



Gloucestershire Cricket Board



Website Design and Creation – Phase 1

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Version Control

Version	Author	Date	Amendment Details
1	Brian Hudson	22/2/2010	

Contact Details

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Scope of Document

The scope of this document is to detail the requirements for the provision of a website for the Gloucestershire Cricket Board. It is expected that using this list of requirements a quotation is provided detailing the work to be undertaken, outlining the presentation and confirming the price to deliver the services described.

There will be a two (or more) phase website implementation. This RFQ is for Phase 1 to cover the implementation of the base website covering contact information, services provided, links to sponsors and other key partners etc. Phase 2 will provide more interactivity, forms using addressing software, a facility to use functionality for communication such as Twitter, links to a clubs and key contacts database and maybe an e-commerce platform. The website must be easily updated by users who are not IT experts.

Background

The Gloucestershire Cricket Board is responsible for the development of all aspects of cricket in the county, apart from the County Club. It has transformed its operations during the past 12 months, a process that will continue and accelerate in the coming months.

To promote the organisation and cricket as a whole and to provide the information that clubs, players, officials and any other interested parties require, a high quality website is urgently needed. It is essential that the branding of the website fits in with the Board's image, having a clean and uncomplicated feel about it – keywords for the look and feel would be professional, welcoming, knowledgeable, delivery focused, accessible, enjoyable, and sunny.

The website must be fast, easy to navigate around, with updates and photos able to be quickly loaded. The site therefore needs to be editable for future maintenance, including adding static and dynamic photos and copy with headings. There will be up to 20 users who will need password controlled access to the relevant area of the website.

The functionality required in Phase 1 can be viewed at the following address - www.wiltshirecricket.co.uk

Requirements – Phase 1

Phase 1 of the implementation focuses on providing the base website landing pages, including informational pages, dynamic gallery and contact information.

To enable the successful promotion of the Board and website through various media, Phase 1 is required as soon as possible.

Ref	Requirement	Success Criteria
P1R1	Implementation Timescale	<ul style="list-style-type: none"> Implementation required ASAP, confirmation from provider of timescales for delivery of Phase 1.
P1R2	Homepage	<ul style="list-style-type: none"> Layout: Centred horizontally and all browsers and hardware able to view whole page without scrolling down. Space on each side of image. Screen Optimisation: Website should be optimised for a minimum screen resolution of 1024x768.
P1R3	Additional Pages	<p>The website requires additional pages in addition to the homepage as per www.wiltshirecricket.co.uk :</p> <ul style="list-style-type: none"> Based on template and publishing software e.g. Wordpress installed to enable editing. . Gallery: dynamic photos with capability of adding text beneath each. Links: editable with Wordpress (or similar) to add website links under different category headings.
P1R4	Site Style	<ul style="list-style-type: none"> Font: To be recommended by supplier. Menus: To be recommended by supplier. Background: To be recommended by supplier. All pages to reflect the homepage with the placement of logo, watermark, background, font and to hold the menu at the top right hand side each page.
P1R5	Performance	<ul style="list-style-type: none"> Website performance: The main homepage should be optimised to load within 5 seconds (on standard ADSL/Broadband connection)
P1R6	Reporting	<ul style="list-style-type: none"> Software to be installed to enable website traffic analysis e.g. Google Analytics

P1R7	Compatibility	<ul style="list-style-type: none"> • Browser Compatibility: The website should retain compatibility between popular browsers, defined as: Internet Explorer 6, 7 and 8, Safari and Firefox. Full pages must be viewable on the full range of hardware.
P1R8	Search Listing	<ul style="list-style-type: none"> • Provision of Search Listings: The website should be listed with the following major search providers: <ul style="list-style-type: none"> ○ Google ○ Yahoo ○ Bing ○ Ask <p>The key words and phrases for use with the search engines are:</p> <ul style="list-style-type: none"> ○ Gloucestershire Cricket ○ Gloucestershire Cricket Board ○ GCB ○ Gloucestershire Cricket Leagues ○ Gloucestershire Cricket Clubs ○ Gloucestershire Youth Cricket ○ Gloucestershire Girls Cricket ○ Gloucestershire Women’s Cricket ○ Gloucestershire Cricket Umpires ○ Gloucestershire Cricket Scorers ○ Gloucestershire Cricket Coaches ○ Gloucestershire Cricket Groundsmen. <p>Plus ability to edit and maintain this list on ongoing basis.</p>

Other example websites for required feel/look:

www.devoncricket.co.uk

www.dorsetcricketboard.co.uk

Proposed arrangements for user acceptance testing are required to be covered in the quotation.

Requirements – Phase 2

An indication is required of the nature of any contract for future development.

Next Steps

- The Quotation is required to be returned by Friday March 26
- Shortlisted suppliers will be invited to present during the afternoon of Tuesday April 13 at the County Ground, Nevil Road, Bristol.