
NORTHAMPTONSHIRE CHAMBER of COMMERCE (Incorporating Milton Keynes)

Invitation to tender

Website Redevelopment

GROUP



Our strategy:

To create a thriving, relevant Chamber of Commerce for all businesses across Northamptonshire and Milton Keynes from Start-up Businesses to Corporates. We will strive to:

- Facilitate businesses to make strategic connections
- Develop skills & knowledge to remove barriers for growth
- Provide up to date information and advice
- Provide a 'safe place' for business owners to share ambitions and challenges
- Enable and encourage business to trade locally, nationally, and internationally.
- To celebrate each other successes whilst maintaining a strong community spirit

Introduction

The Northamptonshire Chamber of Commerce is accepting proposals from our fully paid-up Chamber membership to redesign the existing Chamber websites <https://northants-chamber.co.uk> and <https://chambermk.co.uk> into one site.

The Chamber is looking to re-develop these websites and we are looking for a 2 -way communication alongside a new CRM system yet to be implemented but we expect to be fully integrated.

About us:

Northamptonshire Chamber of Commerce and Milton Keynes Chamber of Commerce are the largest not for profit business support membership organisation covering the geographical areas of Northamptonshire and Milton Keynes. Offering, membership, training, events, policy & representation, and international trade to businesses of all sizes and sectors. Based in Northamptonshire we represent over 1000+ businesses /100,000 employees. With a team of 17 people, we are an active Chamber delivering over 100 networking events per year and processing over 9000 international trade documents. In 2021 we launched our Women with Vision network and also support and mentor young professionals within our Next Generation chamber, in addition we also host the prestigious Northamptonshire Business Awards.

We work closely with local, regional, and global stakeholders and key partners to further the local economy and influence economic development activity.

Northamptonshire Chamber of Commerce is actively engaged with the British Chambers of Commerce network, one of 53 accredited Chamber in the UK.

Project requirements:

The current website is now over 5 years old and showing its age, at its core is an Expression Engine implementation with add ins.

The chamber website is mainly our "shop window" which is a key asset in highlighting how we support our members, the services we provide and the role we play in supporting businesses of all sizes across the Northamptonshire & Milton Keynes economy.

Logo and branding –guidelines will be supplied, retaining and reflecting our heritage of over 100 years is important to us.

The use of various social media platforms has increased significantly, and the new website should facilitate easy management and utilisation of such platforms and sharing of content across all media. We need to increase the effectiveness of communication and collaboration between us and our members or potential members. Not many of our staff know how to upload content. The search facility needs to be improved so that people can find the relevant information quickly and easily. The website should be mobile enabled, fast loading and able to support video content.

We would like the system to continue to have a member's log in area, members directory, events & training booking process and ecommerce integration for payment of events to sit within the main chamber site. At the same time, we will be looking at a new client management system. Consulting with the provider of the CRM to help with developer specifications will be required. Ideally all transactions from new members, events & training booking, sponsorship, international documentation with live Ecert feed with links to payments. Eventually, we would like the finance system to be compatible with both website and CRM.

The website also hosts Award force and the hireful recruitment portal.

Key areas of membership benefit activities

- Membership
- Member benefits
- Events
- Training
- Policy & representation
- International Trade
- Business Cost savings

Narrative important to us

- Our heritage
- Our culture
- Our community
- Our members
- Our partners & stakeholders

We are seeking a professional B2B website which is clean, functional, and easy to use. Our team are comfortable with Expression Engine but are open to new ideas.

Each chamber brand should have their own tab on the homepage with options to join any or all the chamber group/ package choice, being straightforward and easily done.

Making member benefits more obvious – making it clear why people should be a member and what value people can get out of being a member. Emphasis on join now/why membership is essential.

Having a chamber customs/international trade tab at the top of the homepage

The events page should look more modern and interactive – at this time you can't book on all events through the webpage which is frustrating for us and customers.

Key member services are highlighted on our homepage we would look to retain this function.

The team should be able to upload content and images quickly and easily with more flexibility than is currently available.

Members can currently upload content such as new, stories and blogs (approved by the team) and should also be able to upload this content quickly and easily.

We have looked at other websites in the network and like different parts of each one.

Tender content

Please provide the following within your submission:

- Understanding of our requirements and how you will bring a fresh look and design of our website
- Fast loading – how will you achieve this
- Ability to work with and incorporate a new third party CRM
- Ideally hosting and maintenance within the UK, specification to be provided as part of the tender
- Live examples of booking system, visuals etc
- Proposed timescale and methodology for delivering the project
- Details of key personnel who will be responsible for managing and undertaking the work and ongoing works.
- Costs for undertaking the work; to include cost and timescale to overhaul the website, ongoing hosting and maintenance costs by hourly rate or monthly retainer for any new functionality or changes and any other costed additional services.
- Examples of previous work relevant to our requirements with references from existing clients
- Bi-weekly catch ups with the project board

Further clarification or information can be obtained from the Project Coordinator –

Deputy Chief Executive Julie.maclennan@northants-chamber.co.uk 01604 490490

Timeline

Key dates	Activity
11 th May 2022	Brief issued
25 th May 2022	Deadline for Q & As to be shared with all potential suppliers
10 th June 2022	Deadline for submission of proposals
23 rd June 2022 TBA	Shortlisted presentations to Project Team/Board
30 th June 2022	Decision on successful supplier and notification to unsuccessful bidders

Budget

We have a maximum budget of £30k although a competitive price is part of the selection process, please outline what is costed and what is not i.e., training, hosting maintenance etc.

Evaluation

Tenders will be evaluated by members of the Project Team/Board at Northamptonshire Chamber of Commerce. Tenders will be evaluated against the following criteria:

No	Section	Weighting
1	Understanding of requirements Understanding of our position in the marketplace, the challenges and opportunities currently faced by Northamptonshire Chamber of Commerce & Milton Keynes chamber of commerce and how a	20%



	website will best meet our needs	
2	Specific requirements Proposer's background, strengths, knowledge and relevant experience.	30%
3	Pricing Clear and detailed pricing that demonstrates value for money.	30%
4	Presentation Shortlisted companies will be required to present to the chamber Project Team	20%

All submissions to julie.maclennan@northants-chamber.co.uk by 10th June 2022