

YOUNGMINDS

Request for proposals to deliver an upgrade to our website CMS for www.youngminds.org.uk (Umbraco), and provide ongoing support, maintenance and continuous improvement for the site (as well as our Umbraco Commerce solution)

Purpose

YoungMinds are seeking an agency partner to support their main website.

This briefing document includes:

1. An introduction to YoungMinds
2. An overview of the the YoungMinds website
3. Detailed requirements around the website and partner agency
4. Key timeframes and guide budget
5. Details of the bidding process and onwards selection criteria
6. Further supporting information
7. Submission deadline and contact details

1. About YoungMinds

We are leading the movement to make sure every young person gets the mental health support they need, when they need it, no matter what.

It takes courage to ask for help. But for many young people who do, the support they need just isn't there. We know that the earlier young people can access the right help, the more likely it is that they can avoid reaching a crisis point.

We provide young people with tools to look after their mental health. We empower adults to be the best support they can be to the young people in their lives. And we give young people space and confidence to get their voices heard and change the world we live in.

To do this effectively, we strongly endorse meaningful participation of young people in the development of our products and services, building services that are safe for those we support, and focusing on bringing greater equity in support through our AJEDI (anti-racism, justice, equity, diversity and inclusion) work.

Together, we can create a world where no young person feels alone with their mental health.

2. About our website

The YoungMinds website provides key mental health guidance and support for young people and adults; information for our supporters, fundraisers and partners; as well as supporting key ecommerce needs (through our one off donation and shop journeys). We specifically aim to fill a gap in support for marginalised groups, and are expanding our content and support available to these young people and adults.

In 2025, YoungMinds are launching their new five-year strategy, which will need to be reflected through our website – something we are currently working on. We also have a backlog of suggested improvements which have been generated through colleagues which we will be considering and prioritising with support from our chosen agency. These may be covered as part of small improvements or briefed as separate statements of work, depending on their size and complexity.

Our technology stack

The CMS used on the site is Umbraco version 8, while we have recently upgraded our donation and shop journeys onto Umbraco13 and are now using Umbraco Commerce to manage these areas. A number of plugins and connections are used to deliver specific site services, such as payments, marketing platform integration and fulfilment. The site is hosted managed by a third-party technology provider. Data from the site is also used to support other services we provide that are not directly connected to the website itself.

A recent technical audit of our setup was completed by a partner agency and is included at the end of this document.

Ways of working

The website is supported internally by a Product Manager and Digital Content team, with further expertise and input from colleagues around design, user research participation, brand and marketing and insights/data. Additional front-end design and technical support is provided by our current development partner.

What we're looking for

With this in mind, we are looking for a partner who can:

1. Lead on a major version upgrade to our Umbraco CMS (from version 8 to version 13)
2. Provide support and maintenance for our current site for the duration of the upgrade

3. Provide ongoing support, maintenance and continuous improvement of the website following the Umbraco upgrade

3. Website needs:

YoungMinds needs a website that:

- Maintains the strong YoungMinds identity and brand
- Supports high volumes of support content (including ability to meet changing content needs)
- Provides a seamless experience between the content service and our donation and shop journeys hosted via Umbraco Commerce (and possibly other platforms in future)
- Offers an optimised/easy to use content editor experience
- Is flexible to support future needs and direction
- Is easy to continually maintain and support, delivering best value for money
- Is secure, accessible and compliant

It is important that providers we work with:

- Can support the long-term direction of our website and connected services – bringing creativity and innovation as well as technical expertise
- Have strong understanding and experience of tech landscape and associated accessibility, security and legal implications
- Work openly and flexibly with an appreciation for the everchanging needs of our users and how that affects our own needs
- Work in a responsive and agile way, forming a strong, collaborative team with a core group of YoungMinds staff (product, design and content experts)
- Can offer complimentary expertise to the team in areas such as development, SEO and product/UI/UX design (in line with accessibility and brand guidelines)
- Have worked with users of services and products, ideally young people, to improve and develop them
- Understand the importance of young person participation and involvement in the design of our products/services
- Has a commitment to our AJEDI principles, and providing equitable support, and supports our vision and mission

4. Key timeframes & guide budget

Key milestones:

- We are seeking a partner to take on the support and maintenance of our current site from August 2025 (exact date TBC)
- We would expect work to commence on any upgrade or replatforming in July/August 2025 with completion by early 2026
- Our Umbraco extended support package expires in August 2025

Budgets:

- We have in the region of £60,000 for the upgrade (including content migration)
- We have in the region of £20,000 annually for ongoing support, maintenance and continuous improvement
- Further budget may be made available for specific projects/initiatives that are prioritised as part of our ongoing strategic planning (an example is included in the appendix)

5. Process and selection criteria

We would ask any potential suppliers to respond to this RFP. Depending on the number of interested suppliers a pre-pitch sift may be required based on the assessment criteria.

Please include method statements and/or case studies in your response which show how you would meet the requirements. We have also provided some example scenarios in the appendix to refer you to which may aid your responses. Suppliers are asked to limit these to 1000 words per requirement. For those using case studies, please refer to the criteria you are addressing clearly in your response.

If you're invited to pitch we will provide more details on this in the invitation.

Requirements/evaluation criteria

Ways of working/approach

- Ability to work in agile, and as part of a cross-functional team
- Able to bring innovative and creative problem-solving skills
- Strong transparency and visibility of work in progress
- Working to time and to budget

Understanding and experience

- Understanding and application of equitable and user-centred design processes
- Experience working with in-house/3rd party IT providers on site hosting and access
- Access to complementary expertise (including in UI/UX and visual design, development, SEO)

- Experience developing to accessibility standards and ability to adapt and develop solutions further to account for other accessibility needs
- Strong technical understanding of Umbraco and connected services
- Good understanding of security and data governance guidance and legislation

Creating good user experiences

- Ensuring solutions delivered meet users' needs
- Ensuring high volumes of content are managed and presented effectively
- Building strong content editor and administration experiences for site users that are also secure and compliant with GDPR regulations

Development, release management & hosting

- Supporting 3rd party site hosting and ensuring good site availability (99% uptime target)
- Understanding of the requirements for supporting and continuing developing an Umbraco based site
- Running regular backups of transactional data
- Clear and effective development and release management processes

Client and platform support

- Dedicated account/delivery management
- Establishing clear SLAs that are met within target resolution time for a variety of bugs/issues
- Provision of 1st line support

Contract & deliverables

- Clear approach for tackling an Umbraco13 upgrade based on site knowledge and prior experience
- Clear requirements and plan for handover of site maintenance and support from previous agency (if required)
- Ability to designate time for support, maintenance and small improvements and fixes
- Ability to fit bigger initiatives and projects into overarching contract
- Regular reviews of agreements and ways of working

Cost effectiveness:

- Fixed cost of upgrade of site to Umbraco 13
- Monthly cost of ongoing website maintenance and support
- Estimated cost for example project (detailed in appendix)
- Hourly rate for continuous improvement/small fixes

We will weigh proposals as follows:

- **Quality: 60%** (ways of working; understanding & experience; creating good user experiences; development, release management & hosting; client & platform support; contract & deliverables)
- **Price: 40%** (cost-effectiveness)

Outline timings for process

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|--------------------------------------|------------------|
| Issuance of RFP | 16 May 2025 |
| Bid submission deadline | 13 June 2025 |
| Shortlisting & invitation to present | w/c 16 June |
| Supplier presentations | w/c 23 June 2025 |
| Final decision | w/c 30 June 2025 |
| Contract award | w/c 8 July 2025 |

Please note:

- Dates following the submission deadline are subject to change but we will inform of this as early as possible
- Contract start date and length is TBA with the successful agency

6. Supporting information

- Appendix A: Example project scenarios (to support responses)
- Appendix B: Supporting information on site integrations and the current technical state of the site.

The above are available on request, and release is subject to the signing of an NDA. Please contact us for further information.

7. Submission Deadline and Contact Information

Interested parties are encouraged to respond to this brief with an initial expression of interest. Proposals must be submitted by June 13th 2025 to joe.worthy@youngminds.org.uk and carrie.roberts@youngminds.org.uk .

For any other queries, please contact joe.worthy@youngminds.org.uk or carrie.roberts@youngminds.org.uk.

We look forward to receiving your proposal.

