

YOUTH MUSIC

WEBSITE SERVICES INVITATION TO TENDER JULY 2023



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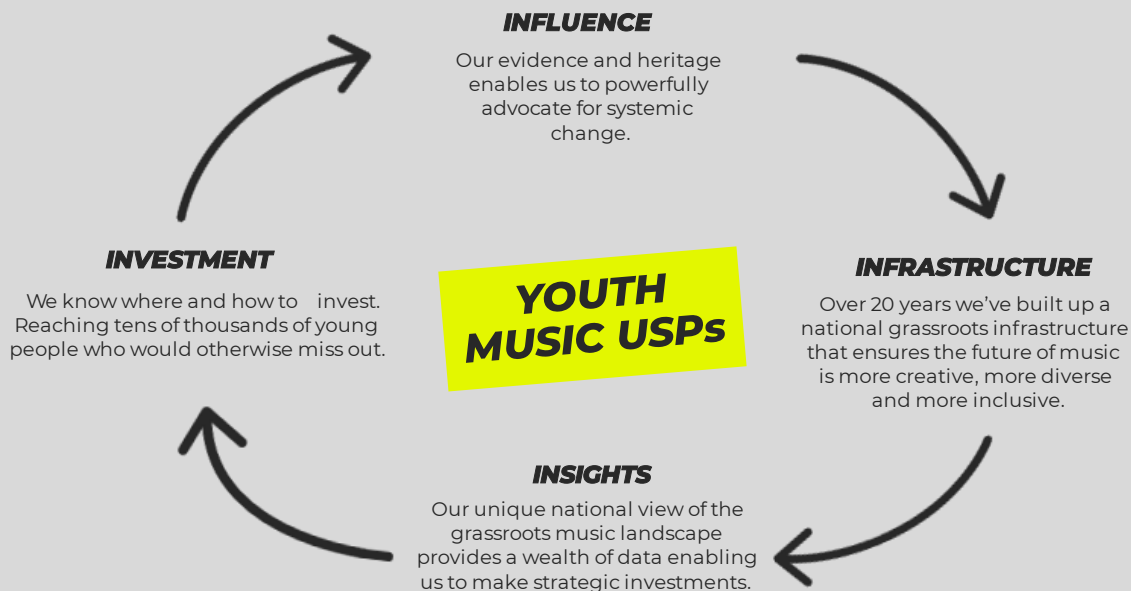
ABOUT US

[We are Youth Music.](#) We're the UK's leading young people's music charity. And we believe that every young person should have the chance to make, learn and earn in music and wider creativity.

Yet our research shows that many can't because of who they are, where they're from or what they're going through.

We leverage our insights, investment, and influence to build a national grassroots infrastructure that ensures the future of music is more **inclusive, diverse, equitable** and **accessible**.

Youth Music is a national charity funded thanks to the National Lottery via Arts Council England, players of People's Postcode Lottery and support from partners, fundraisers, and donors.



Our audiences:

CREATIVE INDUSTRIES
Partners - past, present and future

NEXTGEN
18-25 year olds creative career starters

MASS
With a lens of 'music fans' - including parents and music professionals

PROJECTS & PROFESSIONALS
Funded Partners, Applicants, Music Leaders, Music Education Hubs

THE BRIEF

Youth Music currently has two websites for different audiences and purposes.

The [Youth Music](#) website (three years old, built on Drupal 8)

- Audiences: Creative Industries, NextGen, Mass, Projects & Professionals
- Showcases our impact through news and case studies, supports young creatives seeking paid opportunities in the music industries, and provides some information to donors, corporate partners, and potential fund applicants.

The [Youth Music Network](#) (last redeveloped in 2018 and is built on Drupal 7)

- Audiences: Projects & Professionals
- Community of music education projects, organisations and professionals working with young people
- Grant applications and information
- Learning and development
- Events

We are therefore seeking a web agency to **design, develop and integrate our two existing websites and re-launch as one website.**

We're looking for a website that leads the way in terms of accessibility, can provide a smooth user journey for multiple audiences with different needs, bring our brand look and feel to life in a dynamic way, and better showcase our impact as a charity.

The website should help achieve our three key marketing objectives. More detailed objectives will be provided in the full brief.

Elevate the voices and views of young people

Inspire Projects + Professionals to improve practices

Build profile as leading changemaker in equalising creative access

REQUIRED SERVICES

- Strategy, design, development, content migration and build, including audience research, design UX workshops with staff, young people, and other key external stakeholders
- Advice on technical and compliance matters
- WCAG accessibility audit (Build to at least AA accessibility standard (WCAG 2.1) and provide accessibility statement on the site)
- Thorough QA and live user testing
- SEO considerations
- CMS training
- Ongoing management and support post-launch (monthly retainer, site hosting and SSL certificate)

We're looking for an agency with a proven track record in project delivery and customer service, who understands our organisation and audiences, and are willing to explain the technical aspects of the build to our team. Web accessibility is also an essential component, and we therefore want to work with an agency who share these values and are committed to making the web an accessible and useable space for all Disabled people.

Importantly, we're looking for a partner that believes in our vision of **a world where every young person can change their life through music**. They will share our values around inclusion, diversity, equity, and accessibility. This includes having an equality and diversity plan (or equivalent) and paying the [Real Living Wage](#). If you are successful, we would encourage you to become an accredited Living Wage employer.

INDICATIVE BUDGET

Up to £50,000 including VAT for the delivery and launch of new website and to include fees for maintenance and support for first 12 months (monthly retainer, hosting, and SSL certification)

SUBMISSIONS

At this stage, we are just looking for your written credentials. These should include:

- An overview of your agency and service offering
- Three examples of relevant recent projects
- Fee and cost proposal (including monthly maintenance and support fees)
- Confirmation of alignment with our equality, diversity, inclusion, and accessibility values

To express your interest, please email comms@youthmusic.org.uk by 5pm on Monday 24 July.

Up to five agencies will be shortlisted to pitch and sent a brief.

TIMINGS

5pm, Mon 24 July	Deadline for expressions of interest
w/c Mon 31 July	Notify applicants and brief shortlist
Either Wed 30 August, Fri 1, Mon 4, or Tues 5 September	Pitches (ideally at Youth Music offices on Union Street)
By Fri 8 September	Agency appointment
Mid-September	Commence work
By end of February 2024	Website to go live