



# REQUEST FOR PROPOSAL (RFP) TRAVEL WITH CONFIDENCE

Spinal Injuries Association  
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Request for Proposal  
Travel with Confidence, SIA

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**1. SUMMARY AND BACKGROUND**

**About SIA**

At SIA our aim is to reach everyone with a spinal cord injury, to tackle whatever barriers they face, and to connect them to all the help and support they need to flourish in their lives, in the way they want and choose.

The Spinal Injuries Association is committed to a singular vision: a fulfilled life for everyone affected by spinal cord injury. Everyone has a right to live a fulfilled life and that means the life they choose, a life that has the same opportunities as everyone else. We are the expert, guiding voice for life after spinal cord injury.

We're the leading national charity supporting individuals who sustain damage to the spinal cord resulting in paralysis. We are a dedicated organisation providing high-impact, quality services for spinal cord injured people and their families. All of our work is based on the personal experiences of our members.

Being a user-led organization is important to us. More than 10,000 of our members, almost half of our staff and the majority of our trustees live with spinal cord injury.

**About the Project**

SIA is currently accepting proposals to help us develop, design, launch, and host a new module on our web site, The Knowledge Hub. The existing SIA web site was developed and launched in 2021 and this new module aims to meet a need that has been identified. Each year we send out a “What Matters” survey to our members and the most recent one showed that between 30% - 40% of respondents reported they faced significant challenges with accessing public transport and accessible parking spaces, therefore limiting access to transport facilities and services. As well as 35% of whom responded to say that access to personal transportation and a suitable wheelchair was their main concern when living with spinal cord injury. As a result, the Travel with Confidence project was launched. Its goal is to empower the spinal cord injury community with the knowledge and skills needed for independent and confident travel, whether at home or abroad. We aim to reach thousands of spinal cord injured people, increase our overall membership and raise awareness of the issues faced.

The purpose of this Request for Proposal (“RFP”) is to solicit proposals from various organizations, conduct a fair and extensive evaluation based on criteria listed herein, and select the organization who best meets the project needs and understands what SIA is trying to achieve.

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## 2. PROJECT PURPOSE AND DESCRIPTION

The purpose of this project is as follows:

### Project Description:

We will be adding a new section to our existing website (SIA Knowledge Hub). This section will cover information pertaining to travel for someone with a spinal cord injury. It will cover all modes of transport as well as provision of wheelchairs and mobility aids. This section is being built from scratch and will include fact sheets, videos, animations and audio content. SIA has committed to having a minimum of 10 videos. We would also like to include 5 audio/podcasts and possibly, 1 animation. We will separately appoint the videography company but all 3<sup>rd</sup> parties will be expected to work together with SIA, our web developers and internal teams. The creative agency will be expected to advise on the design and structure of the web pages and the branding. All other items on the requirements list could potentially be provided by the creative agency or in-house, so please include everything that you are able to supply. If you have a videographer who you regularly work with please also include their costs, making it clear that these figures specifically relate to videography.

## 3. PROJECT SCOPE

The scope of this project includes all design of SIA’s new web pages. The web pages must be engaging and easy to navigate. We will have information relating to various modes of transport (inc. wheelchairs), e.g. air travel, bus/coach, car/road, boat/ferry, rail/underground, wheelchair/mobility aids, for people with varying levels of spinal cord injury. All text and copy will be provided to the selected bidder by SIA’s project team for inclusion in the design of the new web pages. Please also note the attached branding guidelines.

The selected bidder will be responsible for:

Req Ref No.	Requirement (Title)	Priority (MoSCoW)	Deliverable (SIA, Supplier)
CR01	Must comply with WCAG 2.1	<b>M</b>	Web Developer for all technical elements and Creative Agency for designs
CR02	Must be easy to use and navigate	<b>M</b>	Web Developer for all technical elements and Web Developer or Creative Agency for navigation and AI
CR03	Mobile friendly design	<b>S</b>	Web Developer for all technical elements and Creative Agency for design
CR04	Fact sheets to be added to Travel Confidence module	<b>M</b>	Web Developer for all technical elements and Creative Agency/SIA for design and uploading of factsheets

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CR05	Ability to produce animations	<b>M</b>	<p>Animation - Web Developer - front end development; Additional illustrations, graphic design - <b>Creative Agency</b> Video content - Videographer</p> <p>(animation could be a video to be created externally with a videographer or creative agency OR could be Front End animations on the website itself- depending on if this is a cartoon/animated illustration to tell a story, or movement within the page elements themselves)</p>
CR06	Ability to work with SIA website provider	<b>M</b>	<b>Creative Agency</b> , Videographer
CR07	To include story-telling videos, talking heads, voice over and animated videos. SIA have committed to have a minimum of 10 videos.	<b>S</b>	<p>Web Developer for all technical elements (embed components to display external content, information overview components, quote components etc (final scope TBC) Content itself (Audio/Video) - <b>Creative Agency</b>, Videographer, SIA</p>
CR08	Design new web pages, in keeping with the overall brand	<b>M</b>	<b>Creative Agency</b>
CR09	Ability to add podcasts to site	<b>M</b>	<b>Creative Agency/SIA</b> <b>N.B. The uploading of content will be completed by SIA's website team</b>

MoSCoW Rating:

M = Must Have

S = Should Have

C = Could Have

Video formats:

Location	Type	Format	Length	Platform	Outcome
Website	Long-form video	Landscape	4-5 minutes per video (extended)	Website (embed)	<p>Tutorial/how to video POV/vlog/Behind-the-scenes videos Educational video Animation</p>

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Website Newsletter Social media	Short-form video <i>(cut from long-form or separate)</i>	Landscape	60 seconds 120 seconds	Website (embed) Newsletter (embed) YouTube Facebook	Product review POV Highlights/quick-fire Animation Interviews
Social media	Short-form video	Portrait 9:16	10-15 seconds 30 seconds 60 seconds	YouTube Shorts Instagram Reels Instagram Stories TikTok	Meme or trending video Highlights/quick-fire User-generated Tip and tricks

**Project Timeline:**

Project Implementation phase must be completed by 31 Mar, 24.

Design and content creation  
Testing

Dec, 24-Jan 25  
Feb – Mar, 25