



Invitation to Tender: Website Development

21/03/2024

www.ygam.org

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Registered Company: 09189998  Registered Charity: 1162425

**Safeguarding
Our Digital
Generation**

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1.0 Background

Organisational Summary

Ygam is an award-winning charity with a mission to prevent children and young people from experiencing gaming and gambling harms through awareness-raising, education, and research. Through a portfolio of evidence-based programmes, we develop and deliver training and resources for a range of groups who have influence over children and young people.

Ygam's vision is for every child and young person to be resilient to and safeguarded against gaming and gambling harms.

Our market position

Over the past decade, Ygam has established itself as a key leader in the gaming and gambling harm prevention sector, renowned for its emphasis on education and safeguarding young people under 25 years old.

Ygam has a strong reach in schools, colleges, and universities, impacting a substantial number of children and young people. Pioneering a specific focus on this issue among young people, Ygam has played a pivotal role in revolutionising how future generations are educated about gaming and gambling harms.

Our audience

Our ultimate beneficiaries are the children and young individuals who receive education and safeguarding through our programmes and resources. We reach children and young people through individuals holding positions of care or influence, such as teachers, parents, guardians, youth workers, carers, college and university staff, faith leaders, sports coaches, foster parents, social workers, community leaders, and health and social care professionals.

We also deliver some programmes which connect directly with children and young people themselves. This diverse network ensures the effective dissemination and impact of our educational initiatives.

2.0 Project Summary

Ygam are inviting developers to redesign our website to enhance its functionality, presentation, user experience and overall performance. The primary goal of this rebuild is to create an innovative, user-friendly platform that captivates our target audiences and streamlines their customer journey.

Appendix B contains a detailed scope to enable you to quote on the development. Whilst this is detailed, we are open to a solution that fits the customer and functionality requirements which will be identified through scoping (Stage 1 of your quote)

Brand: - Ygam underwent a rebranding process that was launched in January 2023, coinciding with the introduction of a new 3-year strategy. The Ygam brand had not undergone significant development since its inception alongside the charity in 2014. Since then, both the organisation and the sector have evolved considerably, making it an opportune time to refresh the brand to ensure alignment with our current identity. Given the digital nature of our work and environment, our brand now reflects this aspect. With a new strategy in place, we recognized the need for a more assertive voice in our communications, aiming to provide greater clarity regarding our identity, our methodologies, and our collaborations.

In January 2024, we completed a Brand Perception brand survey – collating feedback from stakeholders, staff, funders, and beneficiaries. The results will be shared with the chosen developer.

3.0 Timetable

Invitations to tender issued	21 March 2024
Clarification questions or requests for calls submitted	9 April 2024
Responses to questions via email or call	10 April 2024
Proposal submitted	12 April 2024
Developers shortlisted	15 April 2024
Developers interviewed (online)	w/b 22 April 2024
Selected developer notified	24 April 2024
Project Initiation Meeting	w/b 6 May 2024
Scoping (customer journey/requirements)	w/b 13 May 2024
Development	w/b 20 May 2024 (8 weeks)
UAT	w/b 15 July 2024
Final Changes (if required)	w/b 22 July 2024
Migration	w/b 5 August 2024
Website launch	w/b 5 August 2024
End of Contract	31 August 2024

4.0 Key Contacts

- Caroline Gallagher – Director of Digital & QA
- Dan Bliss – Director of External Affairs

A Project Manager is being recruited to manage this development and will be the main point of contact throughout.

5.0 How to apply

Contact for enquiries:

- **Please submit any questions to qa@ygam.org no later than Tuesday 9 April 2024 at 5pm**

Submission of proposal:

- **A project proposal including the Supplier Information form in Appendix A, should be submitted by email to qa@ygam.org by Friday 12 April 2024**

6.0 Proposal requirements

Proposals should not exceed 8 pages and should cover:

- A response to the detailed scope as set out in Appendix B of this document.
 - The proposal should identify high, medium, and low specification options so a decision can be made dependent on solution and budget.
- Proposed plan including:
 - Methodology – to include engagement of stakeholders for UX
 - Resourcing
 - Clear timescales
- Breakdown of budget
- Identified risks and how to mitigate these including during development and post launch.
- Anticipated challenges and how to tackle these.
- At least two references Ygam can approach between shortlisting and final appointment.
- A completed copy of your Supplier Information – Appendix A

7.0 Shortlisting criteria

Proposals will be scored against the following criteria:

- meeting detailed scope requirements
- proposed approach and project controls
- ability to complete project within defined timeframes
- justification of costs and value for money
- understanding of Ygam's social purpose, audiences, and constraints
- experience and knowledge of the voluntary sector
- experience in delivering similar projects

8.0 Interviews

w/c 22 April 2024 - online interviews to include a presentation from potential developers for which a brief will be provided when shortlisted providers are notified.

9.0 Contract

The contract will be between Ygam and the successful developer with an expected end date of 31 August 2024.

Appendix A – Supplier Information

Please complete and submit this form with your proposal.

A documentation check will be completed post interview stage if successful prior to awarding the contract.

Organisation Name	
Registered business address	
Company and/or charity number	
Do you have a parent company (if yes give details)	
Please specify your organisation type	
Date of incorporation/registration	
Do you have any subsidiary companies/charities? (if yes give details)	
Do you have public liability insurance of a minimum of £5m cover? Please give insurance policy number	
Do you have employer's liability insurance with a minimum £5m cover? Please give insurance policy number	
Are you registered with any professional bodies? (if yes please give details)	

<p>Do you have a quality assurance/quality management system in place? Please give details (max 250 words)</p>	
<p>Do you have any quality management systems accreditations such as ISO 9000 If yes please give details (max 250 words)</p>	
<p>Do you have any security management systems accreditations such as ISO 27001 If yes please give details (max 250 words)</p>	
<p>Does your organisation have a complaints policy</p>	
<p>Does your organisation have a risk management policy</p>	
<p>Are there any potential conflicts of interest between your organisation and Ygam? If yes, please give details.</p>	

Appendix B - Detailed Scope

1.0 Current websites:

- Main website: www.ygam.org
- Parent Hub: www.parents.ygam.org
- Student Hub: www.students.ygam.org
- English Gambling Education Hub: [EGEH](#) – Not in scope of this brief, for information only
- Safer Gambling Training: [Safer Gambling](#) - Not in scope for this brief, for information only

The customer journey must consider whether we keep individual websites for Parents & Students.

2.0 Hosting

- Our websites are currently hosted by Heart Internet. [Visit website.](#)

3.0 Current challenges

- We have successfully cultivated a robust level of website traffic; however, our analytics reveal a significant portion of our visitors fail to find the information or services they seek on our website.
- It has become increasingly evident that users are encountering frustration throughout their customer journey on our website. They are often confronted with excessive clicks and obstacles, impeding their ability to swiftly locate the desired information or services. This suboptimal experience undermines user satisfaction and impedes our website's effectiveness in meeting their needs.
- Our vibrant new brand demands a website that matches its modernity. We need to make our site more interactive and engaging to fully embody our brand's essence and engage our audience.
- Our website hosts an extensive collection of over 1000 educational resources. However, recent evaluations have uncovered significant user challenges in locating, accessing, and downloading these materials.

4.0 Deliverables

- Fully functional website with easy navigation meeting all requirements as identified during scoping sessions.
- SEO, Tracking and Analytics – comprehensive reporting to allow us to monitor effectiveness of website and inform operational decision making.
- Full accessibility for all users.

- Transfer of all intellectual property (IP) This includes any original content, design elements, code, software, graphics, logos, trademarks, and other creative works that are part of the website.
- GDPR Compliant – The website must be compliant with GDPR requirements, adhering to the General Data Protection Regulation (GDPR), which is a set of data privacy laws enacted by the European Union (EU) to protect the personal data and privacy of individuals within the EU and European Economic Area (EEA). The website must handle personal data responsibly and transparently, respecting individuals' privacy rights and protecting their data from misuse or unauthorised access.

5.0 Design and functionality

The website must deliver the following:

- **Integration** - main website, Parent Hub, and Student Hub
 - Easy to access and edit by Ygam staff website with full site map to enable us to maintain the website following handover. We must not be restricted by uneditable templates to enable us to futureproof (future amendments)
- **Accessibility** - All users must be able to perceive, understand, navigate, and interact with the website's content effectively. This includes people with visual, auditory, motor, and cognitive disabilities. Achieving full accessibility involves adhering to standards and guidelines such as the Web Content Accessibility Guidelines (WCAG), ensuring that all users can access and use the website's features and content without barriers. This may involve providing alternatives for multimedia content, ensuring proper navigation structures, using accessible colour schemes and fonts, implementing keyboard navigation support, and other measures to accommodate diverse user needs.
- **Resource management** - We have a large library of resources that are accessed after a delegate has attended a workshop. This area must be secure (registration) and offer a filtering facility to enable ease of access. It must also allow for additional access if delegates attend different programmes. Resources will include documents, videos/animations.
- **Workshop bookings** - All programmes offer workshops and we must be able to maintain the dates.
- **Integration with Salesforce** - All delegate contact is recorded on Salesforce and the journey can start with workshop bookings. The website must integrate seamlessly with Salesforce and the Developers must work with our Information Systems Manager and Data Manager to ensure this.
- **Donations facility** - Our website currently integrates with DonrBox, Stripe for donations with details integrating with Salesforce.

- **Enquiry forms** - We have numerous forms (expression of interest, contact us, ...) some integrate with Salesforce creating a Lead, others go straight to an email account which is managed by staff and messages forwarded according to subject.
- **Integration with Learning Management System.**
- **Pop up surveys** - Consideration of pop ups on allocated pages, editable so we can amend as necessary.
- **SEO** including:
 - Site speed optimisation including reviewing and optimising existing content/formats.
 - On-page optimisation including H1 tags and meta titles, URL structure, internal linking to enhance visibility in search engine results.
 - Technical SEO to ensure proper crawling and indexing by search engines.
 - Responsive design including mobile-friendly.

	Ygam can provide	Developer will provide
Website copy	Yes	No
Photography	Yes	Yes
Videos	Yes	No
Logos	Yes	No
Graphics	Yes	Yes