / day for design and development time
- Service Level Agreements – how are requests logged and received (email/ phone etc), target response times etc.
- Contract terms
- Recommendation on best platform for our websites, with explanation and comparative costings if proposal is to move from Umbraco.
- History and experience, including a list of other clients, in particular highlighting other not-for-profits of similar size / website profile

Timing

Response required by 9am Monday 24 September, to be emailed to:

Rachel Billsberry-Grass, Director of Fundraising and Communications (interim)

r.billsberry-grass@stwh.co.uk (Tel: 01243 775302)

Laurence Duffell, IT Manager: l.duffell@stwh.co.uk

(Please direct any questions to Rachel in the first place.)

Interviews w/b 24 September and w/b 1 October 2018

Contract awarded Friday 5 October with immediate start.

Rachel Billsberry-Grass 3 September 2018