



Specification for the redesign of the 157 Group website

The 157 Group is a membership organisation representing large, highly successful and regionally influential Further Education colleges in England. The 157 Group seeks to support the sector as a whole by using member's expertise to influence policy development in education and related policy areas, drive innovation and build capacity across the Learning and Skills landscape.

The 157 Group has a website (www.157group.co.uk) that it is now seeking to re-design, in order improve our web presence – specifically in terms of its aesthetics as well as its functionality. The key objectives we would like our website to achieve are:

- To provide key up-to-date information to target audiences, that is quick and easy to find
- To enhance awareness of the 157 Group through a robust web presence
- To strengthen the brand of the 157 Group
- To act as a central resource area for 157 Group members

The intended target audience for the 157 website falls into 3 main groups: member colleges of the 157 Group (26 at present); other providers within the Further Education sector; and sector stakeholders, including Government, the media, public bodies and private organisations

In terms of the 'look' of the redesigned website, we have several goals:

- Clear and clean design
- Consistency among web pages (as well with the general 157 brand)
- Easy navigation around the site
- Fast loading
- Use full screen (good visibility of content on each page)

157 requirements for the redesign of the website

1. For contractors to handle the logistics of the transfer of the domain name – ensuring all legalities are dealt with accordingly. The site currently sits on a fasthosts.co.uk server and most of the services (hosting and email) are on yearly renewals. The domain is registered until 21 December 2010. The hosting for the website runs until October 2009 and the database functionality for the members' area of the website runs until November 2009.
2. The site requires a main, public area as well as a separate members' area, which is accessible by login. It may be an idea to create distinct styles for public and members areas, perhaps differentiated by colours on frame.
3. A content management facility is required, so that members of the Executive Directors team can update and amend content on a regular basis. Training will need to be provided as part of the contract to ensure that 157 Group staff are proficient in content management of the site.
4. A shared space (within the members' area) which will act as a policy bank, which members can add to documents to.

5. Due consideration of relevant web standards to ensure maximum accessibility of the site to all target users.

All copy will be provided by the 157 Group.

Suggested menus and site maps

Horizontal menu: Home – About us – Latest news – Contact us – Member login

Vertical menu: Areas of work (listed as separate points) – Our members – Our patrons – Our partners – Publications

Possible site map for the public area

Home

- Introduction from Executive Director and Chair
- Brief overview
- Latest Press Release/Policy Paper

About us

- History
- Key aims
- Officers
- Patrons
- Members

News

- Current news
- News archive

Contact Us

- Contacts, map and directions

Areas of work (listed individually)

- Summary of activities

Our members

- Map of where members located (*must be user friendly – i.e. dots must identify which college they represent when mouse held over them*)
- List of all members
- Both map and list to link to members sites

Our patrons

- Biogs for all patrons (including photos)

Our partners

- Information about projects involved in and other organisations working with
- Links to projects and partners

Publications

- Case studies (sorted by theme)
- Newsletters (by date)
- Annual Reports (by date)

Policy papers and consultations (by theme)

Events

Possible site map for the members' area

Dates for your diary

All external and internal meetings

Contact details for all members

Address, email and phone of Principal (listed by College)

Committee representation by college members

Network membership of Colleges (157 Networks)

Policy area

Database of policy papers

Facility to upload and download documents (this is not on current website)

Useful downloads

Minutes of 157 meetings (Group meetings and Network meetings)

Fortnightly e-bulletins

Logo and letterhead

Key sector reports

Contacts database (to be accessed only by Executive Director's Team)

Anticipated schedule:

1. Develop initial design concept(s) (for public and members areas) together with site map. *Within 3 weeks.*
2. On provision of copy, develop further number (TBC) of working pages to establish general design principles for the whole site. These pages to be available for viewing and testing on a development site. *Within further 3 weeks.*
3. On approval of the above, to produce remaining web pages according to the designated timeframe. *Within further 1 month.*
4. Testing of site, followed by full upload to www.157group.co.uk *Within further 2 weeks.*

This would ensure that the new website was developed within 3 months. Once these timings have been agreed, a release schedule will form part of the contract.

Expressions of Interest should be submitted to Kate Green

(kate.green@157group.co.uk) by Friday 26th June 2009. These should:

1. Provide an overview of how the stated requirements will be met
2. Make observations on the anticipated schedule
3. Include budget estimates based on your experiences of conducting similar projects for other clients. The costs involved should be clearly distinguished and be clearly related to the stated requirements.
4. Contain the names and contact details of at least 2 current customers, for who you have undertaken similar work.

Please contact Kate Green (0786 271 2283) if you would like to discuss anything in further detail.

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