UKNC Website Design Brief
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SECTION 1 - INTRODUCTION

The Organisation
The United Kingdom National Commission for UNESCO (UKNC) is the focal point for all UNESCO-related matters in the UK and manages programmes in the UK that cover UNESCO's core themes of education, science (natural and human), culture, and communication & information.

The UKNC has three core functions:

1. Support the UK government in achieving its objectives through UNESCO
2. Support UK society and communities to maximise the benefits of UNESCO's mission and programmes
3. Support UNESCO to be a competent and relevant UN agency able to deliver its mission and fulfil its objectives

Whilst the UKNC is a constitutional part of the UK Government's membership of UNESCO it is vital to note that the UKNC is an *independent organisation* to UNESCO.

The UKNC is one of a network of 194 National Commissions around the world.

UNESCO Designation and Programmes
The most visible aspect of UNESCO in the UK is the network of UNESCO land-based designations and sites. The UKNC supports this network and is the lead organisation communicating national information and statistics relating to each designation type.

The designation types are:

- UNESCO Biosphere Reserves
- UNESCO Creative Cities (including categories of Literature, Design, Music etc.)
- UNESCO Global Geoparks
- UNESCO World Heritage sites

The UKNC also undertakes work and coordinates UNESCO's programmes and activities in the UK that sit outside the land-based designation categories. This work includes managing:

- UNESCO Chairs / UNITWIN Networks ('The Expert Network') - these are teams within higher education establishments that provide specialist advice on UNESCO's thematic strands
- UNESCO Learning Cities – these are cities and districts that commit to support their residents in education and learning at any life stage
- UNESCO Memory of the World – this archive shows the most important memories told through its most prized documents, photographs, film, audio, and letters
- UNESCO / UKNC Patronage – these are events that are granted official patronage from UNESCO or UKNC
- UNESCO Prizes - these are prestigious awards addressing global issues and themes, which are conferred on individuals or organisations
- UNESCO Associated Schools Network (ASPnet) – these are schools across the UK and overseas that commit to supporting the UNESCO common goal of building peace in the minds of children and young people
- Partnerships – these are official partnerships with corporate organisations (i.e. L'Oréal) that support UNESCO's themes.

UKNC Projects
In recent years, the UKNC has successfully obtained additional funding to develop specific projects and initiatives. The two main current projects are:

- Local to Global – funded by the National Heritage Lottery Fund
- Climate Change and UNESCO Heritage – funded by HM Treasury

Outputs from these projects (and other projects to be developed), such as toolkits, reports, etc., form part of the Commission's digital communication and will be presented within a proposed 'Resource Centre' as part of the new website (see Section 4).

SECTION 2 - CONSIDERATIONS

Current Website Issues

The current UKNC website was developed approximately four years ago, but on reflection, the page frames created were too varied and complex, did not meet accessibility requirements, and in many cases not 'fit for purpose'. The UKNC has also successfully transformed its relationship with the network of UNESCO designated sites across the UK through its National Lottery Heritage Fund Local to Global project. Our current website does not reflect our growing role for the network and our ambitions to further build its capacity.

Over the last six months, work has been undertaken to simplify page design, functionality, and content within the existing site. However, this is just a temporary measure and is not considered a long-term solution.

The current website does not render properly on different platforms (i.e. desktop, tablet and mobile).

New UKNC Visual Identity

The UKNC has commissioned a new visual identity in the last three months. The goals of the new visual identity were to provide:

- Cohesion
- Clarity
- Compliance (with regulatory standards)
- Compatibility
- Credibility

The new website will need to reflect these new visual identity guidelines. Using the guidelines, the UKNC wants an online offering that better reflects the UKNC mission and messaging and showcases the 'UNESCO in the UK' network of designations and sites.

National Lottery Heritage Fund Accessibility Requirements

Funding for the new website is coming from the National Lottery Heritage Fund. The new website *must* adhere to accessibility standards set by the NLHF:

https://www.heritagefund.org.uk/funding/good-practice-guidance/introduction-online-accessibility

The new Visual Identity Guidelines have been tested against WCAG, and details of how, and when, they meet these are provided in the Guidelines.

The new site must incorporate mandatory National Lottery logos and funding acknowledgement statements.

SECTION 3 – TARGET AUDIENCES AND GOALS

The target audiences for the new website are:

Existing UK UNESCO Designations and Sites (the 'UK UNESCO network')
The website will provide a platform for existing UNESCO designations and sites to access information and updates on UNESCO programmes and UKNC projects.

The website's goal for this audience segment is to act as a portal for those working within the UK UNESCO network to access information and materials that support their resilience and understanding.

A specific requirement of the new website to achieve this aim is the creation of a 'Resource Centre' where a suite of materials (toolkits, industry reports, surveys, factsheets etc.) will be made available to view and download. The outline technical requirements for this site section are outline in Section **

Aspiring UK UNESCO Designations or organisations that wish to apply for UNESCO Patronage or Prizes
The website will provide an overview, guidance, and processes for organisations or individuals considering applying for UNESCO designation status or for UNESCO Patronage or Prizes.

This audience segment is usually made up of local authorities and other public sector bodies (for Designation status), higher education establishments (for UNESCO Chairs & UNITWIN), and charities and community groups (for Patronage and Prizes). It can also include members of the public.

The new site's goal is to simplify content on pages about the processes and timelines (see https://unesco.org.uk/become-a-unesco-world-heritage-sites/) and provide betting 'signposting' for individuals and organisations to access more detailed information elsewhere.

Companies or organisations that wish to partner with, or support, the UKNC
The website will be used as a tool to communicate to companies, organisations and individuals who may wish to partner with, or support (either financially or in-kind), the Commission.

The goal of the new website for this audience segment is to make the benefits of working with the UKNC clearer, with a stronger 'call to action'.

General Public
The website will provide a 'central portal' for members of the public to learn about the different types of UNESCO designation and the network of UNESCO sites in the UK.

The goal of the new website for this audience segment is to provide clear and engaging information about the designation types and sites, and then act as a 'gateway' to individual designation websites.

The core section of the existing site the general public uses to access this information is: https://unesco.org.uk/our-sites/ . The new website will need to retain the interactive map element of this section, but this needs to be framed within the new visual identity of the site. **NOTE:** there is a consideration and desire to create a new 'sub-site' or standalone website to present UNESCO designated sites in the UK to the general public as part of a wider consumer marketing campaign in 2025.

Civil Society
The website will be used by other professional bodies, organisations, groups, and interested parties, as a tool to access information about UNESCO in the UK.

The goal of the new website for this audience segment is to successfully and succinctly convey the values, mission and core work areas of the UKNC.

Parliamentary Network
The website will highlight the work of the UKNC to those working with the Parliamentary Network. This audience may include MPs, civil servants, and lobbying organisations.

The goal of the new website for this audience segment is to successfully and succinctly convey the values, mission and core work areas of the UKNC and showcase how the UKNC and its work support government(s) policies.

UNESCO and other UNESCO National Commissions
UNESCO is part of the UN with a specific focus on supporting peace and security through education, science, culture and communication & information. Each of the 194 Member States in UNESCO must have a National Commission to support and coordinate the work of the State and work with other Commissions around the world. The UK Commission is a 'leader' in this global network.

The website's goal for this audience segment is to maintain and enhance the position and standing of the UKNC within the global network and act as a 'best in class'.

Media
The website will be used by UK media to access information and news about UNESCO in the UK.

The goal of the new website for this audience segment is to provide a portal to access core media information (i.e. press releases, blurbs, news stories etc.) and contact point for enquiries.

SECTION 4 - TECHNICAL REQUIREMENTS

Content Management System
The preferred content management system for the new website is WordPress.

Desktop / Tablet / Mobile Use
The new website's design must render correctly on different platforms, including desktop, tablet, and mobile.

Site Hosting
The UKNC currently hosts its own website on a dedicated server and uses CloudFlare. A new website and resource must work within this arrangement, and the UKNC must have full access to the back end of a website (no maintenance of subscription budgets).

The successful tender will work with our IT consultant to integrate the new website into our server and CloudFlare system.

In line with our agreement with the National Lottery Heritage Fund the website must be available to the public with unfettered access for a minimum of five years.

SECTION 5 – WEBSITE SCOPE

Site Framework and Menu Structure
The existing site framework and menu structure (see Appendix *) are considered generally fit for purpose, albeit with the addition of the 'Resource Centre', as noted below.

NOTE: A new 'sub-site' or standalone consumer website to present UNESCO-designated sites in the UK to the general public as part of a wider consumer marketing campaign in 2025 is being considered. This consideration should be reflected in the new site design and functionality.

Resource Centre
As noted above, a key requirement of the new website will be the creation of a 'Resource Centre' for those working at, connected to, or interested in, the work and scope of UKNC and UNESCO.

The Resource Section will enable a user to easily access (and download where appropriate) a suite of materials such as toolkits, industry reports, surveys, templates etc. Note: Some of the materials may be in digital format (i.e. videos). The Resource Centre needs to have a robust search and filter functionality.

While the materials and content in the 'Resource Centre' should be accessible to all, an optional registration mechanism is requested so that the Commission knows and understands who is accessing the materials.

Examples of similar 'Resource Centre' to use as a guide for replication on the new UKNC website are:

'Resource Hub' of the National Coastal Tourism Academy:
https://coastaltourismacademy.co.uk/resource-hub

'Case Studies Library' of the Biospheres Futures:
https://biospherefutures.net/scenarios/

Contact Us Form
The current UKNC website includes various 'Contact Us' forms and mechanisms. The new website aims to rationalise these to one 'Contact Us' form that incorporates request refinement (e.g., Applications, Partnership Requests, Media, General Enquiries, etc.).

Social Feeds

The UKNC communicates through social channels (primarily LinkedIn, Instagram, and X). The new website needs to provide access links to social media, and consideration can be given to including social feeds on the new site.

Newsletter Links and Sign-Up Forms

The UKNC publishes regular newsletters using Mailchimp. A requirement of the new website is to provide integration with this system to facilitate database sign-up.

SECTION 6 - MANDATORY REQUIREMENTS

There are several mandatory requirements for the new website:

National Lottery Heritage Fund
Funding for the new website is coming from the National Lottery Heritage Fund. In this respect, the new site *must* adhere to accessibility standards set by the NLHF - https://www.heritagefund.org.uk/funding/good-practice-guidance/introduction-online-accessibility . The new site must incorporate mandatory Lottery logos and funding acknowledgement statements.

Creative Commons and UKAID
The new website will be licenced under a Creative Commons Licence: https://creativecommons.org/licenses/by/4.0/ . The UKNC is core-funded through the FCDO 'UK Aid Direct' Programme: https://www.gov.uk/international-development-funding/uk-aid-direct

Notification statements and logos relating to each of the above are required.

GDPR - Privacy and Cookie Policy
The new website must adhere to GDPR and include information about the UKNC Privacy and Cookie Policy.

SECTION 7 - PROJECT RESPONSIBILITIES

Design
As noted above, the UKNC has recently created a new set of Visual Identity Guidelines (available upon request – please email jcarmichael@unesco.org.uk) encompassing fonts, colour palette, photography style, icons and idents, structural design device). The visual identity guidelines need to be applied to the new site.

The UKNC has an associated set of Logo Use Guidelines that need to be applied to the new site: https://www.biosphere.im/uploads/unesco-uk-branding-guidelines-2023.pdf

Content
UKNC will write and proofread the site content. This tender only relates to the site design and functionality. Training on content updates will be required.

Imagery
The UKNC licences photography from Adobe stock images and has a bank of images that adhere to photography style in the visual identity guidelines.

Translation
The site is to be presented in English language only.

Post-launch marketing
When the new website is completed, the UKNC will undertake post-launch marketing to key audience segments (existing UNESCO designations, civil society, UNESCO, and other National Commissions). Digital materials may be required to support these launch activities.

Post-launch content updates
Post-launch content updates will be undertaken by UKNC staff. The appointed agency should be available for ad-hoc requests and support.

SECTION 8 – COMPARATIVE WEBSITES

The following websites are considered to be of interest for comparative purposes:

The Arts Council (for clarity and simplicity) - https://www.artscouncil.org.uk/
National Coastal Tourism Academy (for Resource Hub) - https://coastaltourismacademy.co.uk/resource-hub
Museums Association (for design and functionality) - https://www.museumsassociation.org/
ICCROM (for implementation of brand identity) - https://www.iccrom.org/
The Alan Turing Institute (for design and functionality) - https://www.turing.ac.uk/
Benefact Group (for implementation of visual identity) - https://benefactgroup.com/

SECTION 9 - BUDGET AND SUBMISSION PROCEDURE

Budget
The budget for this tender is £25,000 (inc. VAT).

Submission Procedure
If you wish to make a submission for this wok, please provide a written quote including:

- Your organisational structure and expertise
- Summary break down of charges
- Summary proposed timeline for work
- Examples of other comparative website development work that you have successfully completed in the last three years

Shortlisted applicants will be requested to participate in an online selection interview, during which further details may be requested on previous experience and comparative work. They will also have an opportunity to ask further questions about the brief and UKNC requirements.

Previous client references may be sought prior to final selection / award of contract.

Closing date for quotes
12 Noon on Friday 30 August 2024.

Please note that we may amend the closing date for this tender should we consider that we have received enough quality submissions to create a shortlist. **In this respect, we recommend early submission.**

Timeline
We expect the commissioned agency/web designer to be selected by Friday 6 September 2024 and the new website to be created by the end of w/c 4 November 2024.

Contact
If you would like further information or informal discussion about this brief, please contact John Carmichael, Communications and Marketing Manager, UK National Commission for UNESCO - jcarmichael@unesco.org.uk