

Avma website scoping project

Website brief

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Hello there

We're really pleased that you're interested in helping us develop Avma's new website. It's an exciting time for our charity, and this is a key piece of activity in helping us move forward.

This document has been carefully prepared, but we understand that you may have questions.

Procurement is being handled by our partners at Electrify who are pleased to answer any questions you have. The deadline for questions is 28 November.

Unless there is a clear, commercially sensitive reason not to do so, answers will be shared with any bidder who expressed an interest in the project.

Send questions to avma@electrify.me.uk.

Introduction

Avma is the UK's leading charity for patient safety and justice. We support individuals and families affected by avoidable harm in healthcare and provide trusted resources for legal professionals and volunteers.

Our current website no longer meets the needs of its users. It is outdated, difficult to navigate, and does not reflect the empathy and clarity that define the work we do. Nor does it fully enable supporters to engage with and fund that work.

In moments of grief, stress or confusion, users need support - not barriers.

This project will deliver a modern, accessible, multimedia-friendly website that prioritises user journeys, integrates with Avma's Microsoft Dynamics CRM, and allows the organisation to communicate clearly and powerfully with its core audiences including donors.

Excitingly, the design and build of our new website comes as we launch a co-produced, refreshed brand and visual ID. It will be completed in time for this programme of work to launch.

This project has an indicative budget of around £40,000 plus VAT.

Objectives

- **User journeys first** – Tailor the experience by audience type, ensuring that beneficiaries, legal professionals, staff, and volunteers can easily find the information and support most relevant to them.
- **Fundraising and supporter journeys** – Design clear, engaging pathways for donors, fundraisers, and corporate partners that make it easy to give, get involved, and understand the impact of their support.
- **Empathetic design** - Reflect Avma's humanity and credibility through accessible, responsive design
- **Full functionality** - Optimised for SEO, speed, and scalability
- **Technical integration** - Seamless integration with Microsoft Dynamics CRM and potential fundraising platforms like Enthuse, volunteer management platform Assemble, and email marketing platform Dot Mailer
- **Content flexibility** - The site must allow Avma to easily manage and publish multimedia content without agency support; this includes the development of key campaign pages and the expansion and diversification of existing advice and information resources, e.g. guides.
- **Accessibility** - both in terms of design and functionality considering a range of potential disabilities recognising that Avma has a desire to expand its reach not least into disadvantaged communities including service users with English as a second language, and those who may be neurodiverse, deaf, blind, who already struggle to access public services

Key audiences

The new website must serve and segment content clearly for the following user groups:

- **Service users** seeking advice, information, signposting and support in a way that they understand and engage with
- **Legal and medical professionals** seeking collaboration, guidance, or resources
- **Volunteers and staff** accessing opportunities, updates, and internal resources.
- **Supporters** wishing to engage with AvMA through campaigns, events, or story-sharing, and to help raise awareness of patient safety and justice.
- **Donors and fundraisers** looking to give, set up fundraising pages, or understand the impact of their support
- **General public and media** interested in Avma's work, campaigns, and impact

Each audience should be able to easily find relevant content from the homepage and throughout the site.

Home page

Any new website requires a highly effective homepage, so that bounce rates are reduced and users are able to quickly find what would be helpful to them.

Our new Avma home page will:

- Reassure users through empathetic language, clear pathways, and accessible design that reflect Avma understanding of what it means to experience avoidable harm.
- Clearly explain who Avma is and what we do (including with access to relevant corporate information about us, such as annual accounts etc)
- Quickly guide users to advice, help, and relevant services
- Signpost key services such as the helpline and written advice
- Be able to flexibly highlight key stories, news and campaigns

Project summary

Before we set out a detailed scope of work, here's a summary of the key things we are looking for.

Functionality	Detail
Flexible templates	Pages must support multimedia, downloads etc
Tagging system	Content, news, events, resources should be taggable by audience and theme
Search functionality	Intuitive, fast and filterable site search
News and campaigns	Easy for AvMA to publish and manage updates
Donation integration	Clear, accessible paths to support or donate
Accessibility tools	Font resizing, contrast modes, alt text enforcement
Analytics	Google analytics and performance tracking integration

Scope of work

The agency we appoint will be responsible for:

Design & development	Functionality	Training & handover
● Clear site structure and navigation developed in partnership with Avma ● Mobile-first, responsive design based on Avma's new brand ● Clear user journeys to include easy ways to find support, donate / fundraise, and get involved ● Flexible modular template options that allow for a	● Integration with Microsoft Dynamics ● Support potential integration with third-party giving platforms (e.g. Enthuse) ● SEO performance best practices ● Google Analytics setup ● Site-wide speed optimisation ● Site-wide search	● CMS training for Avma team ● Admin documentation ● Support plan for launch period ● Hosting and maintenance, including regular and urgent security updates and the option for ongoing development or technical support

range of multi-media including film, galleries, hero sections, calls to action, pop out quotes, various text layout options, downloadable resources (e.g. PDFs) • The option to include sub navigation within key sections of the website • News section (indexed, searchable)	• Easy admin control for page creation, editing and layout changes • Tagging of content for different audiences • Cross-browser compatibility • GDPR compliance	
Accessibility This is a key priority in this project, because some of the people who will access our website will have experienced medical harm. They may require additional support to use the website. With that in mind we're looking for the appointed agency to consider • Design that works well with screen readers and keyboard navigation that allows for font size, colour contrast and content format options • Design should be meet, as a minimum, AA WCAG guidelines		
Testing Throughout this project we are looking to test both design and functionality with both people we support, and other key stakeholders. We would also like to undertake some independent testing with 'cold' audiences, who we hope never to need our support but might, one day.		

Timeline

Phase	Indicative deadline
Deadline for clarifications	November 2025
Deadline for submissions	10 December 2025
Interview shortlisted organisations	15 & 16 January 2026
Appoint agency	January 2026
Project kick-off	February 2026
Technical scoping	February 2026
Design	March 2026

Build	April 2026
Testing and training	May 2026
Launch	June 2026

Project specific timelines can be refined in discussion with the selected agency.

We'll do our best to stick to the set out ITT timeline, but sometimes things change. If it does, we'll do our best to keep you up to date.

Proposal requirements

Please answer all questions below as part of your proposal submission.

Question 01	Word count: 1,500	% of overall score: 20%
Introduce your agency, tell us about your culture and values, and share experience relevant to this project.	Things to think about ● Anything you would want us to know about your agency and the team ● How you work, your culture and values ● Relevant projects you've worked on, and how you have overcome any challenges or barriers ● Experience of working with charities with diverse multi-functional services and needs, including differing fundraising income streams. ● Named contact references for two similar projects conducted in the last three years	

Question 02	Word count: 2,000	% of overall score: 20%
Tell us about your approach and methodology for this project.	Things to think about: - In this question we want you to reflect on the scope of work, and set out how you would undertake this project - Your answer should also include reference to accessibility and user testing - How do you ensure website deliverables are future proofed and flexible for future	

	development?

Question 03	Word count: 1,000	% of overall score: 20%
Set out your approach to project management	Things to think about • This should include service level consistency, managing time, budget, and your approach to risk management • We'd like to know about any systems you use for project management or 'tickets' • Who is working on the project, their experience and what relevant skills they would bring to the project • Communication /reporting throughout project	

Question 04	Word count: 500	% of overall score: 10%
The contents of this brief has been co-produced with people we support and other stakeholders. What do you think is either (a) missing and/or; (b) something you think we should consider, where you could add value?	Things to think about: • Another agency has co-created this ITT, and so we understand what it's like to bid for work • Rarely is any brief perfect, so we're looking for your insight • What have we missed? • What questions might you want to ask? • Are there particular areas of insight or expertise you think you could add value with • In this question we're looking for critical thinking and bright ideas	

Question 05	Word count: 1,500	% of overall score: 30%
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Set out your budget for this project. Please include a detailed cost breakdown and ongoing support costs. All costs should be exclusive of VAT. Where variables apply, please state this clearly. Indicative budget: £40,000 plus VAT	Budget elements you may want to think about: • Design and build • CRM integration (noting limits and scope) • Post-launch support • Ongoing hosting & maintenance • Variables or any specific information around amends, changes or adjustments • Billing - payment terms and timeline
Please attach as a separate document	

Evaluation criteria

Score	Description
5	Exceptional. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects.
4	Good. The standard of response fully meets expectations.
3	Satisfactory. The response is acceptable but with some minor reservations.
2	Poor. The response is deficient in certain areas where the details of relevant response require the reviewer to make certain assumptions.
1	Very Poor. The response is deficient in the majority of areas where the details of relevant response require the reviewer to make frequent assumptions.