

## **Tender Document for Website Development**

**Issued by:** Morecambe Bay Partnership (MBP)

**Issue Date:** Friday 8th Aug 2025

**Closing Date for Submissions:** Thurs 4th Sept 2025 at 5pm

**Appoint agency by:** Fri 3rd Oct 2025

**Delivery of new website:** by end of April 2026

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### **1. Introduction**

Morecambe Bay Partnership is a place-based charity, registered with the Charity Commission (charity number 1173489).

[www.morecambebay.org.uk](http://www.morecambebay.org.uk)

Our charity works in partnership to help good things happen for Morecambe Bay. From protecting nature & improving access to the countryside & coast to increasing understanding of the Bay's heritage, our work aims to make the area a better place to live, work, study & visit. From Barrow to Fleetwood, we raise funds to help keep this place special for future generations.

Our charity's vision is for Morecambe Bay to be an exceptional place to live & an outstanding place to visit. A place where the local economy provides healthy, happy, low carbon living for everyone. Nature is more abundant, heritage is understood, protected & celebrated, and our culture is thriving.

- ❖ We raise funds to protect nature & heritage, to improve skills & the health & wellbeing of local people.
- ❖ We share our messages, skills & expertise with others to improve the profile & understanding of Morecambe Bay, so everyone can understand & appreciate it.
- ❖ We identify & prioritise new opportunities to deliver impact, bringing organisations together to deliver shared goals, making best use of limited resources.
- ❖ We invest in research & data, ensuring that information about Morecambe Bay is up to date & relevant.

**We are seeking proposals from qualified web development agencies to develop and host a new WordPress website that:**

1) raises awareness of Morecambe Bay, why it's special and its need for support

AND

2) enhances our digital presence and engagement with our many stakeholders. That engagement includes attending events, fundraising, donating, volunteering and job opportunities.

## 2. Project Overview

We want to achieve the following:

- move our existing website onto a CMS that we can use & maintain more easily as a small team
- move to WordPress which offers a greater range of options and tools, such as suitable plugins, for charities

**Ultimately, we are looking to restructure the main menu of our website and rewrite some content so that we achieve a 50/50 balance between Morecambe Bay itself and ourselves, the charity, working to benefit the Bay.**

We are *not* looking for a new logo, new brand or a complete redesign of the website. This work was successfully completed in 2022 and beyond (see Appendix 2: Brand Guidelines). We love the new brand for the charity, Morecambe Bay Partnership, and the two subsidiary brands that followed - 'Love Morecambe Bay' and 'Ways Around the Bay'.

The new website must be user-friendly, and responsive across devices including Android & Apple mobile phones. It should provide clear information about our mission, projects, and ways to engage with & support us, while incorporating accessibility best practices and SEO-friendly architecture.

## 3. Scope of Work

The appointed agency will be responsible for:

- **Website Look and Feel:** Creating a modern, responsive WordPress website that aligns with our branding
- **Content Management System (CMS):** Ensuring that the CMS / plugins support all the functional requirements detailed in section 4 below
- **Template Page Creation:** Designing reusable page templates for easy content uploading by our team
- **Staging Environment:** Providing an environment where we can add / amend the content of our new CMS site prior to switching from our existing live site, and providing support during the initial content creation phase
- **Hosting & Security:** Providing secure, GDPR-compliant hosting solutions and SSL certification. We would also like our hosting to be **carbon neutral** (some websites are powered by 100% renewable energy, for example)
- **Ongoing Support & Maintenance:** Providing launch / post-launch technical support

#### 4. Functional Requirements

- Homepage with clear navigation plus impactful video and imagery that locates the web visitor at Morecambe Bay. See Appendix 1 for a new Home Page menu and layout
- Fundraising tools and donation integration with Go Cardless, Stripe and platforms such as JustGiving
- What's On/Event page – clear navigation through events and ability to find booking buttons and links easily. Currently we use Trybooking for managing events and selling tickets. We have ruled out Eventbrite but we can consider alternatives.
- Volunteer sign-up functionality
- News section for updates and SEO
- Contact forms
- Email subscription functionality (we use Mailchimp)
- Social media integration
- Pre-designed templates for news articles, events, blog posts, and donation campaigns
- Easy to navigate job opportunities page

#### 5. Technical Requirements

- Developed using WordPress CMS
- Fully responsive across desktop, tablet, and mobile devices
- Secure (SSL certificate, regular backups, GDPR compliance)
- Fully compliant with WCAG 2.1 AA standards for accessibility
- SEO-optimised with fast loading speeds
- To include Google Analytics integration to track website performance, provide valuable insights, and help us make data-driven decisions

#### 6. Costs & Payment Terms

We are looking for a quote inclusive of development, and first-year hosting & maintenance. Payment will be made in agreed-upon milestones.

**We anticipate regular costs to include:** domain name charges and hosting

**Occasional costs could include:** SEO and technical support, licences, extra plugins where free plugins are limited, new photography, new video, new template pages

## 7. Proposal Submission Guidelines

Interested parties should submit a proposal including:

1. Company profile and relevant experience
2. Examples of similar projects – specifically developing websites for charities who are actively fundraising, managing targets and running events (portfolio links)
3. Proposed approach and timeline
4. Detailed cost breakdown
5. Ongoing support and maintenance options plus costs

Proposals should be submitted via email to [teresa@morecambebay.org.uk](mailto:teresa@morecambebay.org.uk) no later than **Thurs 4 Sept 2025**.

## 8. Evaluation Criteria

Proposals will be evaluated based on:

- Experience and portfolio
- Understanding of project needs and approach
- Cost-effectiveness
- Support and maintenance options
- Professionalism and excellent communication

## 9. Copyright & Ownership

All intellectual property, including but not limited to website design, content, and source code developed under this project, shall be the sole property of Morecambe Bay Partnership. The appointed agency will transfer all rights, including full access to the CMS, upon project completion. Any third-party software or plugins used must be disclosed and properly licensed.

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We look forward to receiving your proposals and working with a partner who shares our vision for an impactful and engaging digital presence for a charity working to raise both the profile of Morecambe Bay and the need to support and protect its nature, landscapes and communities through the charity.

To help your application, please see the following resources:

**Appendix 1: New menu and structure for website**

**Appendix 2: Logo and Brand Guidelines**

**Appendix 3: Why are we looking for a new WordPress site now? (this is an internal document but may help you understand our needs and objectives)**

**Our existing website: <https://www.morecambebay.org.uk/>**

## **10. Contact Information**

For any queries regarding this tender, please contact:

**Teresa Kirk – Supporter Engagement & Fundraising Officer**

**[teresa@morecambebay.org.uk](mailto:teresa@morecambebay.org.uk)**