



Glasgow Social Enterprise Network Website Development Brief for Proposal

January 2020

Introduction

GSEN is a membership led network of Greater Glasgow social enterprise leaders who believe that social enterprise can transform the economic, environmental, social, and cultural life of Glasgow. We encourage ambition and contribute to strengthening the social enterprise community by supporting, promoting and developing with an overarching aim in creating an environment in Glasgow in which social enterprise is able to flourish.

Our vision

For Glasgow to be a leading city in social enterprise creation, development and support.

Our Mission

Connecting people and supporting social enterprise, we provide those who have a passion and a purpose with possibilities and support.

We are small yet agile team working across Greater Glasgow with a membership of approx. 185 and growing. Our membership is extremely diverse and cover three categories:

- Full Membership
- Aspiring Membership
- Associate Membership

Our main aims are to provide quality and reliable services that:

- Facilitate a safe space for members to come together to share resources, ideas and experiences
- Offer a platform for members to form partnerships and collaborations.
- Provide information and signposting to specialist services
- Provide an outlet for awareness raising of social enterprises, their products and services through our events and communication channels
- Engage with social enterprises to ensure their views are represented at the appropriate levels, locally, nationally and internationally
- Influences local and national strategy and policy development and delivery
- Enables opportunities for trading between members, the community, public sector and private sector
- Provides and enables access to events and training
- Undertakes research to influence strategic and policy development

Background

GSEN has significantly grown over the years and in particular since the launch of the Glasgow Social Enterprise Strategy which has seen GSEN partner with Glasgow City Council to develop the city's first coproduced social enterprise strategy.

Our current website was created at the beginning of GSEN's journey in 2013 and has been modified throughout but no substantial changes have been implemented.

GSEN have committed to redesigning our website to ensure it remains fit for purpose. Please see our current webpage: <http://www.gsen.org.uk/>

Website Key Functions

- To ensure members:
 - can join using an online application form
 - update their profile
 - use the above information to choose to have an online profile
 - access a private members area
- To interact with salesforce which will be our main store of membership information
- To host a range of information on
 - News
 - Resources and publications
 - Job and Board opportunities
 - Funding
 - Any other information that relates to social enterprise or may be of interest to social enterprises and stakeholders in Glasgow
- To host a membership directory which is searchable, offers a map and identifies the sectors and services or products that members trade

Outcomes

- An updated, refreshed and modern website
- An accessible website that meets required standards
- To link with the GSEN CRM – Salesforce
- Intuitive search function
- User friendly membership directory
- Incorporate social media and newsletter signup
- Increase use of website resources available
- Ensure data analytics information can be captured effectively
- Ensure it is computer, mobile and tablet friendly
- Easily updated by GSEN staff and access to administration is a must

Task to be undertaken

- A robust review of the existing website including sitemap, content and data to understand how better to present information
- Design of new website structure and sitemap
- Design a new website to include GSEN brand and meet all accessibility standards
- Link to CRM system
- Build, test and populate the new website
- Train and provide manuals to GSEN
- Launch the new website in August 2020
- Provide a hosting service and a plan for after care support

Other Considerations

- Content will be provided by GSEN
- GSEN is open to additional options for consideration as part of this proposal
- This proposal is budget dependant

Experience

GSEN are seeking an experienced web designer with a proven track record in creating information heavy and membership focussed website for similar organisations.

Proposals should include:

- Proposed new website sitemap and structure
- Ideas on website design
- Additional features which may add value to the website (as options for considerations)
- Examples of relevant work
- Budget including a breakdown of each element (showing VAT separately where applicable)
- Proposed timeframe
- References

Reporting arrangements

Representatives from the GSEN Finance Subgroup will award the tender. The successful party will be required to meet the representative(s) at the following stages:

- Following the award
- Halfway through
- On completion of the fieldwork
- On an exception basis should issues arise

Regular up-dates (in electronic format) should be made available to the GSEN Director.

Proposal Returns

Proposals should be submitted by email on or before **26th February 2020** to Elizabeth Docherty, Director on Elizabeth.docherty@gsen.org.uk

Questions

Any questions or points of clarification about the proposal should be directed to:

Elizabeth Docherty

Director

Glasgow Social Enterprise Network

Email: Elizabeth.docherty@gsen.org.uk

Telephone: 07584 422775