



Hackney Giving

Brand, website, hosting and technical support

About Hackney Giving

Hackney is a vibrant place with diverse communities and exciting innovation but where many residents live in poverty, isolation and poor health. Hackney's charitable community groups support people throughout the borough during times of need and help to change people's lives for the better.

Hackney Giving is a local giving scheme which supports grassroots charities and community groups. It is a simple, effective and co-ordinated way for donors to support smaller charities that work effectively within local communities. The programme brings together individuals and businesses that want to give funding, time or skills with grassroots organisations.

Hackney Giving operated from 2014-17 and plans to re-launch in 2020 were brought forward swiftly in order to respond to the coronavirus crisis. Hackney Giving is now an active fundraising and grant-making programme and during the past 6 months we have distributed £274k to groups supporting residents during the pandemic. Its existing website is at www.hackneygiving.org.uk

Design Brief

We are tendering for a designer/design agency to:

- Refresh the Hackney Giving logo, colour scheme and fonts to create a stronger brand. The successful designer/agency will detail the agreed new brand in a Style Guide for web and print
- Develop and host a new Hackney Giving website. The programme needs an up to date website to host a rich mix of media including copy, images, podcasts, film and data. The website will be responsive across devices and browsers.
- Provide ongoing website maintenance and support as required. Technical competence and excellent customer service are a must.

The Hackney Giving brand

- We want to capitalise on the vibrant, diverse and innovative nature of the borough. We want to place Hackney Giving right at the heart of the borough with businesses and individuals contributing to make Hackney a fairer, more equal and caring place
- The programme will have a new strapline - to be developed
- Although we would like to retain the heart in the logo (and think it coordinates well on the design of the existing donate now button), we would like to move away from over-use of the heart motif.

Web functionality requirements

We require a website that has:

- A visually strong and striking home page that appeals to supporters of the programme (i.e. givers) as well as the community groups that will benefit
- Appropriately structured menus and landing pages (to be confirmed)
- Donate to Hackney Giving button
- Twitter feed embedded in the site
- Links to Hackney Giving on social media
- Newsletter subscription button
- 2 or more permanent widgets to highlight programme achievements and events coming up
- A search engine for the site and contact details on every page
- URL icon for website tabs.

The Hackney Giving Logo

We require a new logo that:

- Builds on the existing Hackney Giving logo (which uses a heart in place of the “v” in Giving) but has a stronger visual impact than the existing one.
- Can be used with or without the programme strapline
- Is visually strong and available in a small number of colour schemes (maximum 3)
- Is provided in a range of formats including high resolution jpeg and EPS

Customer service

- Excellent customer service and technical support is a prerequisite
- On occasion we will require our web designer(s) to work with our ICT provider and our database providers in order to ensure that all our systems work with each other.

Audiences

The new website and brand will work across our key audiences:

- Hackney based charities, community groups and other non-profits
- Corporate donors, local businesses, trusts and foundations
- Local residents who access our services and/or support us
- Public sector partners

Web accessibility

The site will follow best practice guidelines regarding accessibility. As a minimum we expect the site to follow the guidelines for web accessibility detailed by the [World Wide Web Consortium \(W3C\)](#).

The site will respond across devices – macs, PCs, phones, tablets etc.

It will need to work with screen reader software.

It will need to be compatible with google translate and be able to host abjad as well as alphabetic scripts.

We would like the site to provide a clear accessibility link to the BBC Accessibility Support pages: <http://www.bbc.co.uk/accessibility/guides/>

Web launch content and administration

We anticipate that the site will have approximately 20-25 pages when it goes live. The functionality of the back end of the site will allow the Hackney Giving programme team to add new pages and content to each section. Cascading style sheets will support the brand and will allow the web administrator to add approved styles to web pages.

We require total control over the web content. We will want to:

- Update text
- Add pages
- Create links
- Upload documents as attachments in the following formats: doc, docx, xls, ppt, pps, pdf, zip, ppsx
- Upload images in the following formats: gif, jpg, png
- Edit photos in the back end of the site – as a minimum to include cropping and re-sizing
- Embed videos from YouTube/Vimeo

Analytics

We require back end analytics to be set up so that we can measure website traffic and key indicators that will allow us to continuously improve UX.

Goals

The new Hackney Giving brand and website will:

- Encourage and facilitate giving/fundraising/volunteering
- Encourage eligible VCS organisations to apply for grants
- Establish Hackney Giving as a programme with a clear and strong identity
- Celebrate programme successes
- Support clear and accessible communication with our audiences

Budget

Approximately £4,000 - £4,500

Applications from designers and design companies will be accepted from 3 November until 5pm on 3 December 2020

Shortlisted companies/designers will be invited to pitch via an online meeting in the week commencing 7 December

Hackney Giving is managed by Hackney CVS: www.hcvs.org.uk

Application process

Please provide the following information and send it to Matt Bray, Communications Director, Hackney CVS: matt@hcv.org.uk

1. Please provide details of three websites that you have designed. Please provide the URLs of each site and a narrative detailing the strengths and achievements of each.
2. What is your approach to usability?
3. Please could you tell us how files are backed up.
4. Is your work coded to the best coding standards?
5. Please provide your quote for this job and detail your terms and conditions.

The key contact for applicants and for the successful designer/agency will be Matt Bray, Communications Director: matt@hcv.org.uk | 07983 169961