Tender Invitation: Digital Needs Audit and Website Development Plan

Deadline for proposals: 5.00pm on Monday 7 December 2026

1. Introduction

Llenyddiaeth Cymru | Literature Wales is preparing to invest in a major redevelopment of our website. We do not want to rush this process. To ensure this investment is strategic, future-proof, and aligned with our organisational needs, we are seeking a freelance digital specialist or company to undertake a comprehensive audit of our current websites and produce a detailed plan for the development of our new digital presence.

We invite proposals from experienced freelancers or companies with expertise in digital strategy, accessibility, user experience, and website development planning.

2. Overview

The purpose of this project is to assess our two existing sites (www.literaturewales.org and www.tynewydd.wales), evaluate how effectively serve our various audiences, and provide a clear, actionable roadmap for creating a new website / new websites. This includes evaluating current functionality, accessibility, structure, content, user journeys and technical limitations, as well as exploring opportunities for improved integration, flexibility, and long-term adaptability.

The final output will guide our future procurement and development processes.

Find out more about the current various functions of our two main websites and our key audiences in Appendix 1.

3. Scope of Work

The appointed freelancer/company will be expected to deliver the following:

3.1 Digital Needs Audit

- Review the structure, content, user journeys, and technical performance of both sites using available analytics, stakeholder input and representative user tasks where appropriate.

- Assess accessibility compliance of both sites against WCAG 2.2 Level AA, identify barriers affecting priority user journeys, and identify areas for improvement.
- Evaluate the functionality and usability of key features across devices and browsers.
- Analyse current CMS capabilities, limitations, and suitability for future needs.
- Identify gaps, risks, and opportunities within the existing setup.

3.2 Sub-site Integration Feasibility

The Tŷ Newydd and Literature Wales sites are currently separate, although they were designed by and are hosted by the same company. We want to explore how the sites could be better connected whilst still retaining a distinct user experience for Tŷ Newydd. Our priorities are:

- To better include Tŷ Newydd information on the Literature Wales site.
- To ensure that Tŷ Newydd and its unique domain can be easily found by search engines.
- To ensure that users can swiftly move from Literature Wales to Tŷ Newydd spaces, but that the move is clear and transparent.

The appointed freelancer/company will be expected to deliver the following:

- Explore options for better connection between the two websites, including full migration; an independent sub-site; the current setup, and other potential alternatives.
- Assess how different audiences reach both sites, and the implications of integration to the site's visibility and how it might affect the sales of our creative writing courses.
- Assess technical, structural, and design implications.
- Provide recommendations for integration, migration, or alternative approaches.

3.3 Future-proofing and Flexibility

- Recommend approaches that allow for modular growth, new features, and evolving organisational needs.

- Advise on scalable CMS options, hosting considerations, and long-term maintenance models.

3.4 Development Plan

- Produce a clear, cost-aware roadmap for the creation of the new website.
- Produce a proposed site map showcasing improved user journeys.
- Outline recommended phases, timelines, and resource requirements.
- Provide guidance on procurement (e.g., what to include in a future website tender).
- Suggest best-practice approaches to accessibility, UX, content strategy, and technical architecture.

Note: The audit and development plan must consider the organisation's bilingual English- and Welsh-language content, including content governance, translation workflows, search, navigation, metadata and maintaining parity between language versions.

4. Deliverables

The freelancer / company will:

1. **Have an initial meeting** with Literature Wales staff to discuss challenges and priorities going forward.
2. **Provide a Digital Needs Audit Report:** A written assessment of both websites that summarises the evidence reviewed, findings, risks, gaps, opportunities and prioritised recommendations.
3. **Website Development Plan:** A structured roadmap outlining the proposed approach, technical considerations, timelines, and next steps. The plan should also include a proposed site map and improvements to user journeys.
4. **Presentation / Debrief Session:** A meeting with key staff to present findings and answer questions.

5. Required Skills and Experience

We are seeking a freelancer with:

- Proven experience conducting digital audits and developing website strategies.
- Strong understanding of accessibility standards and inclusive design.
- Expertise in CMS platforms and web development best practice.
- Ability to communicate technical concepts clearly to non-technical stakeholders.
- Experience working with arts, cultural, or non-profit organisations (desirable).

6. Timeline

Deadline for submissions: 5.00pm on Monday 7 December 2026

Appointment of freelancer/company: Monday 14 December 2026

Final deliverables due: Monday 15 February 2027

7. Budget

Please provide a detailed cost breakdown, including day rates, estimated number of days, and any additional expenses.

The maximum budget available for this commission is £4500, inclusive of all fees, expenses and VAT.

8. Submission Requirements

Interested freelancers should submit:

- A proposal outlining your approach to the project.
- A summary of relevant experience and examples of similar work.
- A proposed timeline and methodology.
- A full cost breakdown.
- Contact details for two referees/contacts for recent projects you've completed.

Proposals will be assessed against the quality and feasibility of the proposed approach, relevant experience, understanding of our audiences and accessibility requirements, deliverability within the stated timeframe, and value for money.

Proposals should be sent to **Branwen Llewellyn** at press@literaturewales.org by **5.00pm on Monday 7 December 2026**

9. Contact

For questions or further information, please contact: **Branwen Llewellyn, Communications Lead: branwen@llenyddiaethcymru.org / 029 20472266**

Appendix 1

www.literaturewales.org

Audience	Functionality
Writers	Find information and advice quickly
Writers	Find information about opportunities and services
Writers	List their profiles on the Writers of Wales Directory
Writers	Find information about Tŷ Newydd Writing Centre
Event Organisers	Find information about funding for events
Event Organisers	Apply for funding
Event Organisers	Find information about Welsh writers (Writers of Wales Directory)
Teachers	Find Literature Wales' services for children & young people
Teachers	Discover more about Bardd Plant Cymru & Children's Laureate Wales
Readers & Literature lovers	Discover the latest news about Wales Book of the Year
Readers & Literature lovers	Read / watch / listen to creative content
Readers & Literature lovers	Find events local to them
Funders, Influencers & Governing Bodies	Find the impact of Literature Wales easily
Funders, Influencers & Governing Bodies	Find charitable status of Literature Wales easily
Funders, Influencers & Governing Bodies	Easily reach information about how to support Literature Wales, including one-off and regular donations, legacy donations etc
Funders, Influencers & Governing Bodies	Find legal documents easily

www.tynewydd.wales

Audience	Functionality
Writers	Find out about our creative writing courses & retreats
Writers	Book a place on our courses & retreats
Writers	Book a stay at Nant retreat cottage
Writers	Find key information about Tŷ Newydd (how to get there, what to expect during a course/retreat, accommodation options,

	food & drink, payment options, bursaries, what to do in the local area etc)
Funders, Influencers & Governing Bodies	Find the impact of Tŷ Newydd (& Literature Wales) easily
Funders, Influencers & Governing Bodies	Find charitable status of Literature Wales easily
Funders, Influencers & Governing Bodies	Easily reach information about how to support Literature Wales/Tŷ Newydd, including one-off and regular donations, legacy donations etc
Funders, Influencers & Governing Bodies	Find legal documents easily