

# Good Vibrations Website Brief

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## Introduction

Good Vibrations invites bids to design and build its public website. Bids should be submitted to Katy Haigh via email ([katy@good-vibrations.org.uk](mailto:katy@good-vibrations.org.uk)) by **12pm on Thursday 19<sup>th</sup> January 2017**.

We will invite a short-list of suppliers to present their proposals to Good Vibrations, and we will notify you whether you have been selected for this by **Thursday 26<sup>th</sup> January 2017**. Presentations will take place on **the afternoon of Thursday 2<sup>nd</sup> February 2017** in Central London.

We plan to choose a supplier by **Friday 3<sup>rd</sup> February 2017**, with the project itself starting on **Monday 27<sup>th</sup> February 2017**. Our target website launch date is **26<sup>th</sup> May 2017**.

Please address any questions to Katy Haigh ([katy@good-vibrations.org.uk](mailto:katy@good-vibrations.org.uk); 07535 145 797). In her absence, please contact Jane Gibb ([jane@good-vibrations.org.uk](mailto:jane@good-vibrations.org.uk); 07791 293 352).

## About Good Vibrations

We are an award-winning, registered charity, working across the UK, and we've supported over 5000 vulnerable people to date. We work with people with complex needs who are facing challenging circumstances and disadvantage. These might be people in prison, people experiencing mental illness, long-term unemployed, young people at risk of exclusion from education etc.

We deliver our projects through partnerships with secure institutions, alternative education providers, community centres, employment services etc. We have a strong reputation, with Bill Bailey, Lord Ramsbotham and Rahayu Supanggah as our patrons. Our work is made possible by income from trusts and foundations, sales, government contracts, individual giving and corporate support.

We use communal music-making as a tool to support people to develop transferable life and work skills and attributes. Our services include:

- Intensive Gamelan projects where we support groups to play the Gamelan (an Indonesian orchestra of drums, gongs and metallophones).
- Loophole Music - where we support people to produce their own music, jam and compose.
- A Keep in Touch Programme – supporting completing participants with social participation opportunities, e.g. volunteering, music courses, bursaries and traineeships.
- Drop in Gamelan sessions for past participants and the public.

13 years of experience has demonstrated to us what a powerful medium communal-music making and Gamelan in particular is, for helping people to develop transferable life skills and to improve their outlook on life. For example, Gamelan:

- is novel, so people don't form prejudices about it
- is accessible and doesn't require previous musical experience
- music requires players to listen to fit parts in
- is communal and everyone's contribution is important
- is adaptable for all abilities.



Our vision is that participants are inspired to find a fulfilling space in a safer, more open society and that:

- they are more positively engaged in education and constructive activity;
- they develop social skills, crucial for life, work and positive citizenship; and
- their well-being improves and they are empowered to view themselves more positively and think more optimistically about the future.

We shape best practice and provide evidence to influence policy. This is a key element of our work, and will continue to be.

The website will be an important tool within the development of new business for Good Vibrations and so needs to be aligned to our strategic plan. This plan sets out a journey of diversification for Good Vibrations in terms of our work benefitting more people with different types of complex need, in different challenging circumstances, rather than focusing only on people in secure institutions. To achieve this goal we need to gain business from more commissioners and organisations working with people in these settings, e.g. government, primes, trusts and foundations, schools, academies, NHS Trusts, employment agencies, other charities.

In terms, of brand positioning, we want Good Vibrations to be perceived as a professional, high-quality, innovative, human organisation that delivers results. We want our key values, such as openness, supportiveness, respecting and valuing all, delivering evidence-based approaches to sing out loud and clear from the website.

## Key Messages

- Good Vibrations can solve problems for other organisations and help them to achieve their goals - extensive independent research evidences the wide range of positive impacts we've made with some of the most marginalised people in society
- This is an innovative approach, so is likely to yield results when other approaches haven't - communal music-making and the unconventional 'Gamelan' are at the heart of what we do
- You can trust us as so many other well-respected organisation and individuals do - we have high-profile supporters and an exceptional reputation in the UK and internationally, particularly in the fields of criminal justice and mental health
- We could help your organisation now - we're actively looking to forge new partnerships to transform the lives of even more people with complex needs in challenging circumstances
- This could improve team-working in your staff teams too - businesses can develop their staff into high-performing teams through our *Good Vibrations at Work days*

## Target Audience

The primary target markets for the website are:

- Funders/commissioners
- Existing and potential customers
- Corporate sponsors
- Past participants who agreed to keep in touch
- New participants
- Media
- Senior decision makers and influencers in government etc.
- Individual donors

The secondary target markets for the website are:



- Volunteers
- Trustees
- Team members/staff
- Other charities/interventions/support organisations/networks
- University students
- Advocates/researchers
- Delivery partners

## Website Objectives

We want the website to become the hub of all of our external communications. We need it to:

- Showcase what Good Vibrations can do and the difference we make to people's lives
- Create awareness of who we support
- Bring our unique product and approach to life
- Illustrate to partners/commissioners how our interventions can complement their own, providing solutions to challenges they are facing
- Generate interest from potential partners and commissioners
- Encourage new trusts/foundations to solicit grant applications from us
- Satisfy funders we 'tick all their boxes'
- Generate donations and inspire individuals to fundraise for us
- Generate corporate support
- Share learnings and best practice we've developed over the years
- Keep people up to date with our developments
- Give people an insight into the lives and views of our participants
- Build a social participation resource bank for past participants
- Share creative outputs of participants
- Grow an interactive community of Good Vibrations advocates

## Website Features

The website should contain the following features:

### Functionality

1. A simple, lean navigation system so that visitors to the site are never more than 3 clicks away from the information they need
2. A CMS that allows GV to add/change/remove pages/content themselves
3. Low maintenance costs
4. An affordable, secure and reliable hosting solution
5. A responsive site that works on mobile devices and within the secure estate

### Content

1. Copy should be in plain English, concise and confident with no bias to any one service-user group
2. Content tone should be dynamic and engaging but not overly complicated.
3. Multimedia content should be included as well as dynamic image galleries
4. Visual events calendar

### Interaction

1. Social media friendly, and people from social media to be driven back to the website
2. Keep In Touch opportunities interface linked to database



3. People need to be able to submit enquiries, comments and requests for resources through it
4. Newsletter subscription
6. Online donation form and donation button visible on every page
7. Contact us button on every page

Additional feature suggestions are welcome.

## Design

The design should be clean with vibrant imagery and avoiding a stereotypical ethnic or hippy feel. The overall tone should be engaging and dynamic. There needs to be a good balance of imagery and copy. We would like to feature a mixture of object- and people-based photography. A resource pack of project photos will be supplied but stock photography may need to be sourced where there are gaps. The website should reflect our vision and ethos and be in-keeping with our equal-opportunities policy. Where people photography is concerned, a mixture of races, ages and abilities should be represented.

Good Vibrations will supply the logo and will specify any specific fonts to be consistent with all other Good Vibrations materials.

## Your Role

Although we are open to you suggesting (and costing) different approaches, we would expect you to be responsible for:

- Additional imagery (not provided in the resource pack)
- Copywriting
- Creative and design
- Wire frame design, build and testing
- Proofing
- Training Good Vibrations in using the CMS

This is what we expect to do ourselves:

- Photoshoots (of courses, team members etc.)

1and1 currently host our website, and our Good Vibrations emails are also created and managed on the 1and1 site as well (using Gmail). We are open to suggestions about doing this differently, so this could be a service you offer as part of your package.

## Proposals

All bids/proposals should:

- Provide an example page of visuals
- Provide a map of the wireframe and what it would like.
- Outline hosting requirements, as well as any security and accessibility standards that need to be met.
- Provide a description of, and timeframe for, the path to go-live for the website, including details of any internal or third party dependencies.
- Include details of your support, maintenance and training proposal, including details of what maintenance will be required on an ongoing basis and who you would expect to provide this.
- Outline how you will future-proof the website so it remains relevant to Good Vibrations for the next 5 years i.e. in the future we might want it to be the hub of all internal as well as external communications.



- Break down your budget into costs for each area above (under 'Your Role') as well as ongoing bills. Please detail separately how much the interactive elements of the site will cost.
- Include a project plan with timescales for each stage of the website's development including when input will be needed from Good Vibrations
- Include examples of other sites that they have produced in similar sectors
- Provide contact details of 2 people we can approach for references

We will assess all website proposals against the following criteria (with relative weighting set out in brackets):

- Functionality (25%)
- Design (25%)
- Budget (25%)
- Communication style and relationship management (10%)
- Delivery lead time (15%)

#### To find out more:

- Visit our current website: [www.good-vibrations.org.uk](http://www.good-vibrations.org.uk)
- See clips of our work: [youtube.com/channel/UCwGDxgzrKSmMdhGCR\\_5cFQw](https://youtube.com/channel/UCwGDxgzrKSmMdhGCR_5cFQw)
- Get invites to our play-throughs: [info@good-vibrations.org.uk](mailto:info@good-vibrations.org.uk)
- Keep up with our latest news on Twitter: [@sgvibrations](https://twitter.com/sgvibrations)
- Listen to the music: [soundcloud.com/goodvibrations-org](https://soundcloud.com/goodvibrations-org)

