



YORK CITY FOOTBALL CLUB
WEBSITE
INVITATION FOR PROPOSALS

Summary

We are seeking proposals for a complete re-design of the www.yorkcityfootballclub.co.uk website. The site promotes all areas of the professional football club.

The objective of this call is to place a contract with an organisation who will supply the services as detailed in this document.

Contract duration will be as agreed between York City Football Club (YCFC) and the contractor.

The deadline is 30th March 2017

The maximum budget available is £15,000 excluding VAT at the prevailing rate.

Suppliers are required as part of their proposal to submit a summary work plan outlining activities, timescales and a full breakdown of all indicative costs.

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1.0 INTRODUCTION

1.1 Overview

YCFC is seeking an external supplier to undertake a complete overhaul of the York City Football Club website. As North Yorkshire's only professional football club we have a loyal fan base and a six figure social media following

The current website is a football league template.

1.2 Aims and Objectives

YCFC require a supplier who will successfully deliver the following:

- a 'best in class' industry compliant website design and structure
- a website which continues to attract and retain new users
- A showcase for our sponsors
- A CMS system that allows information to be edited quickly and remotely by YCFC staff without changing the aesthetic layout of the site.
- Clear and accessible style, providing an easy to use resource for people visiting the football club

1.3 Website Audiences

Primary audiences

- The York City FC website is used by many different types of people. It should be compatible with mobile for people using it 'on the move' and give both visitors and residents a clear information on the football club.

Geographic spread is mostly local but includes national and international traffic.

Strategic partners, who should be included via their logo on the site:

- Vanarama
- Jako
- Benenden
- York Pullman

Partner logos will need to be included.

1.4 Competitors

Other football clubs in the UK have their own websites, including

www.avfc.co.uk

www.leedsunited.com

www.arsenal.com

2.0 SCOPE OF WORK

2.1 Improvements Sought: Structure and Design

Structure

YCFC is looking to improve key elements of the current website structure to:

- Aid user navigation;
- More effectively see what's happening at the football club, where and when it's happening.
- Encourage user interaction via social media, eg. Twitter, facebook, Instagram, embedded social media

Accessibility

To ensure full industry compliance with the Web Accessibility Initiative's (WAI) Web Content Accessibility Guidelines (WCAG) Version 2, to level 'AA' standard.

Key elements of the site will also need be displayed effectively on a full range of smartphones and tablets including iPhones, iPads and Android phones and tablets.

Design

Design needs to effectively incorporate the current YCFC logo and communication messages and any requirements of current partners.

Navigation

The primary navigation of the site will be common to all pages and will reflect the improved website structure. Consideration must also be given to secondary and sub navigational features.

Block Styles

Additional defined imaged based block styles must be incorporated into the design to keep pages fresh and introduce a variety of elements throughout the site, without knowledge of template files or style sheets.

2.2 *Timetable*

Deadline for submission of proposals: Friday 30th March 5pm

Target completion date 30 June 2017

2.3 *Guide Price*

The maximum budget available to the successful tenderer is up to £15,000 +VAT this includes all costs incurred by the developer, including hosting in the first 12 months of the site being live.

3 **PROJECT MANAGEMENT**

The YCFC Project Manager for this contract is Nick Greatrex and all communication should be directed to nick.greatrex@yorkcityfootballclub.co.uk in the first instance. The contractor should also nominate a primary contact to manage the development of the project.

4 **QUERIES**

Any queries regarding the proposal should be addressed to Nick Greatrex, Head of Partnerships, nick.greatrex@yorkcityfootballclub.co.uk Responses will be emailed to all parties who have registered an expression of interest.

5 **FORMAT FOR PROPOSALS**

To apply for this contract, you should produce a submission of **no more than 10 pages** that includes:

- A mock-up of your initial ideas
- An outline of the approach to be taken to deliver all aspects of the work
- A breakdown of costs associated with the proposal, including daily rates
- Summary work plan outlining the activities and timescales
- Examples of recent, relevant, work and experience
- CV and references/testimonials

6 **Receipt of submission**

The submission should be labelled clearly 'YCFC Website Redesign' and marked for the attention of Nick Greatrex

Emails should be sent to nick.greatrex@yorkcityfootballclub.co.uk

You will receive a courtesy email to confirm receipt of your application if you provide your email address.

7 SELECTION CRITERIA

Applications will be scored based on the following:

- Covers the scope of the work as set out in this brief.
- Evidence of an understanding of the project.
- Capacity to meet delivery timescales of the project
- Appropriateness of the skills and experience of the project team
- Track record of successful delivery on comparable assignments
- Testimonials/case studies
- A realistic and viable outline budget

8 STANDARD CONDITIONS

By submission of the proposal you agree that:

In no circumstances, shall York City Football Club, hereafter referred to as YCFC, incur any liability whatsoever or be liable for any costs or expenses incurred by you in generating your submission.

A contract will not exist and work will not commence until a formal contract has been agreed and signed by both parties.

Any responses received and any consequent communications will be treated in confidence.

You may be called to a short interview to discuss your proposal or to make appropriate presentations to the selection panel. The scheduled date will be confirmed in due course. No invitations to discuss or present should be deemed as an award of contract. Decisions made by YCFC will be final.

YCFC, without prejudice and subject to contract