

WEB DESIGN PROPOSAL

Creating social impact
through digital together



Our Company

Agency For Good is an ethical agency supplying marketing services to those who have a social purpose and are making a positive impact in society.

Since January 2019 we have returned over £250,000 to the charity sector through either our free programmes and grants or our moral pricing approach.

We only work with the 3rd sector and to date have delivered over 200 websites.

We offer a full range of Marketing, Web and Creative Services.

Our profits are reinvested to support social purpose organisations.

[Agency For Good Reviews](#)



Our Good Team



Rich Sutcliffe

Founder / Strategy / Coaching



Sam Britton

Web Design



Helen Mincher

PR / Strategy / Comms



Sven Shaw

Creative



Viky Sutcliffe

Operations / Socials



Matt Ingham-Dempster

Creative



Megan Lee

Copywrite



Christian Hardy

Video



Sam Charles

SEO & PPC



Josie Armitage

Bid / Grant Writing

Mission and Vision

Thank you for considering to work with Agency For Good to help you create more impact.

We believe Agency For Good can significantly increase positive social and environmental impact in the UK.

We do this by helping 3rd sector organisations simultaneously generate and save more income which is then used to help bring about meaningful change.

Your support will help us to do more of this.



Rich Sutcliffe



This Good Project Team



Rich Sutcliffe
Strategy / UX /
Account Manager

Rich Sutcliffe specialises in 3rd sector marketing strategy, engagement, communications and is a qualified UX designer. His whole ethos is about creating positive social impact through great marketing and digital. With over 14 years of experience and having worked with hundreds of charities he is well placed to guide you through this project.



Sam Britton
Web Design

Sam has built and managed hundreds of website projects over the years. He will be the main technical contact throughout the process and will also be the point of contact for any support queries once the site has been updated for the lifetime of the contract.



Matt Ingham-Dempster
Creative

Matt has eleven years working in the design industry in both agency, and in-house roles. He has a vast range of experience working on print and digital design both nationally and globally. His enthusiasm for his job stems from a genuine love for art and design. He has recently embarked on his independent creative career.



Sam Charles
SEO & PPC

Multi-award-winning and Google-certified digital marketing expert with 10+ years of experience delivering high ROI search campaigns. Her diverse portfolio features over 450 brands for brands such as Argos, Thorntons, Accor Hotels, Victoria's Secret, Eastpak, Manfrotto & Emirates Airlines. Sam is also a seasoned international public speaker and nonprofit committee member.

About The Cellar Trust

The Cellar Trust is an award-winning mental health charity that has been supporting individuals across Bradford, Airedale, Wharfedale, and Craven for over 40 years.

The organisation delivers vital mental health services in partnership with the NHS, Local Authorities, and other sector partners. By utilising peer support and therapeutic interventions, they assist people experiencing serious mental illness, alongside providing paid-for services for those facing low-to-medium mental health challenges.

Their critical work actively addresses gaps in local provision, supporting people in crisis, those transitioning from inpatient care, and individuals dealing with trauma, grief, or complex long-term conditions.

Operating across various community and health environments, their main hub is based at Farfield in Shipley, an accessible, eco-friendly wellbeing centre that serves both the charity and its partners.



Your Project

We understand that The Cellar Trust requires a transformative digital redevelopment to resolve the severe operational and technical limitations of your current "headless" website architecture.

Our primary objective is to deliver a reliable, fast, and fully accessible public presence that significantly improves the user experience for clients, professional referrers, and diverse stakeholder groups. We will replace the restrictive dual-system setup with a streamlined, single-system WordPress Content Management System (CMS). This approach will utilise native WordPress and Gutenberg blocks, effectively removing your dependency on external developers and giving your internal team direct, unmediated control over layouts, services, and content updates.

Furthermore, we recognise that system portability and complete ownership are non-negotiable conditions for this project. We will ensure that The Cellar Trust holds full, direct ownership of the source code, hosting environments, and administrative credentials, eliminating any single points of failure moving forward. By implementing a robust WordPress Multi-site environment, we will also empower your team to seamlessly manage both the main charity website and the Farfield microsite from a single, intuitive dashboard. Ultimately, our goal is to provide a sustainable, inclusive, and highly functional platform that aligns with your charity's budget constraints while allowing for future growth.



Functionality

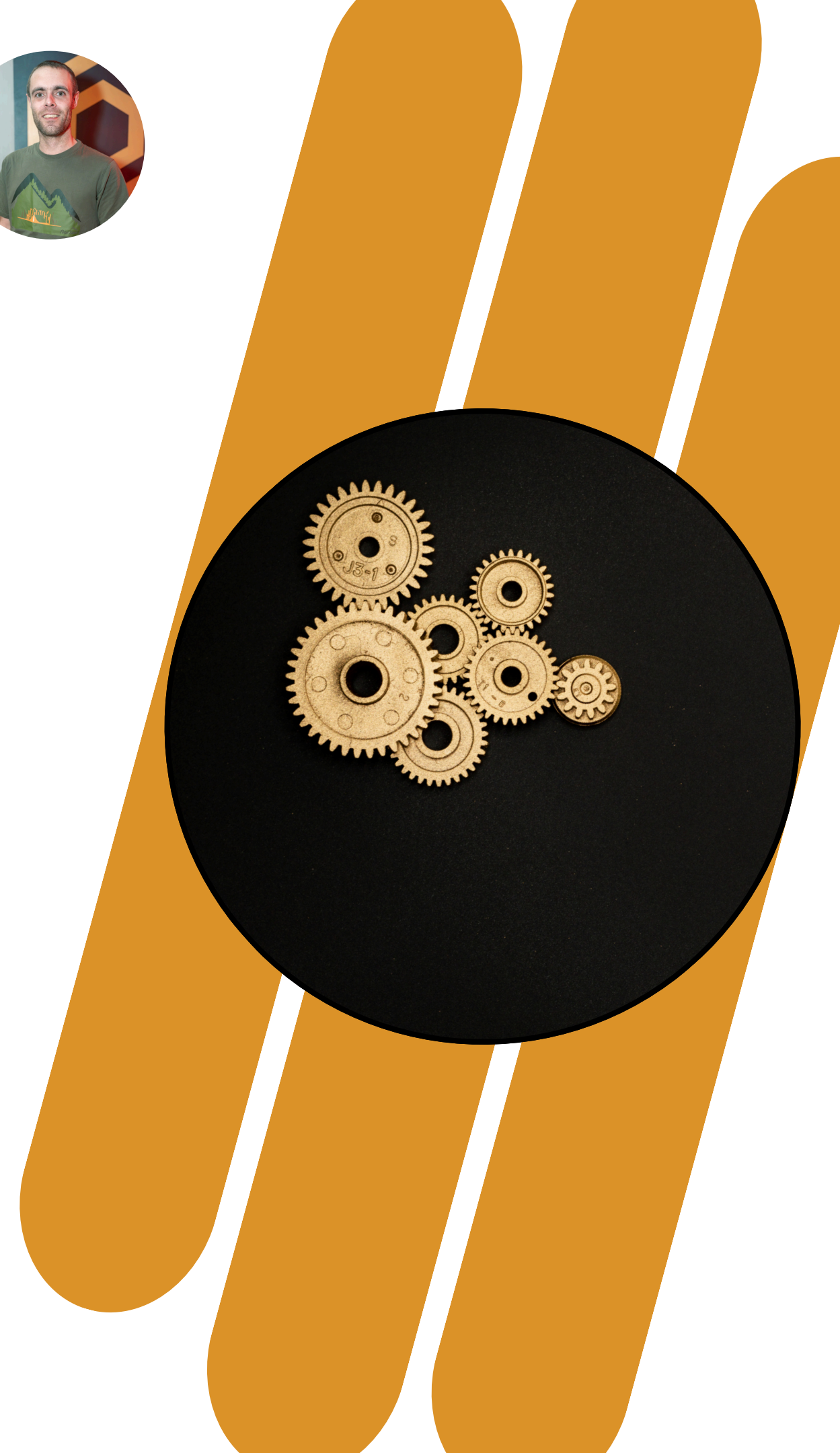


Single-System CMS: A standard, easily portable WordPress installation that gives staff full independence to update page layouts, navigation menus, news, and blogs without requiring developer intervention.

WordPress Multi-Site Capability: A unified dashboard to seamlessly manage content for both The Cellar Trust's main site and the separate Farfield microsite, facilitating distinct user journeys while sharing backend administration.

Flexible Form Integration: We understand you are currently evaluating your referral processes and will be discussing form options with your data specialist, Greg, and the admin team. Whether you choose to retain Microsoft Forms to triage data via your generic inbox, or transition to Gravity Forms, we will fully support your process. Should you choose Gravity Forms, it will provide secure, accessible, multi-page referral forms with conditional logic, significantly improving the experience for neurodiverse users whilst ensuring no sensitive data is stored on the backend.

Strict Accessibility Compliance: A design that guarantees compliance with the NHS digital service manual and WCAG 2.1 AA minimum standards, ensuring the site is clear, reassuring, and functional for users with additional needs or language barriers.



Functionality



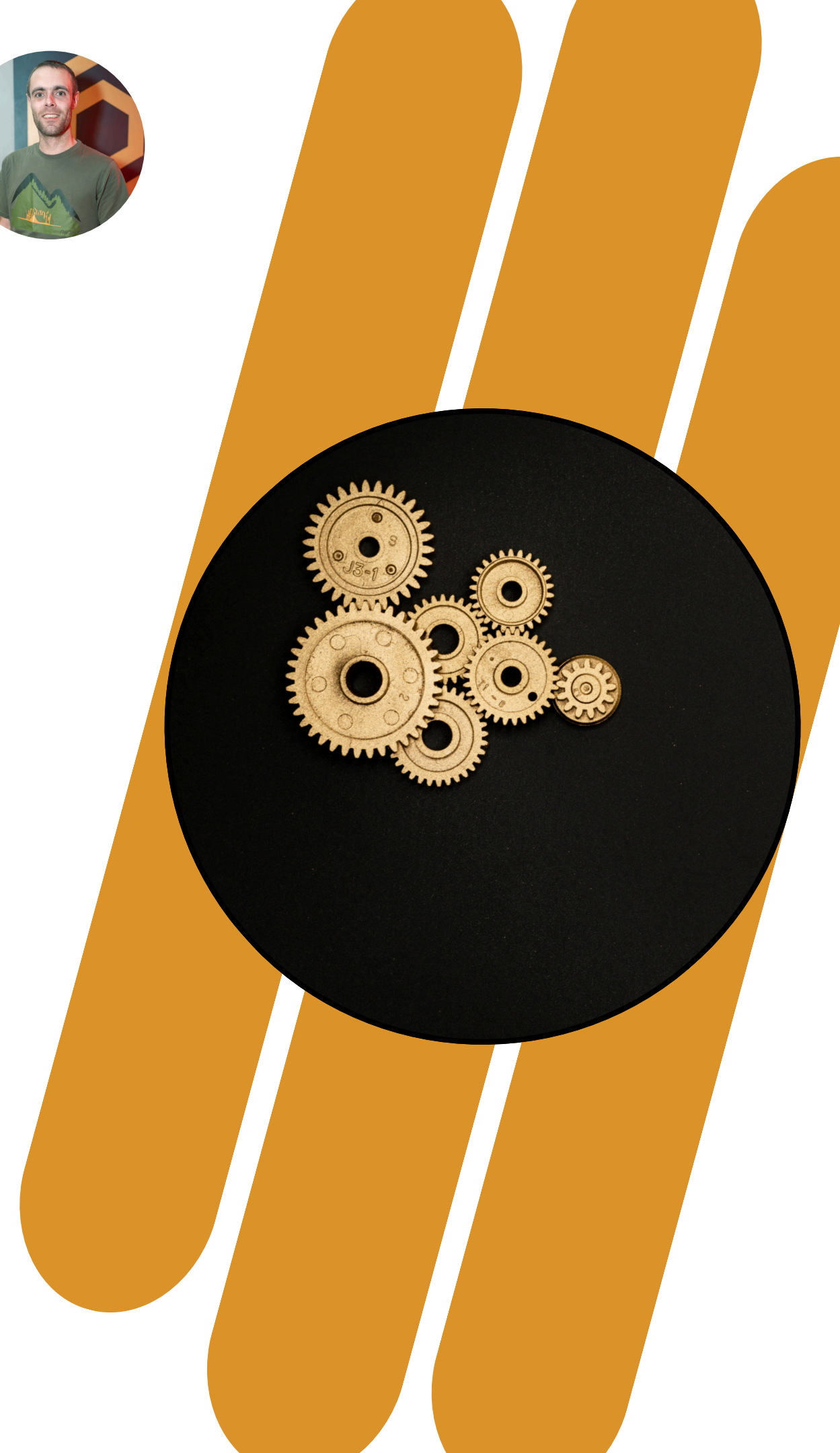
External Payment and Booking Widgets: Integration of the CAF bank widget for secure donations and Skedda for Farfield room bookings, ensuring smooth transactions without the charity having to hold sensitive payment card data.

Visual 'Hotspots' Map: A clear visual representation showing the charity's reach and impact across the Bradford district to support commissioner and stakeholder engagement.

Interactive Chatbot Implementation: Technical integration of your independently developed chatbot to assist with content searching and, in phase two, referral triage.

Future-Proofing for Case Management: Establishing a technical foundation that will eventually allow user referrals from the website to link directly into your MyMup system to streamline the referral journey. It is worth noting that should you choose to transition to Gravity Forms , achieving this automated integration for your Phase Two 'single point of access' project will be significantly easier and more robust than attempting to connect embedded Microsoft Forms.

With the functionality required for the website we have identified 4 premium plugins required for the build (Gravity Forms, Relevanssi, FacetWP, ACF Pro) and the costs are below. If any further are needed during the scoping sessions we will notify you of this.



Optional - Advanced Discovery & Design

We have included an appropriate level of discovery and design but sometimes our customers would like extra detail in the initial phase of the website planning. This can be useful for more complex websites but our standard options have led to 100's of successful website launches.

Extra Discovery Option

Stakeholder Engagement - Questionnaire for users (distributed via client). Written summary/brief document included in User Persona documentation	
Competitor & Market Research - Review 4–6 comparable organisations. Short written report on design patterns, navigation, content strategy - identifying key areas for improvement	£2,100
User Personas & Journeys - 3–4 personas (i.e. referrers, donors, volunteers, job seekers). Simple journey map per persona.	

Extra Design Options

An extra Homepage Hi-fi wireframe design alternative	£450
Up to 4 pages of low-fi wireframes	£600
Brand Assets / Visual Identity Extension Developing an existing logo into web colours, typography, graphic elements. Not a full logo design, but extending what you have	£540

Optional Costs - SEO Essential

Initial one-off optional SEO work:

30 min call with you to discuss business objectives

Keyword research (resulting in development of keyword universe from which we can select ~20 target keywords)

Competitor research (this feeds into the point above)

Keyword mapping (which pages should target which terms)

On-page optimisation (title, description & headings in line with keyword research)

Content Recommendations (we would suggest additional landing pages and content optimisation recommendations).

Internal linking recommendations - delivered as an excel, recommendations for internal links including anchor text)

Page speed & core web vitals check

Optional SEO Monitoring and Reporting:

Acknowledging the budget constraints within the charity sector, we have included SEO monitoring and reporting as an optional, separate line item. This ensures the foundation focuses on an effective site using the correct keywords, with the flexibility to implement quarterly reviews when you are ready, without over-complicating the project or inflating core costs.



Our Approach

We work in a personal and collaborative way with ethics and transparency at the heart of everything we do. The whole point of Agency For Good is to create social impact through great digital and marketing.

We also believe in fair pricing and have set up in a way which gives our customers the best value for their hard earned funds. We operate with minimal overheads which means our prices are extremely competitive.

With a collective 35 years (just on this project team) of delivering all types of website projects from both a client facing and development side so we will make sure the new website is delivered with extensive knowledge and care.

Everything we do is aimed to create social impact and we put purpose over profit.

This is why our prices are lower than most for 3rd sector organisations while maintaining the highest of standards and quality of work.



The Process

Discovery

In the Discovery phase, we work closely with you to understand your goals, audience, and technical requirements. Through workshops and research, we define the site structure, user journeys, and key functionalities. This phase ensures that we align the website's design and features with your vision, setting a strong foundation for development.

Design

During the Design phase, we create a high-fidelity design that brings your vision to life. We focus on user experience (UX), branding, and accessibility to ensure the website is visually engaging and easy to navigate. Your feedback is essential as we refine the design to match your expectations before development begins.

Build

In the Build phase, we develop a fully functional website based on the approved design. We integrate key features such as CRM Integration, E-commerce and Donations while ensuring optimal performance, security, and SEO. After thorough testing, we provide training and support to ensure a smooth handover before launching your new website.

For more in depth details please see the supplementary example delivery plan



Security & Maintenance

We take security of your site and data seriously.

In addition to the Wordfence security plugin we install we also have a number of monitoring systems in place. This alerts us to anything that could potentially compromise the security or performance. We monitor the website for high and critical updates and rectify when needed. We carry out these checks every morning as part of our maintenance.

Our maintenance plan ensures the themes and plugins are kept updated to mitigate any security risks (we build sites with minimal plugins to mitigate this further). It also includes any technical issues that may arise that are faults with the technology and not user created.

We also have a double redundancy backup process in place for extra peace of mind and employ and advise on login security features such as 2 factor authentication for administrators and editors of the website.



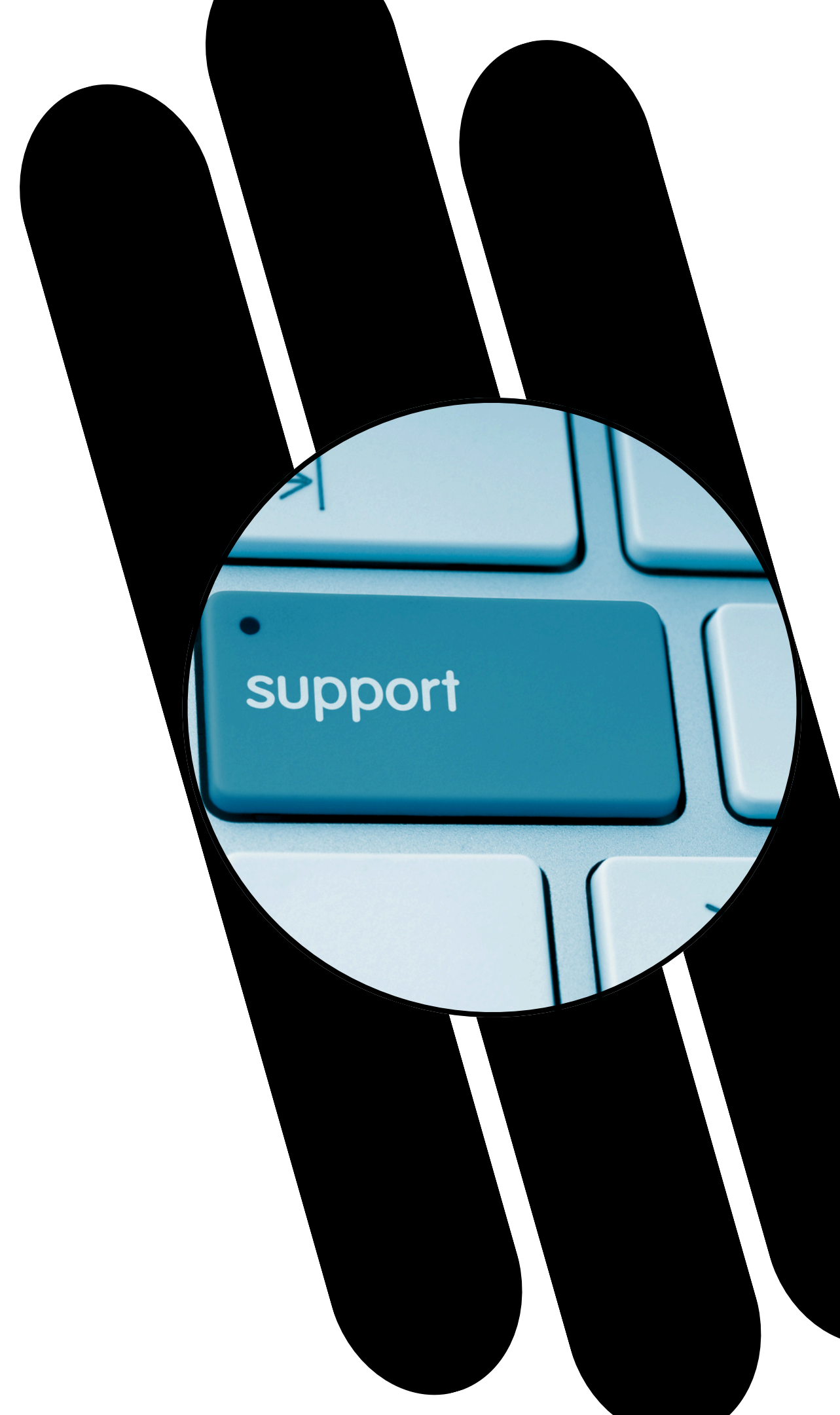
Support

Initially we will provide full training on how the website operates. We also record any training and send you a copy to aid sustainability. Our ethos is that you shouldn't need to get in touch with us to edit any part of your website, we are always on hand and extremely responsive to requests with most requests sorted the same day.

As we will build all of our websites so you have full control we expect the additional support required to be low. This is why we don't put support contracts in place as our sites are built to a high standard.

If you did need ad hoc support then we charge this at £30ph + vat. Support in this context means additional development, training or changes to the structure or overall theme design not included in the original brief.

We have flexible support options if you feel you would need extra support due to capacity restrictions.



Timeline

Discovery Session

Day 1

Discovery

Initial Site Built
(incorporating feedback)

Feedback to be submitted

Day 21

Design

Initial hi-fi wireframes sent
for feedback

Feedback to be submitted

Site Built and all content
added

Feedback to be submitted

Testing completed and final
feedback sent

Day 35

Build

Day 90

Content to be sent

Feedback implemented and
ready for testing

Final changes done,
transfer and handover of
the site - sign off

These are indicative
timelines but we can work
to your deadlines

For more in depth details please see the supplementary example delivery plan

Costs

The Cellar Trust & Farfield websites design & build using WordPress, Full training and based on the brief.

Discovery: £300 x 2

Design: £900 x 2

TCT Build: £3,250

Farfield Build: £900

Optional (Not in total below) - SEO - £1,200 initial + £300 per quarter

Optional (Not in total below) - Advanced Discovery & Design - £2,100

Standard Maintenance: £13pm

Hosting and SSL Certificate: £12pm (We will recommend the best hosting for you to purchase so you have full control, we have not included this in our costs below but is here as a guide)

Premium Plugins: £19pm

Additional support is charged at £30ph or agreed on a project / retainer basis.

Please see additional options on the next page.

TOTAL

£6,550 + £32pm + VAT

50% Paid on commencement, 50% on delivery or 3 months after commencement, whichever is sooner..



Customer Reviews

I'm honestly blown away by how great the platform looks and how such a complex brief has been simplified in such a user-friendly way. Sam has been so helpful throughout the process, answering any questions and working with me to find the best solutions. You've got a great team and the work you're doing really supports impactful startups / companies. It's so hard when working on a start up to find such cost effective yet quality services, I couldn't have built my platform without Agency For Good.

It has been a pleasure working with the team at Agency For Good. They listened to everything we needed and wanted in a new website, then delivered it! Our new World Animal Day website is fun, exciting and easy to use for us and especially for our supporters. We couldn't be happier with the new website and would recommend Rich and his team to anyone.

Building MOVE Europe's new website with Agency For Good was a great experience. Rich and Sam were responsive to all feedback and showed genuine interest in understanding how our charity works and what we needed from our website. They gave some great suggestions that ensured our new website wasn't just our old website with a new coat of paint, but a better functioning and more intuitive site overall. Their rates are really fair because they are aimed at charities and social enterprises - they were able to offer us all the website functionality that we wanted for less than half the price that other web developers quoted. We would highly recommend Agency For Good!

Agency for Good provided an excellent service, they gave the Tim Bacon Foundation the most competitive rates by far. They were very attentive and supportive in helping getting the website to launch (despite a few silly questions) they were very patient too. From concept to creation my website was up and running within 3 months. I can not recommend them highly enough.

Optional Costs

We have included an appropriate level of maintenance and support but sometimes our customers would like extra checks on their website. Here are some examples below of options we can provide.

Extra Maintenance Options

Monitoring and updating of the website for critical updates. Quarterly health check of the website and related updates. Quarterly Maintenance: £250pa

Monitoring and updating of the website for critical updates. Monthly health check of the website and related updates. Monthly Maintenance: £350pa

Example Extra Support Options

2 hours per month of additional support for training, changes and content publishing. Extra Support: £400pa

4 hours per month of additional support for training, changes and content publishing. Extra Support: £700pa

Optional Costs - SEO Extra

Backlink audit (this looks for toxic links and also any opportunities based on existing relationships the client has + data from the competitor analysis).

Link building strategy - Utilise industry, competitor and client data to deliver a link building strategy with actionable steps and advice for an ongoing campaign.

Basic schema check (e.g. org, local business etc)

6-month/12-month content plan for 12 pieces of content (fortnightly/monthly) - Includes title suggestions based on keyword data and meta descriptions.

Local SEO - If relevant, we can offer local SEO advice which includes submitting/managing 50+ local citations, along with Google My Business recommendations

Implementation not included, all delivered as excel reports.

£800 + VAT



Additional Services

Please speak to us if you need any help with the following to support this website project or your marketing and fundraising

A new logo, brand or brand development



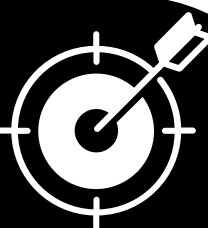
Copywriting



Digital Marketing / Social Media



Marketing Strategy



Video & Photography



Google Ads / Analytics



Admin Support

At Admin for Good, we provide expert virtual assistant services tailored for micro and small charities, social enterprises, and community businesses. Whether you're between employees, managing a busy project, or simply struggling to keep up with everyday admin, we're here to help.

We understand the challenges—limited in-house capacity, stretched resources, and the constant juggle of responsibilities. Many organisations rely on volunteers or trustees for admin support, but as volunteer numbers decline, the workload keeps growing. That's where we step in.

Admin support
Email marketing
Social media
Website support

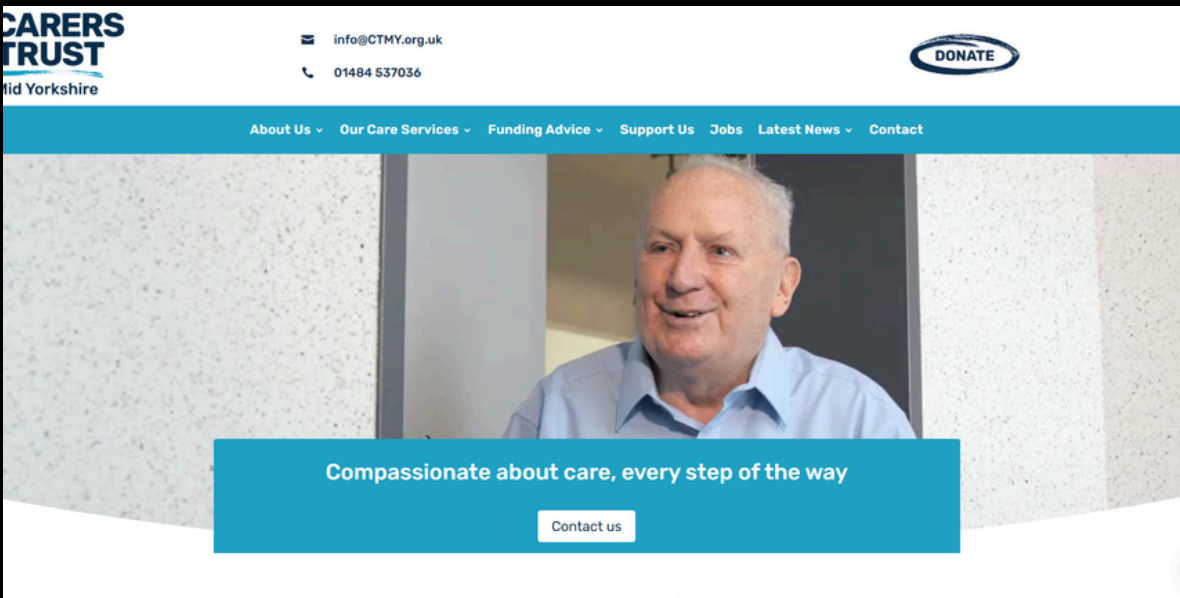
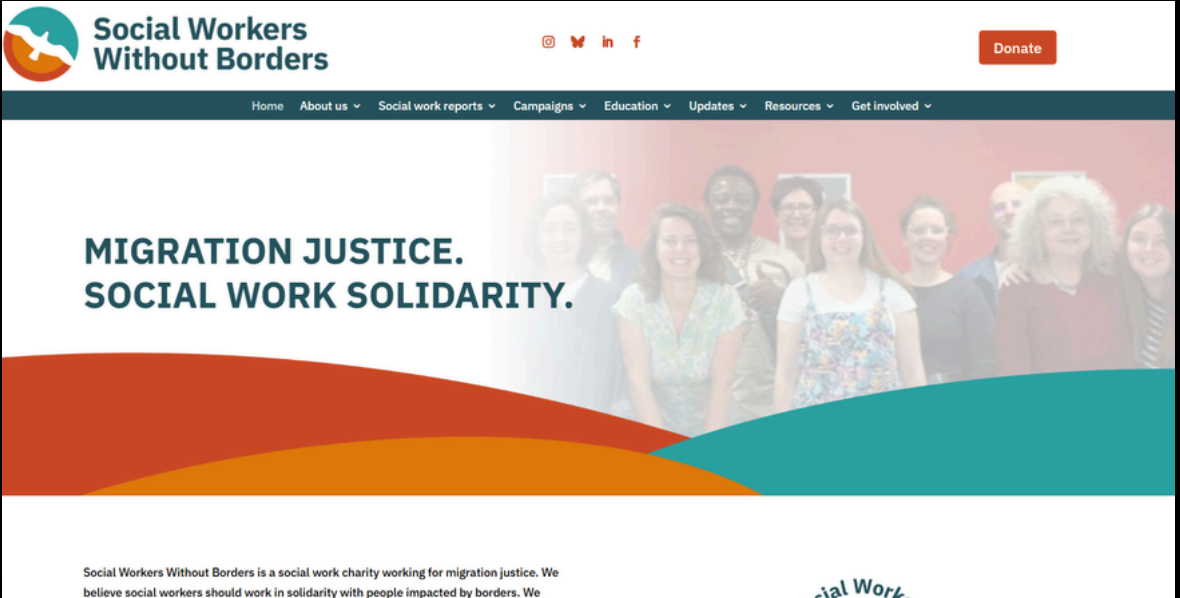
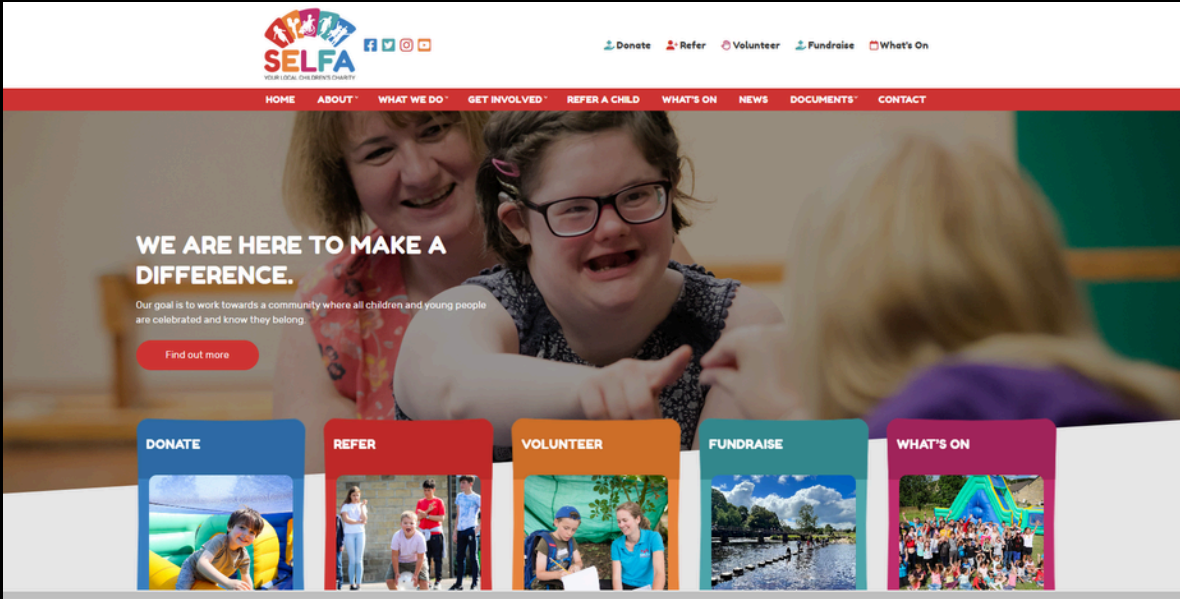
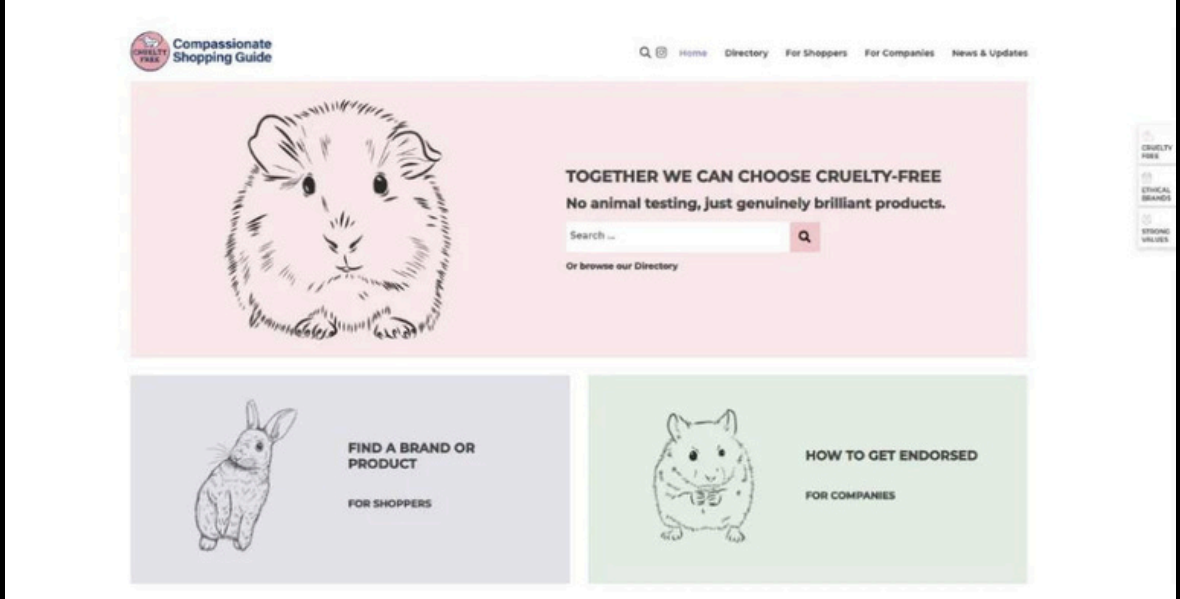
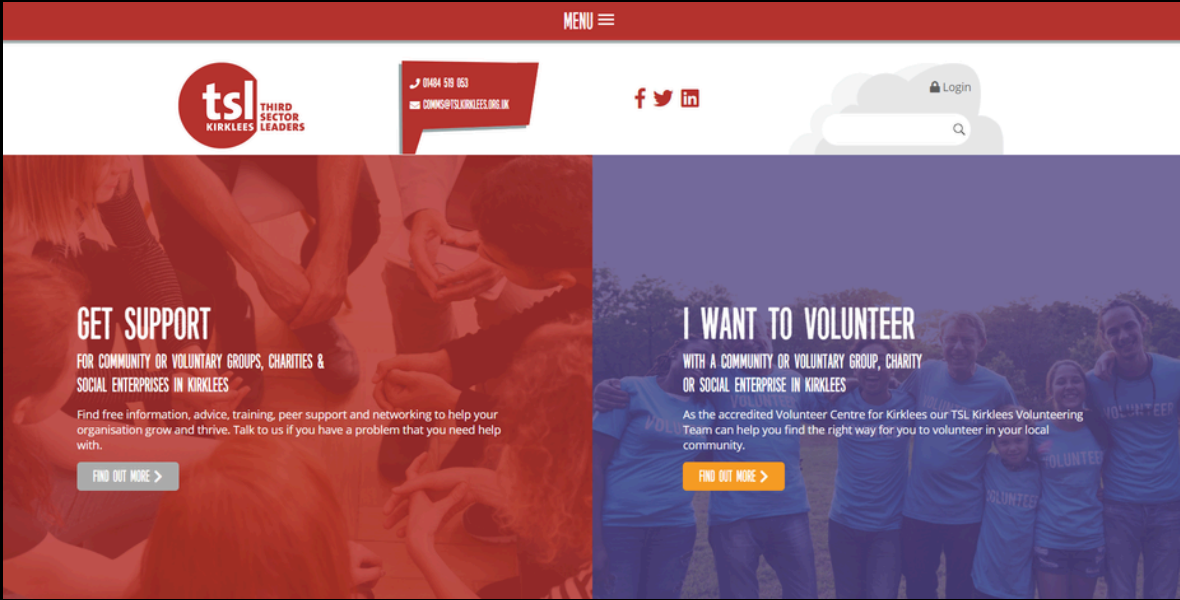
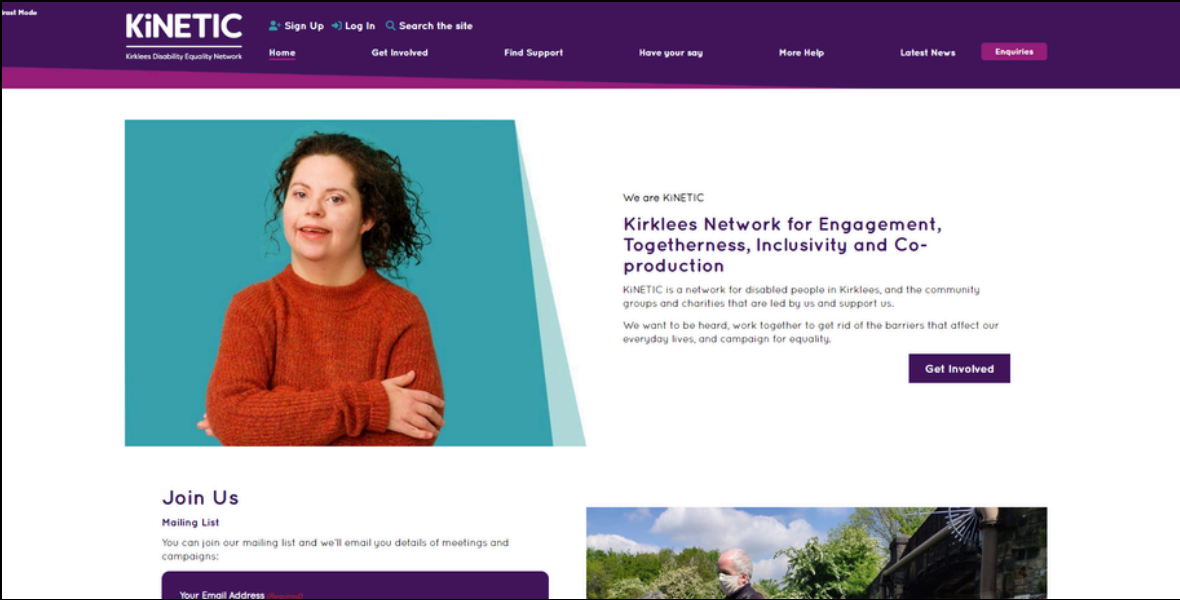
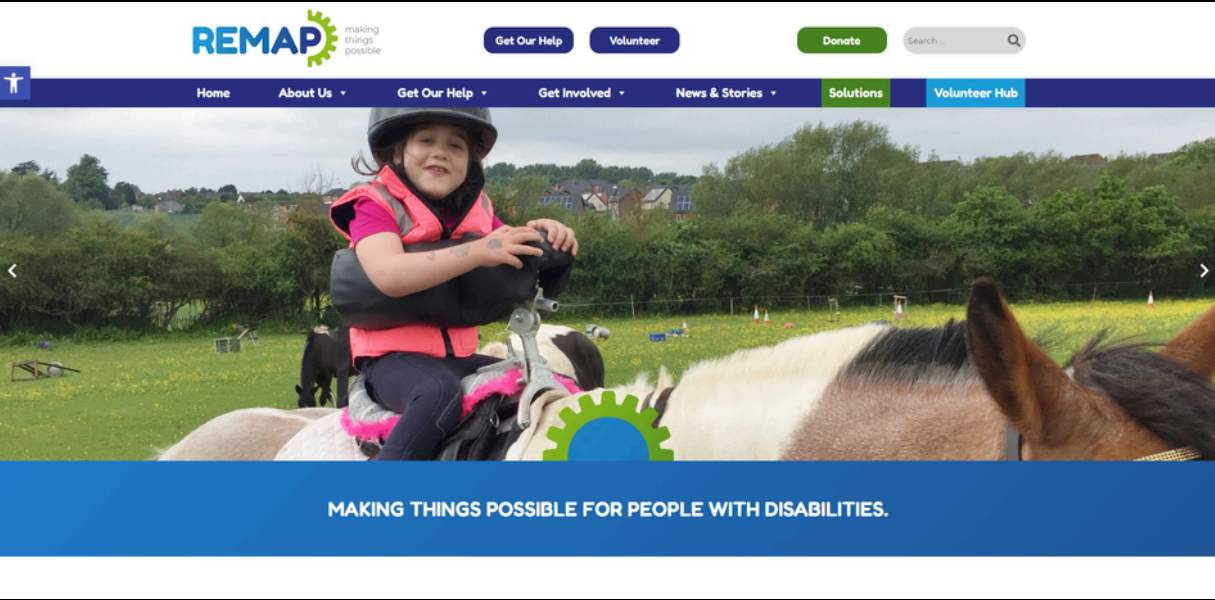
[Visit Admin For Good](#)

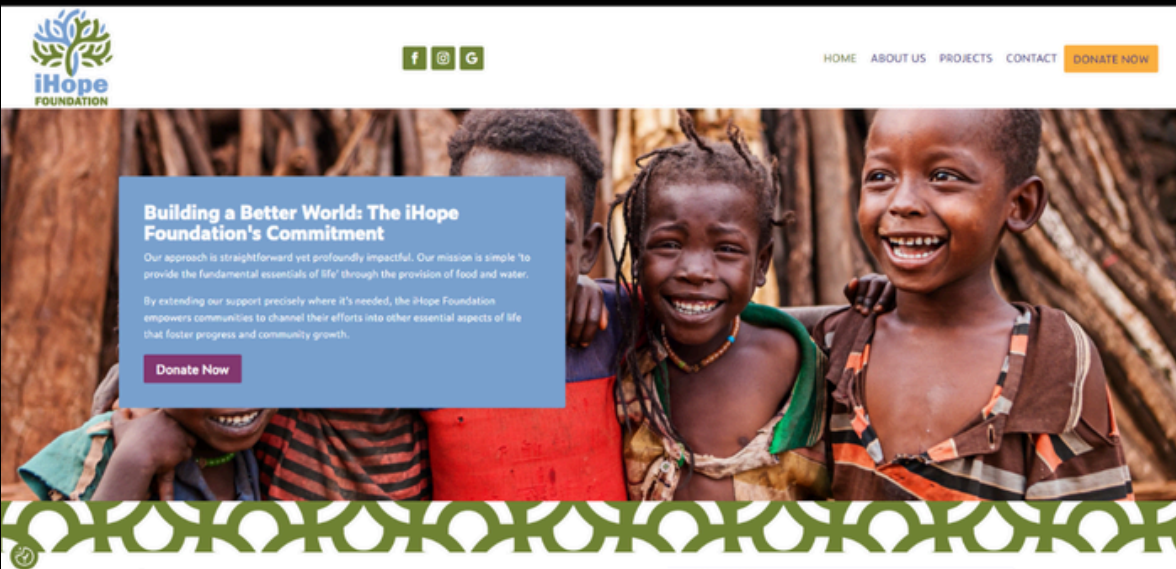
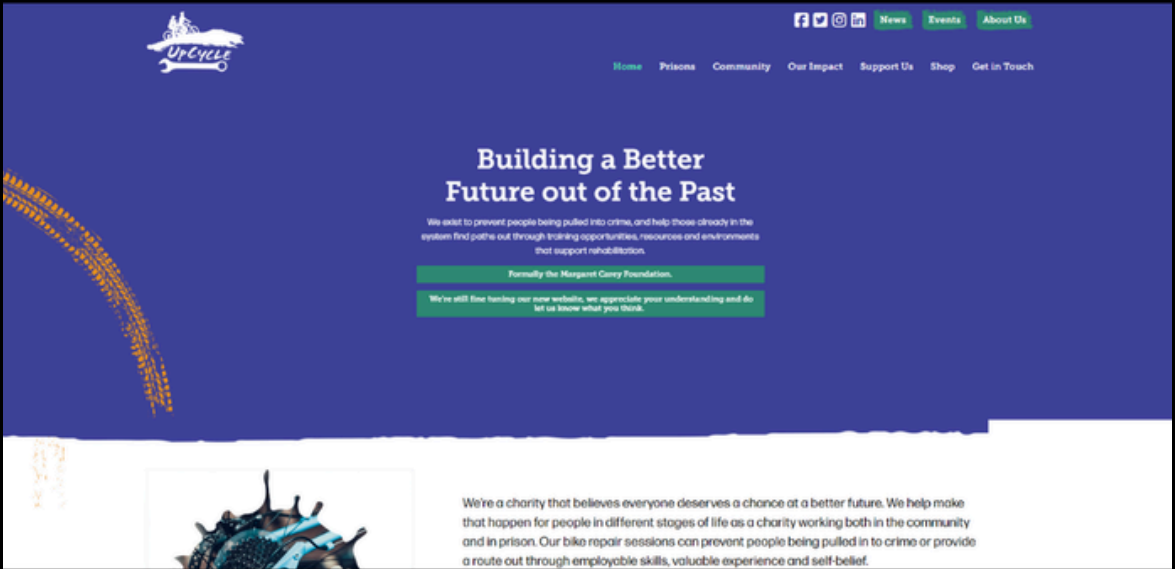
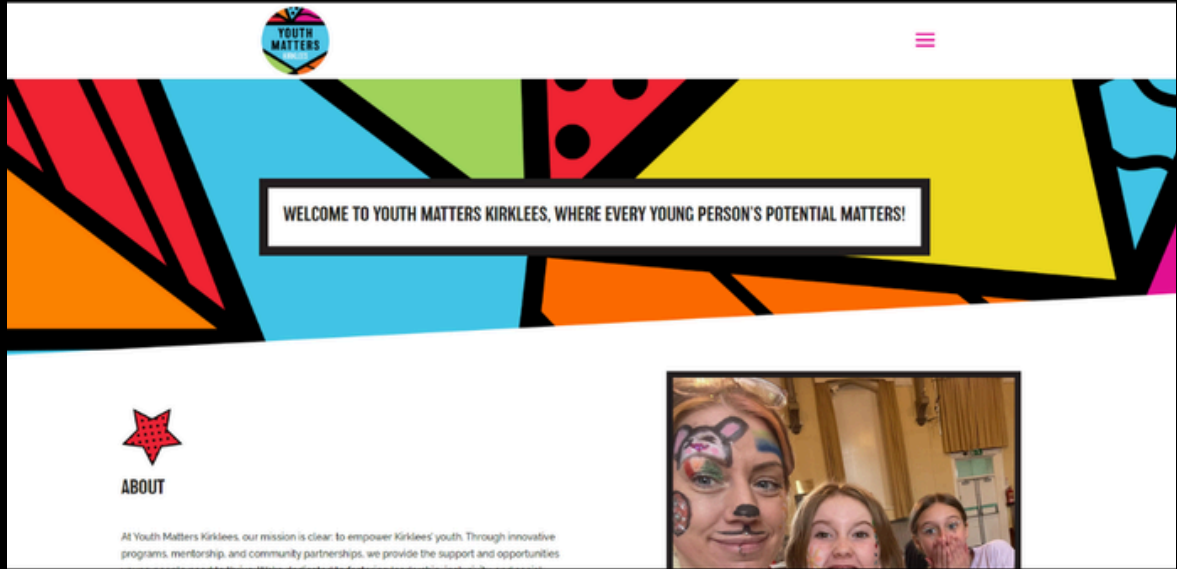
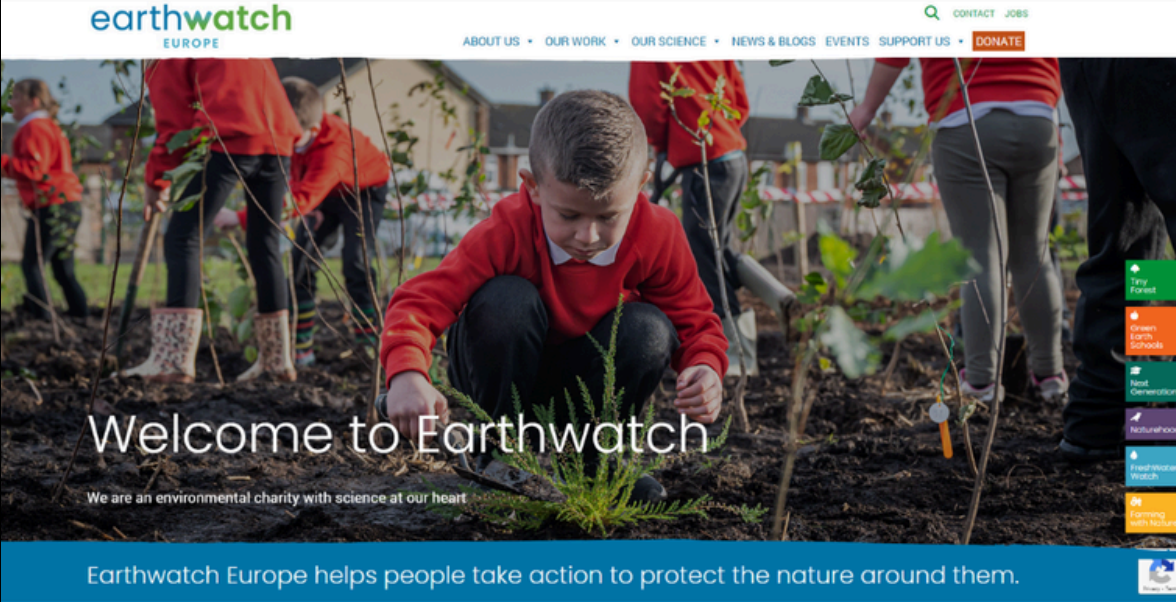
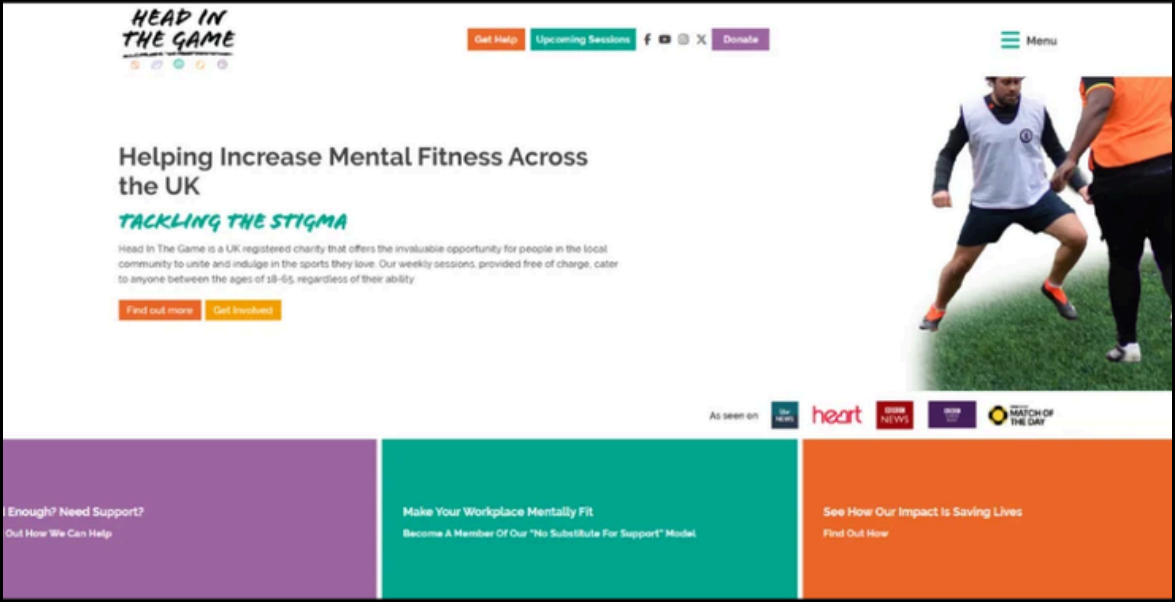
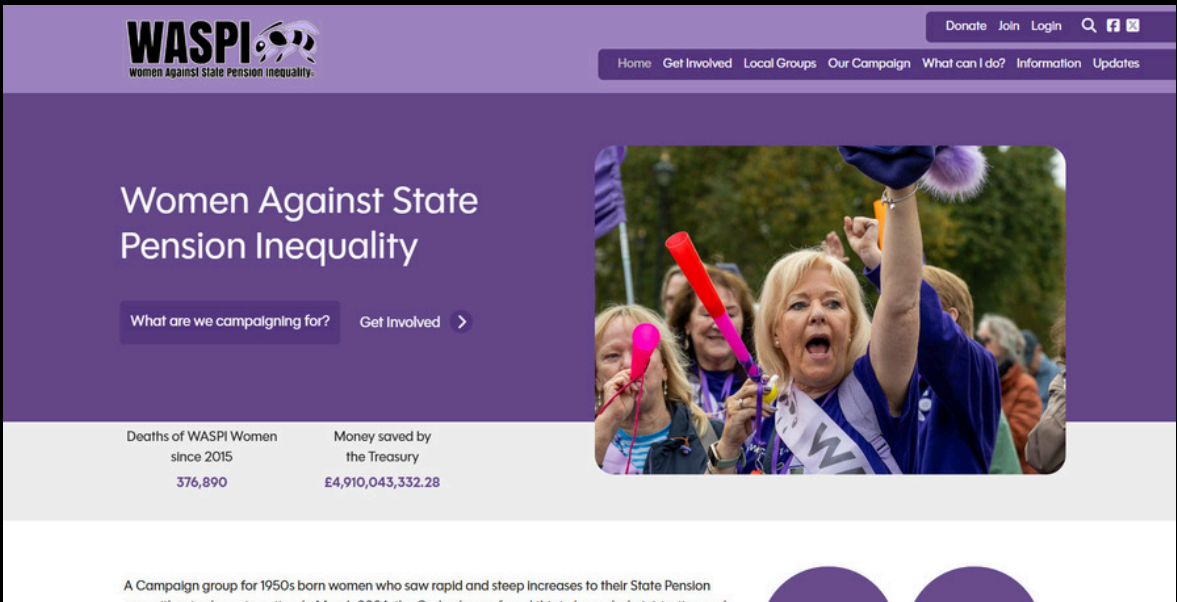
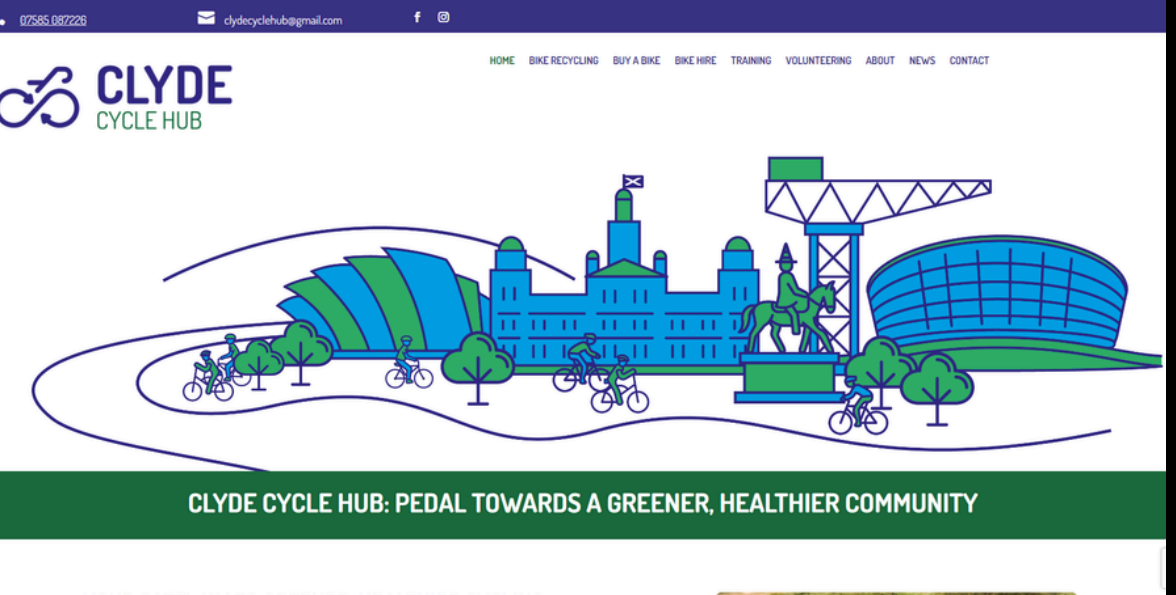
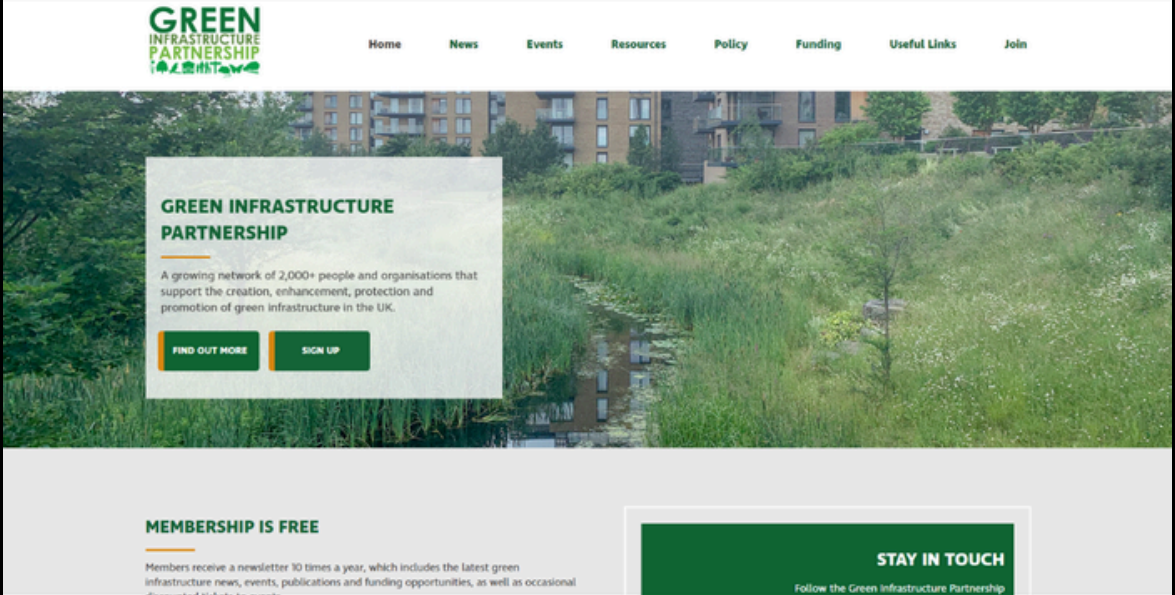
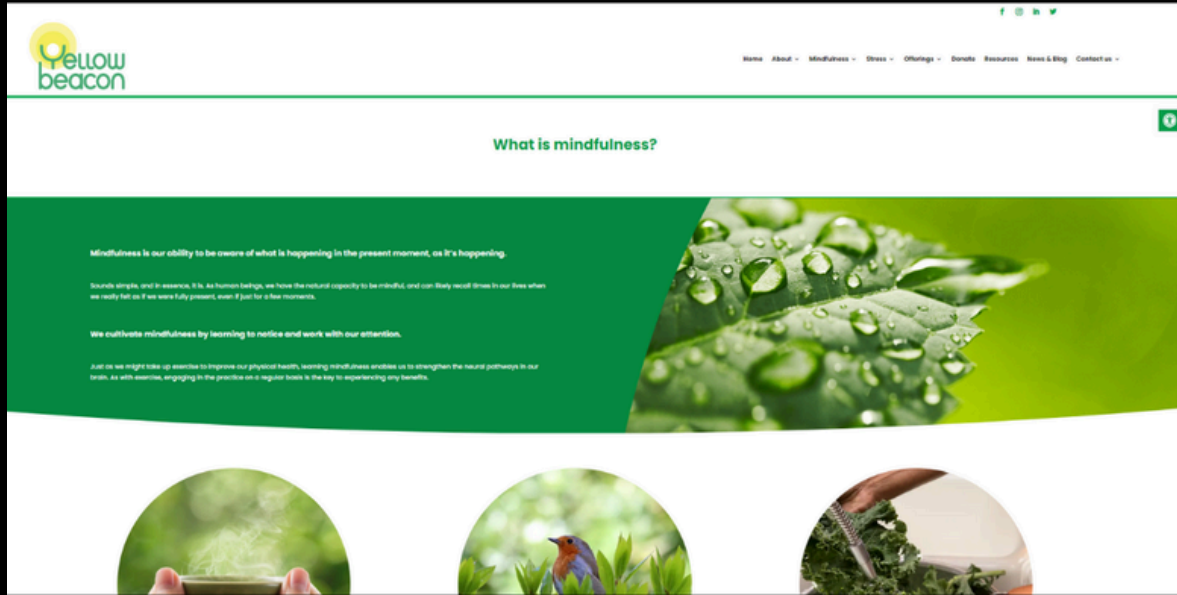


Admin For
GOOD

Some of our recent websites

Click the images to view





If you have any questions just get in touch

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