



Invitation to Tender
for the
Redevelopment of the FLAC Website
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Introduction and Description of Services

FLAC - Free Legal Advice Centres, are seeking the services of an individual or company to redevelop our website that improves design and functionality, reflecting the organisation's work, vision and mission in a clear way. The website should promote inclusiveness and facilitate users to interact with the resources available on the site.

FLAC need to update our website so that it aligns with our ambitions for the coming years, adequately demonstrates the impact we make and is future-proofed to grow in line with the organisation.

FLAC is a human rights organisation which exists to promote equal access to justice. FLAC provides legal information through its telephone information line and legal advice through its clinics nationwide and campaigns on a range of issues in pursuit of access to justice. FLAC as an Independent Law Centre also takes on cases in the public interest.

FLAC was established in April 1969 by four law students with the immediate aim of providing free legal advice to those who could not afford it, the long-term aim was to persuade the government to establish a comprehensive scheme of civil legal aid.

Fifty years on, the need for access to justice has not diminished. We will continue with our campaign for access to justice.

Context/Current Website

The current website was developed and built approx 7 years ago. Many of the key elements that we need exist on the current site, including the ability for key FLAC staff to update most of the content on the site without needing significant experience or support.

Through the site redevelopment, FLAC hopes to update our branding in line with new graphics and colour scheme, increase the number of users visiting our website, improve the accessibility of information on our site. We would also like to improve on the number of returning users on the site. Currently 50% of our users access the site from a mobile and a further 4% access it from a tablet. With this in mind, we are seeking a website optimised for both mobile and desktop.

Key target audiences:

1. General public - people looking for legal information or advice
2. Current and potential FLAC Volunteers
3. Policy-makers
4. Current and potential supporters (subscribers, donors, funders)
5. Media (all forms)
6. Voluntary and community-based organisations and individuals, NGOs and service providers
7. Researchers/academics
8. Legal practitioners

Objectives of the website:

FLAC as an independent, voluntary organisation aims to help people understand and access their legal rights. As such the FLAC website is a central source of legal information and resources for individuals and features updates on our recent policy and case work for our stakeholders. Priorities will be discussed with the awarded tenderer.

- A. Promote FLAC services including; FLAC Legal Advice Clinics; FLAC Telephone Information and Referral Line, FLAC Advocacy work; Strategic Litigation Service including FLAC dedicated Traveller Legal Service and Roma Legal Advice Clinic and FLAC's Public Interest Law Project, PILA*.
- B. Provide information resources such as FLAC's legal information guides and FLACsheets, (in an editable/easily updateable format), and links to practical legal information.
- C. Promote and showcase our current campaigns, policy and advocacy initiatives
- D. Provide an up-to-date central resource of news and information on FLAC's case work, and relevant access to justice and human rights issues.
- E. Demonstrate the impact of the work of FLAC & PILA in order to attract funders and donors.
- F. Incorporate the work of *PILA, Public Interest Law Alliance. Currently PILA has a separate website www.PILA.ie, this would be incorporated into the new FLAC website, while maintaining PILA's own identity and brand.

- The elements of the PILA website which need to be included are; access to an integrated pro bono portal, the PILA Bulletin, PILA case studies, Pro Bono Pledge sign up and PILA publications and resources.
- G. Promote and recruit Volunteers for the FLAC clinics. Of significant importance is the capacity for the website to host the web-to-lead form for volunteer recruitment which was brought online in 2021.
- H. To reflect FLAC branding and aesthetically demonstrate the FLAC story and values of the organisation in a more contemporary way.
- I. Promote the FLAC Societies – a dedicated page to advertise the work and details of the societies.
- J. Staffing and recruitment: display current staff and advertise vacancies
- K. Accessible and easy to navigate

Basic requirements:

1. **User-friendly:** The interface should be intuitive, easily navigable, mobile-friendly and accessible, with key areas clearly sign-posted throughout.
2. **Design:** Contemporary and appealing in design, reflecting the current FLAC branding.
3. **CMS:** FLAC staff should be able to manage all content updates, including imagery and navigation, without needing support from the developer.
4. **Accessibility:** At least AA rating.
5. **Forms:** Forms should be highly intuitive and designed to encourage sign-up/conversions. This includes volunteer sign up forms linked to our CRM, campaign petitions and an event sign-up form that can be catered to each event.
6. **Payments:** The website must have an integrated, intuitive and simple to use payment mechanism for donations/raffles/events etc. We use Stripe to process these transactions and would like to maintain this provider.
7. **CRM integration:** The site should have the ability to link with our CRM system (Salesforce) to maximise efficiency and automate processes between the website and CRM, in relation to donor information, event registration, subscriptions, etc.
8. **Multimedia:** Integration of YouTube, social media, audio/podcast, galleries, infographics and other non-text based info.
9. **Responsive:** The website must be viewable on all major web browsers and optimised for all smartphone platforms and mobile devices.
10. **SEO:** The website should be accessible to search engine spiders and be coded with SEO.
11. **Analytics:** On delivery, the website should have a Google Analytics tag embedded.
12. **Security:** The supplier should be able to make the site secure and in compliance with GDPR.

Additional requirements:

1. **Graphic Design:** The design of the site should support our identity/branding/colour scheme.
2. **Publications:** Our research reports, briefings and submissions should be accessible in an intuitive manner. We are seeking a creative solution to presentation, search function and an archive of publications.
3. **Media Centre:** Dynamic section providing contact information for the media, recent press releases and media coverage, multimedia functionality, and quick links to information in key topical areas.
4. **FLAC Newsletter:** Integration with ebulletin (currently a combination of Mailchimp and in-site html code creation but would like to explore alternatives).
 - At the moment the HTML code for the PILA Bulletin is generated automatically on the website. This makes the process of sending out the Bulletin very streamline. It would be very useful to keep this feature in the website update and apply it across the board for both FLAC News and the Volunteer Newsletter.
5. **Blog:** Host the popular FLAC Blog, 'The Flac Casebook' with separate blog notification sign-up
6. **Advance Search:** The website should have a sophisticated advanced search function to enable users to quickly find the resources they need.
7. **Future-proof:** The site should be future-proofed to allow us or the developer make changes or updates to keep the website current.
8. **Videoconferencing:** Incorporate Video conferencing facility to host secure online video advice clinics.
9. **A dedicated secure login section for volunteers** to access training resources and information
10. **A dedicated secure login section for FLAC Council** to access documents and reports

Optional ideal extras;

1. An online chat function to provide information and referrals during designated office hours.

The website URL and hosting will remain the same, and IP will be the property of FLAC. All website content, including images, videos, etc. will be provided by FLAC. Migration of current website content should be included in any tender submitted. An outline of content to be migrated will be provided by FLAC.

Timeframe

The winning tender would be required to complete delivery of the website by **4th March 2022**.

This is a single stage process, with shortlisted companies invited to pitch to FLAC on the 2nd November, with the expectation of the first project meeting taking place by the 9th November 2021.

Deadline for applications	26 th October 2021
Invitation to pitch	2 nd November 2021
First project meeting	9 th November 2021
Delivery of website	4 th March 2022

Tenders

We are looking for submissions with an approx. budget of €25,000 plus VAT.

As well as design and development work, please include in your quote:

- Training of key FLAC staff in the use of the CMS
- Details of maintenance or support options & associated costs

The deadline for receipt of tenders is **26th October 2021**

Submissions will be scored with equal weight being given to each of the following:

Experience and track record	25%
An understanding of the brief and the needs of FLAC	25%
Suggested approach to the project	25%
Value for Money	25%

Please send tenders by email to flacmedia@flac.ie with the subject line "FLAC Website Tender".

Please note:

- Additional information may be sought at the assessment phase.
- Before final decision, a number of the most competitive tenders may be invited for further discussions on their proposals for the purpose of elaboration, clarification and/or aiding mutual understanding.
- FLAC shall not be liable for any costs and/or expenses incurred in respect of the preparation or the submission of any tender documents or associated materials.
- A valid Tax Clearance Certificate is to be supplied with the tender and is to be valid when invoice is being submitted for payment. Details of VAT registration are to be supplied with the tender.
- **FLAC reserves the right to reject any or all proposals submitted and will not be obliged to accept the lowest or any tender.**

If you have any questions or require any additional information in relation to this tender, please address them to Caroline Smith at: flacmedia@flac.ie

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