



Bilingualism Matters

Tender outline for new website June 2018

BACKGROUND

About us

Bilingualism Matters, based at the University of Edinburgh in Edinburgh, Scotland, is an information and research centre which focuses on bi/multilingualism and language learning. The main goal of the organization is to help others, individuals and organizations, understand the effects of language learning throughout life to be able to make informed decisions about language. Bilingualism Matters focuses on promoting bilingualism through outreach, debunking myths of bilingualism, and conducting research to understand the effects of language learning on cognition, social behaviour, and health. As an international organization, with 20 branches in 12 countries, we're working to promote the status of bilingualism through work with teachers, researchers, parents, and policymakers.

Our aim and objectives:

A. To demystify, raise awareness and profile of bilingualism in societies

The target audience is general: those related and unrelated to bilingualism, monolinguals and bilinguals. This is addressed by awareness-raising through media and web presence, professional and general publications and involvement in events not specifically related to bilingualism.

B. To empower bilingual families, children and adults

The target audience is bilingual individuals and groups of all ages. This is addressed by equipping them with information, tools and advice, enabling them to maintain, develop and value bilingualism in their lives. It is delivered by talks to parents, events, an email information service, online and other resources, and targeted projects.

C. To influence the work and attitudes of professionals in health, policy, education and communities with regards to bilingualism

The target audiences are professionals, organisations and policymakers both working for and with bilinguals, as well as those wishing to encourage language learning amongst monolinguals. The goal is to extend health, cognitive, and economic benefits of bilingualism to wider society.

Why we are looking for a new website:

As our organization grows, so do our audiences and the resources we can provide them. Currently, we do not have a home for our international network, as most branches have independent webpages that focus on projects and events at their local branch. With a new international website, we're hoping to create a more streamlined and easy to access home for all the information and resources we provide.

What we are looking for in the new website:

- A modern look – with a clean design and images, refreshing our brand design, media, fonts, and colour-pallet.
- Promote information – ensure our audience can reach the information they need in minimum clicks
- Create a responsive website that works across platforms and devices

- Easy to use CMS for those managing content on the website
- The ability to integrate several social media platforms
- Compliance with GDPR
- Be flexible to further development e.g. integration of intranet, payments or sub-sites if required
- Identify KPIs using Google Analytics
- Incorporate surveys, videos etc.
- Multilingual capabilities

Design

Across the organisation, each branch has differing designs and structures of their website. For the international homepage we're interested in a creative and inspiring look, which incorporates visual aids (i.e. icons or pictures). Additionally, in your proposal, please provide information on which platform you plan to design the website with an explanation of its benefits.

Sitemap

We're hoping to work closely with the chosen company to ensure a well-structured sitemap.

After the initial appointment, a meeting will be set with the staff at our main branch in Edinburgh to ensure the structure is what we are looking for.

User experience/testing

We are currently planning on conducting UX testing in-house, though we are interested in seeing what the potential cost of outsourcing testing would be as, due to the busy nature of our organization, it may not be possible for us to conduct testing in a timely manner.

Web visibility

We are interested in learning more about how we can implement SEO to improve our web presence. We plan to use Google Analytics to monitor and measure KPIs to reliably report our web traffic and social media engagement.

Budget

Our current budget for this project is £10,000.

In your proposal, please include a breakdown of costs for the project, including an itemised outline of costs and timeline. Additionally, we are interested in possibly keeping on the chosen company to provide a monthly maintenance package for providing basic upkeep, development and on-call service. If you provide this service, please add a breakdown of these costs as well.

Submission of proposals

Please send a brief proposal (no more than four pages) and work plan to the Bilingualism Matters office at bilingualism-matters@ed.ac.uk by **5 pm on Friday 20th July 2018**.

Please include your company's staff expertise and credentials, as well as examples of your work that you find relevant to us (please state whether you use templates or original formatting for your web design). In addition, we would like a brief explanation of your approach to managing projects, how often you would interact with us, our role in the creation project, and a detailed timeline.

Please note, we would like to interview the top candidates on August 3rd at the University of Edinburgh.

You can contact our office – 0131 650 2884 or bilingualism-matters@ed.ac.uk – if you have any additional questions. We will inform you of our decision on by July 27th 2018

Our timeline:

The timeline for the project is August-December 2018 however, we require the successful company to have the first proposal for the web concept and front page design ready for September 5th 2018. We are hosting events on September 6th and 7th during which we would like to consult the work with members of our local and international communities. Members of the centre will only be available for initial fact-finding interview with the successful company early August.

APPENDIX 1:

Who is Bilingualism Matters and how do we achieve our aims?

Bilingualism Matters (BM) is a **research and information centre** founded and directed by Professor Antonella Sorace. Established in 2008, Bilingualism Matters aims to **bridge the gap between research and different sectors of society**, enabling people to make informed professional or personal decisions on bilingualism and language learning that are based on facts rather than prejudices, misconceptions, or misinterpretation of current research findings. The Centre also carries out specific research projects sponsored by stakeholders. With respect to both aims, the Centre benefits from the fact that **Edinburgh is one of the best places in the world for research on multilingualism across the lifespan**, including simultaneous acquisition of two languages from birth, consecutive bilingualism in children, second language learning in younger and older adults, and typical and atypical bilingualism at different ages.

The Centre has numerous **partnerships and outreach projects** in the public sector, where it collaborates with a wide range of partners including policymakers, education authorities, and health professionals; it also has an increasing presence in the private sector. Moreover, Bilingualism Matters provides many students and visiting researchers with **training and volunteering opportunities**, which directly support academic skills in teaching and research and are valued by potential employers. It is regularly featured in the **media**, both in the UK and internationally. Bilingualism Matters is **the first and still unique research-based centre for public engagement**. It is regarded as a model worldwide and operates an **international network** of 20 branches (and 3 more under negotiation) around the world.