

CALL FOR PROPOSALS

For Migration, Re-Design And Development Of The Website

www.positivelyuk.org

About Positively UK

Positively UK provides peer support, advocacy and trainings for everyone living with HIV, so that they can increase their knowledge, confidence and connections, and improve health and quality of life. We believe that no one is better placed to understand and address the emotional and practical needs of people living with HIV than those who the lived experience themselves. We have 30 years of expertise in the sector giving practical advice and assistance and are the only peer support organisation for people living with HIV created, led and run by people living with HIV. Our team provides one-to-one and group support in London and works across the UK collaborating with other agencies. We work to influence decision makers to ensure people living with HIV are supported through effective policy and service delivery.

Each year Positively UK supports around 1,000 people living with HIV, as well as people affected by HIV such as partners and families. We reach all communities of people living with HIV, and especially those who are vulnerable and often marginalised, with 51% of our service users being from Black Ethnic communities and women, as well as a large number of gay men. Many of our service users come from some of the most deprived boroughs in London including Brent, Hackney, Haringey, Lambeth, Newham and Tower Hamlets.

About the project

We want to refresh and improve our digital presence. Whilst our branding will remain the same, we are looking to rebuild our website and migrate the existing content, incorporate a database with available HIV-related services, and improve our SEO and visual content through new photographs. We expect our new website to be easily manageable, and to provide us with the ability to run it ourselves, e.g. to manage its content, add new pages, upload files and generate reports.

We are seeking proposals/quotes for either one, two or all three of the below listed components. The work must be finalized by 31st March 2019. The workplan will be developed in liaison with Positively UK's communication and project management team. The list below summarizes (not exclusively) what we are looking for:

1. Website

- Suggest appropriate web content management systems
- Migrate the current web content to the new platform
- Design an improved and expanded version of our [Gay And Bisexual Men Survival Kit](#)
- Set performance review reporting (e.g. keyword rank tracking, number of indexed pages, number of organic visits, number of non-found pages, site speed, etc.)

2. Visibility, search engine and digital marketing

- Identify and resolve SEO/UX issues
- Identify priority pages to increase organic visibility and traffic to the website
- Advise on SEO advertisement UX/ google adwords

3. Photography

- Professional photoshoot of approximately 20 people
- Various background and positions (inside and day light/ portraits/action photos)
- At least 30 stock photos ready to use
- The photoshoot will take place twice – once on a weekend (Angel Station) and once on a weekday (Holloway Road)

Please e-mail us your proposal/quote for one, two or all three components attaching your portfolio and any other supporting documents and return to eangus@positivelyuk.org **no later than 5pm on Monday 14th January 2019**. If you wish to quote for all three components, please separate the costing per component.

Please note that the majority of this work must be completed before 31st March 2019.

If you have any queries, please e-mail Ellie at eangus@positivelyuk.org or call her on 02077130444 (Tuesday – Friday).