

Development of a New Website for Léargas: Consultation, Design, and Implementation

Contracting Authority:

Léargas - The Exchange Bureau

Deadline for Submissions: 29th January 2025

Introduction

Léargas invites tenders for the development, consultation, design, and implementation of a new website, with an anticipated project commencement date in Q1 2025 and a target completion date by June 2026. The successful bidder will work closely with Léargas to create a website that prioritises accessibility, user experience (UX) and ease of navigation, to support our work across multiple sectors, including education and training, youth, adult education, vocational education, and sport. The new website should facilitate intuitive access to information on funding, programme participation, events, training, and learning opportunities.

Objectives

Léargas' goal is to create a website that:

- Enhances user accessibility and experience.
- Clearly conveys the organisation's activities across various sectors and programmes, including Erasmus+ and the European Solidarity Corps (ESC).
- Facilitates the navigation of funding opportunities, training programmes, and other learning initiatives, as well as mandatory governance and compliance structures and documents.
- Incorporates consultation-based development to ensure the website meets the needs of diverse user groups.

Scope of Work

Consultation and Research

- Work with the Léargas team to understand website needs, existing challenges, and areas they'd like to explore.
- Assess the current Léargas website and provide a report on initial insights/recommendations
- Conduct focus groups with the following user segments:
 1. Individuals unfamiliar with Léargas.
 2. Groups with some knowledge of Léargas but not actively engaged.
 3. Existing beneficiaries and stakeholders who frequently interact with Léargas and its programmes.
- Based on consultation outcomes, provide a proposal of recommendations regarding website framework and design, accessibility and UX, including advise or insights on potential deliverables (below).

Website Design and Development

Mandatory

- Design and develop a fully functional, user-friendly website that:
 - Meets international web accessibility standards
 - Implements robust security measures and cookie management functionality. Includes analytic functionality to monitor user behaviour, such as tracking navigation paths through the site, identifying frequently visited pages and detecting points where users drop-off or encounter issues.
 - Adheres to GDPR requirements and contains a data management plan
- Create a bespoke contact form to facilitate communication between users and relevant Léargas teams.

Optional Elements

- Potentially develop an interactive map highlighting Erasmus+ and ESC programmes across Ireland and partner countries, subject to feasibility analysis.
- Potentially create a customer journey map to visually depict user flows and optimise their experience on the site, implementing into our CRM (if feasible).

Project Management and Reporting

- Work in collaboration with Léargas' project team throughout the project lifecycle.
- Provide regular progress reports and updates to Léargas.
- Suggest improvements to the project's scope, deliverables, or timelines based on your expert input and findings from the consultation phase.

Deliverables

- A newly developed, accessible, and user-centred website (including the requirements listed above, along with any additional recommendations proposed by the developer).
- Bespoke contact form integrated with Léargas' CRM or relevant system.
- (Potential) customer journey maps based on real user data.
- (Potential) Interactive map illustrating Erasmus+ and ESC programme activity.
- Site Map and Instructional Guides for Léargas team to understand, navigate, and edit the website's backend.

Future Work

At the close of the project, we will need a developer on retainer to manage our site security and maintenance (such as patching and monitoring potential vulnerabilities) as well as actioning any significant website updates. Please quotes for your retainer hours/packages.

Timeframe

We expect to select a successful tenderer in January 2025 and the project is expected to kick off in February 2025 with aim to complete by June 2026. **Please submit a proposed timeline.** The exact timeline and milestones will be agreed upon with the successful applicant, with an emphasis on iterative consultation and feedback throughout the project.

Proposal and Budget

Applicants are required to submit a detailed cost proposal, breaking down expenses associated with:

- Consultation and focus group facilitation.
- Design and development stages and activities
- Ongoing project management
- Optional elements (interactive map & customer journey map)
- Monthly retainer for future website maintenance

Additionally, applicants should demonstrate their expertise with a particular emphasis on designing user-focused, accessible websites. Please provide examples or portfolios of past work.

Selection Criteria

Applicants will be evaluated based on the following criteria:

- **Relevant Experience:** Demonstrated experience in similar website development projects, particularly for public bodies, educational organisations, or those working in multiple sectors.
- **Approach to Consultation:** Methodology for engaging with focus groups and using consultation outcomes to inform development/design decisions.
- **Technical Capacity:** Ability to deliver a high-quality, accessible, and UX-driven website.
- **Cost:** Value for money based on the proposed budget.
- **Project Plan and Timeline:** Clear and realistic project management approach.
- **Innovation:** Creative solutions for the website's design and interactive elements

Submission Requirements

All submissions must include:

- A detailed proposal outlining your approach to consultation, design, and development.
- Portfolio or examples of relevant previous projects.
- A breakdown of costs.
- A project timeline with key milestones.
- Names and contact details of at least two references from similar projects.

Deadline and Submission Process

Submissions should be sent to comms@leargas.ie no later than **29th January**. Late submissions will not be considered.

Selection Process

Applications will be assessed in January according to the above criteria. In the event that multiple submissions are eligible for selection a short interview process may follow. Applicants can expect to receive notification of their status by end of January.

Clarifications

Requests for clarification regarding this tender can be directed to tcole@leargas.ie

Contract Terms

The successful applicant will be required to sign a contract detailing the agreed scope of work, timelines, deliverables, and payment terms. Léargas reserves the right to amend or cancel the tender process at any stage and is not bound to accept the lowest or any tender.