

FIRST 4 ADOPTION

Invitation to tender

Website design and build

www.first4adoption.org.uk

Overview

First4Adoption is a new England-wide telephone and website service that will provide a first point of contact to help guide prospective adopters as they learn about the process of adopting a child. It is envisioned as the National Gateway for Adoption, to:

- offer prospective adopters **clear, independent and authoritative information** on adoption and what to expect;
- **encourage** more prospective adopters to come forward;
- refer prospective adopters to agencies able to **help them progress** their discussions, and, where appropriate, undertake the assessment process.

First4Adoption is funded by the Department for Education (DfE).

As part of this service the website www.first4adoption.org.uk will provide an open, attractive door into the adoption process for 1st-time prospective adopters, and a resource for returning enquirers looking for more information.

The right partner

We are looking for a partner agency to develop www.first4adoption.org.uk ready for a launch in **mid-late-March 2013**. The successful agency will

- help **define the brand** and visual identity of First4Adoption
- help develop **user journeys** that will be used to plan future site growth and development
- define site **Information Architecture and User Experience** that will inspire users to begin a journey towards adoption
- develop a **SEO strategy** to drive traffic to the site, in partnership with media strategies developed by First4Adoption and DfE.

The website is envisioned to cover the following themes/subjects:

- general information **about adoption**
- **what it takes** to be an adoptive parent
- an overview of the **adoption process** in England
- **what support is available** for adoptive parents and prospective adopters
- myth busting **common misconceptions** about adoption
- providing a repository for relevant national **news and events** concerning adoption (such as National Adoption Week)
- highlighting and informing the public on upcoming **changes in the law**

Site content will be the responsibility of First4Adoption, but it is envisioned that the successful agency will play a role in shaping how content can be presented in a friendly, accessible manner.

For questions please contact:

Andy Moore, interim Web Manager, First4Adoption: andy@first4adoption.org.uk; 020 7520 0425
Sue Massey, Head of Marketing and Communications, Coram: sue@coram.org.uk; 07824 312 418

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Phase One of www.first4adoption.org.uk will also include an **Agency Finder tool**. This will enable adopters to find each of the Local Authorities and Voluntary Adoption Agencies that operate in or around their area, presenting this information in a visual, understandable manner. Search results will include a summary of useful information about each agency, including a map presentation of the agency's location, before linking away to their individual websites.

Scope

In Phase One the website will exist primarily to direct service users to the information line where their enquiries will be dealt with in person. Users will find general overview information to inform their enquiries and the facility to **request a callback** at a specific time.

Links will be made to existing resources produced by other agencies where appropriate, and to downloadable resources (pdfs).

Later phases of the site will become increasingly comprehensive so that First4Adoption becomes the authoritative source of advice and information for prospective adopters.

It is also envisioned that, in time and with sufficient service user demand, video guides, online community features and interactive training (such as webinars) may be added to the site. Scalability and adaptability are therefore vital platform considerations.

Audience

First4Adoption will provide clear, authoritative information for prospective adopters and those looking for information about adoption. Adopters must be aged over 21 (there is no upper age limit) but can be couples or singles, lesbian, gay, people who have children and those that don't.

The service is aimed at people who think they may have what it takes to adopt a child. Children waiting for adoption will be individual children and siblings, of different genders, ethnicity, and ages.

Images and language used for the creation of the site should take the above into account.

Look and Feel

First4Adoption is a consumer-led service, ensuring that prospective adopters receive clear, reliable information about the adoption process. It will act as a 'national standard' of service expectations, irrespective of where in England the enquirers live.

www.first4adoption.org.uk must therefore be friendly and welcoming but with an authority that will ensure that visitors are confident they are receiving credible information. The website should look modern, friendly and fresh. It will be jargon-free with a warm, understandable and knowledgeable tone of voice.

Timescale

The First4Adoption information line will open to the public in early January. The website www.first4adoption.org.uk will be launched to the public as part of Government-led publicity drive in **mid-late March 2013**. Phase One of this project therefore **must be completed** by that date.

While it is envisioned that some phased roll-out will continue after this date, most key Phase One features will need to be ready by mid-March, including full CMS access, template and site design, information architecture and overall UX design. Some user testing of the site will be necessary before launch.

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We expect the appointed developers to be able devote sufficient resources to the project to meet this timescale, and contracts will include financial penalties for late delivery.

Any later development will be agreed in phases for subsequent financial years. It is not assumed that the appointed Phase One developer will automatically win subsequent development work.

Platform

The online presence of First4Adoption will grow and develop as the service matures. As such this site must be built using a capable and adaptable Content Management System and with attention to flexible information architecture and simple, adaptable UX design. Phase One development must leave open pathways for subsequent development. As such we will prejudice **common Open Source platforms** over proprietary systems.

Functional requirements

- Flexible CMS including the following points
 1. Ability for editors to use the CMS easily (e.g. WYSIWYG interface) and add, edit and format content
 2. Ability to edit meta data for SEO
 3. Varied templates, including special event-specific designs for media pushes like National Adoption Week
 4. Ability to preview pages before approval/publishing
 5. Ability to link a wide range of documents such as pdfs and upload multiple documents at one time (including audio and video)
 6. Allow placement of images within the WYSIWIG editor interface and be able to align in different ways (left, right, up, down, text wrapping), and ability to manage image properties and file sizes so we don't have to resize or crop images before inserting
 7. Integral media library/manager
 8. Ability to reorder pages and section headings on the navigation and sub navigation bars easily within site structure
 9. Ability for more than one user to use CMS at one time, with different levels of access for different editorial areas
 10. Ability for scheduled publishing, archiving and page removal dates
- Social media linking, such as Twitter widget(s) and ShareThis-type functionality
- The ability to embed video and audio easily (with the potential to add self-hosted video if this functionality is deemed necessary in later phases)
- The ability to create contact and callback forms and the potential to add interactive features in time (such as a self-evaluation tool for potential adopters)
- Effective, intuitive and comprehensive search facility across the whole site (preferably with an editable taxonomy)
- Full compatibility with Google Analytics and Webmaster Tools
- Compatibility across common browsers
- A news/press & media archive facility
- A device readable site design that can scale appropriately to different screen formats and resolutions (including those of mobile devices)

Along with these requirements the site must be compatible with other web services that may be added as part of later phases of the site, including:

- Online surveys, polls and forms
- Webchat and webinar platforms

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Statutory Requirements

As a project funded by the Department for Education First4Adoption must comply with legal and data handling requirements including:

- ISO/IEC 27001/2
- FIPS 140-2
- GPMS
- EU CookieLaw
- ITIL Version 3.0
- ISO/IEC 40500 (WCAG 2.0)

where appropriate. Specifically the data handling requirements will apply wherever customer-sensitive data is recorded, and so UX design will have to take these factors into account.

There is an expectation that the site will be built in accordance with the GDS Design Principles www.gov.uk/designprinciples

Budget

There is a fixed budget of c. £15,000 (inc VAT) for the delivery of Phase One of this project.

Submission Requirements

Tenderers are asked to submit their proposal by **5pm, Friday 4th January 2013** and should include:

- their full registered business/company name, main office address and contact details
- brief details/background of the organisation and financial standing
- an indication of how you would approach the project to ensure both timely delivery and an outstanding, friendly resource for the public
- a project timetable for delivery, and project management plan (including identifying any risks in meeting the proposed timescales, and how these could be mitigated)
- full detail on costs for the development and delivery of the new site (all inclusive cost), along with costs for any ongoing support, including any payment terms/charitable discount you may be prepared to offer
- details of the proposed project team, and their background, including evidence of previous experience
- contact details of the proposed delivery team and their availability
- two references from previous clients (one ideally in the charity sector)

Please send your submission to Andy Moore, interim Web Manager, First4Adoption, by email at andy@first4adoption.org.uk, or by post to First4Adoption, 49 Mecklenburgh Square, London, WC1N 2QA.

From these responses a selection of agencies will be invited to discuss their proposals in person at Coram's offices in London (one hour maximum slot with 30 minutes questions) – please keep **Thursday 10th January and Friday 11th January** free for this purpose.

First4Adoption is the new National Gateway for Adoption project. It is managed by Coram Children's Legal Centre, in partnership with Coram and Adoption UK, and is supported and funded by the Department of Education

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