

Tender Brief for Website Redevelopment: Website Developer



Funded by Historic England

1. About the CBA and the context for the work

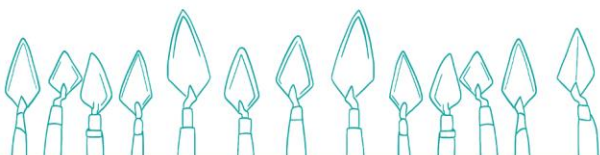
The [Council for British Archaeology](#) is an educational charity working throughout the UK to involve people in archaeology and to promote the appreciation and care of the historic environment for the benefit of present and future generations. Our mission statement is to enable anyone to have the skills and opportunity to tell the stories of people and places that connect us to our world, help us understand it and make it a better, more inclusive place. We are a membership organisation with around 5,000 members and subscribers and provide support to the CBA network of regional groups. Our work is broad in its scope, coordinating 70 [Young Archaeologists' Clubs](#) (YAC for short), helping to safeguard built heritage with Listed Building's Caseworkers in England and Wales, and undertaking a wide range of advocacy and projects, as well as producing British Archaeology magazine and running the annual Festival of Archaeology across the UK.

The YAC is the CBA's flagship youth engagement project working with children aged 8–17, supported by over 500 volunteers across the UK. The YAC network typically delivers over 10,000 face-to-face and online activity places throughout the year. It has a small, centralised management team to oversee operations across the local clubs, and is supported by its parent organisation, the CBA.

The CBA secured funding from Historic England in April 2024 to support and grow the YAC network for the next three years. A strand of this funding was to undertake the redevelopment of the YAC website.

2. Project Overview

The YAC website (<https://www.yac-uk.org/>) is owned and operated by the Young Archaeologists' Club. After a lengthy operational lifespan, the current YAC website is now in need of updating – both in terms of appearance and navigation, and the technologies upon which it was built. YAC wishes to appoint a contractor to aid them in refreshing the website to increase appeal and ease-



of-use across the various target audiences, whilst also upgrading the website's backend/platform to support easier maintenance and offer increased levels of security and futureproofing.

This project has a strong co-creation element interwoven throughout, with a particular focus on the website's look and content. Our key stakeholders for this work will be the CBA's Youth Advisory Group, Young Associate Network and current YAC Young Leaders, alongside the YAC volunteers and members.

To prepare for the website redevelopment, a focused stakeholder consultation was undertaken to gauge usage of the existing website. This generated responses from 30 YAC volunteers and 50 members of the public. Comments indicate that the users/uses of the existing website are:

- **Parents/carers:** accessing information about joining a local YAC club; 'YAC pass' and sites to visit information.
- **YAC volunteers:** accessing leader materials and resources.

3. Design/Development Brief

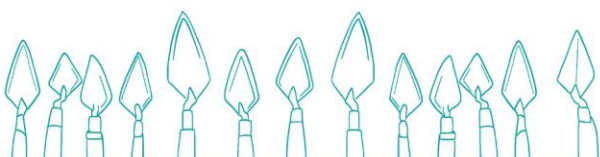
The following observations (derived in part from the stakeholder consultation exercise) will help frame the proposed development project:

- The current design (especially the homepage) feels cluttered and busy.
- The user journey for different audiences needs better definition from the outset, including the homepage and sub-sections.
- Key elements of existing functionality include maps, photo galleries and an interactive A-Z – these should be retained, albeit in an updated form.
- Certain materials on the website need to be placed under restricted access. The existing website provides password-based access for different sections/roles.

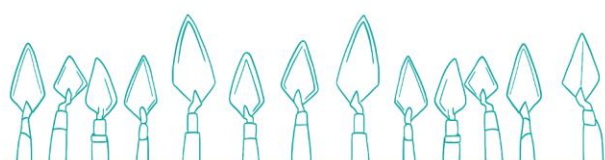
3.1. Design

The following points relating to the design and structure of the redeveloped website should be considered core to the process:

- Development of a more **spacious, uncluttered design**, leaving more spacing/white space around elements. This should be combined with a visually led approach that foregrounds imagery and graphical elements.
- The **Leaders' Area**, in particular, will require a significant redesign to support better findability and presentation of content.



- YAC has an **existing branding package** (logo, colour palette, etc), which should be retained for the design. Additionally, the **Council for British Archaeology (CBA) branding** needs to be made more visible, establishing a clearer association with this parent organisation. CBA colours (yellow/teal) could possibly be foregrounded. Historic England are a funder and also need to be acknowledged.
- The Contractor should work with the Youth Engagement Team to reconfigure the website's structure and navigation to create a **more defined user journey** for key user groups. This might include the use of colours/visual identifiers for different sections, etc.
- **Co-creation** with the wider YAC community will be a critical element of the design process and will help guide development. Contractors should relate any experience they may have of co-creation/co-design when developing websites.
- **Accessibility is key:**
 - The Contractor should show good awareness of **W3C guidance on accessibility** and ensure the new design/platform adheres as a priority.
 - Estimates suggest that roughly 20% of users identify as neurodiverse. Design approaches should attempt to reduce extended text-based descriptives (especially for navigation) and increase the use of **imagery and visually led signalling**.
 - YAC content creators should have access to (and training in) **media description/accessibility functionality** for imagery, video, etc. Details of accessibility training – including any general training in **structuring accessible content** – should be made available.
- **Social media:**
 - The design should incorporate more visible connections with **existing YAC social media platforms**, although the use of embedded timelines, etc, is not favoured.
 - Inclusion of **'Share' links/buttons** for website content to allow users to quickly post via their own platforms.
 - Creation of **associated metadata and social media 'cards'**.
- **Search functionality** to be better delivered – especially for leader materials – possibly through increased use of tagging/categorisation and better keyword searching.
- Existing **online donation** facilities should be retained.
- **Photographic media assets** will be made available by the YAC team as part of the design process.



3.2. Technical

- Contractor to provide details of the **content management system** (CMS) to be deployed, including any associated capabilities that will particularly benefit the YAC website. An open-source CMS is the preferred approach.
- Contractor to provide details of any **additional technical systems** they may use to support the deployment of additional functionality (e.g. maps, CMS plugins etc).
- Creation of a **photo submission facility** for YAC team to submit photos (with associated permissions checks) from YAC events, etc.
- **CRM provision** is NOT an element of this development phase but may be a future consideration. Platform provision and technical development should bear this in mind.
- The **web analytics** associated with the current website are proprietary and will not be carried forward. The Contractor should present alternatives for the provision of web analytics.

4. Hosting, Domain Registration and Support

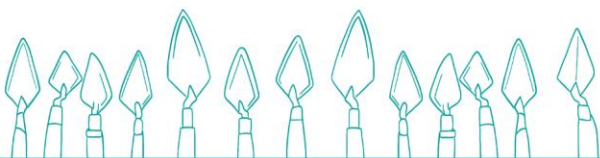
4.1 Hosting and domain registration

The Contractor will assume responsibility for all hosting and domain registration requirements. Where this involves third parties, including hosts and domain registrars, these should be made clear within the tender. Details regarding the form of hosting (e.g. shared hosting arrangements, speed/bandwidth limitations, space restrictions, etc) should also be made clear within the tender, alongside any costs that may be incurred to change/increase these.

4.2 Technical support, maintenance and training

The Contractor should provide a schedule of responsibilities relating to **technical support**, including, but not restricted to:

- Emergency responsibilities and response times.
- Response times and support responsibilities for general content creation queries.
- Policy of security patching and core updates to the content management platform.
- Details of **training provision** to enable the YAC team to create, update and maintain the website's content should be provided. Both initial hand-over training and refresher training (including training for new team members) should be covered.



This may include:

- live training sessions (remote video training is acceptable).
- in-context instruction/support – e.g. instructional popups whilst editing content, training videos accessible via the website, etc.
- optional refresher training sessions to support both existing users and new team members.

5. Skills and Experience Required

We expect the Contractor to have:

- successfully delivered similar web development projects on time and to budget.
- experience in constructing easy-to-use content management facilities.
- good knowledge of web accessibility guidance and experience of implementing this.
- a good track record of on-going support after project delivery.
- excellent communication and relationship-building skills.
- experience of working on co-created/co-produced projects, where stakeholders lead elements of the content and/or design work.



6. Costing and Schedule

The Contractor should provide a detailed costing, including:

- a full breakdown of **development costs**, including any one-off fees for software purchase, etc.
- a full breakdown of **recurring fees** for hosting, domain registration and platform maintenance, including any recurring costs for third-party software, etc. YAC would expect these to be paid on an annual basis.
- **training elements**, including any hand-over training costs and fees for one-off refresher/new user sessions.

A schedule should be included to detail the proposed project timetable. This should:

- provide a clear mapping of **project phases**, reflecting inception, development, testing and delivery.
- take into account **co-creation requirements**, allowing time for this to be built into the design process.

Budget guidance for this project is in the region of **£15,000 (excl. VAT)**, which should cover all development costs to the point of delivery. The redeveloped website is expected to be delivered within **14 months** of appointment.

The current expectation is that the following timetable will be used as a basis for planning. This will be reviewed and updated with appointed consultant(s):

- Early January 2025: Project initiation meeting
- Jan – Feb: Research, discovery and scope specification
- Late Feb – March: Design website
- April – early August: Development, integration and quality assurance
- Early August-mid Sept: Testing and training
- Mid Sept – mid Oct: Load content (CBA and contractor)
- November: Migration to live environment
- November – Feb 2026: CBA and contractor act on feedback

28/02/2026 Project Ends: transition to maintenance

