

Tender: Website Update for Penny Brohn UK

1. Introduction

Penny Brohn UK is *the* cancer health and wellbeing charity, supporting any adult in the UK affected by cancer, and our website is vital in helping us achieve our mission. We would like to update and audit our website and due to capacity, we have decided to reach out for external help. We'd like to streamline our site, improve user journeys, and strengthen performance.

2. About Us

Penny Brohn UK helps people feel better in mind, body and spirit by offering everybody with cancer a choice of personalised cancer care. All free, safe and backed by research.

Our website is used for listing all of our services, delivering reliable, trustworthy information, promoting fundraising campaigns and events, processing donations, and sharing case studies of people affected by cancer.

We went through a brand refresh in August 2023 where we created a new website from scratch, using WordPress. We have an external IT company that supports us by hosting the domain of the website; otherwise, the Marketing Team consists of Sophie, Senior Marketing and Communications Officer, and Harrison, Head of Fundraising and Communications.

We also have a separate website for Ham Green House (our venue hire side of the organisation) and also a Shopify website for our online shop and charity shop.

3. Project Overview

Our main objectives in updating the website are:

- **Better navigation** – Reduce page count and restore clear customer journeys.
- **Improve maintainability** – The website needs cleaning up so that managing and updating it becomes an easier task. Remove repetitive pages, and create clear, simple, main pages that provide excellent overviews of our various offers.
- **Clearer overview on what our services are** – We have a lot of services, and we need to make sure we communicate about them in the best way possible. People frequently get overwhelmed and confused by our wide range of services and how best to access information about them online.

- **Current website is too overwhelming** with too much copy, including conflicting language – we need to streamline the language so it adheres to the charity’s current brand and tone of voice guidelines. We would like to communicate in a more concise and simple way.
- **Zoom embedded on the website** – We use Zoom for all of our online sessions so we would like to embed it to our website, ensuring easy user access to our services. If this is not possible within our budget, we need a best-practice alternative.
- **Achieve WCAG 2.2 AA** and ensure our website’s accessibility is at a high standard to reach everyone.
- **Improve SEO** – Due to capacity we are unable to put a lot of time into enhancing our SEO performance. This needs to be improved along with clear tracking guidelines.
- **Data and insights** – Set up tracking (e.g. resources downloads, page views, etc.) and define KPIs so that we can improve our data collection and monitoring.
- **GDPR and legal** – UK GDPR compliance, cookie consent and tracking governance.
- **Related sites** – If within budget, we’d like advice on improving our associated websites to simplify, align branding, and improve performance of these sites.

4. Scope and Deliverables (up to £10K)

In scope:

- Discovery and planning – review website analytics and current content
- Structure and design – suggest a new sitemap, improved user journey, and main page layout improvements
- Content work – migrate or rewrite up to 120 pages
- Integrations – set up a Mailchimp integration with the Wellbeing Wheel
- Zoom access – embed Zoom on the site if secure and possible
- SEO – improve copy and add other best practices like canonical tags

5. Non-Functional Requirements (Technical Standards)

- Accessibility: Must meet WCAG 2.2 AA standards; include a test report and fix issues
- Reliability:
 - Use a staging environment for testing
 - Back up the site daily and keep backups for 30 days
 - Make sure backups can be restored if needed

6. Data Protection and Legal

- Follow UK GDPR and Data Protection laws
- Use a Data Processing Agreement if needed
- Handle cookies and tracking according to industry standards (e.g. IAB TCF)
- If handling donations, comply with PCI-DSS standards
- All code and designs created for this project will belong to the client
- Any third-party or open-source tools used must be clearly listed

7. KPIs and Measurement

- Reduce total indexable pages by 20%
- Improve user journey to less than 5 clicks to find the information they need
- Improve data collection and reporting methods

8. Budget

We invite suppliers to outline clear pricing for what they are available to offer and meet our website update needs. We are open to various suggestions about the website, and we are happy for this to be a short-term or long-term project depending on what improvements are being made.

Budget is up to £10,000 including all fees and VAT. Please provide a cost breakdown, minimum time needed, any risks involved, and any tasks that would come in at an optional item separately priced.

9. Timeline

Tender Release Date, Monday 10th November 2025

Submission Deadline, Friday 21st November 2025

Shortlist Invitations, Tuesday 25th November 2025

Presentations, w/c Monday 8th December 2025

Offer, Friday 12th December 2025

Work to commence January 2026

Any questions please email comms@pennybrohn.org.uk

10. Submission Requirements

Please include the following in your submission:

- Company overview and key team members
- Relevant experience, including examples of similar work
- Approach
- Proposed timeline to complete the project
- Cost breakdown, including optional ongoing services
- At least two client references

Submissions must be sent by email to: comms@pennybrohn.org.uk with the subject line: **Website Update Tender - (your company)**