



Invitation to Tender

Corrymeela Website Redevelopment & Digital Content Strategy

Tenders must be received by the Corrymeela Community **no later than 10am on Monday 24th August 2026**

This project is generously supported and funded through the Dormant Accounts Fund NI, delivered by the National Lottery Community Fund.



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1. Introduction

The Corrymeela Community invites tenders for the redevelopment of its website, alongside the development of a comprehensive digital narrative, content strategy, and digital portfolio integration. We welcome submissions from integrated communications, PR, and digital agencies and practitioners with demonstrable experience in digital transformation, strategic storytelling, UX/UI design, and CRM systems within the nonprofit or values-led sectors.

The successful tender applicant will partner with Corrymeela to create a unified digital platform that acts as a genuine extension of our physical welcome and peacebuilding mission, supporting meaningful engagement with our diverse audiences through powerful narrative and seamless technical utility.

2. Background and Context

The Corrymeela Community is the oldest peace and reconciliation centre on the island of Ireland. We are a membership organisation located on the North Antrim coast near the seaside town of Ballycastle, welcoming thousands of local and international participants and visitors every year.

This 60th anniversary year has been a significant moment for Corrymeela. Over the past few months, we've reflected on our past and legacy of creating a more peaceful and reconciled society for over the past half century.

- Through **our programmes**, we are making meaningful impact across communities here in Northern Ireland, bringing individuals and groups together to address division, conflict, and injustice.
- Through **our public engagement events**, we are widening the net of people engaging with our work.

- And **our residential experiences**, continue to create lifechanging moments of connection and learning for thousands of local and international visitors at our centre.

In a challenging global landscape, with war, building tensions in communities and fear becoming ever-present, Corrymeela offers hope. Our website redevelopment coincides with a wider plan for transforming our digital communications, to create engaging content and influential storytelling that drives engagement with the next generation of peacebuilders, grows our donor base, and clearly communicates how our work is moving the dial towards a more peaceful and reconciled society.

Corrymeela now has a membership of over 160 people, employs approximately 35 staff, and is supported by more than 50 local and international volunteers annually. Our work spans youth engagement, community dialogue, reconciliation, and advocacy for a more just and peaceful society.

Further information on our history and current programmes can be found here, a digital version of our exhibition earlier this year at the Linen Hall Library, *Corrymeela: An Unfinished Journey Towards Peace*: [Linen Hall Exhibition Panels](#)

A Changing Digital Landscape

In an increasingly polarised digital world, marked by the rise of AI-generated content, misinformation, and fragmented online discourse, there is a growing need for trusted, reflective, and values-led spaces online. Corrymeela believes its digital presence should act as an antidote to this, offering a counter-cultural space grounded in listening, dialogue and community.

The new website should embody what we describe as a "Digital Corrymeela Welcome." It should be a meaningful expression of our ethos and the well-known phrase: "Corrymeela begins when you leave." Our digital channels must extend our physical practice of hospitality into the online world, creating a welcoming, accessible and participative space for all.

Narrative, Content, and Campaign-Oriented Communications

As part of a wider transformation in our communications strategy, Corrymeela is moving towards a campaign-oriented approach. This means that across all digital channels — including the website, email newsletters, and social media — we will be more intentional, focused and strategic in the calls-to-action we promote.

To achieve this, the project requires a heavy emphasis on narrative and content strategy. The chosen applicant will not only support Corrymeela in the design of the website but will help us **organise and articulate our core messaging digitally**, ensuring our storytelling is cohesive across the website and our wider digital channels. Rather than presenting static organisational information, the website will function as a dynamic hub of engagement, where key campaigns are surfaced, prioritised and integrated across user journeys.

A key driver in our website redevelopment and the move towards the campaign-orientated approach is to **increase our one-time and regular donations**, by developing concentrated campaign asks that focus engagement on priority fundraising asks.

Purpose of the New Website

The redeveloped website will serve as a central hub for engagement for our members, supporters, partners and the wider public. It must demonstrate excellence in communications and reflect Corrymeela's expertise in facilitating difficult conversations and creating space for peaceful dialogue.

The platform should:

- Provide a welcoming, narrative-driven, and intuitive user experience.
- Support community engagement, strategic storytelling, and cross-channel impact.
- Enable seamless interaction (events, donations, enquiries).
- Integrate effectively with our specified CRM and fundraising ecosystem.
- Reflect the warmth, openness and credibility of Corrymeela's work.

3. Budget, Digital Portfolio, and Deliverables

Budget & Core Infrastructure

A budget of £15,000 has been allocated to this project. This budget is intended to cover the narrative and content strategy, core platform configuration, integration of essential digital technologies, professional UX/design work and initial staff training. Advanced community portal features — such as member login dashboards and community forums — may be scoped as a subsequent development.

Technical Framework & Existing Digital Portfolio

A critical component of this brief is the seamless integration of our existing technical ecosystem into the new website, including:

- Blackbaud Raiser's Edge NXT (Core CRM for automated donor and contact data flow).
- Existing Fundraising Platforms (Native and third-party donation tools).
- Event booking, subscription, and enquiry capture systems.

Required Deliverables

The successful agency will be expected to deliver the following:

- **Narrative & Content Strategy:** A defined digital messaging framework and content strategy that aligns our website copy, campaigns, and wider digital channels with Corrymeela's values.
- **Campaign-Orientated Storytelling:** A fully redeveloped website aligned with Corrymeela's communications strategy, optimised for campaign-oriented storytelling.
- **Digital Portfolio Integration:** Robust integration with Blackbaud NXT and our fundraising platforms to ensure streamlined data flows and automated donor management.
- **A Campaign-Oriented Homepage:** A dynamic, easily updated structure to highlight active campaigns and clear user journeys.
- **Accessibility & Optimisation:** High standards of mobile responsiveness and digital accessibility compliance.

- **Staff Training & Transition:** Full onboarding documentation and training for internal staff to manage the website and monitor integrations.
- **Ongoing Support:** Options for ongoing maintenance and critical communications advice.

4. Tender Requirements

Tender submissions should be structured using the following headings:

4.1 Organisation Details and Project Team

- Structure, size and capacity.
- Relevant experience across both PR/Communications strategy and digital development within the charity or nonprofit sector.
- Examples of comparable projects, specifically highlighting narrative development and CRM integration.
- Details of key personnel, including those leading the content/PR strategy and those overseeing the technical systems integration.
- Roles, expertise and experience.

4.2 Approach and Methodology

- Proposed approach to discovery, narrative alignment, UX design, website build, and launch. Proposed approach to discovery, narrative alignment, UX design, website platform build, and launch.
- Methodology for cross-channel content strategy and campaign planning.
- Outline of knowledge about technical integration for external platforms into the website (e.g. Blackbaud NXT and fundraising platforms.)
- Requirements and expectations from the Corrymeela team.

4.3 Pricing

- Detailed breakdown of costs (including VAT).
- Payment schedule tied to the project milestones.

4.4 References

- At least two relevant client references.

4.5 Insurance

- Details of professional indemnity and public liability insurance, including cover and any exclusions.

4.6 Declaration of Conflicts of Interest

- Tenderers must include a formal declaration of any actual, potential, or perceived conflicts of interest. This includes disclosing any existing personal, professional, or commercial relationships with the Corrymeela Community, its Trustees, or staff members to ensure complete transparency throughout the procurement process.

5. Project Timeline

Tender Process

- Tender Deadline: Monday 24th August 2026 (10am)
- Shortlisting: w/c 24th August 2026

Those shortlisted will be invited forward to present in a panel presentation.

Delivery Timeline

Phase	Timeline
Discovery, Narrative & Design	October 2026
Build, Integration & Testing	October – December 2026
Launch, Training & Handover	January 2026

6. Submission of Tender

Tenders must be submitted via email and clearly marked "Corrymeela Website Redevelopment Tender." Applications must be no more than 6-sides of A4 paper (diagrams, charts and illustrations may be added as appendices.)

All submissions should be sent to: comms@corrymeela.org

The deadline for application submissions is 10am on Monday 24th August 2026. Late submissions will not be considered. Costs associated with preparing the tender are the responsibility of the applicant.

7. Evaluation Criteria and Appointment Process

The weighting ratio for non-price : price is 80:20. Details on the scoring methodology can be found in Appendix A, and all scores will be weighted as follows:

Phase	Evaluation Criteria	Description	Weighting
1	Insurance and Liability	Mandatory confirmation of professional indemnity and public liability cover.	Pass / Fail
2	Experience and Sector Understanding	Demonstrable track record in charity comms, narrative strategy, and value-led campaigns.	20%
3	Approach and Methodology	Robustness of the proposed delivery model, strategic content planning, and project management.	30%
4	Creative Track Record and Technical Capability	Evidence of previous high-quality website portfolio builds, UX design excellence, and successful integration of external tools (e.g. Blackbaud NXT, fundraising platforms) into the website platform.	20%
5	Project Team and Capacity	Relevant expertise, skills, and availability of the specific personnel assigned to Corrymeela.	10%
6	Costs and Value	Efficiency, transparency, and clarity of the fee structure and resource allocation.	20%

From the proposals scored on the above criteria, we will identify a shortlist who will be invited to make a presentation to the selection panel, including a question-and-answer session. Final selection will be based on combined written submission and interview scores.

Corrymeela reserves the right not to appoint any provider through this process.

8. Contact Details

Andrew McAnallen MCIPR

Communications Manager

Email: comms@corrymeela.org

Corrymeela is committed to a fair and open procurement process and looks forward to receiving high-quality, thoughtful submissions aligned with our mission and values.

Appendix 1 – Guide to Evaluation Scoring

Non-Price Scoring

Each non-price criterion will be evaluated and awarded a score out of **10** using the following qualitative scale:

Assessment	Description	Score Range
Unsatisfactory / Poor	A weak response which only partially answers requirements, with major deficiencies. Little relevant detail proposed and basic evidence in support of responses.	1 - 2
Fair	Response partially satisfies requirement, with deficiencies apparent. Some useful evidence provided but response falls short of minimum expectations. Lacking in overall quality of responses with little appropriate and relevant evidence.	3 - 4
Adequate	Response meets acceptable quality but remains basic and could have been expanded upon. Responses are sufficient but appropriate, relevant corroborative evidence does not inspire.	5 – 6
Good	Response satisfies requirement and exceeds minimum expectations of quality. Includes strong supporting detail and relevant evidence (e.g. website design case studies, evidence of helping organisations refine brand narrative / key messaging), which adds value to the bid.	7 – 8
Excellent	Comprehensive and useful responses, supported by outstanding relevant evidence, which is innovative and exceeds expectations, including a full description of techniques and measurements employed.	9 – 10

Price Scoring

The tender costs will be normalised, out of 10, based on the following method:

- **Normalised Price Score = (Lowest Tender Price / Bidder's Tender Price) × 10**

Where a zero cost or 'no cost' offer is made, this offer will be assigned a nominal penny value for assessment purposes only.