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# fps.org.uk

## RFP for redeveloping the FPS website

## Purpose of this document

This document sets out requirements for redeveloping the FPS website in order to maximise its value to the members, stakeholders and those the FPS wish to influence.

Our expectation is that the web development agencies we approach shall use this document to determine and cost their proposed solution. It is recognised that a new website is an on-going commitment of time and effort for both the Federation, its Secretariat its PR consultant and the web agency selected.

Responses should therefore give consideration to the technical roadmap for development and the phasing of different elements. You will find below that we have determined a core set of functionality that is required at re-launch, and additional functionality that is required but can be introduced at a later date depending on cost and time.

## About the FPS

The Federation of Piling Specialists was founded in 1964 as the trade association that represents the interests of foundation contractors in the UK. Its mission is to set standards for the industry and work towards the common interests of its members.

Its work entails promoting a positive image of the foundation construction industry as a highly specialised discipline (geotechnical engineering) requiring the use of high quality foundation contractors. Our core activities cover

* Promoting the use of Members on construction projects based on their quality credentials via the independent audit that all Members must take every 3 years.
* Lobbying government and other organisations on behalf of the Membership
* Providing a voice for the industry on issues (commercial, safety, technical etc)
* Reviewing/supporting the development of technical standards
* Collaborating on safety, technical, commercial, training and environmental issues.
* Developing and providing vocational courses to the industry

Our organisation works through a number of committees on specific themes (Technical, Plant Safety, Health & Safety, Commercial issues) which report into a Quarterly meeting of the Member’s MDs.

Today we have 18 members who have all been independently audited for the quality of their technical ability, commitment to sustainability, training, health and safety and quality management. They represent the best practitioners in the industry and stand together on platform of quality in relation to the rest of the industry. They range in size from divisions of multinationals active in global markets, through to smaller scale independent and niche operations. Turnover can very from 5m to 50m+

We also have ten Associate Members who represent companies and consultants in the supply chain. These range from piling rig manufacturers, pile testing companies and technical consultants.

## Why fps.org.uk needs to change

The existing site was built well over a decade ago in HTML and PHP. This reflects the technology used at the time to build websites, however it creates challenges for the site today. These are twofold

1. High cost to administer basic changes such as adding new content or documents
2. Restricts development of the site to take advantage of social media, commercialisation, new types of content (video, audio, etc) and any wider opportunities to integrate with other online platforms such as LinkedIn.

Since the site was built there has been a revolution in technology and how the web is used. fps.org.uk was built before Facebook and Twitter, before YouTube and before smartphones and tablets fundamentally changed how the web is used.

In this time web technology has matured to a point where it is now possible to cost-effectively create websites that can provide the functionality to work fluently with social media, mobile devices and online payments. They can also interact much more readily with web based services and online platforms such as YouTube, Google maps etc.

The existing site does a poor job of presenting an image of the FPS as an expert organisation that represents the best in practice and quality in the areas the members are active. It needs to be rebuilt in order to meet the expectations of members and visitors alike. It needs to provide better opportunities to interact with the Members and communicate the value of the organisation and its activity.

## Objectives for fps.org.uk

These are the objectives for the website, based on the existing site, conversations with members, discussion with Jooce and the Executive Committee:

Core Objectives

* Provide a tangible benefit to members
* Present a positive and modern image of the FPS
* Communicate the value of the FPS
* Widen and strengthen FPS influence
* Provide insight into the work of the FPS
* Enable visitors to find Member companies
* Help attract new Members and Associate Members
* Promote a career in ground engineering
* Provide a Members only area for resources to share internally
* Provide an effective platform for the FPS PR activity (via Jooce)
* Provide a means to share content via LinkedIn and Twitter (and other relevant social media channels as required).

New objectives:

* Provide a revenue to the FPS via advertising and sponsorship opportunities
* Allow online payments for events, courses, member subscriptions and other saleable items that the FPS may develop over time
* Form part of a wider FPS web presence that includes an organisational LinkedIn page and potentially other social media over time.

**How the website should be used**

We envision that the website will have a number of different users with specific requirements, some of which are existing users and some of which we wish to attract to the site:

* *Members/Associate Members* – Need to access FPS guidance, internal and external, see FPS news, update information
* *Clients, Main Contractors* – Access to guidance documents, news, Member list, understand the FPS position and thinking on issues, potentially to be educated on the range of issues the FPS covers
* *Civil Engineers* working for clients or consultants– Seeking technical information and resources such as the rig loading track bearing pressure sheet
* *Students* (engineering undergraduates, secondary school, FE college and school leavers) – Careers information, course information
* *Trade media* – needing to access FPS positions and policies on issues and gather insight.

## Design look and feel

Traditionally piling contractors have not presented a modern image to the world owing to their place in the construction supply chain. However this is changing substantially and there is a growing need to attract talented people into the industry and develop and maintain our profile as an influential organisation that should be consulted on projects such as HS2, Crossrail and on wider industry issues.

The current site is extremely utilitarian in its look and feel and extremely dated. We want the design, look and feel of the site to reflect a modern, professional and technically skilled industry. Piling and geotechnical work is unglamorous in nature, but essential to building everything from Crossrail, dams, bridges, housing and all significant building projects. The site needs to present the FPS and by extension its Members as a dynamic organisation at the forefront of the UK’s construction industry.

Examples of some of the companies and organisations active in this space:

Consultant organisations (designers of large scale projects)

* <http://www.atkinsglobal.com/en-gb>
* [www.arup.com](http://www.arup.com)

Main contractor organisations (who our Members will be subcontracted by)

* <http://www.skanska.co.uk>
* <http://www.laingorourke.com>
* <http://www.balfourbeatty.com>

A selection of FPS Member websites

* <http://www.keller.co.uk>
* <http://www.bacsol.co.uk>
* <http://www.van-elle.co.uk>
* <http://www.aarsleff.co.uk>
* <http://www.millerpiling.ltd.uk>

Other trade organisations

* <www.effc.org> (please note the FPS is a member of this organisation)
* <http://builduk.org> (please note the FPS is a member of this organisation)
* <http://www.britishdrillingassociation.co.uk>

**Specific requirements for the Home page**

The FPS logo we believe looks and feels dated and although we do not currently have a mandate to redesign this we do want a strong banner identity on the homepage and are open to this moving boldly away from the existing logo.

We also need to inject a sense of pride in our industry through creating a strong visual identity in what we do that ideally addresses the range of structures and sectors (e.g. housing, bridge building, tunnelling, commercial buildings such as The Gherkin etc).

We also want to introduce into the site an FPS blog to live comment on events, post thoughts on current issues and inject some personality into the website. We will also want to have a separate stream of articles from our Committee members on topical subjects.

## Functionality to support the objectives and user needs

The website as a whole needs to be redeveloped and redesigned to present a professional and authoritative image of the organisation and by extension its Members. It also needs to work across mobile devices fluidly.

To support these aims there are a number of specific functional requirements and features that have been identified.

Please note all existing content will need to be retained/migrated across to the new site as it continues to have value to the FPS. The functionality on the current website should also be retained for the future.

**Ability to upload/edit and share content** – the site needs to be ‘replatformed’ and rebuilt on an established Content Management System such as WordPress, Umbraco or Expression Engine (or your recommended alternatives). This will allow the Secretariat and Jooce (FPS PR consultant) to upload and change content at need and will facilitate the integration with social media platforms such as Twitter, LinkedIn, YouTube etc.

It should be possible for any of the content on the site to be shareable via Twitter, LinkedIn and Facebook and other social media in order to maximise the potential exposure for FPS content.

The CMS should not be a bespoke system, so that the FPS has freedom of choice in the agencies it works with and is not potentially restricted in the future development of the site.

**Ability to include different forms of content** – The FPS currently has a careers video and more videos may be added to the site over time on issues such as safety.

**Newsletter subscription button** – capture email addresses that can be integrated into our MailChimp newsletter database.

**Members access area** – The current website has a Member’s section that holds internal guidance, data and meeting papers that should be kept out of the public domain. This needs to be retained with the Secretariat having control over Member access (i.e. ability to set, change and delete passwords – please note user names and passwords already exist that should be migrated across).

**Blog –** Envisioned as an FPS blog managed by our PR consultant to comment on topical issues.

**Ability to cross post articles across the site**  - we are anticipating having the Committees produce articles on a quarterly basis that we would want to appear in their section (see thematic sections below), but also potentially on the news section or homepage. These should also be shareable with social media platforms.

**Member directory** – Currently the website allows Members to be found via geotechnical technique or name. This should be retained in some form and more information should be available on the website for each member.

**Thematic sections to host Guidance, policies and positions, updates on issues and resources –** For each committee we need a section that will hold articles, guidance documents, potentially video and resources. Currently these sections would be: Technical, Safety, Plant, Training, Commercial.

**Analytics to understand user behaviour ­**– Google analytics should be active on the site.

**Crossrail Lessons Learnt section** – This section needs to hold abstracts and presentations from the conference held in November 2015 as a record of the work that FPS members carried out. This section may be expanded in the future to encompass future projects where there is large scale Member involvement – e.g. Thames Tideway, HS2, Crossrail 2.

**Events** **Calendar** – This will need to carry and differentiate between FPS event dates, FPS submission deadlines, external/industry events. It needs to integrate with users’ own calendars where possible.

**New functionality**

**The following elements are desired but may be phased in at a later point depending on time and budgetary constraints.**

**Ability to upload and manage advertising** (e.g. banners, MPUs, Skyscapers etc) assuming the FPS chooses to allow the website to incorporate commercial opportunities.

**An online payments platform** – to take payments for events, courses, publications and subscriptions.

**Online capture of Quarterly Order Statistics and Accident Statistics** – Currently these are provided via email through filling out spreadsheets. This process could be automated to simplify the process for Members.

**FPS discussion forum** – A private discussion board only viewable to Members. This would provide an alternative space for Members to raise issues and air their views between meetings.

**Careers jobs board** – this does not need to be sophisticated, but a simple listing of roles that the Members wish to advertise through the website. This could be managed simply through the CMS or via a more sophisticated plug-in or bespoke developed solution, depending on agency recommendation..

**Site map**

An accompanying site map will be provided for the existing site. It is expected the agency will recommend a new site structure based on our above requirements.

**Budget**

A maximum budget of £20,000 has been provided for the redevelopment of the website. It is expected that all expenses for the rebuild of the website should be met from this budget.

Ongoing maintenance and support costs should also be provided, these will be budgeted for separately from the main rebuild cost.

**Next Steps/instructions to tendering agencies**

1. Agencies are asked to send a written proposal complete with
   * Creative/strategic approach to the project
   * Technical approach
   * Project plan
   * Costs
2. Agencies will be asked to attend a meeting in London (location tbc) to present their proposal. It is asked that some design visualisation is included to help the FPS understand your creative approach to the project. It is recognised that this design is likely to be substantially different when the site is developed.

*Please note, on receipt of this RFP the FPS Chair and the FPS Secretary are happy to answer any questions you may have based on the brief. This will be done either via Skype, email or phone.*

**Suggested timings**

1. Agencies approached and briefed **– 29 March**
2. Proposals submitted – **12 April**
3. Agency presentation – w/c **18 April**
4. Agency appointed – **25 April**
5. Work commences **– 26 April**
6. **Prospective launch date 20 June**