**Invitation to Tender: Website Hosting & Development**

Dear Contractor

Your organisation is invited to submit a tender for the supply of Website services for Ferne Animal Sanctuary.

Please submit a service proposal in response to the specification enclosed.

* Part 1 Instructions to Tenderers
* Part 2 Background: about Ferne Animal Sanctuary
* Part 3 Terms of Reference: ITT selection criteria
* Part 4: Form of Offer

It is the responsibility of the tenderer to ensure that offers are received electronically and by 3rd September 2025. Tenders received after this time will not be considered.

**Please acknowledge receipt of this Invitation to Tender** and confirm by 20th August 2025 whether you will be submitting a proposal.

Yours sincerely

Emma Purnell

Chief Executive

Ferne Animal Sanctuary

**Part 1 - Instructions for responding to the Invitation to Tender**

Please read and understand these instructions before responding, to ensure that your tender meets our requirements. Ferne Animal Sanctuary reserves the right to refuse non-compliant tenders.

Only information provided as a direct response to the specification will be evaluated. Potential contractors should respond on the basis that Ferne Animal Sanctuary has no prior knowledge of their organisation. Information and detail which forms part of general company literature or promotional brochures etc. will not form part of the evaluation process.

1. **Key dates**

|  |  |
| --- | --- |
| Activity | Date |
| Issue ITT | 14th August 2025 |
| Closing date for completed tenders | + 3 weeks – 3rd September 2025 |
| Shortlisting | Week of closing date  |
| Presentations to evaluation panel | + 2 weeks 17th & 18th September |
| Select supplier, Finalise & Agree contract | + 1 week WC 22nd September 2025 |
| Period of agreement | A minimum of three years with option to extend subject to mutual agreement |

1. **Communications**
2. **Completed tenders** must be returned to Emma Purnell emma@ferneanimalsanctuary.org
3. **Clarification questions** regarding the tender documents or process must be made in writing by email to Emma

Clarification questions will be responded to within 3 working days. All clarification questions and responses will be anonymised and compiled into a single file and shared with all bidders on a timely basis.

1. **Format for responding**

Please provide a written proposal in response to the Terms of Reference: ITT selection criteria (part 3 of this document) and complete the Form of Offer (part 4 of this document). Key contact details and company information should be easily identifiable; no promotional information should be included.

The Charity’s objectives for this tender process are to secure a high-quality service provider for the development and maintenance of the charity’s website. The provider will demonstrate a clear understanding of Ferne Animal Sanctuary, whilst achieving value for money.

Your proposal should cover all aspects of the tender requirements and communicate how your organisation will add value to Ferne Animal Sanctuary.

1. **Evaluation process**

Compliant bids will be evaluated by a panel made up of the Chief Executive Officer (CEO), Emma Purnell, Fundraising Manager, Emma Green, Content Creator, Sam Abbott and our Assistant Finance Manager, Corina Marcos to form a shortlist.

Shortlisted bidders will be invited to present their proposal in full in the form of an interview with a panel.

1. **Selection**

Ferne Animal Sanctuary intends to select a single provider for the services.

The selected provider will be contacted during week commencing 22nd September 2025 at which time the parties will begin finalising the contract and agree an implementation plan.

Unsuccessful bidders will also be notified during week commencing 22nd September 2025. Feedback can be provided on request.

Ferne Animal Sanctuary reserves the right to change any aspect of, or cease, the tender process at any time. While Ferne Animal Sanctuary has taken all reasonable steps to ensure that the facts contained in this ITT are true and accurate in all material respects, Ferne Animal Sanctuary does not make any representation or warranty as to the accuracy or completeness or otherwise of this ITT, or the reasonableness of any assumptions on which this document may be based.

As part of this tender process Ferne makes no obligation in any way to:

* Pay any vendor for any ITT response
* Award the contract to the lowest tenderer
* Make any commitment to choose from any of those who tender

All information supplied by Ferne Animal Sanctuary to the tenderers, including that contained in this ITT, is subject to the supplier’s own due diligence. Ferne Animal Sanctuary accepts no liability to tenderers whatsoever and however arising and whether resulting from the use of this ITT, or any omissions from or deficiencies in this document.

It is the responsibility of potential suppliers to obtain for themselves at their own expense all additional information necessary for the preparation of their response to this ITT. No claims of insufficient knowledge will be entertained.

**Part 2 - About Ferne Animal Sanctuary**

**About Ferne Animal Sanctuary**

Ferne Animal Sanctuary was founded by the late Nina, Duchess of Hamilton & Brandon at the beginning of the Second World War. Her aim was to provide a temporary refuge for the animals belonging to service men and women who were shipped abroad to fight. Inevitably at the end of the war many owners failed to return to collect their pets and so the story of Ferne Animal Sanctuary began.

85 years later the Sanctuary is still acting as a refuge for animals of all shapes & sizes from across the county and beyond. It is perhaps sad that there is still a need for an organisation like ours and that this need gets greater year on year however we are exceptionally grateful that through generous donations & volunteer support we are still able to fulfil this vital role. We hope the Duchess would approve!

**Vision**

A world where people respect animals and treat them with compassion

**Mission**

To be a centre of excellence for animal care and rehabilitation through education, support and re-homing.

**Our strategic objectives**

At their core and fundamental to us is the care for unwanted and abandoned animals:

* To improve the welfare of animals through changing people’s behaviour
* To expand our operation to ensure we can meet the needs of the growing number of animals surrendered to us
* To maximise re-homing opportunities for all animals surrendered to our care
* To provide the knowledge and skills the staff and volunteers need to carry out their roles effectively
* To maintain our policies and practices to ensure the long-term financial sustainability of the charity
* To fundraise effectively to deliver our strategy

**Core values**

These core values will be at the centre of all our interactions with others including the animals in need and across the broad spectrum of humans we encounter as an organisation including each other. These values should shape a compassionate team culture where everyone is valued and when combined build trust within the organisation and the wider community, enhancing the Sanctuary’s reputation for the work we do for animals and gaining the support of the community with how we interact at all levels. This utilises positive human behaviour for the wider benefit of animal welfare which ultimately is why we are all here.

* Honesty - To be upfront and transparent with no hidden agenda.
* Inclusive - Everyone’s voice and input are valued. Only with open mindedness can we continue to grow and evolve valuing the individual.
* Kindness - Being friendly, generous, and considerate of others and their feelings.
* Empathy - We endeavour to be able to put ourselves in someone else’s situation especially in challenging times and see things from their point of view, human or animal.
* Respect - To be offered in all interactions with any living being. We all have different roles for a common goal.

**Funding**

As a charity we are wholly dependent on the generosity of people to keep going. We have been fortunate to receive significant amounts of money through legacies, but we recognise that this may not be sustainable in the long term.

* Over the next five years we will continue to develop and expand our income generation through fundraising, from donations and continuing to work with potential legators to help them understand the value to us of a bequest.
* We will expand our trading activities to increase income generation from visitors, shoppers – both on and offline and by increasing the number of charity shops we operate from 4 to 20 by 2027. All trading will be consistent with the ethos of our organisation and carefully risk-assessed to ensure it meets our criteria.
* We will expand our fundraising to taking advantage of opportunities from digital developments but mindful that in all cases we will monitor and evaluate the return on our investment.

**Ferne Animal Sanctuary teams:**

* **Animal Care** our animal care team core focus is the wellbeing of our resident animals looking after their day-to-day needs and enrichment as well as providing rehabilitation care. Ensuring, the care and wellbeing of the animals in the care of Ferne Animal Sanctuary is at the heart of all our activities. Ferne Animal Sanctuary also runs a rehoming centre for unwanted Cats, Dogs & Horses.
* **Estates** are responsible for the day-to-day maintenance of Ferne Animal Sanctuary, with oversight of all building projects and H&S responsibilities.
* **Fundraising** focus on fundraising through a various means including individual giving, events and appeals.
* **Charity Retail** currently Ferne Animal Sanctuary operates seven charity shops in Somerset & Devon, our strategy is to open a further 13 over the next 5 years; as well as develop and expand our eBay shop.
* **Sanctuary Retail** the Sanctuary is open to the public and comprises of Visitor Services, Activities, Gift Shop
* **Support** comprises of HR, Finance, PR/Marketing (including digital) and the CEO’s office, providing support to the whole charity.

**Part 3 - Terms of Reference: invitation to tender selection criteria**

1. **Website capacity**

The aim of this contract is to deliver the management and development of the Ferne Website, maintenance and security updates.

**Development**

The outline below is the long-term development goals and aspiration for the charity’s website

* Integration with eTapestry, the charity’s existing CRM system
* Develop the website to improve the donor experience when using mobile technology.
* Develop the website to improve accessibility for all users.
* Integrated Event Management Module
* Mobile App development

**Key areas**

**Security & Maintenance**

* Hosting of the charity’s website.
* Ensure the website is compliant with all security regulations, to include data protection GDPR in accordance with data protection act 2018
* Ensure all updates and maintenance is completed in a timely manner, identifying, and resolving all issues to ensure and maintain the security and health of the website.
* Communicate regular of the security and health of the website.
* Ecommerce, online shopping, and links with eBay.
* Rehoming
* Training, deliver periodic training for users to ensure colleagues are using the website in the correct manner.

**Design and Aesthetic requirements: (to be discussed)**

* The website should reflect Ferne Animal Sanctuary’s mission and values through a design that is professional, accessible and emotionally engaging.
* Visual appeal: Clean, modern design with a warm, nature-inspired aesthetic that builds trust and encourages interaction.
* User Experience: Clear, intuitive navigation that supports key user journeys such as donating, adopting or visiting, or shopping.
* E-commerce Integration: Online shopping areas must be visually consistent with the main website design offering a seamless and branded user experience.
1. **Cultural fit**

Ferne Animal Sanctuary is seeking a company that understands and sympathises with our purpose, values, and vision.

1. **Technical competency**
* We are seeking a company that has ideally worked in the charity sector previously and understands that every £1 invested in the website has to be donated in one form or another.
* We are seeking a company that will manage the maintenance and security of the charity’s website, ensuring all updates and security protocols are dealt with in a timely manner.
* We are seeking a company that can offer improvement to the website through development either identified internally or externally.
* We seek a company that offers a helpdesk to support with the charities colleagues who are responsible for the administration of the website and editor and contributor capacities.
1. **Value for money**

We currently pay £525 + VAT per month for support and maintenance, and £70 + VAT for hosting. As a charity we have a duty to be mindful of the budget and are seeking proposals that offer good value for money. Ideally, we would not expect the development of the new site to exceed £10,000.

1. **Team competency**

The supplier is expected to appoint a suitably skilled and experienced team to carry out and deliver aspects of this contract. Please provide an overview of the team structure, and levels of qualification and experience.

**Part 4 - Form of Offer**

**I [insert individual name**] as the Authorised Representative of **[insert name of Bidder]** (‘the Bidder’) of **[insert address of Bidder]**

**Confirms:**

I have examined the information provided:

* Part 1 Instructions to Tenderers
* Part 2 Background: about Ferne Animal Sanctuary
* Part 3 Terms of Reference: ITT selection criteria
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**Agrees**

1. That this offer and any contracts arising from it shall be subject to the Terms and Conditions of Contract and all other terms (if any) issued with the Invitation to Offer; and
2. To supply the services in respect of which its offer is accepted in such quantities, to such extent and at such times as ordered; and
3. That this offer is made in good faith and that the Bidder has not fixed or adjusted the amount of the offer by or in accordance with any agreement or arrangement with any other person.

The Bidder certifies that it has not and undertakes that it will not:

* 1. communicate to any person other than the person inviting these offers the amount or approximate amount of the offer, except where the disclosure, in confidence, of the approximate amount of the offer was necessary to obtain quotations required for the preparation of the offer, for insurance purposes or for a contract guarantee bond;
	2. enter into any arrangement or agreement with any other person that he or the other person(s) shall refrain from making an offer or as to the amount of any offer to be submitted.
1. That to the best of Bidder’s knowledge there are not any conflicts of interest or any circumstances that could give rise to a conflict of interest in the performance of the proposed Contract. Ferne Animal Sanctuary requires that all actual or potential conflicts of interest are resolved to the satisfaction of Ferne Animal Sanctuary prior to the submission of Bids. In the event that any actual or potential conflict of interest comes to a Bidder’s attention, that Bidder should immediately notify Ferne Animal Sanctuary.
2. The duties of Ferne Animal Sanctuary and marketing contractors should be clearly presented in the agreed terms of reference as detailed in the letter of engagement

Name: (print) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

The Form of Offer must be signed by an authorised signatory: in the case of a partnership, by a partner for and on behalf of the firm; in the case of a limited company, by an officer duly authorised, the designation of the officer being state.