



**We are Housing Rights.  
We believe that prevention  
of homelessness is the best  
cure. We work tirelessly to  
keep people in their homes  
and help them with their  
housing problems.**

**We believe that everyone  
should have a *home***

## Website replatforming tender

We are seeking a partner who can help us to design, develop and deliver a new online home for Housing Rights by November 2022.

## Scope

Housing Rights is seeking a partner who can help us to design, develop and deliver a new online home for Housing Rights by November 2022.

This work will include

- Providing an appropriate content management system that will allow us to manage large volumes of content in multiple content types for distinct audiences
- Providing user testing services to aid in the design, development and acceptance stages
- Providing information architecture services to help us organise and structure significant volumes of content for multiple audiences<sup>1</sup>
- Developing an intuitive and sophisticated search and navigation system to orient users
- Providing a gated area with “members-only” content, (a ‘community portal’)
- Exploring options to allow personalisation of advice by user need e.g. through the development of a navigator<sup>1</sup>
- Providing a booking platform that will allow us to promote and sell our training and event services
- Integration with Maximiser CRM
- Implementing web analytics tools and building capacity in the usage of these tools to inform decision making
- Providing training to our staff on how to use new systems and tools, including those for monitoring and evaluation
- Hosting, maintenance and support services

Housing Rights will provide all content for the website.

## Housing Rights

Housing Rights is a charity that works to improve lives by tackling homelessness and housing problems in Northern Ireland. We do this by

- Advising people who contact us online or by phone
- Representing people through our casework and legal representation services
- Training other people about homelessness and housing problems
- Informing other people about changes in housing policy, law and practice
- Influencing the development of housing policy and law by sharing the experiences and views of the people we help.

## Budget

Project budget should not exceed £45,000 inclusive of VAT

Fees are typically paid on successful completion of a project. Please provide a payment schedule with your submission if you would prefer to receive payment in stages. This should indicate the milestones and deliverables covered by each payment interval.

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<sup>1</sup> See examples at Shelter Scotland:

[https://scotland.shelter.org.uk/housing\\_advice/downloads\\_and\\_tools/online\\_checkers/does\\_the\\_council\\_have\\_to\\_house\\_you](https://scotland.shelter.org.uk/housing_advice/downloads_and_tools/online_checkers/does_the_council_have_to_house_you)

## Timescale

Clarification period ends	4:00 pm, 11 January 2021 <sup>2</sup>
Receipt of submissions	By 8:00 am, 20 January 2022
Pitches	10 and 14 February 2022
Notification	17 February 2022
Work to begin	1 March 2022
Go-live	1 November 2022
Non priority areas	31 March 2023

A version of the redesigned website must be available by 1 November 2022. This must

- Meet accessibility requirements
- Allow for segmented search by user need
- Follow existing branding guidelines, including distinct branding for Landlord Advice content
- Allow for simple and safe event booking and registration
- Include optimised contact details for our helpline
- Include all advice content for members of the public and landlords
- Include all necessary code for tracking and reporting on data
- Include a gated area with content for professionals who are members of Housing Rights

We anticipate that certain elements of the work may not complete by November 2022. If this happens, we expect delivery of the remaining elements by 31 March 2023, in particular

- Elements of membership offering
- Personalisation of advice content

## Project management

You will work with our digital, content and communications staff to understand our vision and share your solution. We will rely heavily on you for technical advice and guidance.

Our team is led by Head of Policy and Development who has authority to make final decisions on this project.

We will accept consortium bids, as long as

- You can provide evidence of previous successful partnership working, including testimonial from customers
- You elect one agency to act as senior partner and this agency accepts responsibility for the successful delivery of all component parts

## Current web portfolio

We currently have 4 websites.

<a href="http://www.housingrights.org.uk">www.housingrights.org.uk</a>	Our “corporate” website (Drupal 7) <ul style="list-style-type: none"><li>• Mission and values, funding arrangements,</li><li>• Our services and projects</li><li>• Our impact, including case studies</li><li>• Sale of services such as training and conferences</li></ul>
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<sup>2</sup> Due to the Christmas holiday period requests for clarification received between 20 and 4 January will not receive a response until 5 January or later

	<ul style="list-style-type: none"> <li>• Information products, including an 800-page PDF resource on housing legislation, policy and practice</li> <li>• Job and volunteering opportunities</li> <li>• Signposting to our advice helpline</li> <li>• Chat service provided by LiveChat (TM) plugin</li> </ul>
<a href="http://www.housingadviceNI.org">www.housingadviceNI.org</a>	<p>Our advice website (Drupal 7)</p> <ul style="list-style-type: none"> <li>• Information for members of the public on housing issues</li> <li>• Advice for private landlords and agents</li> <li>• Advice translated into multiple languages</li> <li>• Self-help tools and downloads</li> <li>• Signposting to our advice helpline</li> <li>• Online point of contact for our mediation service</li> <li>• Chat service provided by LiveChat (TM) plugin</li> </ul>
<a href="http://www.landlordadviceNI.org">www.landlordadviceNI.org</a>	<p>Our landlord website (Drupal 7)</p> <ul style="list-style-type: none"> <li>• Basic information about the Landlord Advice NI service</li> <li>• A contact form</li> <li>• Case studies related to the service</li> </ul>
<a href="http://www.smartrenter.org">www.smartrenter.org</a>	<p>A resource for private renters. SmartRenter sits outside the scope of this project.</p>

## Our digital vision

To embrace digital technology to generate more helpful, accessible and impactful services to our users and stakeholders.<sup>3</sup>

Our aims are to

- make it easier for people to access and use our services
- make our digital services appropriate, accurate, helpful and accessible
- raise awareness of homelessness and housing issues.

We are committed to a design-thinking led journey. Any approach must be optimised through empirical user evidence and continuous monitoring, testing and iteration.

## Our problem

We've analysed our user journeys and have established that our web presence has three particular problems

***People find our split web presence confusing, which means they struggle to connect with the information or service they need and they miss out on help we could provide.***

***Our websites are built on Drupal 7, which means they are nearing end of life and pose a risk to the organisation.***

***Our current purchasing and donation journeys are disjointed and complicated, which means we lose out on opportunities to raise funds to deliver our services***

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<sup>3</sup> See website development plan at appendix 1 for background, strategic context and indicators of success

## Our goal

To build a fast, seamless, and helpful online experience for people who use or could use our services, thereby maximising Housing Rights' reach and impact.

## Our users and their stories

As **someone with a housing problem**, I need to know my rights and options and how to get help so I can avoid homelessness

As a **professional with a housing case**, I need quick access to clear, trusted information and advice so I can help my clients and do my job

As a **manager of an advice service**, I need to know about relevant training and book this easily, so my staff can develop and do their jobs

As **someone who works in housing**, I need Housing Rights to explain their thoughts about planned changes, so I understand the issues properly

As **someone who wants to support Housing Rights**, I want to be able to easily take part in fundraising, donation and volunteering opportunities, so I can give back

As **Housing Rights**, we need to clearly demonstrate the impact and outcomes of our work to our funders and others, so we can keep working towards achieving our vision

## Project objectives

### Improve processes

- People have clear accessible pathways into our advice, training and policy services<sup>1</sup>
- We have data and analytics we need to continue improving services<sup>2</sup>
- We have a value for money resource that will sustain us for at least 10 years<sup>3</sup>

### Help customers

- We have a fast, efficient and high-performing resource<sup>4</sup>
- People can find answers and information to help with housing problems in a suitable way<sup>5</sup>

### Enable growth

- People recognise Housing Rights as expert in housing in Northern Ireland<sup>6</sup>
- People understand the impact of our work<sup>7</sup>
- We can more effectively raise funds through selling services and an improved donation journey<sup>8</sup>

## Required functionality

We want functionality that will

- improve user experience
- increase online sales and bookings and
- encourage users to interact with the content and messaging, improving our conversion rates as a result<sup>9</sup>
- allow our staff to update and modify the site content, structure and layout without the need for technical support

We need technical solutions that will allow users to

- easily find information they need, whatever their user profile
- search and filter their results by content type or audience
- easily access our phone and digital advice services
- quickly book and pay for tickets at all Housing Rights events
- keep up to date with what is happening at Housing Rights
- understand our views and position on key housing and welfare issues
- understand how our work impacts on our clients and on others more widely
- support Housing Rights through donations
- support and champion Housing Rights social media activities
- support our membership and subscriber model

## Membership and subscriber model

We need a solution that allows us to provide additional services to our members and subscribers.

These include

- Our professional content on housing law, policy and practice
- Discounted booking for training courses and events
- Recordings of special member-only events

Our members range in size from solicitor firms with 1 or 2 staff to large charities with 100s of staff working in different venues. We want their staff to be able to have their own access to the website, but need your help developing a solution that will allow for smooth registration, verification and use of these accounts.

Our constitution says that certain organisations, such as political parties, cannot be members. We still want these organisations to be able to pay to access our professional content.

## Look and feel

The new website will be designed for speed and usability. It must

- take a mobile-first approach
- score well in tests for core web vitals, such as speed
- be accessible and should work towards meet the standards set out in The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018
- fit within the existing Housing Rights brand identity
- allow a separate brand identity for content focused at landlords and agents
- incorporate strong evocative imagery where this is required
- ensure that design elements in no way detract from function

## Competitor analysis

Organisation	How we compete	We like	But
<a href="#">Shelter UK</a>	Similar services in a different jurisdiction	How they deal with multiple audiences How they organise their information	It's hard to find contact details for advice services

		<p>How they centre user stories in their content</p> <p>Their clean, unfussy design</p> <p>How they reference and footnote their legal content</p>	<p>Our policy team find it difficult to find policy content on this site</p>
<a href="#">Advice NI</a>	<p>For training, debt advice, media opportunities</p>	<p>Their commitment to accessibility</p>	<p>You can't click on the contact details to call the organisation</p>
<a href="#">Law Centre NI</a>	<p>Similar services with a different area of specialism</p>	<p>Their use of real imagery</p> <p>How easy it is to find contact details</p> <p>The language switcher</p>	<p>Lots of the information is in PDFs, which are hard to use on a mobile</p>
<a href="#">NI Direct</a>	<p>For public information on housing</p>	<p>How they highlight popular content in each area</p>	<p>The navigation can be disorienting and the <a href="#">search results</a> are sometimes a little strange</p>
<a href="#">Gov.uk</a>	<p>Different jurisdiction</p>	<p>How content renders on mobile</p> <p>Styles and layout</p> <p>Easy digital services (e.g. book a PCR test)</p> <p>Navigation (new menu bar)</p> <p>Their "next" option with multi-page content</p>	<p>The homepage is too utilitarian for our needs</p>
<a href="#">Simon Community</a>	<p>For fundraising and public awareness</p>	<p>Their visuals</p> <p>Their donation journey</p> <p>Optimised contact details</p>	
MyGov.scot	<p>Different jurisdiction</p>	<p>Clean layout</p> <p>"Was this helpful" with follow up</p>	

## Your skills and experience

Individual or consortium bids must be able to demonstrate the following essential skills and experience

- Previous experience delivering large content-based websites. Please give examples.
- Previous experience designing information architecture, nomenclature and taxonomies for complex information-based websites. Please give examples.
- At least 3 years' experience designing solutions that are centred on user experience. Please give examples.
- At least 3 years' experience in accessible web design, following WCAG2.1 guidelines and with a good understanding of wider accessibility principles. Please give examples.
- Previous experience embedding effective data monitoring and analysis tools and techniques in web projects
- If your bid is in a consortium, please provide evidence of having successfully delivered a project within a consortium previously.

We'd particularly like to see applications that demonstrate

- Experience working with charities. Please give examples
- Experience working with organisations with limited technical and coding skills. Please give examples.

Your submission must contain

1. Details of how your proposed solution will meet the needs set out in this tender
2. Your implementation plan
3. Any anticipated difficulties delivering on our vision
4. Details of how you meet our required experience
5. Details of key people involved in the project and their relevant skills and experience
6. Detailed costings, including VAT and any recurring or annual costs for licences, hosting etc
7. Information about the sustainability of your proposed solution
8. Details of your conflict resolution process should disputes or delays arise
9. Evidence of previous work and testimonials from previous customers

## Expressing and evaluating interest in this project

Please send your response to [etain@housingrights.org.uk](mailto:etain@housingrights.org.uk) by 8:00 am 20 January 2022.

Your response **must** include the sections set out in the appendix to this document

We will ask you to pitch your proposal in person at our offices in Belfast or using a video conferencing programme. We see these meetings happening on 10 and 14 February 2022.

We are not bound to accept the lowest tender. We will evaluate your submission based on

- Your understanding of our needs
- The clarity of your proposed approach and how it meets our requirements
- The expertise and experience of the people who will work on the project
- How well you satisfy our essential skills and experience
- Your implementation plan
- Your commitment to user-centred design and user experience

- Value for money and sustainability of your solution
- Timescale and availability
- Your pitch and ability to effectively answer our questions

### Penalties

Housing Rights reserves the right to impose financial penalties if there are significant delays that can be attributed to a delivery partner's failure. This will only happen as a last resort where other attempts to resolve the delay have failed.

### Clarification period

Please contact [etain@housingrights.org.uk](mailto:etain@housingrights.org.uk) by 4:00 pm 11 January 2022 if you require clarification on any element of this project. Any requests for clarification received between 20 December and 4 January will receive a response after 5 January.

# Appendix: Tender submission

Your submission must include the following information

## About us

Please use this section to introduce your company, or companies. Please provide a brief overview of your history and why you are a good fit for this project.

## Personnel

Please include bios of all personnel who will be involved in the delivery of the project. Explain their role, experience and expertise delivering similar projects

## Consortium bids

We will accept consortium bids, as long as there is a single lead supplier. The lead supplier will

- Act as the primary contact should issues arise with delivery
- Receive payment for all work, and compensate sub-contractors appropriately

If you are submitting a consortium bid, please use this space to set out

- The lead supplier, including the accountable person responsible for successful delivery of all component parts of this project
- The other members of the consortium, including key personnel, their responsibilities and their relevant experience and expertise
- The areas of work to be covered by each member
- Your proposals for managing slippage, disputes and other element of risk
- Your previous experience of delivering consortium bids successfully

You must indicate which member of the consortium will be responsible for delivery of specific elements in further sections. You must explain their role, capability and experience in the context of the section.

## Proposal

Please use this section to demonstrate how you intend to meet the needs identified in our brief.

Your proposal should

- Detail your approach to delivering this project, including rough timings and key personnel
- Include your implementation approach
- Explain what technologies you will use to develop and deliver your solution
- Explain how you will deliver the expected user experience
- Explain how your innovative solutions will answer our problem statements
- Explain your approach to managing this project
- Detail any anticipated issues or limitations with our vision

## Experience

Please use this section to demonstrate your experience

### **Mandatory**

1. Delivering large content-based websites
2. Designing information architecture, nomenclature and taxonomies for complex information-based websites
3. Designing solutions that are centred on user experience
4. Delivering solutions that comply with accessibility guidelines, particularly WCAG 2.1

### **Desirable**

5. Building capacity in customers' usage and understanding of web analytics tools
6. Working with charities
7. Working in partnership with organisations without dedicated technical expertise
8. If your bid is part of a consortium, please provide evidence of having delivered a project successfully as part of a consortium previously.

## Costs

Please provide a full breakdown of costs, including VAT and any recurrent or annual expenditure that your solution will incur.

Please provide a payment schedule with your submission if you would prefer to receive payment in stages. This should indicate the milestones and deliverables covered by each payment interval.

Only costs included in the tender will be accepted.

## Sustainability

As a charity it is essential that we can demonstrate value for money to our funders. Please outline the sustainability of your model, its projected lifespan and how it presents value for money to the organisation.

## Resolution of conflicts

Please describe the process for resolution of any disputes or delays that arise during delivery of this project.

## Availability

Please confirm your availability to begin work by 1 March 2022.

## Previous work and testimonials

Please use this section to showcase any similar work you've carried out and to include testimonials from satisfied customers. We will look for evidence of the success of your approach and the quality of previous implementations.