



## **SHEFFIELD EAGLES**

### **WEBSITE BRIEF – INVITATION TO TENDER**

#### **OVERVIEW**

The Sheffield Eagles Rugby League is seeking a web developer to establish a new website to replace its existing site. The timescales are below for the tender process but for clarity we are looking at a launch date of no later than the 31<sup>st</sup> March 2024 for the new website. The Sheffield Eagles have existing brand guidelines which we expect will be utilised in the new website. We are looking for a site that is attractive, easy to navigate and easy to maintain ourselves, linking into our existing ticketing and shop systems.

#### **BACKGROUND**

The Sheffield Eagles Rugby League Football Club was originally formed in 1984 with 2024 marking our 40<sup>th</sup> anniversary. The history of the Club is one of challenges and ups and downs. The Club has twice lost its home ground in Sheffield, leading to a number of nomadic seasons. After a merger with Huddersfield Giants in 1999, the Club was re-born and had to start again from scratch. There have been a number of highs though including what is considered the greatest upset in the history of rugby league – beating Wigan in the Challenge Cup Final in 1998. The Club has survived and is now in a strong position with a long term tenancy at the Sheffield Olympic Legacy Park. The Club currently plays in the Championship, the level below Super League and in the 2023 finished 4<sup>th</sup>, our best position in many years. This is a time of great change within the sport of rugby league, with the external input of IMG sport management, requiring a greater focus on how the Club promotes itself and engages with its fans. You can find more about the history of the Club through the Sheffield Eagles Heritage Project (<https://heritage.sheffieldeagles.com>)

Success in 2013 however saw difficulties off the field with the closure of Don Valley Stadium and in the following years the club had a nomadic existence playing at Owlerton (2014), Keepmoat Stadium (2015), SHU Sports Park (2016) and Belle Vue, Wakefield (2017) before finally returning to the city at the Olympic Legacy Park in 2018.

In 2019 the club returned to Wembley and made it 2 from 2 at the National Stadium, defeating Widnes Vikings in the inaugural 1895 Cup competition: bringing yet more silverware back to the Steel City.

## WEBSITE REQUIREMENTS

The following is an outline of what is required:

- An industry-leading website that showcases The Sheffield Eagles and all associated teams and activities.
- The site must differentiate the club from its competitors, across all leagues, both visually and functionally.
- A responsive design, that works equally well on desktop, mobile and tablet.
- A content management system that is flexible, adaptable and robust based on a platform that is reliable and stable, as recommended by the appointed developer. The CMS should be able to be updated by the project as new content is created or information found to add to existing records. This should be searchable based on keywords or descriptions that can be attached to the material as it is added to the CMS.
- A clear structure should be established for the website but with the opportunity for the project to make minor adjustments within the structure such as additional elements, adaptation of the colour scheme or personalisation of page layout.
- A scoping meeting or workshop for the web developer to full understand the Club's requirement and develop together the structure, approach and appearance of the site.
- One half day training for one person to ensure they are fully conversant with website and how to manage the CMS.
- Support for an initial 18 months after the establishment of the site to refine and adapt the structure.
- The website should meet recognised accessibility standards such as WCAG2.1 (or WCAG 2.2 when it is adopted).
- The web designer will be provided with a basic club brand identity (font, logo and colour palette) from which they should create a clear, attractive and consistent design and style for the website.
- The website must facilitate interaction with our retail site and ticketing system.
- The website must include functionality to embed and watch video. This must not redirect to an internal site.
- A pathway to allow a "paywall" to be activated for the facilitation of paid content if required by the Club in the future
- The site must facilitate the commercial sales appeal of The Sheffield Eagles.
- There must be sufficient domain redirects set up to avoid user misspelling causing failure to reach the site.
- Valid SSL certification must be set up across all domain redirects. This is imperative to the validity of all paywall content or user login information if the function is included in the finalised site.

## DEVELOPER EXPERIENCE

It is expected that the successful contractor will have experience of:

- Developing websites with a complex CMS capable of hosting large quantities of data, images and videos that can be uploaded by the client and is searchable by users.
- Developing websites that are flexible and adaptable.
- Developing websites that meet required accessibility standards, are attractive and easy to navigate.
- Providing training and support to a client on how to manage a website.

## SUGGESTED STRUCTURE

**Please see Appendix 1 with detailed site map. Please note this is subject to change.**  
**YOUR SUBMISSION**

The format of submission is your choice but you are asked not to submit more than the equivalent of 10 sides of A4. You are asked to submit via email to Mark XXXX the following:

- Your proposed approach to developing and delivering the website as set out in the brief.
- Examples of previous similar websites you have developed and why they are relevant to this piece of work.
- The proposed make-up of the team to deliver this piece of work and the allocation of roles.
- An indicative breakdown of the key stages, areas of work and timetable, including fee estimate.
- Any other considerations, risks or proposals relevant to the project and your submission.

## TIMESCALE

Issue of Brief	30th October
Deadline for questions and clarifications	6 <sup>th</sup> November – 12 noon
Submission of quotations	17 <sup>th</sup> November – 9am
Tender Interviews for Selected companies	W/C 27 <sup>th</sup> November
Appointment of approve supplier	4 <sup>th</sup> December

**APPOINTMENT PROCESS**

The appointment process is being managed by Mark Hannigan, Operations Director, [mark.hannigan@sheffieldeagles.com](mailto:mark.hannigan@sheffieldeagles.com),

Quotations are being sought from several companies in response to this brief. Any questions or points of clarification should be addressed to Mark Hannigan, who will ensure that any relevant information in response is shared equally across all those responding to the brief. Any questions should be submitted by 12noon on Monday 6<sup>th</sup> November. Responses to the tender should be submitted by 9am on Friday 17<sup>th</sup> November via email only to [mark.hannigan@sheffieldeagles.com](mailto:mark.hannigan@sheffieldeagles.com). Any received after that time will not be considered. The appointment will be made by Mark Hannigan, in consultation with David Butler and representation from our in house media team.