

CALL FOR PROPOSAL

Redesign and Maintenance of the TACD Website

Background

TACD wishes to redesign its public-facing website following the finalisation of its new visual identity. The current website no longer fully meets TACD's communication needs in terms of design, user experience, accessibility, and ease of content management. TACD is seeking a service provider to redesign the website in line with the new visual identity and to provide ongoing maintenance and support for a defined contract period.

Objective of the assignment

The overall objective is to design, develop, and launch a modern, secure, and accessible website that:

- Reflects TACD's new visual identity and brand positioning.
- Improves navigation, information architecture, and user experience for both European and American audiences.
- Enables TACD staff to update content easily via a content management system (CMS).
- Provides a stable, secure, and well-maintained online presence over the contract period.

The contractor will also be responsible for the ongoing technical maintenance, security updates, backups, and agreed content support for the redesigned website.

Scope of work

Website redesign and development

The contractor shall:

1. Review the existing website, analytics, and user journeys.
2. Propose an updated site architecture and navigation structure.
3. Design wireframes and mock-ups for key page types (e.g. home, about, programmes, policy resources, news, contact).
4. Ensure the design fully implements TACD's new visual identity, including logo, colour palette, typography, and imagery guidelines.
5. Develop a responsive website optimised for desktop, tablet, and mobile devices.
6. Implement a user-friendly CMS that allows TACD staff to add and edit content without technical support for routine updates.
7. Migrate existing relevant content to the new site, with agreed content cleanup and restructuring.
8. Integrate required functionality such as a private secured page for members, accessible with their own log-in.
9. Configure basic search engine optimisation (SEO).

10. Conduct accessibility testing and remediation to meet at least WCAG 2.1 AA (or equivalent) standards.

Training and handover

The contractor shall:

- Provide training for TACD staff on using the CMS and managing content.
- Deliver user manuals or quick-reference guides for common tasks.
- Provide technical documentation, including site architecture, CMS configuration, and administrative access credentials.

Ongoing maintenance and support

The contractor shall provide ongoing maintenance services for an initial contract period of 2 years, renewable based on performance. Maintenance services shall include, at minimum the following **maintenance tasks** :

- Regular updates of the CMS core, themes, and plugins/components, tested on a staging environment before deployment.
- Security monitoring, vulnerability scanning, and timely application of security patches.
- Regular automated backups with periodic restore tests.
- Uptime monitoring and alerting.
- Troubleshooting and resolution of technical issues and bugs.
- Agreed level of content updates per month (e.g. text changes, image swaps, new pages or landing pages, within defined limits).
- Performance optimisation (e.g. page speed, image optimisation).
- Monthly or quarterly reports on uptime, incidents, updates, and SLA compliance.

Any out-of-scope tasks such as major new features, redesigns, custom integrations will be quoted separately.

Deliverables

The selected contractor shall provide:

- Discovery and audit report of the existing website.
- Proposed site architecture and UX recommendations.
- Design concepts and mock-ups for key page types.
- Fully functional, responsive website built on an agreed CMS.
- Migrated and restructured content.
- Accessibility validation report.
- Analytics and SEO configuration.
- Training sessions and training materials for TACD staff.
- Technical documentation and administrative credentials.
- Source code and design files as applicable.
- A maintenance plan with defined service levels, response times, and reporting.

Technical and accessibility requirements

The website must:

- Be fully responsive across major browsers and devices.
- Comply with recognised accessibility standards (e.g. WCAG 2.1 AA or equivalent).
- Use clean, semantic code and follow modern web standards.
- Be compatible with TACD's new visual identity and brand guidelines.
- Be designed for both European and American audiences, with clear, neutral language and culturally appropriate visuals.
- Include basic SEO best practices.
- Comply with applicable data protection and privacy requirements; the website must not place any non-essential trackers or cookies. Only strictly functional cookies or local storage necessary for the core operation of the site may be used, and no third-party analytics, advertising, or tracking scripts may be implemented without TACD's prior written consent.

Service Level Agreement (SLA) for maintenance

The proposal should include a draft SLA covering:

- Service hours (e.g. standard support Monday–Friday, emergency support for critical issues).
- Severity levels and response/resolution times (e.g. critical, high, medium, low).
- Uptime targets and reporting frequency.
- Process for requesting changes and content updates.
- Escalation procedures for unresolved issues.

Rights and ownership

All deliverables, including design files, code, documentation, and content created specifically for TACD, shall become the exclusive property of TACD upon full payment. The contractor must warrant that the website and its components do not infringe third-party rights and must disclose any third-party licenses (e.g. themes, plugins, fonts).

Timeline and contract duration

The proposal should include:

- A detailed workplan with milestones for design, development, testing, training, and launch.
- Proposed start date and estimated time to go live.
- Proposed duration for the maintenance contract (e.g. 24 or 36 months), with options for renewal.

Proposal submission requirements

Bidders should submit:

- A brief understanding of the assignment and proposed methodology.
- Examples of similar website redesign and maintenance projects.
- Proposed technical approach, including CMS recommendation and rationale.
- Draft SLA and maintenance plan.
- Financial offer, clearly separating redesign/development costs from ongoing maintenance (and hosting, if applicable).
- Confirmation of ability to support both European and American audiences in terms of design, language, and usability.

Evaluation criteria

Proposals may be evaluated on:

- Quality and relevance of the proposed approach and methodology.
- Demonstrated experience with similar website redesign and maintenance contracts.
- Quality of portfolio and references.
- Technical solution, including CMS choice, security, and accessibility.
- Clarity and robustness of the maintenance plan and SLA.
- Understanding of TACD's audience (European and American).
- Price and value for money.