

NUFFIELD COUNCIL^{ON} BIOETHICS

Website development and brand alignment

About us

The [Nuffield Council on Bioethics](#) (NCOB) is a leading independent policy and research centre, and the foremost bioethics body in the UK. We identify, analyse, and advise on ethical issues in biomedicine and health so that decisions in these areas benefit people and society.

For over thirty years, the NCOB has identified and tackled some of the most complex and controversial issues facing societies across the globe. We have brought clarity to complexity and mapped practical ways through seemingly intractable dilemmas. This has shifted public understanding and led to lasting policy change in the UK and internationally in areas ranging from public health to assisted reproduction and genome editing.

However, there is more to be done if we are to succeed in putting ethics at the centre of decisions about biomedicine and health. And so, in January 2024, we embarked on an [ambitious five-year strategy](#) that will see us shift our primary audience from academics to policymakers. We will maintain our ability to provide robust and in-depth ethical analysis of a topic, but will diversify our outputs and increase our engagement to ensure we are providing timely insights and advice to key decision-makers.

In response to this, we now require a website that can host a range of output formats (for example, interactive pdfs, immersive long reads and multimedia content) and is easy to navigate for a policy-focused reader.

We have also taken the decision to revisit our branding and align ourselves more closely with our founding funder, the [Nuffield Foundation](#), and its other hosted Centres, the [Ada Lovelace Institute](#) and [Family Justice Observatory](#).

Scope and specification for website development

The [current NCOB website](#) has been in use since 2019. It runs off Craft CMS and has approximately 1,400 pages with 735 documents available for download.

This version of the website was developed primarily with the NCOB's academic audience in-mind. It essentially operates as a library with the reader in control of what content they search for and consume. A benefit of this is that the search functionality remains optimised, related content is clearly linked, and we have a full archive of our work. However, as we pivot towards prioritising a policymaker audience, we need to explore how their needs and consumption behaviour could be different. Gathering this insight will likely involve the need for some stakeholder interviews.

Our ambition to be more targeted and influential in priority areas of research, will mean there are times when we want to direct our website readers towards specific messaging and content. Currently, our website homepage does not cater for banners or spotlight boxes, so this is something we would need to explore and insert into a new website. There will also need to be an assessment of the site navigation and the link-ability of pages and content, as we'll likely want to nudge our readers through a desired story journey.

Another key consideration is that our content formats are being diversified. We need to think about how best to display these for maximum engagement – for example, is a downloadable format always the best way? And as part of our work to evolve our horizon scanning function, we aspire to publishing an annual league table that our readers can interact with to self-select topics that they are interested in. Their input would then change how the content on that page is displayed and ranked for them. This degree of interactivity is not possible on the current NCOB website so, we would be keen to scope out how to make it possible in a new website.

As mentioned above, the current NCOB website uses Craft CMS – we have a preference to move into WordPress, but would need assurances that our content can be migrated to the new site, and that it remains user-friendly. We have a small team with limited digital expertise.

A final consideration is that the current NCOB website is hosted externally, and we pay for ad-hoc development support when required. This is an arrangement we would be keen to continue.

Scope and specification for brand alignment

The NCOB was set up by the [Nuffield Foundation](#) in 1991, and since 1994 it has been funded jointly by the Nuffield Foundation, Wellcome and the Medical Research Council. At our conception a decision was made to develop branding for the NCOB that made our independence from our funders clear. This is the branding we still use today.

In 2018, the Nuffield Foundation launched the [Ada Lovelace Institute](#) (Ada), followed by another research centre, the [Nuffield Family Justice Observatory](#) (FJO) in 2019. Both the FJO and Ada have the same degree of independence in their Governance and decision-making as the NCOB, but they utilise branding that is more closely aligned with the Nuffield Foundation.

In light of this, and the fact that our independence is now well recognised, we have taken the decision to move our branding towards something that echoes how the FJO and Ada align with the Nuffield Foundation.

The Nuffield Foundation [currently assigns a dark navy blue to be NCOB's primary colour](#). This is something we would be happy to keep or to replace during the exploration of our brand alignment. We also envisage needing to consider whether a new font is needed and how our house style and digital identity (for example, social media quote cards, infographic designs or downloadable report templates) will need to be adjusted. We also want to adapt our logo so that aligns with the Nuffield Foundation family.

With regards to photo and imagery we use – currently we utilise an iStock subscription selecting images that are either people-centred or spotlight science / medical technology. There is no strong image identity so, this is something we would be happy to explore further during the brand alignment. We would also be open to further exploring our use of iconography and graphics (for example, the FJO's use of graphics is something that regularly receives positive feedback).

An important thing to remember throughout this brand alignment exploration is that our funding is not limited to the Nuffield Foundation. Our branding can be Nuffield-led, but as Wellcome and the Medical Research Council continue to invest in us, we must make sure our website and appropriate templates include equal prominence for all three funders.

Summary of requirements

1. Developed website to include:
 - a. Insights to be gathered on new target audience preferences and behaviours
 - b. Improved navigation and content display for new target audience
 - c. Ability to host a greater range of outputs / displays
 - d. Spotlight content or banners on the home page
 - e. Ability to host interactive content
 - f. Commitment from developer to provide ongoing hosting and support (at an annual cost)
2. Branding alignment to include:
 - a. A logo to align with Nuffield Foundation family
 - b. Revisited colour palette
 - c. Exploration of font(s)
 - d. Exploration of photo / imagery preferences
 - e. Exploration of iconography / graphic identity
 - f. New digital identify templates
 - g. Updated house style and branding guide

Budget

There is a total budget of £40-55,000 for this work.

Tender criteria

We believe it would be beneficial for us to commission one company to deliver both our new website and align our branding. However, we recognise that not all agencies will have the in-house team resources or expertise to cover the work so, in recognition of this, we are happy for companies to partner up and submit a proposal together. If this is your option chosen, we would be interested to know more about how the multiple teams involved will work with us efficiently.

The new content outputs we plan to deliver under our new strategy have not yet been finalised, which means there is scope for us to consider them through both a target stakeholder preference and a

website capability. We would like to hear more about how you would capitalise on this opportunity and gather the insights for effective decision making.

The project will need to be completed by end 2024 as we will plan to launch the new website and aligned branding in January 2025. We would like to see your draft project timeline for how you would ensure this deadline is met.

We encourage you to include case studies of similar projects you have overseen and been involved in as this will help us to review your proposal.

We would also be interested to see the annual costs for you to provide ongoing website hosting and support.

We expect interviews to take place in-person at our central London office, sometime in the week commencing 18 March. A decision will be made the week commencing 25 March with an aim to have a project kick-off meeting a week later.

Key timings

Submission deadline: 09.30 Monday 04 March.

Interviews expected: w/c 18 March.

Decision expected: w/c 25 March.

Kick-off meeting expected: w/c 02 April.

Key contacts

If you would like to submit a proposal for this tender, or if you have any questions, please email a member of the team:

Sarah Walker-Robson, Senior Communications Manager - swalker-robson@nuffieldbioethics.org

Jay Stone, Associate Director of External Affairs and Horizon Scanning - jstone@nuffieldbioethics.org