Request for Proposal

Introduction

Camden Disability Action requests proposals for the delivery of a new Website and integrated digital strategy.

Project Background

Camden Disability Action (CDA) is a user-led Disabled people's organisation providing services and support to Disabled people across Camden, and also to a broad range of organisations in relation to disability matters. Based in and managing the Greenwood Centre, Camden's Centre for Independent Living, CDA is providing an inclusive hub, delivering services and activities to give Disabled people the same opportunities, choice and independence as everyone else.

We currently have 90 individual Disabled members and their carers and work with around 500 Disabled people each year. We provide advice, advocacy and information to Disabled people to help them access services, entitlements and opportunities to gain independence. Our advice service connects Disabled people with a range of support offers, from benefits, legal, housing, money and debt and employment advice as well as advice services accessible for D/deaf people and those using British Sign Language.

Primarily we are an equalities organisation, leading on campaigns and empowering Camden's Disabled people to lead on social change.

We have a very important role in running the Greenwood Centre where our offices are based. The Greenwood Centre is not just our home, it is also a platform for us to promote equality by renting accessible office space and filling the building with inclusive activity.

Current Digital Assets

Our current digital assets consist of the following:

CDA Website - https://camdendisabilityaction.org.uk/

Twitter Account - https://twitter.com/camdenDisAction

https://www.facebook.com/cdanw1

There are a number of issues with the current platforms that we would like to address as part of this project.

- **Poor user experience -** Visitors to the site, often find it difficult and confusing to access the information or services that they require.
- **Poor Accessibility** – As a disability-led organisation, accessibility is core to all that we do. Our current Website does not, however, conform to many common modern best practise techniques when it comes to Website accessibility.
- **Lack of a co-ordinated digital strategy** – Our various digital assets and experiences lack a cohesive and coordinated strategy for how they should be best utilised to support our members.
- **Lack of universal branding and design strategy** – The design of the current site poor and lacks a consistent look and feel that conforms to a single 'digital identity'.

Suppliers Response

- CDA require a proposal to cover the following,
- Input and feedback on our proposed timings and budget.
- Details of your proposed scope that could be delivered within the timing and budgetary constraints outlined.
- Your proposed approach to the delivery of the project.
- Resources and team members that you would propose to utilise for this project.
- What level of commitment and input from CDA will be required.
- Details of any user testing that you feel will be required and your proposal for how this would be managed (CDA have access to a number of community members who could be utilised for this).
- Any ongoing support and maintenance costs.

Budget and proposed Timeline

Budget - £40-45,000 excluding VAT

Proposed Timeline

Response submission deadline	30th November
Shortlisting of final three submissions	9th December
Proposal Presentations	17th and 18th December
Appoint	21st December
Contract finalised	31st December
Work commences	4th January 2021
Project completed by	30th March 2021

Target Audience

CDA's website is currently used by a number of distinct groups of people, the needs of these individual groups should be addressed as part of the delivery of this project

- **Disabled people -** People with physical, visual, hearing and cognitive impairment as well as people with mental ill health, long term health conditions and older people who experience Disability through the ageing process. We want Disabled people to join as members to support our work; reach Disabled people who need our services and encourage Disabled people to volunteer or work for us.
- **Friends and allies -** People who do not experience Disability directly but are interested in supporting us.
- **Customers -** Primarily local Camden residents and businesses who hire our rooms or use our training services.

Scope

As part of this project we aim to replicate a number of services that CDA currently offers face-to-face in a digital/online format:

- Advice and sign posting of services which CDA offer.
- The ability to contact and liaise with support services.
- Advertising and booking of our physical spaces within the Greenwood Centre.

- Local information resources.
- Integration with third membership logging and communication software e.g. Charitylog.

In addition to the core functionality outlined above, your response should include reference to the following points:

- **Accessibility** – An exemplar in digital accessibility. Beyond legal obligation and brutally accessible. All Disabled people, regardless of impairment type would be able to experience the website fully. The website will show leadership in the most up to date accessible features and thinking. This will include British Sign Language translation videos and easy read documents for people with Learning Difficulties.
- **Design** – Beautiful design, look and feel. The website must be attractive and also showcase us as an equality organisation. The design would be drawn from our logo and from the colours and shapes of the Greenwood Centre.
- **Mobile devices** – As a large proportion of our members and clients predominantly use mobile devices to access the internet, the website should be fully accessible across a variety of mobile devices of varying screen size and resolution.
- **Content Management –** Updates to content on the site should be possible for our communications and digital officers without the need for specialised technical knowledge. The current site uses WordPress as a content management system. Members of the current team, therefore, are familiar with this tool and so consideration should be given to this should an alternative solution be proposed.
- **Analytics –** In order to assess the popularity and success of our digital platforms we envisage the inclusion of an analytics tool e.g. Google Analytics.
- **Room Booking** – We run the Greenwood Centre. A brand new fully accessible state of the art building. We have a large conference room, plus 5 training rooms, an art and music room to rent out. The website will promote the spaces for hire and clearly capture the buildings accessible features as well as the contemporary light and space room design. Customers should be able to book rooms and make payments online via the website or an integrated third party platform.

Examples of other Websites/digital experiences

Website examples from our counterparts in other UK areas:

https://spectrumcil.co.uk/

http://www.real.org.uk/about-2/

A microsite and social media campaign designed for us by Point3 Media:

https://www.point13social.com/camden-disability-action/

http://www.point13media.com/links/social-media-animations/79853-camden-disability-action.mp4

http://www.point13media.com/79853-camden-disability-action.html

Contact

For more information and to submit your RFP please contact:

Deadline for submissions to Colin Brummage, 07732 746 231
colinceo@camdendisabilityaction.org.uk

by 12pm on 30th of November