

Invitation to Tender for the provision of a new website for Active Black Country

Deadline for submission of Tender: 5pm on 9 March 2026

This document is in two parts:

PART A

Part A is the invitation to Tender and provides all the background information, a description of what is required, and an overview and instructions for the completion and submission of the Tender document.

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1. Background
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PART B

Tender questionnaire document Appendix 1

INTRODUCTION

This is an Invitation to Tender (ITT) with information, instructions and guidance provided, the Tender submission should be completed and returned by all Tenderers who wish to Tender, described in the following pages.

Background

Active Black Country is a charity that is passionate and committed to helping local people become physically active so they can enjoy the health and wellbeing benefits that an active lifestyle provides.

We work across the Local Authority areas of Dudley, Sandwell, Walsall and Wolverhampton and form part of the national network of 43 Active Partnerships, funded by Sport England.

Working to a shared vision of 'A future Black Country where all ages, abilities and backgrounds are able to be active, move and play sport', we aim to increase activity levels to support good mental and physical health, ensuring the range of opportunities are inclusive, attainable and support stronger, better connected, resilient communities. We do this through understanding the diverse needs and priorities of local people, places and partners, uniting partners to work together to realise everyone's right to be active and reduce health inequalities, whilst raising the profile of Black Country assets.

Our website is a critical platform for delivering this vision - acting as the primary digital front door for residents, partners and the workforce. It must enable people to easily discover opportunities to be active, access trusted resources, and engage with ABC's programmes, the Digital Inclusion Strategy, partnerships and learning offer.

What we have - <https://www.activeblackcountry.co.uk/>

ABC is trusted but digitally fragmented. We need to improve usability and accessibility and create a coherent user experience/ journey. Eliminate the pain points of navigation.

The current website is outdated, hard to navigate and doesn't serve the needs of our core audiences. Front page too busy & distracting, needs cleaner look with more space, simpler, more focused tabs, a search option, and much better drop-down menus. Currently text-heavy.

Key features:

1. **Immediate:** development of website with Activity Finder gateway, About ABC and all landing pages & page layouts as described in 'deliverables', including integration of interactive Black Country map
2. **Future** - CPD skills hub, link to an Activity Finder mobile app.

Key objectives:

- A modern, cohesive platform that supports multiple and inclusive user journeys and can evolve over time as ABC's digital offer grows.
- Design is very mobile-friendly and easy to use for all audiences.
- Website clearly communicates Active Black Country's mission, vision and values, including information About ABC – our strategy/board/team.
- Raises awareness of the Black Country as a region, the places (Dudley, Sandwell, Walsall and Wolverhampton) and the broad range of physical assets & blue and green spaces that can be used to improve physical and mental wellbeing.
- Consideration of all ABC audiences in look & feel (clear communication avoiding jargon, Plain English) – for Black Country residents seeking to become more active; strategic partners; and providers / deliverers seeking ways to improve, collaborate or obtain investment.
- Increases engagement with the Activity Finder ([Find local activities | Active Black Country](#)) with strong signposting of learning/training resources, faith centre CPD and water safety resources.
- Raises the profile of key stakeholders, strategic partners, community organisations, and faith centres.
- Development of flexible and slick Content Management System.
 - Enables ABC staff to manage content confidently in-house, reducing dependency on external developers for routine updates. Consideration of CMS options (e.g. Concrete CMS) that allow flexibility, ease of use. Suppliers are welcome to propose alternatives with a clear rationale.

- Website offers improved accessibility in line with Web Content Accessibility Guidelines, is secure and GDPR compliant.

Deliverables

- Deliver a smart, eye-catching, functional, user-friendly website that makes it easier for people to find ways to be active, or to help others to be more active.
- Find the best solutions to the challenge of multiple customer journeys & smooth, glitch-free navigation.
- Create strong and impactful landing pages & page layouts/ templates for content.
- Home page written towards what the user is looking for rather than “what we do”. So areas signposting ‘I want to get active’ and ‘I am a partner and want to help others get active’. Plus, clear signposting of ‘Data, intelligence and impact’ + ‘Training, skills, resources support’.
- Visible prominence of a modernised, slicker Activity Finder (would link to a way finder app), as routes for people to discover and engage with physical activity.
- Integrate new ABC logo, strapline and branding colour palette.
- Website to comply with Web Content Accessibility Guidelines, covering look & feel, colours, text sizes etc.
- All web pages and overall website should be reflective of digital inclusion values – this is particularly important to use as we have recently initiated a Physical Activity Digital Inclusion Strategy and Programme agenda.
- Design featuring fewer pages but richer information / interactive elements, simpler dropdowns & using strong imagery (video and photos).
- Integration of more video, pics, infographics. New imagery and videos will be produced for new website.
- Creation of website that is easily accessible on mobile and all other devices. Mobile first - 74% of ABC website visitors access content on mobile phones -

digital journeys must be mobile-first. When digital friction is removed, participation increases.

- At the heart of ABC's new Digital Inclusion Strategy is a commitment to inclusive digital pathways, including a dual digital front door that brings together access to physical activity opportunities + access to skills, CPD and capacity-building.
- Seamless integration of interactive Black Country map.
- Integration of Reciteme/ Userway plug-in for accessibility/ language features.
- Integration of training, skills and learning hub that supports residents, the workforce, voluntary and community organisations.
- Capacity to integrate Black Country Water Safety Resources hub
- Capacity to integrate Digital Inclusion hub
- Develop website admin area that allows flexibility, ease of use for non-technical ABC staff, and future scalability, to manage Content Management System content additions/ uploads.
- Website design with monthly analytics that can be analysed in-house, at no cost.
- Home page integrates search bar with full functionality, newsletter sign-up area and social media icons displayed (Facebook, Instagram, LinkedIn, YouTube).
- Integration of 3 to 4 key data points (stats) that self-update and roll-up (eg, scroll down at home page, view right-side: <https://www.techwm.com/>)
- Create a website that is secure and GDPR compliant.
- Minimum of 2 checkpoints in website development process with community representatives to ensure it meets community requirements.
- Dependencies: ABC brand refresh is underway and we're currently revisiting Activity Finder providers – transition either of the same gateway to the new website, or a new Activity Finder provider.

Consideration of Web Content Accessibility Guidelines 2.2 standards and accessibility tools

Website design to take the below into consideration:

[Inclusive Communications Guide](#)
[Inclusive communications factsheets | Resources | Activity Alliance](#)
[Introduction to reaching more disabled people through better communications webinar](#)
[Guidance and tools for digital accessibility - GOV.UK](#)

Colour contrast - [Web Accessibility Color Contrast Checker - Conform to WCAG](#)

Language translation - via accessibility tools like ReciteMe and UserWay.

Good examples of Active Partnerships' websites (buttons either invite people, families to get active 'Get active; or for partners/organisations supporting people to be active and move more 'Support others to be active/ move more')

<https://activelancashire.org.uk/>
<https://activedevon.org/>
<https://sportinherts.org.uk/>
<https://www.activecornwall.org/>
<https://makingourmove.org.uk/move-more/>
<https://www.active-together.org/>
<https://www.activehw.co.uk/>
<https://sportbirmingham.org/>

Timescales

Timelines are indicative and may be refined with the preferred supplier following discovery and content audit.

- 9 March – Deadline for bid submissions
- 17/18 March – Interviews with suppliers.
- w/c 23 March – Selection of web developer.
- w/c 23 March – Negotiations finalised/ contract signed/ work starts to design new website.
- June/July – Testing phase following transition of content from old site.
- July – Website goes live.

Budget

The budget will cover all website development, transition of content from existing website to new website, plus content/ imagery additions and full test phase to troubleshoot problems. Supplier to provide full rationale for costing, and is required to provide a full breakdown of costs. Budget and costings need to be VAT inclusive.

Key requirements - demonstrate through examples and references:

- Qualifications and experience in web development/design, and flexibility to deliver to meet all requirements.
- Proven track record of working with partners in development of websites.
- Previous experience or intended application of digital inclusion in website design and development.
- Share any awareness of Sport England's work across the digital landscape.
- The resources to deliver this campaign within the timescales.

This contract will be for a period commencing March 2026.

Contracts and payment

Active Black Country Ltd will agree the contract and payment details.

Project management and governance

The client's Project Manager will be Mark Bisson, Strategic Communications Lead at Active Black Country (ABC). The agency will be expected to nominate a Project Lead. The project will be managed primarily through frequent contact between the Project Manager and the Project Leader.

The Project Leader will provide weekly updates on progress, including a summary of tasks undertaken to date, to the Project Manager and to a monthly Project Steering Group. This group will be the platform for co-design & testing as and when needed, and will include community voices. This might be via the supplier integrating check points in website development to ensure that it meets community requirements/ offers a great user experience, or via the Project Steering Group itself. This group may meet in person or virtually.

Costings

Tenderers should provide a cost breakdown, which should be VAT inclusive.

A project plan should include day rates and anticipated total days spent by each person.

Payment schedule

In consideration of the services to be provided by the contractor, ABC will make the payments within 30 days of the end of the month in which it receives invoices or completed paperwork and/or key performance indicators from the contractor. Invoices/paperwork and/or key performance indicators will be presented in accordance with the intervals defined by the contract.

Evaluation Criteria

Tenders will be evaluated against the following criteria:

Criteria	Weighting within evaluation
Price	30%
Quality	70%
Experience of delivering similar work and quality and experience of team CVs.	10%
Understanding of the brief and detailed methodology for work.	40%
Robustness of the project plan, proposals for presentation of analysis and recommendations and delivery timetable.	20%

Appendix I. Tender Response (Organisation details and pricing)

Instructions

Please include answers to the standard questions below in addition to your technical response to the specification.

Questions for information purposes only: please ensure you complete each question

	DETAILS OF YOUR ORGANISATION	
1	Name of the organisation in whose name the quote is submitted:	
2	Contact name for enquiries about this submission:	
3	Contact position (Job Title)	
4	Address:	

	Post Code:		
5	Tel number:		
6	E-mail address:		
7	Is your company: (Please tick one)	i) a public limited company	
		ii) a limited company	
		iii) a partnership	
		iv) a sole trade	
		v) LLP Limited Liability Partnership	
		(vi) Other (Please specify)	
8	Name of (ultimate) parent company (if this applies)		
9	Companies House Registration number, Charity Commission Number or Mutual Society Number: (if these apply)		

	INSURANCE	
	Please provide details of your current insurance cover. We reserve the right to seek evidence or ask that sufficient levels of insurance be in place before award of contract. All price quotations should be based on full insurance levels being in place.	Insurance Cover Value
10	Employer's Liability (if applicable): (£5m)	£
11	Public Liability: (£5m)	£
12	Professional Indemnity (£100k)	£

	EQUAL OPPORTUNITIES	
13	Does your company have a written Equal Opportunities policy, to avoid discrimination?	Yes /No
	If the answer to this question is No, please explain how you ensure your organisation offers equal opportunities and avoids discrimination in its working practices (max 200 words)	

	PROFESSIONAL AND BUSINESS STANDING INFORMATION	
	Does any of the following apply to your organisation, or to (any of) the director(s) / partners / proprietor (s)?	
14	Is in a state of bankruptcy, insolvency, compulsory winding up, receivership or subject to relevant proceedings:	Yes / No
15	Has been convicted of a criminal offence related to business or professional conduct.	Yes / No

16	Has committed an act of gross misconduct in the course of business	Yes / No
17	Has not fulfilled obligations related to payment of social security contributions	Yes / No
18	Has not fulfilled obligations related to payment of taxes	Yes / No
19	Is guilty of serious misrepresentation in supplying information	Yes / No
20	Is not in possession of relevant licences or membership of an appropriate body where required by law	Yes / No
	If the answer to any of these is “ Yes ” please give brief details below, including what has been done to put things right. (Max 500 words)	

Pricing

Please submit your fee to deliver the service as per the specification in this document and the pricing schedule below.

Budget breakdown	Amount (£)
Total fixed price to deliver service (incl VAT)	

Daily fee rates on which these prices are based

Nominated individual including grade	Daily rate (£)	Budget days

- Your total price for delivering the service should include all costs, fees, expenses and profits to deliver the service in its entirety. No additional claims for funding will be entertained.
- The prices and/or rates stated in this Price Schedule constitute the only reimbursement and profit to the company for providing the services.
- All sums payable by or to Active Black Country Ltd or the winning tenderer are inclusive of Value Added Tax (“VAT”).
- No claim from the bidder will be entertained by Active Black Country Ltd for any mistakes in the information given.

- The fixed price sum is a maximum budget for the project and cannot be exceeded. Actual payments will only be made on the basis of evidenced invoices showing hours worked each month submitted before the end of each month. They will be paid within 30 days of the month end in which invoices are received.

Any quotation submitted must be bona fide and without canvassing or soliciting any member or employee of Active Black Country Ltd or fixing the rates with another supplier. By submitting a quotation, you are agreeing this is a bona fide quotation. You should also declare if anyone in your company has a family member who works for Active Black Country Ltd.