

Invitation to tender - KCLSU Website Transformation

Background

Who are King's College London Students' Union

Every student at King's is automatically a member of KCLSU. Together with our members, we are a union of students where individuals connect, have fun, build communities, share experiences, and make change.

We work to make sure every King's student has the best student experience possible. We're run by students, for students. Our decisions, policies and what we do are decided by our 30,000+ student members. As a 145-year-old charity and membership organisation, students lead us at every level to achieve our priorities.

What KCLSU does

KCLSU is involved in a range of activities that benefit and improve the student experience at King's. We work together with our members to engage and communicate with them. We run elections, we support and facilitate student led activities and campaigns, we provide advice for students facing problems and also have a range of commercial elements such as online and physical shops and five campus bars and cafes.

Who / where are KCLSU members


Our membership includes every current student at King's College London. King's is one of the top 10 UK universities in the world and a global research-led university based in the heart of London. Our members study subjects as diverse as artificial intelligence to war studies. Almost 40% of our members are from outside the UK & we are proud of our diversity with over 47 per cent of King's UK entrants being from Black and Minority Ethnic backgrounds. We also have an alumni membership for graduates and staff who wish continue to take part in the many activities that we provide - we call these associate members.

The majority of our membership base is in London but they're split between our four campuses - The Strand, London Bridge, Denmark Hill and Waterloo. The fact that we have four campuses with a different level of service, spaces, student community and activities available at each is one of the reasons as to why digital spaces are key to our future communications strategy.

The Project

KCLSU is in the middle of a digital transformation. This includes our internal systems (e.g. finance, HR etc), our use of data (through our CRM- ThankQ) and our external communications. The redevelopment of our current website is part of this transformation.

We're looking to transform our website through an open-source content management system to enable our audiences to join groups & societies, manage their memberships, communicate with other students, access information on us, buy products from our online shop, find and book tickets for events and make room bookings. We want to work with an agile agency that can help us transform our website in phases.



We are also planning for future developments including a mobile app (iOS & Android) that will act as a portal for some of the functionality of our website (e.g. joining and communicating with a student group/society, room bookings; events notifications, ticket purchasing & validation; loyalty discounts on purchases at our venues etc.).

We endorse the [principles of digital development](#) and will look to apply them to our website transformation work as well. We want an agency that will be a true partner and co-create with us this amazing digital hub for our members.

Aims of new website

The new website will be replacing our current site: www.kclsu.org. Our aim with the website is to create a digital hub- a space where students can connect to each other, get information; purchase products, services and memberships; interact with the Union and our facilitated groups; contact us and get involved in various projects.

This hub will be linked to by our newsletters, social media and any apps create in the future. The website will be updated by staff throughout the organisation. We expect it to deliver personalised content and a brilliant user experience – no matter what device it's accessed on.

Tender Proposals

If your organisation is interested in applying for the tender then please get in touch with the Director of Digital and Communications, Mayur Paul at Mayur.Paul@kclsu.org and we'll send you the further information on the project.

We have a budget of £40,000 + VAT available for this project.

We will also have a tender information telecon for any agencies interested in asking questions about the detailed tender document.

Timeline

Tender information Telecon - 8th August 2018

Deadline for submitting tender- 5pm Wednesday 15th August 2018.

Pitch meetings- Wednesday 22nd August 2018

Project kick-off - Monday 27th August 2018