

MadeByPi's Proposal
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Executive Summary

First and foremost – we'd like to say thank you, both in terms of inviting us to tender for this project and your time in reviewing our proposal. Working with you presents a valuable and attractive opportunity to work with such a socially and community focused initiative, both in broadening our client/ project portfolio, but as individuals, in being involved in an auspicious local and public-facing community project.

On our part, we strongly believe that MadeByPi is an optimal partner for the PCC project in order to achieve the core deliverables as outlined in the tender, based on our experience, skill sets and relevant experience, as summarised briefly below.

We have a long standing background of delivering digital solutions at a strategic, creative and technical level for key clients across all sectors, including online listening posts for Mossisons and first direct bank, as well as public sector work for NHS and CO₂Sense

In addition to this, our document aims to outline, in greater detail, our company background, our experience and our proposed approach and suitability for this tender– we hope that it encapsulates all that we need to confirm this for you. Should we then be successful we hope to be able to meet you personally to further present further detail on our proposed approach and potential partnership for this opportunity.

In the meantime, we summarise some of the many reasons why we feel we are a suitable and optimal partner:

- Our strategic, straight-forward, commercial, pragmatic and inherently creative approach to projects such as yours has resulted in us winning repeat and long-standing relationships with clients such as HSBC, first direct, Hallmark, Disney and BBC
- We are an award winning web design agency; with Revolution Digital, e-consultancy, Insider Yorkshire Internet Awards and DADI awards for our rich design work. We are confident that we could deliver a new benchmark for simplicity, clarity, ease of use and ease of integration with partner and aggregator sites
- We boast solid, demonstrable experience in online brand development, information architecture and planning, and cutting edge front end design, as demonstrated across a number of live client sites for ASDA, first direct, BBC and CO₂Sense Yorkshire (with Yorkshire Forward)
- We believe our 17 years heritage in delivering innovative digital solutions, providing online engagement and measurable performance results, across a variety of business sectors, means we come with an invaluable technical and project management.

We hope this successfully reflects our methodology and process and assures you that MadeByPi is the partner agency you are looking for. However if for any reason you stumble upon further queries please do not hesitate to get in contact and let us know.

An introduction to MadeByPi

Organisation Overview

MadeByPi is a specialist digital agency based in Leeds that makes award-winning digital experiences for leading brands and blue chip companies, taking briefs from their conceptual stages, through the design process to development and beyond.

Our team is made up of 38 enthusiastic and passionate digital specialists. Our strategists, account managers, designers and developers work with clients in all sectors, including entertainment, public sector, consumer brands, charities and ecommerce (as well as finance). We are a financially robust company, having achieved organic and solid growth over the last 17 years, growing the team from 2 to 38 individuals.

We have high levels of staff retention and loyalty and bring in-house experience, intelligence and talent to all our projects. This, along with our strong foundations in creativity and deep technical know-how, allows us to deliver strong digital strategies and create award winning digital experiences.

We are also part of the Principles Communications Group with over 85 staff and a turnover of over £17 million, which gives us access to a whole range of other marketing skills and expertise and as a result can share resource such as online and offline media, research, planning and advertising, as required for any project.

Working with MadeByPi

At MadeByPi, we pride ourselves on the efficiency of our commercial systems and work methods. Over our 17 years we have achieved a suitable balance between the need for effective and systematic process and innovation, originality and creativity.

We believe strong account and project management skills are essential when working with clients and we have a strong team and processes in place to ensure the smooth running on all our projects.

We are committed to all our client relationships and, when we start a new project, we allocate a dedicated account management team and creative lead to ensure that each client is afforded high quality, dedicated resource. A detailed project plan, authored at the outset of all projects, is reviewed weekly, in order to ensure any potential resource limitations are isolated and addressed through re-scheduling and continuous review in order to meet all predetermined deadlines.

Your brief and requirements

Based on the brief provided by the Office of Police and Crime Commissioner for North Yorkshire, as well as our research and our conversation with Julia Mulligan and the PCC staff, it's clear that this new role provides a new level of accountability within policing – acting as a liaison between police and the communities they serve to ensure that the needs of the community are met.

Julia Mulligan, as the Police and Crime Commissioner for North Yorkshire, is especially focused on the needs and rights of crime victims. It is essential that she hears their voices – through website and social media feedback as well as by meeting them at events in their area.

We have identified the essential requirements of the website as:

- Communication
- Clarity
- Flexibility

Communication

The creation of a dialogue between Julia Mulligan and the community she serves is at the forefront of our plan for this website. We will build the ability for public commenting wherever relevant, as well as various, easy-to-use forms for website visitors to contact the Office of Police and Crime Commissioner directly. There will also be the option to easily integrate simple web polls in order to quickly gauge community opinion on various issues

Clarity

A well-organised, beautifully-designed, and clearly-written presentation of information is essential. Our User Experience experts will ensure that website visitors find what they need – and what you want them to know – easily. Our designers will provide dynamic page templates with a modern but accessible feel to reflect the work done by the Office of Police and Crime Commissioner, and our copywriters will provide informative and easy-to-understand copy.

Flexibility

The concerns of the community – events in the news – statutory requirements. All of these things are in constant flux, so it's essential that the Office of Police and Crime Commissioner have a flexible website to meet ever-changing requirements. We intend to provide simple, easy-to-customise website templates as a cost-effective solution to creating a wide variety of pages, as well as flexible navigation and the ability for your office to create forms and surveys to integrate as and when needed.

Our proposal – what we will deliver and how we will deliver it

We propose to build this site on a WordPress framework. Not only does this meet the requirement for an open-source CMS, it is also simple, functionally elegant, and easy-to-use. Our work will be done in four stages – each outlined below.

Every stage will include Project Management by your Prince-2 Certified Account Manager to ensure organisation, stakeholder communication, and timely delivery. Your Account Manager will work with you to arrange status reports, review meetings, and obtain content sign-off at every stage of the project.

Stage 1 || User Experience, Design and Content Creation – including SEO and SEO Training

Ensuring a great experience for your users is the first step – Our lead UX expert will fully research the needs of your users to ensure that we provide the most optimised user journey for your website visitors. We will provide full site wireframes, including your amends and input.

The design and copy are integral to each other, so the design and content creation process will run in tandem, with your review and input built into each step of the process. At our project kickoff meeting, we will ask questions and gauge what really excites you in the world of web in order to provide designs that reflect who you are and which will resonate with your users.

As part of this stage of work, we will also perform keyword analysis to ensure that the site copy and structure are search engine-optimised. We will also provide training for you to use keyword analysis to create SEO-friendly copy moving forward, as well as in using Analytics to monitor and enhance site performance, will be provided within the budget parameters as outlined in your brief. If any additional training in WordPress is required, we are happy to include.

This stage also include Graphics Production –this covers sourcing of royalty-free imagery, editing of the imagery provided, and creation of eye-catching graphics.

Stage 2 || Site Structure and build

In order to maximise the available budget, we propose building at least five flexible WordPress templates to cover the various pages outlined in the sitemap provided in the brief.

We envision the following template structure, subject to final designs:

- Template 1 – Homepage
- Template 2 – Section landing page, sub-section landing page
- Template 3- Content Page, News/Event page. (Database search can be included as a WordPress plug-in when needed)
- Template 4 – Meet the Team page
- Template 5 – Contact Us page

All editable templates will include the flexibility to integrate forms, polls, newsletter subscriptions, social sharing (Facebook/Twitter), and Social feeds using WordPress plugins, along with “WYSIWYG” page editors to allow you to embed imagery and YouTube videos and to style text to create new pages as needed.

Simple document download functionality will allow you to embed links to Word docs or PDFs where needed.

Stage 3 || Content Entry

One of our Content Editors will ensure that all signed-off imagery and copy is uploaded to your site, ensuring that it is fully populated for launch.

Stage 4 || Hosting and maintenance – monthly costs

- Hosting – Your site will be hosted on one of our secure servers, which is monitored 24 hours a day to ensure minimal downtime. An annual cost will be itemised in our costs below, to be billed annually on the anniversary of the site launch
- Maintenance – We stand by our work, and any bugs caused by errors in our code are, of course, covered by warranty. However, as correctly noted in your brief, WordPress sites can require updates to ensure continued security. The maintenance cost covers the development of a test plan, monthly review of site functionality, and all fixes required to maintain site security.

Our Relevant Experience

You will enjoy the benefit of our experience with flexible Wordpress-based websites, as well as what we've learned while building engaging, dynamic websites for other public sector clients that include the following:

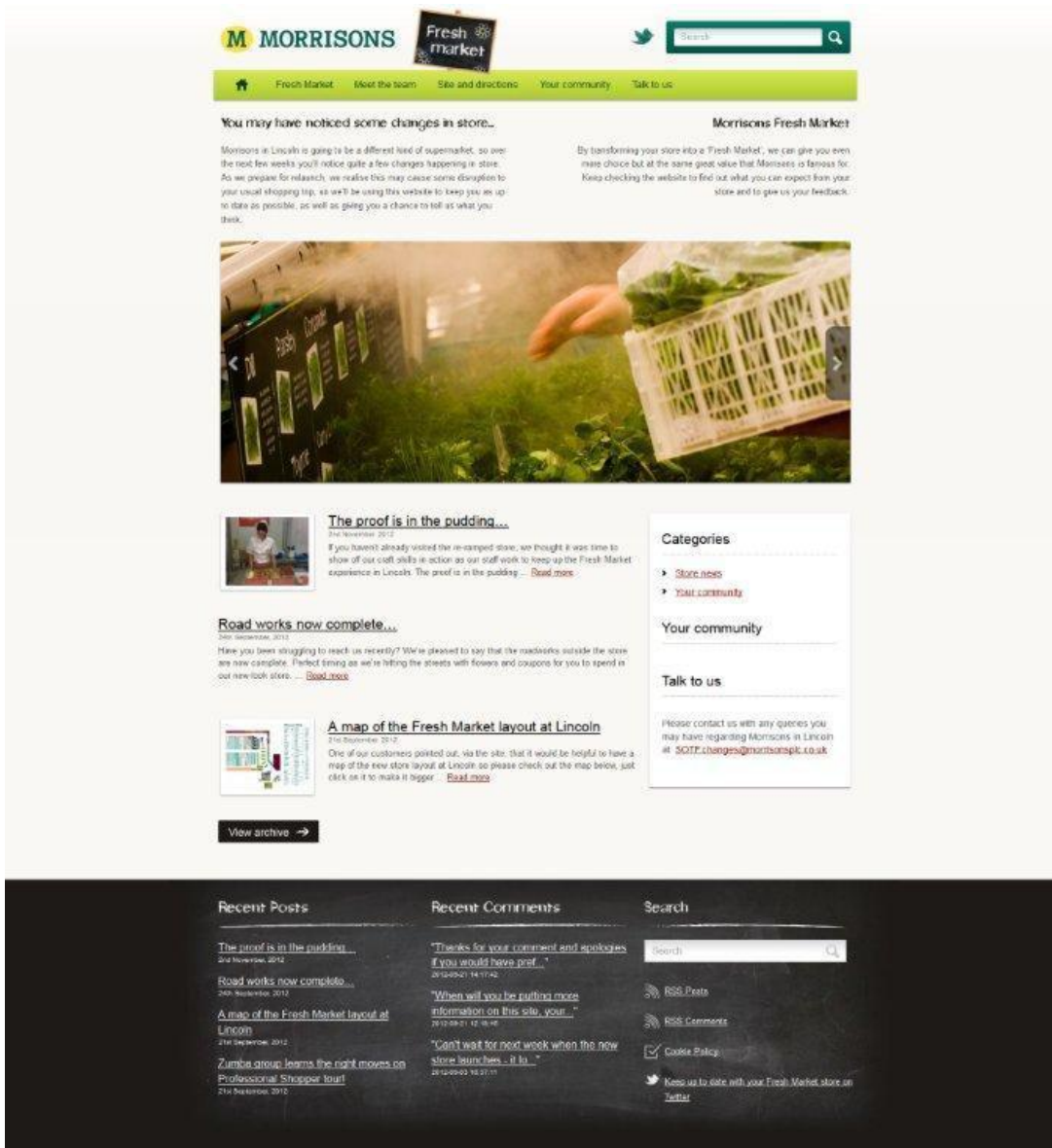
- **NHS** across a number of public-facing websites focusing on raising awareness of issues around and supporting services for breast feeding and sexual health services
- Registration and community hub for the **Army Cadet Force**
- Campaign content and game for youth audiences on behalf of **Great Ormond Street Hospital**
- Also an information and contact hub for **CO₂Sense Yorkshire**, a not-for-profit organisation and wholly owned subsidiary of Yorkshire Forward

Outside of this, we boast a lot of comparable and relevant experience that will be embedded into our solution for you for private sector – and Yorkshire based – clients that includes the following:



Morrison's Stores

- We created eighteen WordPress-based websites for **Morrison's** as they rolled out their new Fresh Market concept stores across the UK.
- These sites served as a community hub to share information, respond to feedback, and reassure customers as the stores were remodelled and relaunched.
- We integrated **Morrison's** branding, but also added a fresh, clean "farmer's market" feeling to the design to reflect the vast array of fresh produce, baked goods, and other products available in the refurbished stores.
- Each site was based on a simple, flexible, easy-to-use WordPress template. The "Meet the Team" section gave users a friendly introduction to the faces they'd meet in-store.
- The "Your Community" section gave users customised information for their areas, simple forms allowed for quick user feedback, and commenting was featured throughout the sites.
<http://www.morrisonsfreshmarket.co.uk/> - the landing page with a map information about all Fresh Market Stores – click on any map area for a list of stores, with links to websites when applicable.



Relevant Experience:

- Wordpress site development and delivery
- created a community dialogue and 'listening hub'
- Evolved new offline branding guidelines and design to deliver and fresh and brand-relevant site online

Relevant Experience:

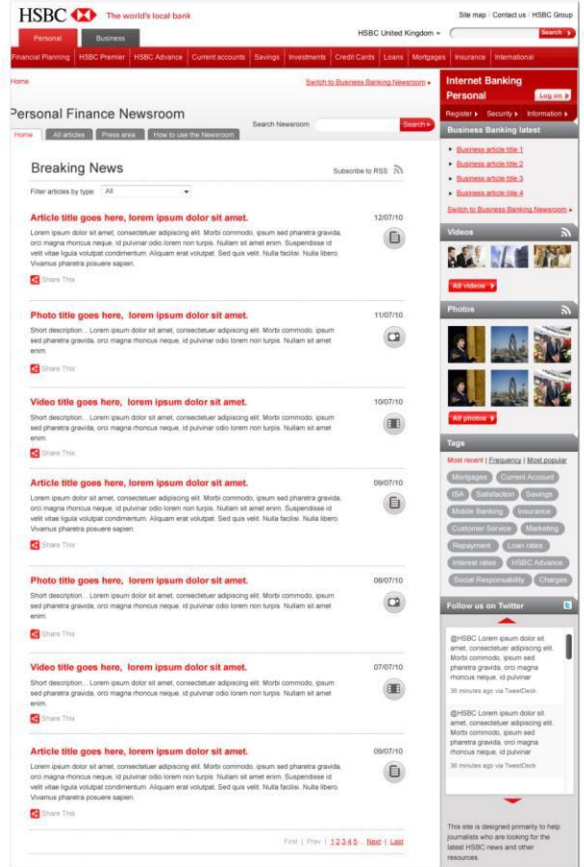
- Developed in open source technology
- Integrates a number of feeds and third party platforms into the core site
- Developed bespoke Admin/ CMS functionality for internal, client management

The Brief

MadeByPi was appointed by first direct at the start of 2009 to evaluate and develop the online presence of the bank's public relations activity. The brief was to incorporate social media platforms to leverage and strengthen the bank's public relations activities. Working with an external PR agency, the purpose of the Social Media Newsroom was to provide first direct with an online space bringing together the use of multiple social media platforms and offering collated PR within a central hub site. The hub, would provide the opportunity to share news, information and media with the target audience while enabling two way communications via their Twitter account.

The ground-breaking venture into social media for PR-purposes shaped the key objectives for the hub site as follows:

- To make first direct accessible to the public; journalists, prospects and customers
- To develop a compelling hub site delivering relevant time critical information to the target audience
- To build brand awareness through social media
- To coordinate the public relations online social media strategy



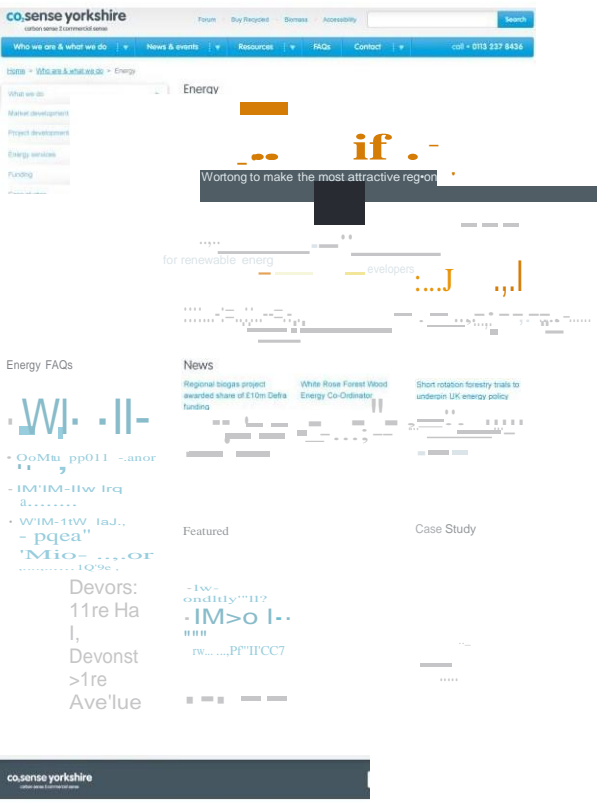
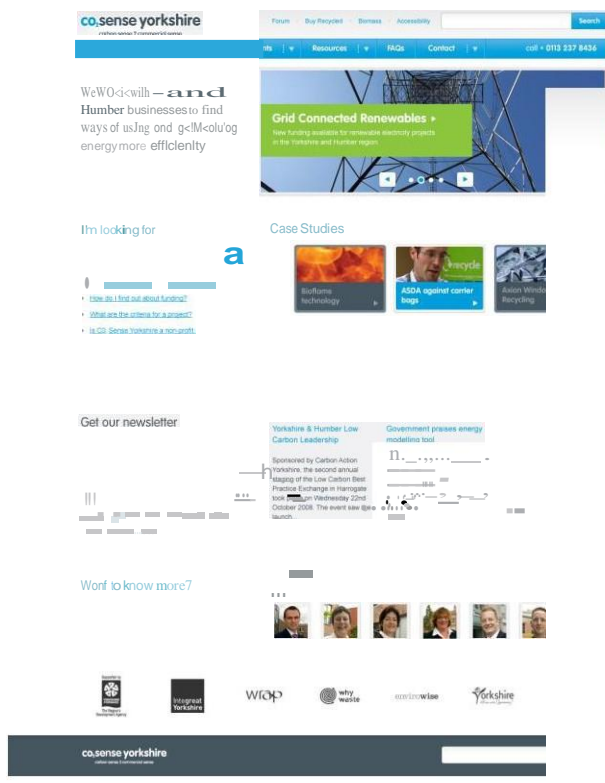
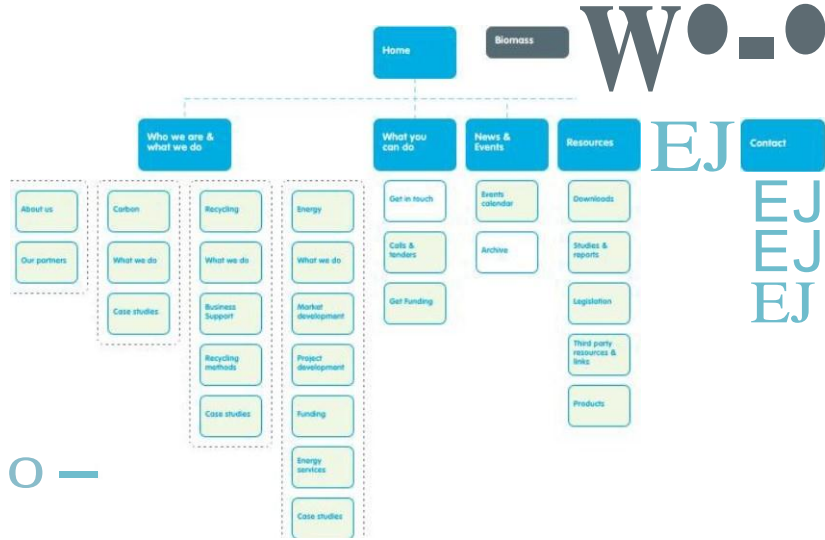
CO2Sense Yorkshire

Relevant Experience:

- Online development and roll out of new company branding
- Working with and improving existing content and assets
- Designing and building front end designs and HTML, while also working with external back-end developers and ensuring integration with existing software

What we delivered

- MadeByPi were appointed by CO2Sense Yorkshire to plan and design its new environmental business website as part of a complete rebranding exercise.
- CO2Sense Yorkshire, formerly Sustainable Futures Company Ltd, is a not-for-profit organisation and wholly owned subsidiary of Yorkshire Forward, a Regional Development Agency. The organisation was set up to work with businesses to help reduce their carbon emissions by promoting energy efficiencies and sustainable development.
- Working with new brand guidelines, we developed an online version of the guidelines to incorporate further style guides in terms of 'web-safe' colour palettes and imagery that we proposed and delivered.
- Auditing and improving existing content – working to amalgamate three websites into one, we underwent a wide content and company wide audit to understand the content requirements for the one core website as well as consulting on how the new corporate vision, proposition and information should be represented online.
- MadeByPi's strategy and content teams then produced the relevant content, news stories and case studies, details and also overview of the expertise and services that CO2Sense Yorkshire offers the local business community.
- A combination of new design, content and easier navigation recommendations were put in place to deliver a highly effective website for company aimed an audience of businesses in the Yorkshire and Humber region.





Contact us, call: 0113 237 8456



measurement & sampling



Thanks to CO Series Yorkshire, Ofgem have approved a new analytical technique for determining the biomass content of waste wood for Renewable Obligation Certificate (ROC)

Proposed project Costs

At the proposal stage the costs are estimated in order to provide an overview of time allocation. Upon feedback and review of the estimate the project can be scoped further and specified enabling the costs to be finalised for review and approval, before the project commences.

Unless otherwise stated all costs exclude VAT.

Made ByPi™	
Office of Police and Crime Commissioner for North Yorkshire - New Website build	
Stage 1 User Experience, Design and Content Creation – including SEO	£ 14,046.25
Stage 2 Site Structure and build	£ 4,955.00
Stage 3 Content Entry and Deployment	£ 687.50
Total	£ 19,688.75

Detailed breakdown overleaf

Annual Costs

Hosting and maintenance -Itemised costs	
Task	Cost
Hosting - Annual cost	£ 1,500.00
Wordpress Maintenance -annual cost including testing plan and setup	£ 2,600.00

Detailed cost breakdown



Stage 1 || User Experience, Design and Content Creation – including SEO

Task	Role	Hours	Cost
User Experience Research and Wireframes	Lead Designer	28.00	£ 2,800.00
UX Amends	Designer	4.00	£ 340.00
Design	Designer	18.00	£ 1,530.00
Design amends	Junior Designer	6.00	£ 360.00
Graphics Production	Junior Designer	11.00	£ 660.00
SEO Research	SEO Consultancy	7.25	£ 725.00
SEO Training (including preparation)	SEO Consultancy	7.25	£ 725.00
Copywriting - amends included in deisgn amends:)	Copywriter	28.00	£ 2,800.00
Account Management	Account Manager	54.75	£ 4,106.25
			£ 14,046.25

Stage 2 || Site Structure and build

Task	Role	Hours	Cost
HTML Build of 5 templates	Junior Developer	24.00	£ 1,440.00
Wordpress Integration	Developer	20.00	£ 1,700.00
Account Management	Account Manager	13.20	£ 990.00
QA	Junior Tester	6.60	£ 429.00
Fixes	Junior Developer	6.60	£ 396.00
			£ 4,955.00

Stage 3 || Content Entry and Deployment

Task	Role	Hours	Cost
Content Entry	Content Editor	7.25	£ 362.50
Deployment to Live Site	Lead Developer	3.25	£ 325.00
			£ 687.50

Exclusions

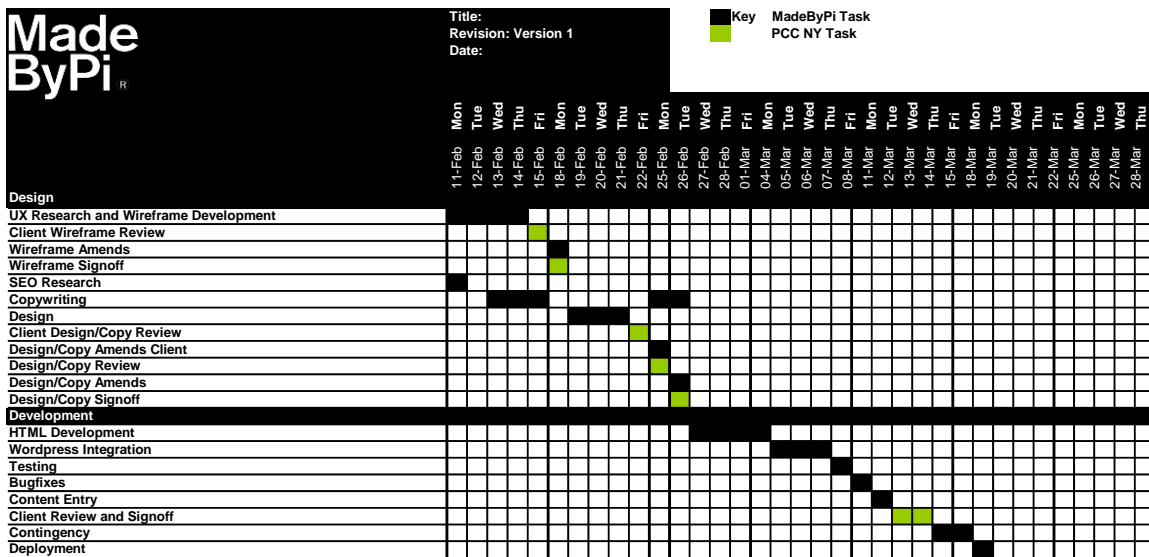
The following are excluded from MadeByPi's project scope at this stage:

- Any copywriting post final-signoff
- Purchase of stock photography
- Non-security related WordPress updates
- Any updates needed due to changes in other 3rd party functionality – including changes to content served by Twitter or Facebook, or changes to browser standards
- Content entry, beyond the hours quoted
- Amends beyond the hours quoted


Indicative Timing Plan

As you can see, there are two days of contingency built in, with a deployment date of 19th March. Upon review of your availability, review dates can vary based on your availability and turnaround time requirements.

SEO Training is not included within the timing plan below, but we will work together to find a date that works for you before the site deployment.



Our Rate Card

	
January 2013	
Rate Card	
Strategy, Account and Project Management	Hourly Rate
Strategy & Planning	£ 120.00
Account Director	£ 100.00
Senior Account Manager	£ 85.00
Account Manager	£ 75.00
Project Manager	£ 70.00
Account Executive	£ 50.00
Design Team	Hourly Rate
Creative Director	£ 125.00
Illustrator	£ 105.00
Lead Designer	£ 100.00
Lead UX Designer	£ 100.00
Designer	£ 85.00
Junior Designer	£ 60.00
Development team	Hourly Rate
Technical Director	£ 120.00
Lead Developer	£ 100.00
Developer	£ 85.00
Junior Developer	£ 60.00
QA	Hourly Rate
Junior Tester	£ 65.00
Senior Tester	£ 80.00
Additional Services	Hourly Rate
SEO Consultancy	£ 100.00
Copywriter	£ 100.00
Content Editor	£ 50.00
Data Analyst	£ 85.00

The final word

Why MadeByPi

- ✓ Awarded 'Best Web Design Agency 2010, 2011 and 2012
- ✓ Specialist digital agency with marketing foundations
- ✓ Solid financial foundations, consistently profitable and stable
- ✓ Offer a flexible, pragmatic and agile way of working
- ✓ PHP/ open source solutions delivered inhouse for clients including Morrisons, HSBC, first direct and Channel4
- ✓ Boast solid experience and results in the private and public sectors
- ✓ We consider working with the PCC as an important and valued new client

With Best Quality approach:

- ✓ Best in strategic thinking
- ✓ Best in design
- ✓ Best in build

Saves time in overall project delivery, provides an integrated solution working in close client partnership, managing budget and timings effectively.

We provide an end-to-end solution, under one roof:

- ✓ Strategic planning and research
- ✓ Online creative design
- ✓ Full technical support and delivery
- ✓ Analytics and testing
- ✓ Online marketing consultancy – with an ROI focus

We believe that MadeByPi is the ideal digital partner for this contract and are confident that the award winning skills of our strong team in strategy, planning, creative, design, production and account handling will bring solid creative and technical thinking and enthusiasm to your business and hope that we will be considered for the next stage(s) of this evaluation.

Contact

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