

Are you ready to make something amazing happen?

We're not simply looking for a website; we're looking for a creative partner who shares our passion and values to co-develop a vibrant, bold, and engaging new website.

DOCUMENT ONE

Section 1: Contracting authority

(1:1) **Name, registration and addresses** - MCR Pathways. Scottish charity number: SCO45816. Registered address: Mitchell Library, Berkeley Street, Glasgow, G3 7DN.

(1:2) **About the organisation** - When you've had the most unfair start in life, you can lose your way for the rest of your life. You need someone to help you find your path. MCR Pathways guides and encourages young people to find their right path, to awaken ambition, and to make good choices towards positive futures, through the power of mentorship.

MCR Pathways was founded in 2007. Since then, young people have never had to find their way alone. The charity continues to do so by working in partnership with local authorities, schools, and businesses across Scotland, including: Aberdeen, Aberdeenshire, Clackmannanshire, Dundee, Edinburgh, Falkirk, Fife, Glasgow, Highland, Inverclyde, North Ayrshire, Perth & Kinross, Shetland, South Lanarkshire and West Dunbartonshire. In 2021 MCR Pathways expanded to England, specifically in schools across the Hertfordshire and Surrey regions.

<https://mcrpathways.org/>

(1:3) **Communication with MCR Pathways** - All procurement documents are available for unrestricted and full direct access, free of charge, on MCR Pathways' website. Additional information about this tender can be obtained from Gary Seath, MCR Pathways Strategic Communications Lead - gary.seath@mcrpathways.org

Moreover, tenders or requests to participate must also be sent electronically to gary.seath@mcrpathways.org



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Section 2: Object

(2:1) **Title** - Igniting digital sparks in achieving our new ambition.

(2:2) **Type of contract** - Website development services.

(2:3) **Short description** - It's a very exciting time of transformational change for our organisation; we have developed a new ambition, brand identity and three-year strategic vision. Co-developing a new website is the next step - this is where your agency potentially joins our journey. Join a working group, including team members, trustees, young people, and mentors, to co-develop a new website, enhancing user experience for our audiences, amplifying lived experience, and championing our values to ignite the all important spark that drives forward recruitment of mentors and mentees, partnerships, donations and much more.

(2:4) **Estimated total value** - £12,000.00 + VAT. Payments will be made incrementally; a specific timeline will be agreed with the appointed digital agency, prior to commencement of the contract.

Section 3: Conditions

(3:1) **Technical and professional ability** - Agencies submitting a bid should have completed similar projects, to a similar scale, and have at least five years of experience.

(3:2) **Conditions related to the contract** - Any subcontractors must be specified and named up front within the bid submitted.

Section 4: Procedure

(4:1) **Type of procedure** - Open procedure.

(4:2) **Languages** - English.

(4:3) **Submissions close** - Date: Monday 07 April 2025 | Local time: 12:00.



DOCUMENT TWO

MCR Pathways Website Tender Information | Igniting digital sparks in achieving our new ambition.

Our passion - When you've had the most unfair start in life, you can lose your way for the rest of your life. You need someone to help you find your path.

Our mission will continue until everyone has an MCR Pathways mentor, just like Millie.

Millie was always regarded as the girl whose dad is bad news. When you've had the most unfair start in life, you can lose your way for the rest of your life. Millie's dad is going back to prison. For six years this time. She remembers how hard it was last time. Her mum is struggling and drinking even more than usual. And school is always tough. Millie enjoys learning, and her favourite subject is Art -but she has dyslexia and struggles in the other subjects. And it's hard to concentrate when she's constantly worrying about mum and her brothers, and thinking about dad. Her anxiety makes it hard to make friends. Most people just know her as 'the girl whose dad is bad news' anyway...

Through the power of mentorship Millie is now rebranded. Millie was nervous about meeting her MCR mentor Beth. "Will we get on, what will we talk about?" Millie didn't really know what a graphic designer was, but she was excited to find out about Beth's job.

It was creative and Millie loved art so much. It sounded so exciting and made Millie wonder if she could be a graphic designer too. Beth brought some of her work to show Millie and they agreed to work on a design project together. Millie couldn't imagine doing something that she loved ... and getting paid for it! Millie is determined to get to college now, and maybe even university after that. And Beth is with her every step of the way.

Milly is no longer the 'the girl whose dad is bad news' she's 'the girl who's going to be a graphic designer'.

Passion is essential, but it's also about timing - now is a great time to work with us. Not only are we developing a new website, we have an exciting rebrand and new three-year strategy in the pipeline too.



Work with our exceptional team and passionate stakeholders to co-design a new website that will explain who we are, what we do, how to support us and enhance the user-experience of our stakeholders to support us achieve our new ambition.

Noone says it better than our mentors and mentees - View a couple of short video case studies to learn more about the power of mentorship below.

Laura and Erin - https://www.youtube.com/watch?v=kzCV_trymXY

Dennis and Keiran - <https://www.youtube.com/watch?v=H5tLNGkvjQo>

We are a values and strengths-based organisation - that's why we are committed to putting co-production at the heart of this project.

Should your proposal prove successful, you will work with our incredible team, trustees, young people and wider partners to achieve the following:

1. Amplify **the voice of young people** louder than before to enhance understanding of lived experience, instill a sense of community and to influence meaningful change.
2. Deliver **impactful, emotive propositions** regarding mentorship, partnerships, and fundraising activities using a range of engaging media to enhance user experience.
3. **Champion our new three-year strategy**, refreshed brand, ambition, mission, vision and values to help push awareness, consideration, conversion and advocacy.
4. Deliver an **authority message**, focused on expertise and empathy, that is trusted by professionals and decision makers who support our work.
5. Deliver a one-stop shop for professionals to access resources and wider media to **enhance understanding, policy and practice** when it comes to the power of mentoring.

Stakeholder involvement -

We expect your agency to act as our strategic digital partner throughout the entire process.

There should be heavy involvement from our internal team, service users and occasionally key external stakeholders (such as trustees) in both the planning and execution of discovery, design, develop and delivery phases of the project.



Our primary audiences -

- **Prospective mentors** will use our website to learn more about recruitment and training processes and seek signposting to relevant members within the team to progress their interest. Moreover, they will access a wide range of downloadable information, and a range of media to seek inspiration from impact stories focusing on the power of mentoring, relationship building and supporting positive future pathways.
- **Children and young people** may be interested in learning more about how they can find a mentor and whether our services are available in their school. Moreover, young people who are already engaged with the charity may seek to use the website to access news stories, downloadable information, videos and social feeds to reinforce understanding and decision making. In addition, young people may wish to seek information on fundraising for the charity, and wider ways to give back to the charity.
- **Supporters** are multifaceted in nature - from donors, regular givers, and legacy pledges to funders, community, corporate and community fundraising; all of whom will require tailored information, propositions and signposting to relevant contacts to initiate processes of raising money in support of the charity. Moreover, funders will access our website to potentially download accounts, impact reports and wider impact-based information to support their decision making.
- **Parents** may visit our website for information about our services, whether they are offered within their locale, what it entails and so on. Moreover, parents may seek to use the website to access news stories, downloadable information, videos and social feeds to support their decision making. It is also likely parents may seek information on fundraising for the charity, and wider ways to give back to the charity.
- **Prospective partners** will use our website to learn more about various partnership packages the charity offers to local authorities, schools and businesses, aligning to corporate social responsibility touchpoints. Moreover, the website will enable this audience to learn from a range of media relating to case studies, the application process and clear signposting to engage our team.
- **Decision makers, and their respective teams,** will utilise our website to access downloadable publications, such as impact reports and organisational strategies, as well as tap into the charity's respective responses to government legislation, and wider recommendations.



- **Prospective staff and trustees** will access the website to learn more about the charity through information, downloadable resources, and a range of media located throughout the website to assist in the decision making process.

Dynamic Functionalities -

The following indicative list has been generated based on the feedback of the team, trustees and wider stakeholders. It covers all deliverables. We expect this list will grow as our co-production process progresses.

- Dynamic homepage (to adapt / change dependent on specific audience profile).
- Prominent hamburger menu navigation feature.
- Podcasts, videos, graphics, animation capability.
- Instant messaging or chatbot capability.
- Webinar/CPD E-learning hosting capability.
- Social media pull-through.
- News stories & events - arranged via tagging.
- Interactive capabilities - i.e. find us maps, etc.
- Downloadable resources.
- Accessibility standards (visual impairment, ASN, etc).
- Resource section - arranged via tagging.
- Google Analytics & Hotjar compatible.
- Donate and e-news sign functions.

Please note - We will provide all content required to populate our new website, including text, imagery, photography and wider media. Moreover, we are in the process of refreshing our brand's visual and verbal identity. We anticipate an updated brandbook will be available by the end of April to assist in providing guidelines to inform website design.

Indicative Architecture - An indication of the key potential sections of our website:

- Dynamic homepage - an interactive tool to toggle between young people, parents and guardians, partners, supporters, policymakers, and mentor-specific information and calls-to-action.
- About us - Overview of our ambition, mission and values, team and trustees, history and topline summary of our strategy and how that feeds into what we do.
- Young people.
- Mentors.
- Partnerships - schools | corporate | local authorities.
- Parents and guardians.



- Policy - influencing strategy | aims | responses | call-to-action.
- Support us - donations | businesses | challenge | community.
- News & events.
- Publications.
- Training & resources.
- Recruitment.

Suggested Technologies

Context - Our current website is built with Wordpress, Elementor and Gravity Forms. Several business processes, including volunteer registration, rely on automations built with Gravity Forms. Our team can currently update the site, build landing pages, create new forms and add articles. There would need to be a strong argument for moving away from this technology stack. MCR Pathways hosts the website currently and would look to host future versions. We would be happy to consider an evolved approach to Wordpress e.g Wordpress with GSAP or Headless Wordpress. Alternative technologies, such as Framer, would be considered only if automation and self management capabilities are retained.

Project Schedule

We understand further discussions are always needed before a formal project schedule is agreed; however, we have provided an indicative timeline below. Our reason for doing so focuses on our aim to have our new website ready for the launch of our new organisational strategy in September 2025.

- (May 2025) - Kick-off | Discovery & immersion phases begins
- (June 2025) - Design & Build of deliverables begins.
- (July 2025) - Build of deliverables ends | Testing begins.
- (July 2025) - Testing concludes | report formed | Amends begin.
- (August 2025) - Amends finished | Website goes live.



Submitting your bid

Stage one - We're looking for one PDF presentation submission, covering:

1. **Who you are**, including your internal culture, vibe, and the team you're putting forward for this project and their respective experience.
2. **Process**, including project management, timings and co-production.
3. **How you'll work with us**, including stakeholder involvement, face-to-face/digital engagement considerations, collaborative tools, and so on.
4. **Case studies**, please include two similar projects that you're proud to share.
5. **Cost breakdown**, please include a cost estimate to complete our various phases.
6. **What makes you our perfect partner**, a short summary regarding your thoughts on what separates you from the crowd.

Stage two - We'll invite a shortlist of agencies to discuss their proposal over a video call, giving us the opportunity to ask further questions. From there, we'll then make our final decision in appointing a preferred agency.

How we will evaluate submissions - Proposals will be scored on experience, budget, project management, case studies and creativity in equal weighting.

- **Submissions open** - Thursday 20 March 2025 | Local time: 09:00
- **Submission deadline** - Monday 07 April 2025 | Local time: 17:00
- **Presentations** - Week commencing Monday 14 April 2025 | Local time: 09:00 - 17:00
- **Appointment announcement** - Friday 18 April 2025 | Local time: 12:00.

Please submit any and all questions to Gary Seath, Strategic Communications Lead, by Friday 04 April 2025 at 12:00 - gary.seath@mcrpathways.org

