

## **Website Project – Agency Brief**

**December 2024**

### **Background on Orchardville**

Orchardville is a registered charity and social enterprise based in Northern Ireland, established in 1982. It is dedicated to supporting individuals aged 16-65 with learning disabilities and autism to achieve their full potential through tailored programmes in employment, skills development, and community inclusion. Orchardville operates in the Belfast, South Eastern, and Western Health & Social Care Trust areas, providing services that empower participants to overcome barriers, gain meaningful work experience, and develop independence.

The organisation also runs several social enterprises, such as Orchardville Works, Worthy, and Orchardville Cleans, which offer practical, industry-specific training in real-world settings. These enterprises play a crucial role in equipping participants with skills for employment while promoting community engagement and social change. Their vision is to create an inclusive society with equal opportunities for all.

### **Our Vision:**

An inclusive society with equal opportunities for all.

### **Our Mission:**

Supporting people with learning disability or autism to live, learn and work.

## Our Values:



### Empowerment

We have the skills and attitude to make change happen.

### Quality

We're always learning, improving and striving for excellence.

### User

At the heart of everything we do, we always put participants first.

### Integrity

We always do what's right even when it's difficult.

### Passion

We truly believe in what we do and it shows in our results.

## Website Brief

### Our Objective

Orchardville requires a new website that is accessible, engaging, and user-friendly, catering to individuals with learning disabilities or autism, employers, and the public. The website should showcase our mission, services, and impact while encouraging user interaction and support.

Our website plays a fundamental role in attracting fresh support. We aspire to leverage storytelling to share impactful stories of Orchardville's work, the people who have been supported, their journey to living more independently, through training and employment. We want an easy to navigate website that is attractive and easy to update.

The website build and design should reflect our vision, mission and values.

### Target Audience

**Geographical area:** Northern Ireland

- **Participants and their families**  
Participants with learning disabilities and autism, and their families, friends and support workers. The new site should act as a hub for information relating to the services we provide, highlighting our impact, and the benefits of the service.
- **Donors and potential donors**  
Individuals, businesses, and organisations who choose to support our charity. Donors will have different needs depending on how they choose to support. Some will need to purchase merchandise through our social enterprise 'Orchardville Works', set up monthly donations, or download assets to host their own fundraiser.
- **Volunteers and potential volunteers**  
A dedicated team of individuals across Northern Ireland who are involved in assisting Orchardville in activities such as fundraising, assisting at our social clubs, and events. Volunteers will need information about the roles we offer and an integrated form to register.

- **Potential corporate partners**

We partner with corporates such as PriceWaterHouseCoopers, Ryobi, Titanic Belfast, Starbucks, TLT, and Nandos and would like to encourage more corporate sponsorships. This may be in the form of Charity Partnerships, Charity of the Year and procurement partners looking to add social value to contracts.

- **General public**

Individuals interested in contributing to charitable causes, participating in the events, or learning more about Orchardville. We'd like the new site to inform the general public about the service and inspire them to become supporters.

## **Internal Users**

The CMS should include User Access Control functionality that limits what editors can create or edit without being too restrictive in design theme/template. The interface should be easy for users who aren't overly familiar with web management to navigate. The website should be accessible for staff and easy to update according to agreed templates etc.

## **Our current website**

Whilst our current website has served us well, it has become outdated and the functionality does not meet our current needs. Our website contains a wealth of information, which can sometimes feel overwhelming. To improve the user experience, we aim to streamline the content, making it more intuitive and easier to navigate for everyone.

## **Content migration**

The current website features many content-rich pages, some of which we would like to retain. The successful proposal will consider an efficient way to move this content over, which includes graphics and embed code.

## **Key deliverables for a new website**

We are seeking a new website to fulfill the following purposes:

- To act as a virtual hub for our service users, their families, friends and support workers.
- To house important resources for service users, volunteers and supporters.

- To inspire donations by sharing impactful stories and increasing education and understanding of the service.
- To attract new corporate partners.
- To reduce manual admin processes.

### **Key requirements**

- The site should adopt a cleaner, more modern design, consistent branding and high-quality visuals.
- It should be optimised for mobile and tablet users.
- The current menu should be streamlined, using drop downs for a more user-friendly experience.
- A search bar is important to help users find services or information efficiently.
- The website should highlight success stories, such as participant testimonials etc to engage visitors and highlight impact.
- Clear calls-to-action for donations, volunteers, service enquiries with visually distinct buttons and better placement.
- An accessibility toolbar to adjust font size, contrast, and other settings such as language options.
- The website should be tested and optimised for faster loading times.
- It should be optimised for search engines.
- Introduce integrations for an events calendar, secure forms for donations and signups.
- Add live feeds or widgets for social media updates – linking to our profiles.

**Navigation & Branding:** Top ‘sticky’ navigation bar with Orchardville’s clickable logo, a clear menu, and a prominent Donate button.

### **Integrations**

- We use JustGiving for donations.
- In the future, we may use MailChimp for newsletters. However, in the meantime, we want to capture signups and automatically notify them when we upload a new blog/news update to the website.
- Social media: Permit pages to be shareable across our social channels. We also want to embed our social media newsfeed on the website.

## Example site structure

### Home

- Home Section: Mission Statement, key CTAs i.e. 'Donate', 'Volunteer', 'Learn More' – sticky header
- Stats: figures relating to people with learning disability/autism in NI, how many people we have supported, how many people have secured employment, the impact etc.
- Highlights: Success stories/participant testimonials, upcoming events, latest news
- Overview of services with icons linking to detailed pages.
- Logos of funders and relevant government bodies (social proof).

### Our Services

- Our Services
  - Employment & Skills
  - Community Inclusion
  - Social Enterprises – Orchardville Works, Worthy & Orchardville Cleans
- Case Studies: Stories showcasing service impact
- Service Finder Tool: Interactive tool to locate service by need/location (*This should be very visual, for example, maps/scroll over showing where various services are available*)

### About Us

- Who we are: Overview, history, team structure
- Vision, Mission & Values
- Our People: Leadership, staff, and testimonials
- Documents & Policies: Annual reports, impact assessments, safeguarding policy
- Orchardville Awards
- FAQs

### Get Involved

- Volunteer with Us: Opportunities, stories, application process
- Fundraise for Us
- Donate: Payment gateway, impact calculator
- Employer Partnerships: How businesses can collaborate / current key collaborators / impact

- Events - Interactive events calendar and links to a full Events Calendar page with filtering and "Add to Calendar" options. *(this should also be linked from the homepage – own section on homepage)*
- User Forum

### **Resources (examples of possible resources)**

- What is learning disability?
- What is autism?
- Diagnosis / stats
- Fact sheets

### **News & Events**

- Latest news: Updates and blog posts
- Upcoming events: Calendar and registration options
- Media Gallery: Photos and videos of events and activities

### **Contact (a different colour button on the menu bar?)**

- General enquiry form
- Locations and maps
- Key contacts
- Newsletter sign ups

### **Footer:**

- Quick links
- Social media links
- Privacy policy
- Terms of use
- Accessibility statement
- Subscribe to updates
- Media Pack
- Careers
- Compliments & Complaints
- Head office contacts & charity number, company number

## **Design features**

A content management system that is straightforward for user access across departments and promotes a simple external navigation for public use. We would also like to utilise dynamic design features that amplify relevant data as well as feature inspiring stories.

## **Comparator Analysis**

We would like to improve our domain authority to become more competitive with other local charities. We would like to create a site that enhances SEO and features engaging content to draw and retain users with an attractive home page featuring impactful and dynamic design features including animated stats where appropriate. We would like an analytics tool built into the CMS so that website traffic, conversions and other key measurables can be easily tracked.

## **Search Engine Optimisation**

The website should be optimised for search engines with focus on keywords, meta titles and descriptions, H1,2,3s etc, Alt text on images and internal linking between service pages. As we are a Northern Ireland based organisation, this should be localised SEO with NI region-specific terms.

## **Accessibility, Compliance and Privacy**

- The finished website must comply with all relevant legal requirements. It should be accessible to everyone in accordance with The Equality Act 2010, this includes users who have impairments to their vision, hearing, mobility as well as thinking and understanding. The website will also need to adhere to the latest WCAG 2.2 guidelines as defined here: <https://www.w3.org/TR/WCAG22/>
- A section of the training for staff should relate to best practices for accessibility, e.g. how to include alt text for images.
- Measures should be put in place to ensure compliance with the General Data Protection Regulation (GDPR), ePrivacy Directive and Cookie compliance.
- The website will need to allow us to add legally required information to the site including our charity number, Terms and Conditions of use, Privacy Policy and Cookie Policy.

## **Security**



The successful proposal will need to include examples of planned security measures for the new site and what level of support is available if there were to be any breaches of these protections.

### **Review, testing and feedback**

We will require the successful provider to work closely with our team at various stages of the project including wireframe, design, test, launch and handover. Ahead of the launch, thorough testing of the website should be conducted and feedback from key stakeholders to identify areas for improvement will need to be considered in the project timeline.

### **Training**

We will require basic training for internal staff to have the ability to update the site in terms of blog/news section content, photos and videos, as well as an events calendar section. Our team would also need training to upload new elements, update all pages, and take care of the general day-to-day running of the site.

### **Website Hosting and Emergency Preparedness**

We will need the successful applicant to host the website once built and actively upkeep security and maintenance of the site. We require a webhost that is able to respond to potential influxes of traffic and has 24/7 technical support in the event of outages and platform queries.

### **Website Examples**

Please find below a list of websites we like and the particular elements on them we would hope to re-create or take inspiration from our own new site.

<https://www.specialolympics.org/> - we like the menu bar, how they use figures for impact, and the sticky 'accessibility' button that stays on page when scrolling

<https://www.nspcc.org.uk/> - another good example of highlighting impact

<https://autismni.org/> - nice clear site structure

<https://www.mencap.org.uk/> - we like the strong branding/design, impact of donations, menu bar and the media centre

### **Submission details**

Interested agencies are requested to submit a proposal that includes an overview of their approach, relevant experience, team structure, timeline, budget and breakdown. Please include relevant portfolio samples and client references.

### **How the contract will be awarded**

The Executive Management team will review all proposals that meet selection criteria:

### **Specialised knowledge and experience in website strategy, design, and implementation.**

The agency understands the nuances of creating hardworking websites and has a solid understanding of charity sector requirements and best practices, ideally with an understanding of learning disabilities and autism. Have a good understanding of the services Orchardville offers, its challenges, and target audiences. A demonstrable record of accomplishment of successful website projects, supported by client references and case studies.

### **An external perspective to the website rebuild and redesign process.**

The agency can offer insights and ideas that may not have been considered internally, bringing a fresh and innovative approach to the website rebuild and creative execution. Agencies have a dedicated team of creative professionals, including graphic designers, developers and strategists, who can deliver high-quality and impactful user interface and a rewarding user experience. They have access to the latest design tools and resources, ensuring that the site is visually appealing, accessible, and easy to navigate. At all times, the needs of our service users (people with learning disability and autism) should be paramount when creating the new website design.

### **Experienced in managing complex projects and timelines.**

The agency can efficiently coordinate the various elements of the project, including research, design, implementation, and rollout. This allows the internal Orchardville team to focus on their core responsibilities while the agency takes care of the project management.

**An objective and unbiased perspective.**

The agency can help identify strengths and weaknesses, offer constructive feedback, and guide decision-making based on their expertise and market insights.

Shortlisted companies will be contacted to arrange an in-person presentation which will be hosted at our head office on Ravenhill Road, Belfast.

Contract award decision will be recommended by the Executive Team to the Orchardville Board of Directors for decision on contract award.

**Submitting your proposal**

Please submit your written proposal directly to [leanne.gouck@orchardville.com](mailto:leanne.gouck@orchardville.com) on or before 1700hrs on 6<sup>th</sup> January 2025.

If you have any questions or require further information before submitting your proposal, please contact Leanne at the earliest opportunity.

We look forward to receiving your proposal and partnering with an agency that shares our passion for exceptional brand communication.