



Y Lab Website Brief

February 2019

About Us

Y Lab is the public services innovation lab for Wales. Established in 2015, it is a partnership between Cardiff University and Nesta, a global innovation foundation that backs new ideas to tackle the big challenges of our time.

Y Lab's work is focused on three areas:

1. Developing capacity for innovation in Wales
2. Supporting new ideas to improve the lives of people living in Wales and beyond
3. Researching how and why innovation happens and how this knowledge can be shared

Our flagship programme is [Innovate to Save](#), a £6m programme funded by Welsh Government that seeks and supports organisations delivering public services to test their ideas to improve a service and save money. Projects in our current cohort include [Mid and West Wales Fire and Rescue Service](#), [Flintshire Council](#), [ProMo Cymru and Solva Care](#).

Other current projects include Arts and Health (with Arts Council for Wales), developing our portfolio of Public Services Innovation Case Studies and research into Deliberative Democracy, value creation in public services and the intersection of gender and innovation in the public sector.

What is our goal?

Our new website should be a digital tool for those interested and working in public services around the world to find out about us, engage with our work and find opportunities to work for, partner and collaborate with us via funding, research and knowledge-sharing.

Our goal is to show the range of work that Y Lab does in public services in Wales. As a partnership, with staff members from Cardiff University and Nesta, it is important that each member of staff and their expertise is clearly shown.

We'd like to promote funding calls and events, as well as learning opportunities through research, reports, video and audio files.

What do we need?

A visually-rich, fully responsive website that enables us to publish and cross-promote the full range of our content effectively.

Key Tasks

- Sign up to newsletter
- Respond, sign-up and view content on events and funding calls
- Get to know our staff and their expertise
- View and read case studies from Wales
- Engage with our Twitter account
- Read and download reports and research

Principles

- Digital-first - we want to publish all our content digitally in the first instance.
- Bilingual - we want people to use our website in English and Welsh.
- Accessible - we want everyone to be able to access the information on our website in a way that works for them.

Architecture

The following is an outline of the information architecture for launch:

Homepage

Privacy Policy

Cookie Policy

What is Y Lab?

Partner with us

Search

People

Projects

Case Studies

News and Blog

Opportunities & Events

Reports

Homepage features:

- Promotional block to highlight recent news item/push item
- Newsletter signup
- Mission Statement/What we do
- Opportunities and Events

Requirements

Essential:

- Site built on open source platform (preferably Drupal or Wordpress)
- Ability to update all content via a CMS
- Set of content templates including homepage, plain article page, event page and blog page, case study page, report page
- Ability to embed video/audio content via third-party players/iframes
- Ability to cross-promote site content at page level via CMS-managed related content slots
- Integrated Mailchimp newsletter sign-up
- Ability to create new CMS admins and assign them publication rights
- Optimised and tested for the latest two desktop versions of Chrome, Internet Explorer, Firefox and Safari
- The site should be responsive on mobile devices and should be tested on the following mobile operating systems as a minimum: IOS and Android.
- Basic CMS training for two nominated content managers
- XML Sitemap created and submitted to all major search engines
- Add our Google Analytics code to enable basic reporting
- Site verification line of code to be added (supplied by Nesta) so Webmaster tools can be activated
- SLA for ongoing support and maintenance of site, including security patching and bug fixing.

The following should be provided to our satisfaction:

- Project Initiation Document (PID) detailing contact details of key supplier & Nesta project managers, timeline for project milestones, list of agreed functionality and agreed project cost.
- Wireframes
- Wordpress/drupal prototype
- Concepts and interface designs in jpg/pdf format
- Website development in .php and html/css format
- XML sitemap

Not Required

- Hosting

Proposed Timeline

Early April	Initial project meeting and timeline/milestone discussion
1st May	Delivery of wireframes
w/c 6th May	Feedback meeting/call
w/c 13th May	Delivery of Beta site for testing and content upload
13th - 20th May	Content population (AT)
w/c 27th May	Final testing
3rd June	Site Launch

Budget

The budget for website build is up to £10,000 excluding VAT, which should include 2 days of post-live support to be drawn down over a period of three months.

There is a further fund of £2,000 + VAT available for additional later development for the website which can be discussed further if required.

Once contracts are agreed, an ongoing service level agreement will need to be drawn up to ensure the site is maintained and secure. Please provide indicative costs and services for this upon application. SLAs will be considered separately from the design brief.

How to bid for this work

Your entire proposal including all supporting documentation should be e-mailed as a single document, to ylab@cardiff.ac.uk by no later than 9:00am on 01/04/19. Proposals will be considered based on **quality of work, value for money and timescales for delivery.**

To discuss this project in advance of the deadline, please contact alice.turner@nesta.org.uk