

Request for Proposal

Eddington website – refresh brief.

June 2025

Introduction

The University of Cambridge is seeking a website agency to review its Eddington website www.eddington-cambridge.co.uk and make a series of improvements to bring it in line with the ambitions of the project, to meet stakeholder needs, and to align to industry expectations for a best-in-class development.

Context

Eddington

Eddington is a growing community in Cambridge. Developed by the University of Cambridge, its vision is to be a new district and extension to the City, centred around a mixed academic and urban community: a place that is sustainable, long-lasting and ambitious, offering a high quality of life to enhance both the City and the University.

The new neighbourhood opened in 2017 and contains infrastructure to support the residential community including the Storey's Field Centre, University of Cambridge Primary School, Eddington Nursery, Post-Doc Centre, Retail, Hotel, Restaurant and Bar, as well as parklands, sports pitches and open green space for the community to enjoy. The community also includes clubs, activities and events for residents to enjoy.

Eddington sets a standard in sustainable development with site-wide infrastructure that helps residents to lead low-carbon lives. It is also exemplar in providing community facilities from the outset of a major new neighbourhood and we do this because the University has a unique position in the city and stake in the success of the development.

Many of the residents are University staff who perform essential research and innovation that changes the world. Our affordable housing is critical to their quality of life in Cambridge and we are seeking to create the best possible place and community for these brilliant minds. As an open new part of the City, we also have homes for the wider community which supports the Cambridge eco-system. All are welcome to explore Eddington.

In September 2025, the University will be submitting a new Outline Planning Application to the local authorities that will seek permission for additional homes to further support the development of Cambridge.

As well as anchoring placemaking messages, corporate and development messaging will be important to maintain the positive perception of Eddington and the University in support of our project and institutional objectives.

Eddington is also being considered alongside the University's development of Cambridge West where an innovation district of global renown is being planned. The adjacent sites are at different stages of development, but there is consideration by the University for the coordination of the two sites to fit well together. For more information visit: [Cambridge West](#)

Audiences

Primary

The Eddington community comprises of:

- University key workers – highly qualified early career researchers who come from across the world. Typically they are in their 20s and 30s, pre-family (some with a young family), with some mature academics
- Private home owner/occupiers in the market housing – a wide demographic including young professionals, many in the science and innovation field, as well as down-sizers.
- Post-graduate students in Swirles Court accommodation (part of Girton College)
- Other service providers and facilities within Eddington such as the primary school; nursery; Storey's Field Centre; Post-Doc Centre, retail (Dulcedo Social, Outspoken Cycles, La Pizzica, Green Nest, R3Form, No 5. The Skin Clinic, Sainsbury's), hotel with associated food and beverage outlets (Dutch cocktail bar, Douce hair salon and rooftop bar)
- The wider Cambridge community (within 20 mile radius)
- University staff and students (especially senior University officials and decision makers)
- Local politicians and members of the Planning committee (for Planning purposes)

Secondary

- Property industry – developers, commercial partners, contractors (existing developers for marketing and sales, as well as potential partners to attract to the site)
- International academic and research community

Website

The Eddington website: www.eddington-cambridge.co.uk was launched in 2017 to serve the new community.

The website provides information for a range of purposes including:

- Resident information – key workers with housing FAQs, as well as signposting to the Accommodation website and to the market housing developers
- Events listings and community news
- Retail, placemaking and neighbourhood guides
- Corporate information about the vision and background
- Signposting to other digital platforms including social media channels, e-newsletter sign up, and the resident portal
- Repository of Planning information
- Image library selection

The website is built on **wordpress** and has been updated with some additional functionality in recent years, including a new design for the home page in November 2024.

Scope of Services

The Eddington website currently performs its core functions adequately. We are seeking to modernise the website to reflect changes of our neighbourhood and to ensure the look-and-feel is contemporary and meets the information needs of our stakeholders, reflecting a best-in-class development.

We are seeking a consultant / agency to:

1. Undertake a comprehensive review of the website to ensure it is optimised to best reflect the current place proposition and to meet our corporate objectives so it showcases Eddington as a desirable place to live, work, visit, and invest in. This includes:
 - a) a technical review of the website (accessibility, website health, compliance, security, responsiveness, performance and industry-standard methods using a range of source information to inform changes that are required)
 - b) content and navigation review in relation to user journeys and experience, and its effectiveness and functionality. This stage requires agency support to implement changes (back-end and front-end) as well as creative input using existing brand guidelines to make suggested visual changes to the website where required and upload/change content to reflect the strategy. Please include any services that you can provide to assist such as copywriting and account handling in the appropriate fee table.
2. Move the website hosting from ionos to a University preferred supplier (Mythic Beasts).
3. Advise if / how new technologies can be adopted to support the website's use to better showcase the events and community aspects (such as through social media with our

Instagram account, APIs or an enhanced back-end functionality to support community profiles and automation).

It is anticipated that the existing website will be retained and optimised rather than a new website to be commissioned (subject to the review outcomes), but a comparison of both options will be helpful to ensure that the best value for money is being achieved.

Deliverables

- A detailed report of findings and recommendations, including best practice comparators or benchmarks.
- A prioritised, deliverable and costed action plan for improvements (short, medium, and long-term if required).
- Changes to the website including technical, navigation, look-and-feel per your proposal.
- Hosting moved from ionos to preferred supplier, Mythic Beasts.

Key dates

The timescales for this work are as follows:

- RFP issued: 26 June 2025
- Clarification questions deadline: 2 July 2025
- **Deadline for submission: 7 July 2025 – 5pm**
- Evaluation and shortlist: 11 July
- Interviews where required: 18/21 July
- Appointment of consultant: 25 July

RFP Responses

Responses must include:

- **Your proposal and approach to our brief:** Please outline your approach to this RFP and explain how you will meet our scope of services. Include a programme of works with timelines and outputs.
- **Fee schedule** for the RFP with set stages of work aligned to deliverables. Please also include fees for the implementation of the strategy e.g. making changes to the website using your best estimate for charging based on your time-based charges.
- **Signed Form of Tender Agreement** including acceptance of standard University terms. [general conditions v3.0_050124.pdf](#). We may review this and include our Services agreement terms.

Please submit your responses by email to Biky Wan, PR & Marketing Manager at the University of Cambridge Estates Division to biky.wan@admin.cam.ac.uk by the deadline.

Pricing Schedule

Please complete the following table. Adapt where required to show the outputs based on your time based charges.

Please provide the OVERALL FEE for OPTIMISING THE EXISTING WEBSITE insert more lines if required.			
Item	Description - Main Item/Stages and outputs	Time Required (hours)	Fee £
1			
2			
3			

4			
5			
	Total number of hours and estimated fee		

	Please provide the OVERALL FEE for BUILDING A NEW WEBSITE		
Item	Description - Main Item/Stages and outputs	Time Required (hours)	Fee £
1			
2			
3			
4			
5			
	Total number of hours and estimated fee		

	Please list any other types or pieces of work, described in the Specification, or in your opinion likely to be required and in respect of which you would be prepared to offer a FIXED FEE or a CAPPED FEE .			
Item	Description	Proposed Job holder (& level)	Estimated Time Required (hours)	Fixed/Capped fee (as defined above)
1				
2				
3				
Please indicate your TIME-BASED charging arrangement. Supply details of the hourly rates in respect of each of the team members expected to carry out the work. Where discounted rates are offered, please show both standard and discounted rates.				
Job title		Hourly rate	Day rate	