



Midlands Engine Website Development Invitation

About Midlands Engine

The Midlands Engine partnership brings together public sector partners and businesses to complement the activity of local and combined authorities, LEPs, universities, businesses and others. We are generating **added value** for the whole of the Midlands, its communities and the wider UK.

We bring a collective voice from our region, adding value as an influencer, an advocate, a catalyst for change and an enabler of accelerated delivery. Our vision is for a region that drives the UK economy. We want the Midlands to flourish through increased productivity and prosperity for our communities, enhanced mobility and digital connectivity, with a vibrant and innovative private sector recognised worldwide as an excellent opportunity for trade and investment.

Our approach is apolitical, focused on increasing productive economic growth and improving quality of life for communities in every part of the region. The Midlands Engine focuses on building on our region's capabilities to help the UK succeed. As a partnership, we are driven by outcomes and impact which bring benefits for our businesses and communities, across every part of our region.

We are seeking a web design agency able to meet the following objective for a new Midlands Engine website: to deliver a rich, brand-led and immersive digital experience with stakeholder-led content, helping to engage users, find information quickly, resulting in growth of the Midlands Engine brand and awareness of its activities.

Current website

Midlands Engine has one main website www.midlandsendengine.org which currently attracts 26,000 users to the site each year, the majority of which come from organic search. The website branding was most recently refreshed in 2019. In addition, Midlands Engine has recently launched a Microsite (www.MidlandsEngineUK.com) which is aimed at an inward investment audience.

The current website, although informative, is now dated with many text-heavy pages and a lack of compelling content amplified by older template usage and the WP Bakery page builder. This has contributed to an overall lack of a compelling reason to visit the site aside from the News section which is updated daily.

The user personas of the current website can be broken down into the following categories:

- Public sector stakeholders including central and local Government and Local Enterprise Partnerships
- The Midlands business community including Chambers of Commerce
- Universities and related research bodies
- Investors – regional, national and international
- The general public

Design Specification

It is anticipated that the new Midlands Engine website will represent a significant step forward in the way positioning of the brand in the digital space, leaving the organisation better equipped to act as the voice of our region. Whilst retaining the current URL, the new Midlands Engine website redesign will include a new look and feel, navigation, UX and information architecture allowing all users the ability to find the information they need within three clicks. We are seeking a website that can fulfill several deliverables including but not limited to:

- Speak with impact and clarity on what the Midlands Engine is and does
- Feature a streamlined and intuitive user journey, acting as a content hub with content organised by theme (for example, Green Growth, Digital, Health, Observatory etc) rather than programme/work area
- Refresh look and feel to match modern websites whilst emphasising our regional identity
- Incorporate maximum edibility 'in-house' on a preferred WordPress system for ubiquity and ease of use as a no-code system. Alternatively, we would accept proposals for a fully customized PHP system.
- Continue to meet Government standards for accessibility
- Full Search Engine Optimisation in line with latest trends and Google vitals
- An accessible mobile responsive solution allowing users to always receive a curated view of the Midlands Engine brand no matter what device they use.
- High attention made to intuitive user journeys to increase click-through's and engagement throughout the site
- Individual user-focused solution promoting activities and services to the group
- Easy to manage and update content CMS
- Integrate an intelligent database that allows subscriptions, mailings, filtering and contact management
- Bespoke functionality to meet the organisation's needs such as gated content
- The integration of various microsites into the brand-new website

This list is not exhaustive, and we look forward to suggestions from agencies as to how we can further enhance our web platform.

Submitting Proposals

A proposal must include the following:

- An articulated vision for the future Midlands Engine website based upon the above design specification
- Examples of previous work and comparable websites which denote best-in-class.
- A detailed timeframe for delivery including design stages, build times and review processes
- A detailed costing including ongoing maintenance and hosting

- A breakdown of the staffing resource which can be attached to the project

Interested parties should submit their proposals by 17:00 on Friday 16 July 2021 to info@MidlandsEngine.org