Request for Proposals: Westway Trust Website Redesign

About Us

The Westway Trust is a unique charity that stewards the resources of 23 acres of space under the Westway A40. In 2019, a local community campaign ensured that the Board of the Trust is led by local people and the Westway Trust now works together with the local community to enable North Kensington to thrive.

In 2021 a new plan was created for the organisation. This plan set a new vision, mission and values and the Trust now has a clear transformation programme to achieve social, environmental, and economic wellbeing and justice. Our leadership team is testament to our values as we strive for excellence and to deliver our ambition, we work with a full range of stakeholders including around 80 Member Organisations. You can see the organisations plan at: www.westway.org/about-us/horizon-plan/

The estate is home to more than three acres of public green space, 120 tenants including more than 20 charities and non-profit organisations, two sports and fitness facilities, 48 light industrial units, 4 car parks, 34 offices, 32 shops, and an Olympic-registered skate park.

We already receive more than one million visitors each year to the estate, and we want to expand the community, cultural, retail, sporting, and enterprise opportunities here together with improvements to the public realm so that it is a place the tenants and community is proud of, and even more visitors can enjoy.

Scope of Work

Background

Our current website is outdated, both in terms of appearance and functionality and needs and major redesign. We have conducted stakeholder consultations and identified a number of key areas for development. These insights will be shared with the successful applicant once they have been selected. We are also in the process of a brand design refresh which will be incorporated into the design of the website. In the meantime, you can view our current guidelines here: westway.org/brandassets

The Project

We are seeking a development team to help us redesign our website and provide guidance on future-proofing it to ensure its relevance and functionality for years to come. A key priority is deepening engagement with our local audiences, ensuring the website serves as a dynamic hub for our community and member organisations and making it easier for people to connect with our work, whether it is to partner with us, participate in activities or access relevant opportunities.

Our work spans grant-making, learning, cultural activities, space provision, and community consultations. We also have over 60 member organisations who are vitally important to the work we do. As a result, we serve a broad range of audiences who visit our website for different reasons and need to find what they're looking for quickly and easily. The ideal development team will have expertise in creating user-friendly websites that strike a balance between ensuring essential information is easy to access without the site feeling cluttered.

The new site should present information intuitively to different user groups while maintaining a clean, inviting, and easy-to-navigate design and should encourage visitors to explore other areas of our work that they may not be familiar with, but could benefit from. We also want to ensure that the website is accessible to all, meaning it must be designed with inclusivity in mind, meeting best practice accessibility standards.

To maximise our reach and visibility, the website must also be optimised for search engines, ensuring our work, opportunities, and resources are easily discoverable by both local and wider audiences. Strong SEO foundations—including site structure, keyword strategy, and performance optimisation—should be embedded into the development process to drive organic traffic and enhance user engagement. In addition to design and user experience, the website must integrate key functionalities to support our departmental operations (please see **Key Features & Functionality** and **Technical Requirements** below for a full list).

Essentially, we're looking for a thoughtful approach to our website redesign — one that ensures an accessible, engaging, and future-ready digital experience that helps us better communicate the impact of our work and shares the stories of our local community.

If you're excited about the opportunity to work with an organisation dedicated to delivering social impact in partnership with its local community, then we'd love to hear from you. Please note, we have already undertaken number of focus groups for the website redesign with our internal and external stakeholders. We are also conducting a brand design refresh, the results of which will be incorporated into the website design. These insights will be shared with the successful applicant once they have been selected.

Objectives

1. **Improve User Experience**
   o Develop a clean, intuitive, and engaging website that ensures seamless navigation for all audience groups.
   o Optimise user journeys to make key information easily accessible while maintaining a visually appealing layout.
2. **Increase Audience Engagement**
   o Design the site to cater to diverse user groups, ensuring each visitor can quickly find relevant content.
   o Encourage exploration of different areas of our work, broadening audience awareness and engagement with our initiatives.
3. **Future-Proofing & Scalability**
   o Implement a flexible and scalable website structure that can adapt to future needs, including content expansion and evolving digital trends.
   o Provide strategic guidance on technologies and best practices to ensure long-term website sustainability.
4. **Effective Storytelling & Impact Communication**

- o Incorporate storytelling content formats that highlight our work, impact, and the voices of the local community.
5. **Accessibility & Inclusivity**
   - o Ensure the website meets accessibility standards (e.g., WCAG compliance) to serve all users, including those with disabilities.
   - o Design with inclusivity in mind, making the site welcoming and user-friendly for a broad range of visitors.
6. **SEO & Performance Optimisation**
   - o Optimise site speed, search engine visibility, and mobile responsiveness to enhance overall performance.
   - o Implement best practices for SEO to improve discoverability and reach.
7. **Content Management & Ease of Maintenance**
   - o Ensure the website is built on a user-friendly CMS that allows for easy content updates and management by our internal team.
   - o Provide documentation and training to support ongoing maintenance and content strategy.

Key Features & Functionality

The new website must integrate the following core features:

- **User-Friendly Navigation:** Clear structure, intuitive menus, and an effective search function.
- **Payments & Transactions:** A secure platform for processing payments related to event tickets, learning courses, and property rentals.
- **Deposit Management:** A system for handling equipment hire deposits.
- **Applicant Tracking System:** A streamlined system for job applications.
- **Microsites:** Dedicated sections for consultations, annual reports, and a potential separate Jobs site.
- **Customizable Forms:** Application processes for grants, events, and other submissions.
- **Engagement Tools:** Chatbots, forums, or other features to encourage community engagement.
- **SEO Optimization:** A site structure and content strategy that enhances search engine visibility.
- **Accessibility Compliance:** WCAG-compliant design for inclusivity.
- **User Access Management:** Implement varying levels of user permissions to control access to different sections of the website, ensuring that users only have access to relevant content and functionalities based on their roles.

Technical Requirements

- **CMS:** The website should be built on a user-friendly and scalable CMS (e.g., WordPress, Drupal, or another recommended platform).
- **Mobile Responsiveness:** The site must function seamlessly across all devices.
- **Security:** The website must follow best practices for **data protection and cybersecurity**.
- **Analytics & Reporting:** Integration with Google Analytics and other tools for tracking user engagement.
- **Beta Testing:** Conduct thorough beta testing to gather feedback and identify potential issues before the full launch, ensuring the website functions smoothly and meets the needs of all user groups.

Please note that this brief is not exhaustive, and additional requirements or adjustments may arise during the project as we continue to refine our needs.

Process

Stage 1
Please submit your Proposal to Kara Reaney on kara.reaney@westway.org by **5pm on Friday 4 April 2025.**

This should consist of:
- o Portfolio and Case Studies: Examples of similar projects completed by the company and case studies showing the impact of your work on previous clients.
- o Approach and Methodology: An outline of the development process, broken down into phases (e.g., discovery, design, development, testing, launch).
- o Project Plan and Timeline: A concise clear timeline with key deliverables and milestones and estimated timeframes for each phase of the project.
- o Budget Breakdown
- o Team and Roles

Stage 2
We will review the portfolios and select three shortlisted applicants. These selected candidates will be invited to present their proposals at pitch meetings held at the Westway Trust during the weeks of w/b 7 April and w/b 14 April 2025.

Stage 3
Following the pitch meetings, we will select the final successful applicant and begin the contracting process, with the aim of holding the first project meeting w/b 28 April 2025.

Timeline

Deadline for Proposals	5pm on Friday 4 April 2025
Shortlisting	w/b 7 April 2025
Presentation of Proposals	w/b 7 April and w/b 14 April 2025
Applicant selection and notification of outcome	w/b 14 April
Contract Signed	w/b 21 April
Project Commences	w/b 28 April

Budget
Our budget for this project is £15,000 (including VAT).

Contact Information
If you have any questions and would like to discuss this brief further, please contact:

Name: Kara Reaney, Communications Manager
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