

Website rebuild

Project Specification

Work Rights Centre is a charity dedicated to helping migrant workers and disadvantaged British residents to access employment justice, and improve their social mobility. Having started in 2016 as a grassroots organisation, our visual identity and website have been developed by volunteers. This has made a huge contribution to establishing the charity, but we want to ensure that our digital presence continues to reflect our position today - as a migrant-run organisation that provides vital legal information and legal advice (free, confidential, multilingual, accessible to people with minimal English and IT literacy), and that seeks to address systemic injustice with research publications and policy interventions.

We are looking to commission a digital team to redevelop and redesign our website.

This document details our project specifications, expectations from our digital partners, and commissioning process. Please register your interest by 01 March 2024. For further details, please contact evie.breese@workrightscentre.org

About our website

User profiles. We have identified the following user profiles:

- People who are experiencing labour exploitation or immigration insecurity, and are looking for immediate help from our legal advisers. Many of them will struggle with English and IT literacy.
- People who want to better understand their employment rights and how to access them.
- Policymakers and policy influencers who are looking for evidence of migrant labour exploitation, and ideas for policy change.
- Funders, supporters, and the general public, who want to understand our work and impact, and some of whom may be willing to donate or follow us on social media or via newsletter.
- Journalists who are looking for stories and need a press contact.
- Researchers who are looking to learn from our publications, or partner with us.

Key content pillars to date: get our help page, legal information pages, research publications and our evidence submissions to parliament, about us pages (team and board, impact stats, case studies).

What we like about our website and CMS:

- The website is fully mobile responsive
- Content editing is organised and easy to use
- It has easy to use integrations with Zoho forms, Datawrapper, and YouTube
- Enables us to produce quizzes (such as an [employment status quiz](#))

- Hosted on Azure (we receive \$2000 Microsoft Azure credits per year)
- Enables control of user content management roles and permissions
- Supports rollback and audit functions.

What we don't like about it.

- Multilingual content editing - does not offer an easy way to create multilingual versions without needing to maintain independent content trees (newer versions make this much easier).
- No indicators for content editors of page SEO or social sharing meta quality.
- Our design has issues with the main navigation bar on desktop, which has too many links since our only other navigation is on the footer. It also lacks customisation options such as being able to highlight, say, the donate button.
- Navigation overall feels difficult, with inconsistent sub navigation methods, clunky movement between subsections and no breadcrumbs.
- Our key CTAs (namely: donate, sign up to newsletter) are not sufficiently visible and integrated in user journeys.
- The blogging / article features as configured don't support filtering, tagging, or thumbnail imagery.
- There is no subtle way to visually break up text-heavy pages and highlight key info.
- General dissatisfaction with the visual design, such as outdated imagery (generally masculinist), some pages feel text-heavy.
- We don't have a way of getting cookie consent.

What we want from this project

We would like you to:

- Work with our team to review our user profiles and journeys.
- Understand our content pillars and key calls to action (CTAs), and lead on integrating them in user journeys.
- Identify pain points with our current website.
- Iteratively design the website, embedding feedback from our team
- Build and test the new website, on desktop and mobile.
- Source adequate imagery and graphics, as needed.
- Migrate the key content pillars onto the new website.
- Coach the charity on how to use the new CMS (if using a CMS other than Umbraco).
- Support the website for an agreed period of time.

We are looking for a content management system that:

- Uses an established open-source CMS hosted in Azure (we have a preference for Umbraco);
- Can embed Zoho Forms, Datawrapper, and Youtube videos seamlessly (such as [here](#));
- Can embed Power BI charts;
- Can be made multilingual from a single content tree;
- Can integrate with a service such as Azure Translator or similar AI translator to pre-populate content for editing in the CMS;

- Can accommodate blog sections with pagination and filtering based on multiple tags;
- Includes newsletter sign-up (MailChimp embed) and contact form;
- Enables SEO assistance;
- Can accommodate quizzes (such as our [Employment Status quiz](#));

Overall, we would like our website to:

- Be fully mobile responsive.
- Have a discrete but consistent way of flagging our key CTAs (eg: newsletter sign-up, donate).
- Enable easy-share on social media.
- Enable user journey tracking.
- Is accessible to users with visual impairments and other disabilities.
- Has a GDPR compliant and discrete cookies consent feature.

Overall, in redesigning and redeveloping our website our goals are to:

- Increase traffic to our get advice pages, from users who need legal advice;
- Increase traffic to our legal information pages, from users who need information.
- Increase traffic to our research pages from policymakers.
- Increase newsletter sign-ups.
- Increase donations and regular donor sign-up.

Project budget

The total budget for this project, including VAT is £30,000.

The commissioning process

We are looking for an experienced project partner with a good track record of website development and good design. If this is you, please [register your interest online](#).

Note: the deadline for submitting an EOI is 01 March 2024. We aim to review all proposals, follow up with shortlisted candidates, and commission the project in April 2024. Shortlisted candidates will have an opportunity to meet with our team and submit a more comprehensive proposal.

In assessing proposals, we will examine the functionalities of the proposed CMS, the overall approach to user profiling and journey mapping, the approach to design, building, and testing the website, and the proposed project budget and timeline.

FAQs

Should the £30,000 budget cover other elements such as ongoing support and maintenance?

With regards to the length of support, we trust project partners to offer a fair assessment of what level and length of support they can provide within the budget.

Is it a dealbreaker if we don't use Microsoft Azure?

We are open to alternative hosting arrangements if you can make a case for why that would be in the interest of the charity.

Can we submit a proposal in our own preferred format instead of completing the EOI?

We will accept any additional materials you would like us to take into consideration when making a shortlist, but we do ask that you complete the EOI to help us in this process.

Are you open to other CMS and hosting options aside from Umbraco and Azure?

Absolutely. We have experience with using Umbraco already and benefit from receiving free Microsoft Azure credits, but we're keen to hear from you if you believe there is a better option that makes financial sense for our charity.

Do you currently have brand guidelines or rules around your visual identity?

We have a basic set of visual guidelines (eg: logo, font, colour scheme, tone) which we imagine will be revisited as part of this project. At a minimum, we envisage that commissioning a new website will involve revisiting: font, colour scheme, and general tone, with a view to sourcing imagery for the website. We don't envisage redoing things like the logo or other digital assets (eg: social media banners). We would be keen to hear what kind of work you envisage around this, but it would have to remain close to the budget