Invitation to Tender for Website Development

1.0 Introduction to Scottish Squash

1.1 Scottish Squash

Scottish Squash and Racketball Limited (SSRL) is the governing body responsible for promoting, fostering and developing the sports of squash and racketball in Scotland. Working with our member clubs and our many partners, we use our best endeavours to create a long term viable future and provide a definitive source for information for the sports: from grassroots participation to the international stage.

We strive to embrace an ethos of continuous improvement in all activities and endeavour to be a fair, responsible and inclusive organisation that represents and supports all players of squash and racketball in a fair and equitable manner.

1.2 Background

Since the boom of the 1970s, which saw participation and Scottish success on the world stage soar, the period that followed has seen a steady deterioration of interest in the sports. Much of the decline in participation could be attributed in part to the influence of the competitive leagues whose activity has tended to define a squash club by its teams rather than the social capital of the club.

Now, in a bid to raise awareness and increase the reach of the sport, SSRL has initiatives and programmes in all school sectors, the corporate sector and 3rd sector, demonstrating a true market centred approach; making squash and racketball truly sports for all.

In addition, with world class performance programmes now embedded, Scotland is approaching the standards of the best of times with 2 males in the world top 40, a gold medal in this year's Women's European Team Championships Division 3 and a bronze medal in the Men's European Team Championships Division 1. The young players coming through the performance programmes give immense comfort for a strong future.

SSRL is also developing commercial opportunities to help fund the future development of the sport.

1.3   New Website to be developed

Broadly the following elements encapsulate the purpose of the new site:

- It is to be a place where current and prospective members can easily access the latest squash and racketball news, events information and results, participation opportunities and governance resources.

- It is to communicate the brand of SSRL through a visually engaging, dynamic and consistent appearance while retaining a user-friendly interface for both end-user and administrator.

- It is to fully integrate with SportyHQ.

1.4   Purpose of the Tender Document

This document outlines the broad specification of requirements for the new SSRL website to be developed. We invite interested web development companies to present their proposals for developing a SSRL website solution as specified in this document. We anticipate that the information provided here will be sufficient to enable prospective suppliers to understand the scope of the site and to be able to cost their services, but we will want to work closely with the supplier during the design and development of the site to ensure that our aims and requirements are met in the best way possible.

2.0   Requirements

2.1   Users of the new website

- Primary Users:
         - Full SSRL members
         - Social SSRL members
         - Their parents, families and friends

- Secondary Users
         - Project partners
         - Project funders
         - Others with an interest in squash and racketball

2.1   General

Some general points to be addressed:

- Cross browser support: The pages must be viewable in all major web browsers as of the completion date. (Internet Explorer, Chrome, Opera, Firefox and Safari).
- Speed: Load times must be acceptable for users.
- Search: A search facility should be provided so that users can search for specific content on each page. This will include uploaded documentation such as DOC and PDFs. This content should also be searchable by search engines.
- The website should be accessible to search engine spiders and be coded with good on-page search engine optimisation. This will be controlled by SSRL.

- Visitor should be able to engage on articles through posts/replies. Please indicate your proposals as to how best we might facilitate an online community with our users.
- With regards to IP, we intend that the site to be developed should remain the property of SSRL. Please confirm your acceptance of this.

2.2   Content Management

The site should have an integrated Content Management System, which enables authorised site administrators to:

- Make amendments to existing content, dependent upon their access privileges.
- Add a variety of content, including text, pdfs, video material, photographs, surveys etc.
- Arrange the content elements on a web page.
- Add web pages based on templates and new templates as required.
- Make amendments to navigational headings and/or advertisement banners that appear on the sites homepage.
- The content management system should enable non-technical authoring and editing, such that authors and editors must not be required to use HTML (or other technical knowledge) when creating content for the bulk of the content, we recognise that this requirement may exist for some advanced editing purposes.
- It needs to be easy to create and maintain content.
- Security levels and audit trails must be in place to protect the integrity of the content.
- All pages must provide sufficient metadata to allow effective indexing and searching.

2.3   Device Accessibility

The site should be available on the following devices and platforms:

- Windows PCs and laptops
- Apple PCs and laptops
- Apple iPads and iPhones
- Android tablets and smartphones

2.4   Graphic Design: look and feel

The feelings or attributes that we would like to convey through the website include:

- Professional
- Engaging
- Dynamic
- Inclusive
- Friendly

Reference: Scottish Athletic http://www.scottishathletics.org.uk/

Each page on the site should feature the SSRL logo. The logos of the project partners and funders also need to be included: **sport**scotland, Heriot Watt University, The National Lottery, World Squash Federation and World Squash Europe. A common navigation bar should also be included on all pages.

In general, the design and aesthetic of the site should result in a clean and easy to use platform. There should be continuity and consistency throughout the site in fonts, font sizes, icons and use of colour: SSRL are synonymous with the colour blue.

Careful consideration should be given to the way in which different groups might access specific sections of the website. Key demographic information will be provided to the successful applicant. Words and images will be provided by SSRL.

2.5 Social Media

Link to the SSRL Facebook page; opportunity to "like" the Facebook page; facility to automatically post material from website to Facebook page.

Link to the SSRL Twitter account; show Twitter feed on selected key pages.

Opportunities for site visitors to share the contents of the page they are on to Facebook, Twitter, Pinterest, Linkedin, Reddit, Google+ or via email.

2.6 Sporty HQ

Fully integrate the SportyHQ system which is the new competition and sports management site responsible for all events. The website will need to have the ability to:

- Display the Scottish events calendar from SportyHQ.
- Sign up for SportyHQ through the homepage on the website.
- Display Scottish rankings from SportyHQ.
- Display a results archive in the formation of event draws extracting the results from SportyHQ post events.

Integration will be provided by the SportyHQ API that will allow the data to be extracted from the SportyHQ database. Examples and technical support will be available from the vendor in meeting this requirement.

2.7 Ecommerce

MailChimp

The website should have the ability for readers to sign up for SSRL's monthly e-newsletter which is currently managed through MailChimp. This sign up should link appropriately to mailing lists.

Online Shop

The website needs the ability to host an online shop, should SSRL require the function in the future.

2.8 Information and Resources within the Website

The following information and material will be available through the website:

Introductory Material

- Brief introduction to SRRL and signposted for further information
- Links to SSRL partners
- Copy of SSRL policies
- Information on National Centre and link to Heriot Watt
- Information on structures and visions
- To be accessed by: anyone.

Play

      - Performance
      - Club Squash
      - School Squash

Coaching

      - Information on coaching awards
      - Information on coaching CPD
      - To be accessed by: anyone.

Events (All linked from SportyHQ website).

      - By SSRL & others
      - In a calendar
      - Courses offered
      - Results
      - To be accessed by: anyone.

Other Information

      - Contact Us
      - News archive
      - To be accessed by: anyone.

2.9   Site Navigation

The following are the major sections in the website which will require primary navigation routes. We will not be prescriptive about the way these should be displayed, however we would expect this to be agreed with the developer during the design and development of the site and be consistent with SSRL brand requirements.

Major sections and navigation menu items

      - Home; About; Play; Events; Coach; News

Drop-downs / Sub-sections

      - About dropdown: About SSRL; Partners; Policies; National Centre; Structure and Visions
      - Play: Performance; Club Squash; School Squash;
      - Events dropdown: Calendar
      - Coach: Coaching Awards; Coach CPD;

Reference: Scottish Athletics http://www.scottishathletics.org.uk/

3.0 Technical Requirements

Suppliers should specify the technology environment in which the new website is to be developed. We have no requirements with respect to the particular technology or architecture used by the software supplier, but simply require that this be made explicit in your response.

4.0 Budget

It is anticipated tenders will be in the region of £3,100 to £3,600, exclusive of any VAT payable. An initial payment of £720 will be made at the start of the project, with the balance paid on satisfactory completion of the website development.

5.0 Timeline

5.1 Project Timeline

The following delivery schedule should inform your tender response.

Timeline	Action
31-05-2016	Tender documentation issued
14-06-2016	Responses received by 1200
	All responses must be sent as in PDF to christopher.cox@scottishsquash.org in the format at Annex A with a second PDF of visuals.
01-07-2016	Preferred supplier selected
	Suppliers may be asked questions about their response to allow the selection process to be made, please note this may involve a face to face meeting.
01-09-2016	The project must be completed

5.2 Response Deadline

We require your response to this tender by 12noon on 14th June 2016. Please provide an electronic version of your response by this time to:

christopher.cox@scottishsquash.org

On the basis of the response to the tender, we envisage making a shortlist of suppliers with whom we can have brief discussions prior to making a decision. We would like the successful supplier to commence work on the new site on 1st July 2016.