



Irish Council
for Social Housing

Invitation to Tender

Website Redesign (re-theme) for the Irish Council for Social Housing

October 2018



1. About the ICSH

The Irish Council for Social Housing (ICSH) is the national social housing federation of non-profit voluntary and other national housing associations. The ICSH represents approximately 270 members that manage over 32,000 homes for families on a low income, older people, people with disabilities and households that are homeless.

2. ICSH Website

The ICSH website was designed in 2013 and is driven by the Drupal open-source content management system. It is proposed to retain/upgrade the current CMS. However the ICSH seeks to re-theme the website to make it more responsive to current requirements (see below: 4. CMS).

2.1. Objectives of Website

The website is informed by the *ICSH (Draft) Communications Strategy 2015* key objectives:

1. Develop clear, consistent messages which represent the interests of the ICSH and its members;
2. Establish the ICSH as an authoritative and sought-after commentator on social housing and related issues;
3. Build awareness and promote a positive image of housing associations, the work they do and what ICSH members have to offer;
4. Develop co-operative relationships and successful communication across the membership and with key stakeholders with particular emphasis on elected members.

The website should also reflect the direction of the *ICSH Strategic Plan 2015-2018*, which seeks to 'promote strong representation of the housing association sector' and encourage increased online communication by ICSH member organisations. The ICSH website is an information resource and advocacy tool for the following stakeholders. It is important for the website to achieve the following:

- communicate the vision and mission of the ICSH and the expanding role of housing associations in the provision of affordable housing to those in need;
- act as an information and educational resource and support tool for members and other stakeholders; and
- be an effective and up-to-date portal for communicating to the media and general public on issues related to social/public/affordable housing.

2.2. ICSH Audience

1. ICSH Member organisations
2. Civil service/statutory sector policy staff

3. Media
4. Local and national politicians
5. Members of the public including housing advocates
6. Community/voluntary sector

3. Website Re-theme

The ICSH has been using Google analytics to identify those areas of information that are of greatest interest to our stakeholders. The website redesign/re-theme will also present an opportunity here to consolidate/remove redundant content. The successful tenderer will be provided with this information, which should inform the following:

- the design of new templates (homepage and secondary or tertiary templates)
- primary & secondary navigation
- menu content
- use of existing content (removing some content).
- SEO strategy and website content: mission, vision, key messaging

3.1. Functional Requirements

The ICSH requires tender responses to address the following requirements:

- Primary/secondary/tertiary menu items and navigation. The following menu items are likely to remain: Home, About, News and Events, Services, Publications, Find Members, Members Section [requiring Login], Vacancies
- More Mobile Friendly/Responsive Design
- Additional Content: ICSH blog
- Site Map
- Additional modules: metatag; schema.org; pathauto

3.2. Search Engine Optimisation

The following SEO requirements should be addressed:

- Indexation
- SEO friendly URLs
- Generate XML site map
- Editable metadata on each page
- Automated breadcrumbs
- Google Analytics

4. CMS & Hosting

The ICSH would like to retain the existing Drupal content management system (no migration). The site has been managed and updated by Hyperlink. It is envisaged that consolidating and repurposing existing content will lead to the revision and simplification of the current taxonomy. The ICSH will work to ensure the new theme and templates will be incorporated into the current website and will facilitate communication with Hyperlink who will continue to provide website hosting and maintenance.

5. Websites to Consider

The ICSH must reflect the needs of a membership-oriented organisation. The ICSH would like tenderers to consider the following websites:

- Chartered Accountants of Ireland: www.charteredaccountants.ie
- The National Housing Federation: www.housing.org.uk
- Institute of Public Administration: www.ipa.ie

6. Proposed Next Steps

- Quote for website re-theme.
- Please include proposed number of design rounds.
- Please include in your quote the price for training for staff (if any).
- Please include a basic user guide (if required).
- Outline of company's project experience designing, creating and redeveloping websites.
- Information on each assigned project team member, including name, project role, company title, skill set and relevant experience.
- Please include reference sites of similar work, including the client contact details for reference.
- Submit any additional proposals, technologies or methods not included in this tender, which could benefit the site.
- We envisage a period of 8 weeks for project completion.

7. Budget

The website re-design/re-theme budget will not exceed €3000.

8. Contact

All correspondence to be forwarded to:

Ken Reid, Information and Communications Coordinator
Irish Council for Social Housing, 50 Merrion Square East, Dublin 2
kenreid@icsh.ie