Project Brief
Developing a new website for YPTE

Current website: https://ypte.org.uk

About the Young People's Trust for the Environment (YPTE)
YPTE is a small national charity that aims to inspire young people to live their lives in a way that promotes caring for the environment. We provide clear and balanced information on a wide range of environmental issues, including climate change, plastic pollution, deforestation and endangered species. This enables them to make informed decisions about how to live their lives in a way that gives greater priority to the preservation of the natural world.

What we are looking for
YPTE's website is currently a bespoke build, running on Ruby on Rails. It now almost nine years old and is starting to show its age. Our current web design team no longer has in-house Rails support, meaning that maintenance of the site is now unreliable.

We want to move to a new standardised platform for the next version of ypte.org.uk. We are very open to using open-source solutions like WordPress. The new site will have to deliver almost everything the current site provides, along with a few changes and updates that we consider desirable.

Our audiences
The website has to cater for distinct audiences:

- Primary age children (7-12)
- Teenagers
- Teachers
- Parents

This means that having different navigation routes to different content is important.

Key Website sections
- **Factsheets**: We have a library of over 200 fact sheets available free of charge.

- **Lesson plans**: There are currently 38 suites of lesson plans to download on a wide range of environmental topics. These are zipped folders containing PowerPoint presentations and .pdf teachers notes.

- **Home learning packs**: currently not presented in the best way - it would be good to give these a dedicated section on the new site

- **Talks/ talk bookings**: contact details currently provided. It may be good to consider having an online booking form.

- **Donations:** currently routed through Donorbox to Stripe and PayPal. Giving greater prominence to donations would be beneficial.

- **News stories**: written on an ad hoc basis in response to relevant environmental news stories

- **CRM/ ability to send mass emails:** we currently use a custom web application to manage our lists of subscribers and send email newsletters. We would be happy to investigate alternatives to de-integrate emails from the CMS e.g. Campaign Monitor, Brevo, MailerLite etc. However, integrated list builder / signup tools integrated into the website would be essential.

Desirable new features

- User feedback forms: particularly for lesson plans. We'd like to better understand who is using our resources and collect user feedback for lesson plans and other content e.g. ratings and text reviews.
- User profiles: We'd like to be able to incentivise, register and manage user profiles on the site, to better understand our users, including sign-ups - for people who want to learn about our other services e.g., competitions, education initiatives (see CRM, above).
- We will need the website to meet best practice accessibility standards across a range of popular devices.
- User-centred design: We would expect to undertake user-centric discovery activities to ascertain the best solutions for these new features and would be keen to see your suggestions for delivering these discovery phases.
- Ensuring the site works well with voice assistants, AI search and other emerging technologies: We need the site to be future-proofed and would like to see evidence of how you are planning for future technology trends with your customers.

SEO
YPTE enjoys high levels of organic traffic, performs well on search indexes, and has a well-established site domain. It is essential we don't lose this traffic so a specific focus on SEO preservation will be needed.

Key features to consider during the site design process therefore may include:
- appropriate use of structured data
- entity-based optimisation
- content focused on conversation
- best-practice great user experience
- best-practice optimisation of page load speed across all device types

Hosting
The site is currently hosted by AWS. This has advantages for YPTE as a charity, as discounted AWS credits are available. We can obtain $1000 of AWS credits for £98 inc. VAT. For this reason, continuation of AWS hosting may be preferable. However, we are open to other options, if there is a good case to make the switch.

Ongoing maintenance
We want the CMS to be as user-friendly and flexible as possible, so that almost all additions and edits to the site's user-facing content can be handled in-house. However, we are looking for a design partner that can provide us with long-term, ongoing maintenance support, such as updates to the back end of the site, plugins etc.

Budget
A budget of up to £20k is available. We are looking for innovative and supportive partners who are able to help us get the best value from the investment; we would be keen to see how you might deliver our requirements under or within budget and would expect to see a breakdown of the stages and activities proposed.

Tendering process
If you're interested in responding to this brief, please email YPTE's Director, Peter Littlewood on **peter.littlewood@ypte.org.uk** by 15 December 2023. Ideally, you should attach a short proposal, in which you tell us:

- Why you think you'd be great at creating YPTE's new website.
- How you're going to respond to the aims of the project
- Your delivery schedule: our preference would be to have the new site up and running by the end of May 2024.
- A full cost breakdown, including VAT and expenses.

We will then interview a minimum of two organisations, prior to making a final selection and agreeing terms and conditions.

If you have any questions, please email Peter as above. Unfortunately, we do not have the capacity to provide detailed feedback to all applicants, though we will do so for those interviewed.