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Invitation  
to tender:  
Website  
design  
brief

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ILC-UK

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December 2017

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## PRIVATE AND CONFIDENTIAL

### **Website design brief: Brief from the International Longevity Centre UK December 2017**

#### **About this brief**

The ILC-UK invites bids to design and build its public website. Bids should be submitted by the 22<sup>nd</sup> of January 2018. We will choose a supplier by the end of January. The project will commence on the 5<sup>th</sup> of February. Our target launch date is May 2018. Please address any questions to Head of Economics, Ben Franklin: [benfranklin@ilcuk.org.uk](mailto:benfranklin@ilcuk.org.uk).

#### **1. Background**

We are the ILC-UK, the leading think tank on ageing and demographic change. As an independent non-partisan charitable think tank, we are futures based, exploring sustainable solutions to some of the prescient challenges facing us today.

We generate strategic thinking on some of the most challenging issues facing us as national and global citizens. We are part of 17 ILC Centres, which extends our reputation and reach across the world.

Our overarching mission is to make a difference – not just in terms of delivering better outcomes for older people – but critically helping to create a fair, just and sustainable society for all, creating current and future wellbeing across society and the generations.

We produce rigorous yet accessible evidenced based research and thought leadership. Presenting current and futures research on economic policy, families and community, health and social care, migration and integration, transport and planning, work and wellbeing.

Issue and impact driven – we aim to improve public policy and practice both at the national and international level. We are solutions focussed and all our reports include targeted recommendations for future action.

We believe to have true impact as a think tank you need to combine robust and rigorous research methods with strong policy knowledge and adept communication. We are unique in our skills set, with a core team of 14, composed of former academics, communication specialists and journalists, Chief Executives, economists, policy advisors and speech writers. We are also supported in a work by a broader team of Trustees, leading advisors, consultants and our Academic and Emerging Researchers Board.

Our primary audiences and stakeholders are national and international governments, politicians, policy makers, thought leaders and opinion formers, business and industry, the third sector and other think tanks and researchers in the academic and non-academic sectors.

#### **2. The target audience**

1. **Policymakers** - we need the website to showcase our expertise on ageing to the policymaking community who we are seeking to engage and influence.

2. **Sponsors** - we are funded by a variety of organisations from large multinational corporations to charities and universities. We both want to acknowledge their support while also attracting new sponsorship.

3. **Experts in ageing** - Our reputation is in part built on how we are perceived by other experts in the ageing debate. The website must therefore appeal to relevant academics, policy wonks and industry experts.

4. **Journalists** - we attract national media attention for our publications. We want the website to “turn on” rather than “turn off” journalists who might be interested in our work.
5. **Accessible for a public audience** - We need the website to be accessible for members of the public. NB. This is not just older people – our research focuses on the issues facing people of all ages.
6. **Employees** - The strength of our organisation relies on the quality of our people. We would like the website to attract job applications from well qualified candidates.

### 3. Website activities and objectives

We would like the general user to engage in the following activities on our website. Items are listed in order of importance:

- Read our materials: reports, blogs, presentations, upcoming events, stories of impact etc.
- Enquire about sponsorship opportunities/donate to the ILC-UK
- Sign up to upcoming events
- Sign up to our newsletter
- Follow us on social media channels like Twitter, Facebook and LinkedIn
- Direct media people to contact ILC-UK after having been on website, or policymakers to do the same.
- Easy interaction with our blogs.

This is consistent with our major website objectives:

- Create awareness about our organisation
- Enhance reputation as authoritative specialist think tank.
- Generate increased sponsorship for our work.
- Raise profile of ageing issues and possible solutions.
- Advertise uniqueness of ILC-UK to partners, ageing experts and the media.

### Navigation structure

We are open to suggestions from the website design company on the best structure, but we want it to be as clear and simple as possible to navigate. While our current website looks very dated it is at least functional. **We need to enhance this functionality going forward while ensuring the overall look and feel is slick and modern.**

### 4. Website features and design

- Easy access to reports, presentations and blogs including archive of past published materials. Easy access by date and theme etc. and easy to share.
- Strong staff profiles with engaging expert biographies, photos and links to recent written work.
- Promotion of impact – i.e. where we’ve given presentations, spoken at high profile events or had major media/policy successes etc. we need to showcase these achievements.
- Highlight sponsorship opportunities including both: 10 ways to work with the ILC-UK and the Partners Programme. Might also include flagship project opportunities.
- Acknowledge our sponsors – both those who provide project based funding, those who are part of our Partner’s Programme and L&G for sponsoring the website.

- Space on the website for each of the following groups of individuals who help guide the work of the ILC-UK: Trustees, Advisers and Fellows.
- Promotion of upcoming events.
- Promotion of flagship/priority research and policy projects for the year. This could include both those we are planning to do and need funding for, and those that are already secured and underway.
- Working at the ILC-UK including:
  - Organisational values.
  - Testimonials from former staff.
  - CSR
  - Internship programme
  - Vacancies.
- The site should integrate with our mailing list and database.
- It must be mobile friendly.
- Smart integration of social media.
- Easy to embed videos, audio and pictures.
- Easy integration with ILC-UK microsites i.e. [www.futureofageing.org.uk](http://www.futureofageing.org.uk)
- Inclusion of financial position and funding.
- Easy to sign up for Newsletter
- The site should be searchable.
- The site should be as visible as possible via search engines (SEO)

**Possible example of micro site content (#futureofageing as example)**

- Home page
- Overview
- Programme (this year)
- Registration/booking
- Travel
- Sponsorship
- Press Releases
- Previous events
  - 2015 – Overview; programme; sponsors; presentations/reports
  - 2016 - Overview; programme; sponsors; presentations/reports
  - 2017 - Overview; programme; sponsors; presentations/reports

**Competitor websites that we like and those that we don't like**

Those that we like include:

- IPPR - nice use of images and easy navigation.

- NLGN - Functional, looks nice and is simple to navigate.
- Institute of Economic Affairs – Looks professional and good use of imagery. Easy to navigate.
- Resolution Foundation - solid functional website.

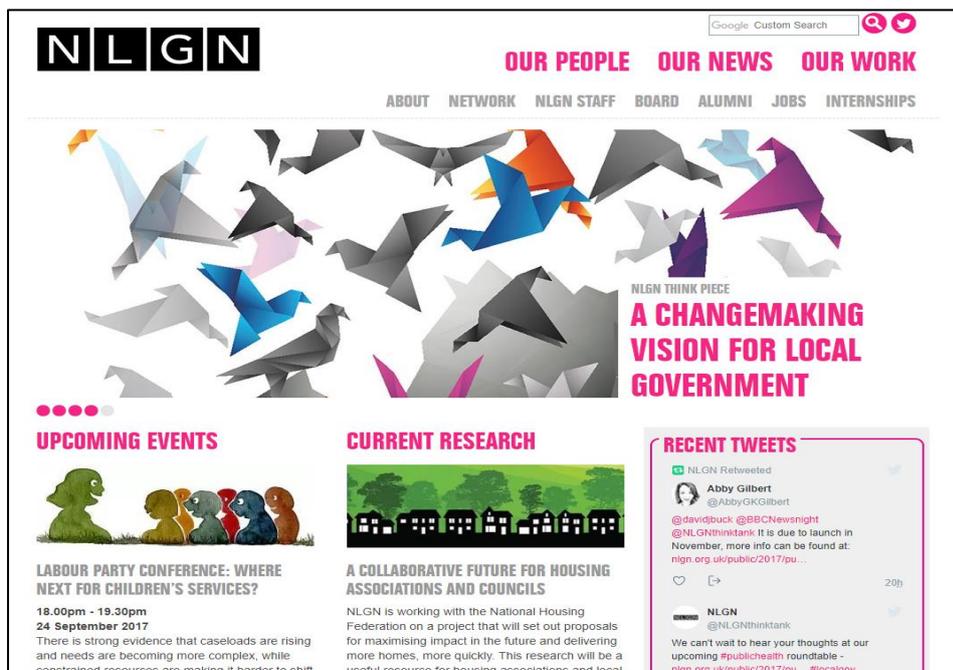
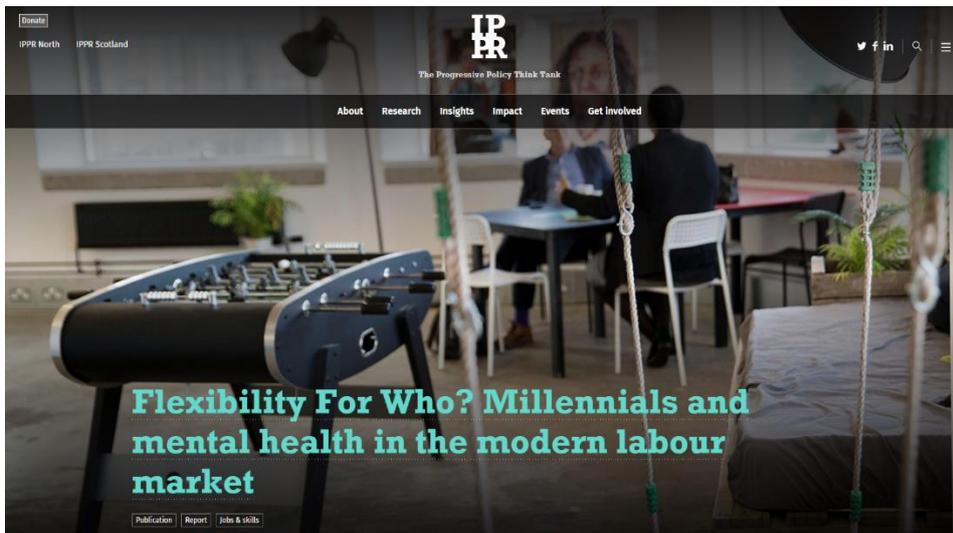
Those that we do not like:

- Social Market Foundation - difficult to navigate and information is poorly presented.
- Reform - website is too cluttered.

## Design

The current website looks very dated. We need the website to present ILC-UK as a modern, innovative and professional think tank.

In terms of design, we like the following visuals:



In the past, we have avoided photography due to the absence of good stock photos but it would be good to explore whether there is an opportunity to do this. The IPPR's website is particularly successful

in this regard. Alternatively, the NLGN use the abstract imagery and designs from their reports to give a modern and interesting feel through the banner and structure of the site.

#### **Outstanding questions for ILC-UK to work through**

- Should ILC Global alliance website keep existing brand? What about other sites (i.e. immunisation)?
- What else can ILC-UK do to promote the website?
- Do we need to consult with other stakeholders – i.e. funders, policy people etc?

#### **5. What we expect to see in tenders for this brief**

In your response to this brief, ILC-UK expects to see the following in your tender:

- Full details of the process, including clear identification of the stages, outputs delivered at each stage, level of ILC-UK involvement/consultation, key deliverables, number of design routes offered and timescales for delivery.
- Your experience of conducting similar projects e.g. examples of relevant rebranding exercises you have undertaken and relevant clients. Ideally we would want to see evidence of work done for clients that actively engage with government e.g. think tanks or trade/business associations or other firms in the public sector.
- Details of your recommended team to deliver this brief, their expertise and experience of direct relevance.
- A full project budget breakdown, including your team day rates by individual team member, expected number of days on the project at each stage/against key outputs (logo/brand identity, brand guidelines, marketing materials, publication templates). Any project management fees should be costed separately. Please note that cost will be a core consideration for ILC-UK as a small independent charity, in the selection of its preferred agency.
- The contact details for two previous clients or projects of relevance to this brief, who can be contacted for a reference as appropriate.

#### **6. The tender process**

ILC-UK invites interested agencies to submit a written proposal and budget outline. These should be submitted no later than 9:00am on 22<sup>nd</sup> of January 2018.

If you are shortlisted, you will be invited to a face-to-face pitch. Please prepare to present your approach, experience, team and costs for up to 45 minutes, followed by up to 30 minutes of Q+A with ILC-UK's senior management team. **Please provide 2 printed copies of your presentation to leave behind after the pitch.**

Any questions for clarification can be submitted to Head of Economics, Ben Franklin at [benfranklin@ilcuk.org.uk](mailto:benfranklin@ilcuk.org.uk) prior to bid submission.

#### **Budget and timeline**

The outline timescales for the project are:

22<sup>nd</sup> of January - tenders received.

W/C 29<sup>th</sup> of January - pitches for shortlisted agencies.

W/C 5<sup>th</sup> of February - project commencement.

W/C 12<sup>th</sup> of February - ILC-UK and agency meeting.

May 2018 - project delivery.

The hired agency would be responsible for developing a more detailed schedule for project delivery that includes key milestones requiring client sign-off of the various deliverables.

The budget range for the project is £10,000 - £15,000, though we would consider an alternative budget for exceptional proposals. Value for money will be a key criteria for shortlisting.