



Website design/ development brief



The Lewy Body Society

Shining a light on Lewy body dementia

A registered charity in England & Wales (1114579) and Scotland (SC047044)

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The Lewy Body Society

About us

Established in 2006, we are the only organisation in the UK exclusively concerned with tackling Lewy Body Dementia. Despite not being a commonly known disease, LBD is not rare. Up to a fifth of all people with dementia have Lewy Body Dementia and it is the second most common type of age-related dementia. Yet it is a little-known disease, not just amongst the public but within the medical profession and is often misdiagnosed, especially in the early stages. We, at The Lewy Body Society, are dedicated to raising awareness of LBD and to providing specific, targeted support to those living with LBD and those caring for them. Whilst LBD shares many similarities to other forms of dementia, people living with a diagnosis also experience distinct complex symptoms that require specialist support, treatment, and care. We strive to ensure that they receive this, as early as possible in their journey with LBD. We know what we do transforms lives, providing hope and support for those living with LBD and those that care for them. Our research, support and awareness raising means that families living with LBD no longer do so alone. But we know we can do more, together. With your support we can expand our research portfolio, enabling better treatments, technologies and hopefully one day even finding a cure, as well as widening the support we offer to families across the UK. No one chooses an LBD diagnosis, but together we can ensure that everyone can access the absolute best treatment, care, and support so they can continue to live the life they want for as long as possible.

What makes us different?

The Lewy Body Society supports anyone whose life is impacted by Lewy Body Dementia. This includes those living with the disease (either officially diagnosed or not) and their carers. Our aim is to improve their diagnosis time, treatment, care and ultimately find a cure. We know that research is the main way we will change things for those living with LBD in the long-term, but we also know that people need support now. That is why we are also committed to providing practical, expert advice and support. People come to us at different stages of illness, from pre and early diagnosis through to end of life. Each stage brings its own challenges both for the person with LBD and their loved ones and carers. Often people have been left to cope with this progressive illness on their own, with limited ongoing professional support. Sometimes our support is as simple as sending one of our comprehensive guides or answering questions about symptoms and other times it can be more wide-reaching, including a referral to our Admiral Nurse and finding solace and understanding through our online support groups and sessions. Often, just having the opportunity to talk to people who are experiencing life with LBD can help sufferers and their loved ones feel more empowered and capable of facing the challenges this progressive disease will ultimately present. Despite operating nationally, we pride ourselves on the personal approach we take with anyone we support. We work hard to ensure that we are the champion and voice of those people who often feel underheard and underrepresented in conversations and research concerning dementia. Dementia is a broad term; at The Lewy Body Society we want to make sure that LBD's specific complex symptoms and progression are not forgotten or diminished and those dealing with the disease get the support and understanding they need to live a full life with LBD.

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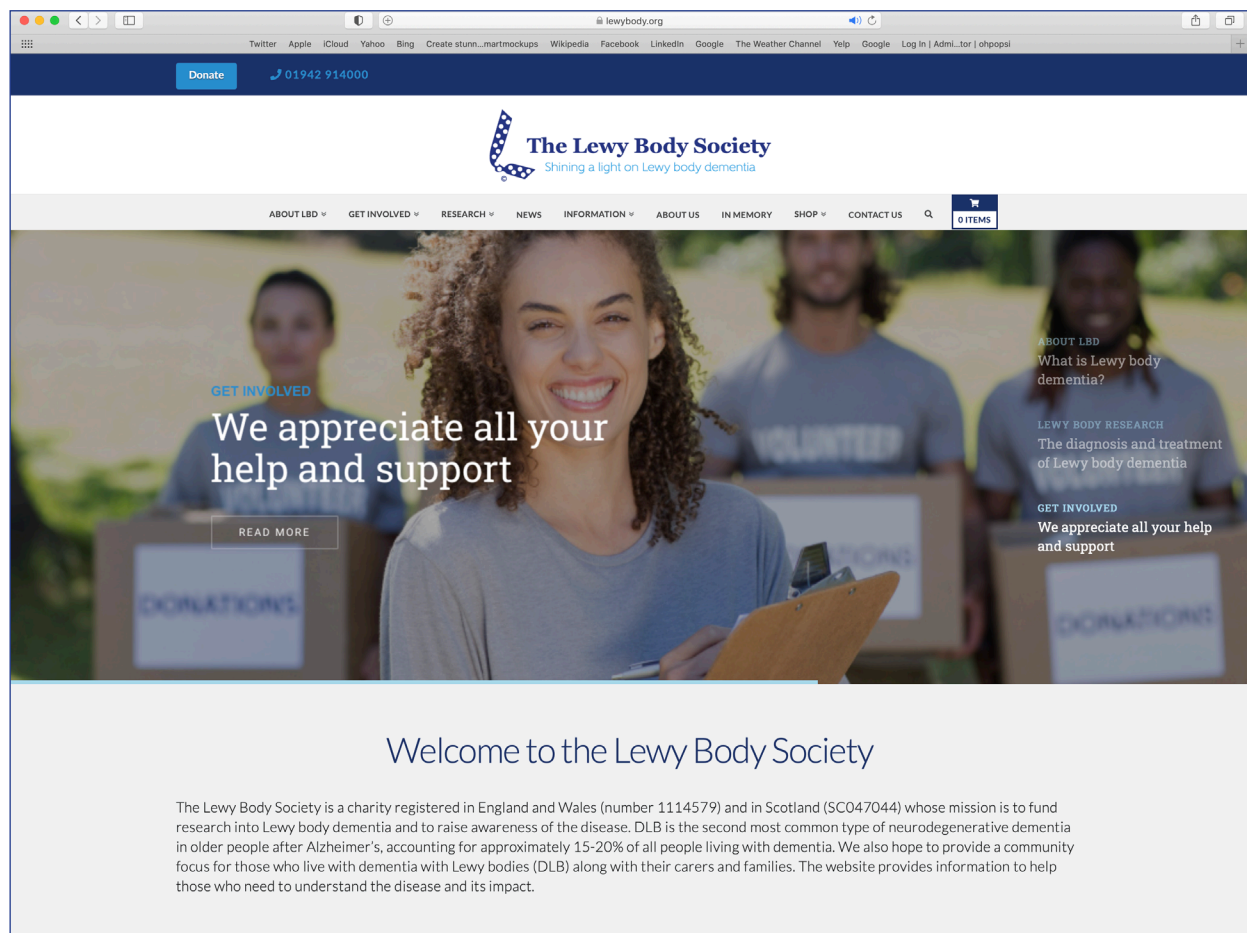
1. Our current website

Website url: Home - The Lewy Body Society

Approx. year it was built: 2015

Uses: WordPress

How we drive traffic to the website: Facebook/Twitter/Instagram/Email/Newsletter



2. What we like/works well on our current site

Aspects of our current site that work well and that we would like to retain are:

- The In Memory page.
- Online shop

3. Issues with our current site – from a staff/charity perspective

It can be hard for staff to update the site except for adding news items. There are no templates to choose from, it is hard to download data from the site and no data is supplied for example the number of hits on the website.

4. Issues with our current site – from a website visitor's perspective

The design is very dated, it is hard to find the right content, it does not inspire people to donate. Followers are driven to sign-up via emails and social media. It needs to have separate sections/pages for: people with a diagnosis, carers, and professionals, including researchers.

5. Why now?

In 2021 the charity celebrated its 15th Anniversary of the LBS, and we need to 'reset' our awareness raising.

6. Aims of the new website – what does success look like?

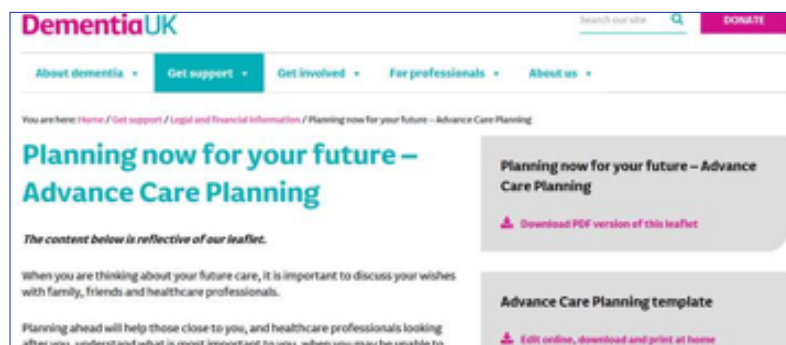
Success is more people engaging with the site, donating via the site instead of via third party sites and attracting more professionals to the site.

7. Accessibility

We need to think about visual ease/colour contrast. Is there is a possibility for changing text size and having an audio option? There are some useful guidelines about dementia design here: <https://www.alzheimers.org.uk/blog/how-design-website-someone-affected-dementia>

8. Information

Can we have the ability to have leaflets content available in full on a tab with the option to download and/or order a copy? See Dementia UK for an example below:



9. Website content

There will be a small amount of content brought over from the existing site, but we want to start afresh as a lot of content is out of date and has been there since the existing site went live. We want the new site to be more user friendly to allow the society's small charity team to be able to update the content quicker and easier.

10. Images

We have some good photos to use on the new website but will require additional ones. Confidentiality issues or child protection do not make using existing photographs a challenge.

11. Target audience

We need to plan user journeys, and these are some examples. A representative from each of our target audiences would be involved in workshops to define detailed requirements and the testing of the website.

Audience	Desired action 1	Desired action 2	Desired action 3
People with a diagnosis	Easily download or request hard copies of resources	Easily find the content relevant to them	Easily donate
Carers for people living with a diagnosis	Easily download or request hard copies of resources	Easily find the content relevant to them	Easily donate
Professionals including researchers	Process for applying for grants. To be able to offer professionals downloadable information would really help to spread the knowledge of Lewy Body Dementia.	Easily see details of research. A way they can quickly access information.	
Potential marathon runners, challenge eventers or fundraisers	Easily see on the site a list of events they can take part in	Register their interest online and request a fundraising pack	Get all the information they need without having to email staff with questions

12. Brand guidelines

There is a colour palette that we want to use and the brand asset of our distinctive logo. A separate document will be provided detailing the requirements to the successful tender.

13. Website functionality

'Must-haves' for the new website must include:

- Mobile friendly
- Integrated Twitter feed
- An In Memory page - see existing website
- Automated Gift Aid Functionality
- Direct Debit Functionality
- On-line shop
- The ability to request a fundraising pack
- Advice is required on whether to integrate event bookings within the site or continue using a third party eg, Eventbrite.
- Advice is required on whether the site should have a separate blog section.
- Visitors can sign-up to receive a monthly newsletter.
- Separate sections for: people living with a diagnosis, carers, professionals, researchers. There is a requirement for the professionals and researchers section that users can register by creating a user ID and password.
- Professional tab to access resources eg slide set and future education/ learning resources with a direct link to leaflets that people can access and share with families. It would be good to have a log in for professionals.
- A website that is easily modified/changed/adapted so flexibility and being "agile"
- Research, both that funded by the society but also that which participants can find out about.
- Possibilities of including videos as well (eg researcher demonstrating their work; fund-raiser doing marathon and explaining why they donated to LBS etc) would be great as these are powerful mediums.
- Google Analytics: can be used to track/graph usage
- Hyperlinks: I think it is important to provide hyperlinks to key organisations/documents not just pdf's on our website because of updating
- GDPR statement is required
- Ongoing support once the website is 'live'
- The ability to integrate a CRM system with the website
- Email addresses for the team linked to the website domain name

14. Budget

- The bid should include a breakdown of costs: day rates, number of days work and breakdown of on-costs, such as travel, subsistence etc.
- The price quoted should include VAT.

15. Websites we like

Listed below are some websites who have some design or functionality elements we like, in relation to our prospective site:

- Dementia UK – Has a separate section for professionals. The donation page has simple clear options.
- Parkinson's UK – The professionals page is particularly good as it has further sub sections.
- <https://www.mndscotland.org.uk/>

16. What we want from you

- Details of service level agreements – availability of support teams
- Company stability
- Any customer testimonials or reviews to support your tender.
- A secure website
- A working group (including some people with lived experience) who can test the site.

17. Costs and expenses

You will not be entitled to claim from The Lewy Body Society any costs or expenses which you may incur in preparing your tender whether or not your tender is successful.

18. Accepted bid

The success of the accepted bid will be judged on:

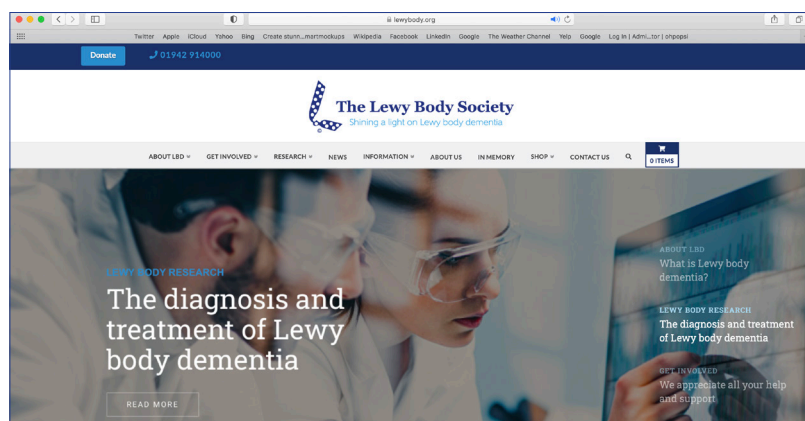
- Delivering the project on time
- Downtime once the website is live
- Updates to the website that need to be backed out
- Increased website traffic
- Increased donations via the website rather than third party platforms

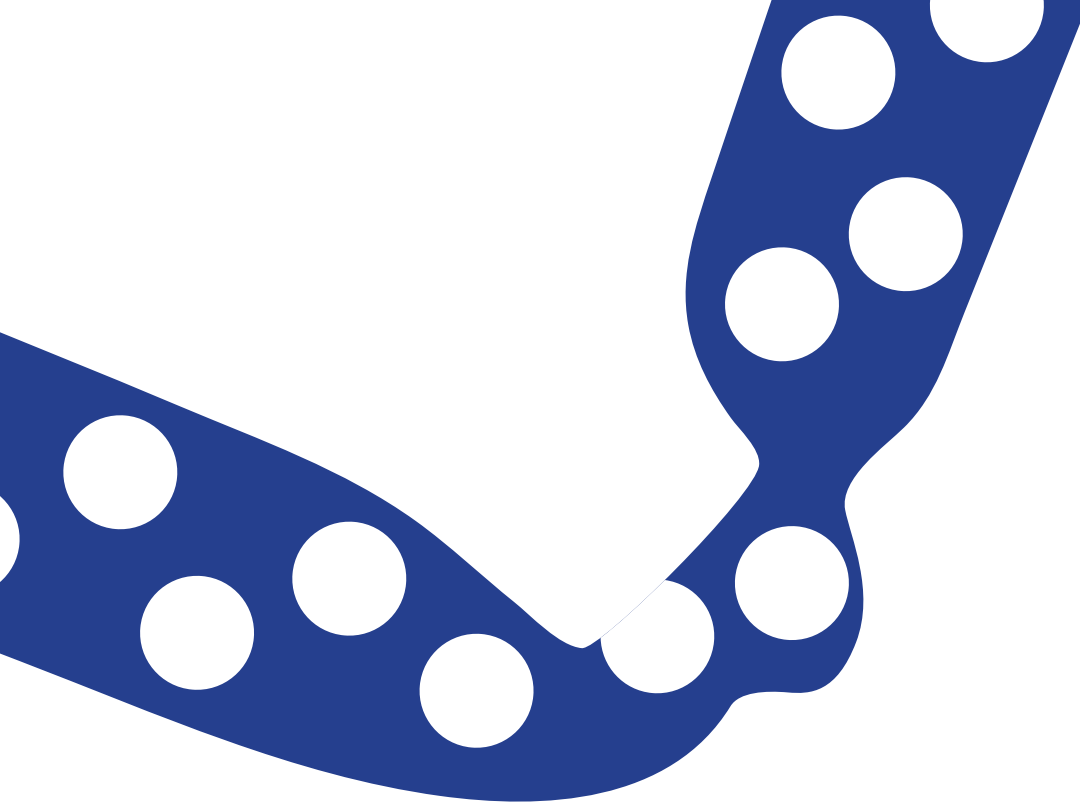
19. Ideal timeline

The date that we would like the website to be launched from acceptance of the tender is 6 months.

20. Response required.

Tenders should be submitted to The Lewy Body Society by email: info@lewybody.org and the deadline for doing so is **31 October 2022**.





The Lewy Body Society

Shining a light on Lewy body dementia

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