

CTO – BRITISH SKYDIVING
TENDER PACK

Closing date for applications is 1000am, Monday 15th July 2024



BRITISH
SKYDIVING

WHO WE ARE

British Skydiving is a democratic, not-for-profit organisation whose purpose is to organise, govern and further the advancement of skydiving in the UK.

WELCOME FROM THE CEO

Welcome to our role pack. I hope it helps you to get a sense of the Association and the scope of the digital transformation we are embarking upon.

This is an exciting time to join British Skydiving. The Association has taken some significant steps as part of an ambition to establish itself as a future-facing governing body. This has included formulating our strategic plan for 2023-2027, building our inclusivity strategies by signing up to Charter Membership with Sporting Equals and continuing our good governance journey by commissioning an independent Board review.

Transforming our digital ecosystem is a significant strategic goal over the coming years. British Skydiving is committed to promoting our brand to wider audiences, engaging more people into the exhilarating sport of skydiving.



Rob Gibson
CEO

OUR HISTORY

The British Parachute Association Ltd., trading as British Skydiving, was formed in 1961 and incorporated as a not-for-profit company limited by guarantee in 1966.

British Skydiving is the governing body of skydiving in the United Kingdom and is committed to maintaining the highest standards of safety in the sport. Careful analyses of accidents and injuries over time has enabled British Skydiving to build up detailed knowledge of the risks in the sport. As risks are identified and assessed, measures to manage and control the risks are implemented. These control measures are set out in our Operations Manual.

High quality training packages delivered by British Skydiving ensures consistency for all delegates starting on the pathway to become an instructor. These courses are run by the British Skydiving Safety and Training Team, in partnership with affiliated Parachute Training Organisations.

British Skydiving co-ordinates a varied programme of competitions, promoting skills development and excellence in skydiving, funding national teams and individuals who meet strict performance standards to World Championships.

It also supports major events such as the British Skydiving National Championships in all the major skydiving disciplines, together with British Skydiving UK Skydiving League (UKSL) and British Skydiving Grand Prix Competitions held at Affiliated Parachute Training Organisations throughout the UK.



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OUR VISION

***TO SECURE SKYDIVING AS A SAFE, ENJOYABLE
AND ACCESSIBLE SPORT FOR ALL.***

Our vision is driven by our belief that through the power and inspiration of our members, partners, staff and supporters, we can grow the sport of skydiving, extending its reach, accessibility and positive visibility.



OUR VALUES

COMMITMENT TO EXCELLENCE

Our belief that everything we do must be of the highest standard and reflect our ambitions as the leader of British Skydiving.

RESPECT, INTEGRITY AND TRUST

All our interactions with each other, members, staff, partners, other stakeholders and with the wider public will be characterised by a respect for the views of others and the integrity of our approach.

We will treat all people and issues with fairness and equality at all times. Our behaviours and decisions will always demonstrate the highest levels of integrity.



OUR VALUES

HONESTY AND OPENNESS

We will proactively engage with and listen to our members and other stakeholders, seeking opinion and cultivating understanding of our ambitions and approach.

BUILDING OUR KNOWLEDGE

We will facilitate the continuous learning and development of our members to improve their performance and enjoyment of skydiving. We will continuously transform ourselves as a learning organisation in response to the pressures we face to maintain our pre-eminent position in British Skydiving.

We will ensure that our knowledge and development as a body is always of the highest level so that we can support our members to the full.



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Introduction

British Skydiving is on an incredible journey. This project provides a wonderful opportunity to build a system that underpins the values British Skydiving holds itself account too. British Skydiving has a dynamic team based in Leicester and is keen to attract high calibre individuals.

British Skydiving invites proposals from qualified vendors to implement a Customer Relationship Management (CRM), Content Management System (CMS), and Learning Management System (LMS).

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Requirements - Customer Relationship Management (CRM)

Objectives:

A comprehensive CRM system to manage member relationships, process membership payments, streamline operations, and enhance member engagement.

Functional Requirements

- Member Management:
- Profiles for members, instructors, drop zones, and other stakeholders
- Membership renewal and approval workflows
- Ratings and qualifications tracking
- DBS and safeguarding checks
- Event sanctioning (drop zone) and registration (member)

Communication Tools:

- Integrated email marketing campaigns
- Automated communication workflows
- Personalised member communication preferences
- Real-time chat and helpdesk integration

Data Integration:

- Integration with HubSpot for CRM functionality
- API connections to third-party tools (e.g., payment gateways, social media)
- Data migration and synchronisation tools

Analytics and Reporting:

- Customisable dashboards
- Membership statistics and trends
- Financial and operational reports
- Real-time data visualisation

Technical Requirements:

- Platform: HubSpot CRM integrated with WordPress
- Database: MySQL or equivalent relational database
- Security: SSL encryption, GDPR compliance, role-based access control
- Integrations: Stripe for payments, HubSpot for CRM, WordPress for CMS

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Content Management System (CMS)

Objectives:

- A robust CMS to manage website content, facilitate member interaction, and enhance user experience.
- Functional Requirements:
- Content Creation and Management:
- Easy-to-use drag-and-drop interface (Elementor Pro)
- Custom page templates and themes
- SEO tools and metadata management
- Blog and news management

User Interaction:

- Member, Instructor, and Drop Zone portals with personalised dashboards
- Interactive landing pages, forms, and surveys
- Knowledge base and FAQ management

E-Commerce Integration:

- WooCommerce integration for merchandise sales
- Membership and course sales
- Secure checkout and payment processing

Mobile Compatibility:

- Responsive design for mobile and tablet
- Mobile-friendly editing tools
- Progressive Web App (PWA) capabilities

Technical Requirements:

- Platform: WordPress with Elementor Pro
- Database: MySQL or equivalent relational database
- Security: SSL encryption, GDPR compliance, role-based access control
- Integrations: WooCommerce, Stripe, HubSpot

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Learning Management System (LMS)

Objectives:

- An LMS to deliver training and certification courses, track progress, and provide educational resources.
- Functional Requirements:
- Course Management:
- Course creation and management tools (LearnDash)
- Multimedia content support (videos, documents, quizzes)
- Drip content and prerequisite management

User Engagement:

- Progress tracking and reporting
- Certification and badges upon course completion
- Discussion forums and peer interaction
- Mobile access for on-the-go learning

Assessment and Feedback:

- Quiz and assignment management
- Automated grading and feedback
- Customisable assessment criteria

E-Commerce Integration:

- Course sales and subscriptions
- Bundle courses and membership packages
- Secure checkout and payment processing

Technical Requirements:

- Platform: WordPress with LearnDash
- Database: MySQL or equivalent relational database
- Security: SSL encryption, GDPR compliance, role-based access control
- Integrations: Stripe for payments, HubSpot for CRM, WordPress for CMS

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Supplier Qualifications

Experience

- Demonstrated experience in similar projects using HubSpot
- Building a CMS using WordPress
- Construction of an LMS
- Administering, configuring and maintaining a CRM system
- Project Management within an Information Systems environment
- Business partnering
- Creation of testing plans (essential)
- Communications and influencing skills (essential)
- Rolling out or managing adoption of CRM good practice within business
- Production of process and user guides
- Maintenance of data integrity
- Process improvements using CRM
- Agile working and delivering projects, with knowledge and exposure of managing project task backlog.
- Mapping business requirements, functionality and workflows
- CRM Dashboards and Power BI integration

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Proposal and Submission Guide

Format:

This is entirely down to the applicant to test your creativity. Provide a sneak peek into what can be achieved with this project and to showcase your skills. Any digital medium will be considered.

Also provide a summary on:

- Value for money you offer
- Any added value you offer
- How you meet the requirements
- Your approach to risk management

References:

- Provide case studies, references or a portfolio of work with implementing HubSpot as a CRM
- Showcase examples of websites you've constructed that is engaging and appealing to new customers

Submission:

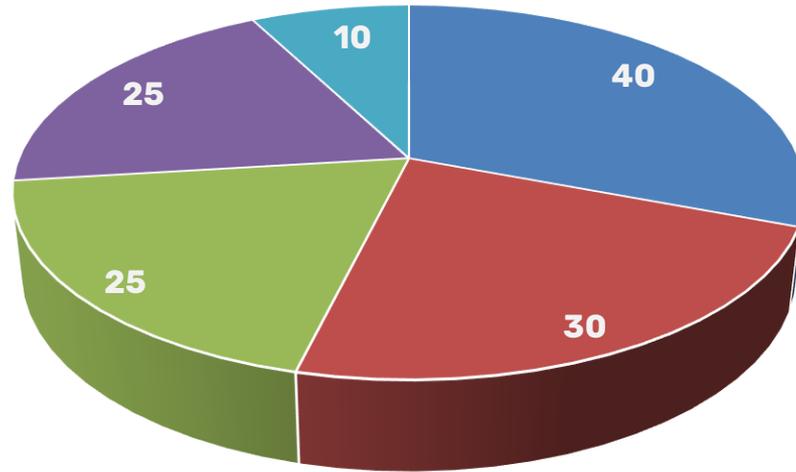
Tender your offer to the CEO – Robert Gibson. <mailto:robert.gibson@britishskydiving.org>

Deadline:

Closing date for applications is 10:00, Monday 15th July 2024

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Evaluation Criteria:



■ Technical ■ Experience ■ Creativity ■ Cost ■ Compliance

DIMENSIONS

Milestone	Date
Applications Close	5 th July 2024 at 1200
Virtual Interviews W/C	8 th July 2024
Project Start Date	15 th July 2024
Milestone 1	2 nd September 2024
Roll Out	4 th December 2024
Contract Ends	14 th July 2025

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Budget

Circa £90,000

Payment Terms

Monthly on invoice

Contract

Fixed term 12 months

Contact Information

Robert Gibson – CEO

robert.gibson@britishskydiving.org

<https://britishskydiving.org>

REVIEW OF THE YEAR 2023!



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The logo for British Skydiving is centered on a dark blue background. It features the word "BRITISH" in a bold, red, italicized sans-serif font. Below it, the word "SKYDIVING" is written in a white, outlined, italicized sans-serif font. A thin white line starts from the top left and curves around the left side of the text. A thin white arc is positioned behind the word "SKYDIVING", partially overlapping the word "BRITISH".

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