

Website development report 2019

The mid-cycle MACP strategy review 2017 identified redeveloping the website as the top priority for the association over the remaining 2 year cycle period. The redevelopment of the website was seen as paramount for the association to achieve its other remaining priorities and streamline administrative processes for efficiency and cost effectiveness.

MACP Mid-cycle Strategy review 2017

The top 5 priorities identified by the Executive for the remaining 2 years of the planning cycle were:

- **1st : score = 34 Redesign the website**
- **2nd : score = 27 Marketing & promotion of MACP membership**
- **3rd Need to 'position' MACP at forefront of msk health**
- **4th : score = 25 Become the 'go to organisation for msk'**
- **5th : score = 23 Ensure wider engagement among students, non MACP physios, other professions & public (to ensure stronger voice & change perceptions)**

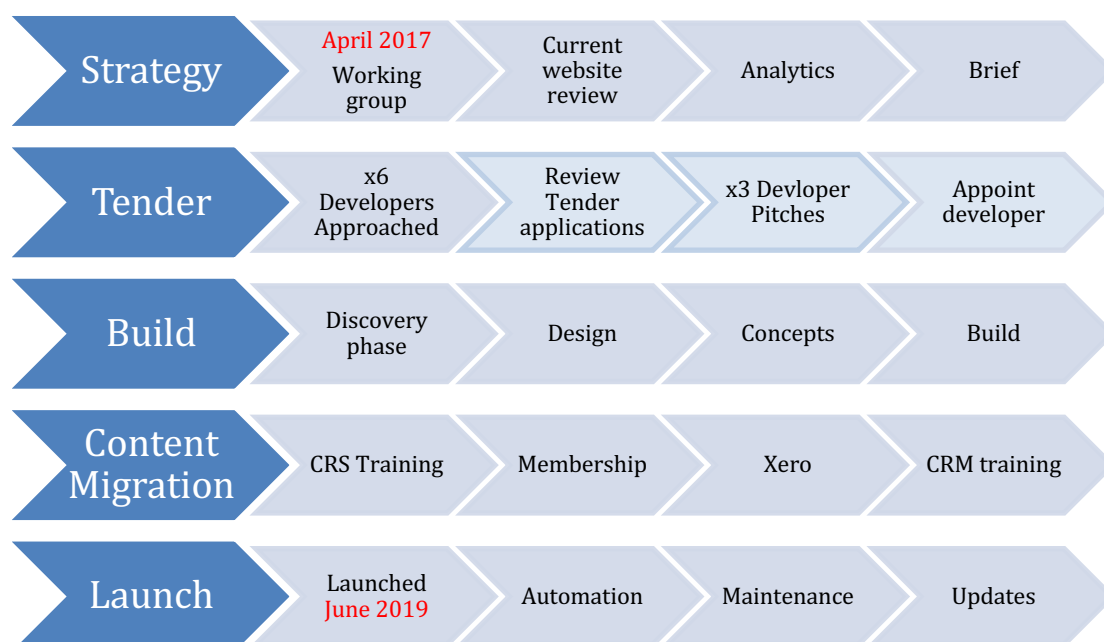
Summary

The new website launched 15th June 2019. Below is an overview of the development and implantation of the website.

Website redevelopment strategy Plan (April 2017)

The EC established a working party to carry out this work;
Aldo Russell de Boer (lead), Nicola Heneghan, Claire Small, Helen Welsh, Uzo Ehiogu, Dan Nicholls, Terry Smith.

The below strategy plan was developed;



Strategy (April 17 – May 17)

Following a review of the current website the working party developed a brief and allocated a budget outlining the requirements of the new website.

[../MACP website Brief V2.docx](#)

Tender (May 2017 – January 2017)

Six website and digital design developers were approached to tender for the work. These were selected either through current affiliation to the MACP or through a scoping exercise to identify web developers with previous experience developing membership organisations.

- Beaver
- S8080
- Mentor Digital
- Senior
- Unified Solutions
- Pixl8

Four web developers returned an application to tender for the work; Beaver, Mentor, Senior and Unified Solutions. Three of the web developers were judged to have met the requirements of the brief and were asked to pitch for the website; Mentor, Senior and Unified Solutions.

Web developer applications and pitch

Mentor

Pitch 11/11/2017

Proposal;



[../Tender Process/Mentor Digital/MACP - Mentor Digital Tender - V1 0.pdf](#)

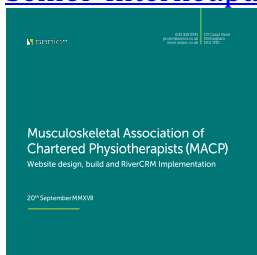
Senior

Pitch 11/11/2017

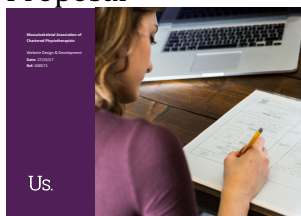
Proposal



[../Tender Process/Senior/MACP-Main website-proposal-20-September-2017-Senior-Internet.pdf](#)



Unified Solution
Pitch: 07/12/2017
Proposal



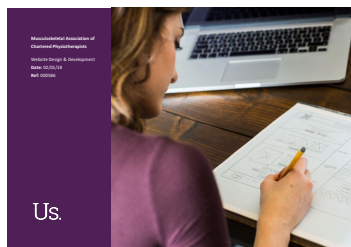
[../Tender Process/Unified Solutions/MACP website design and build proposal v1.2.pdf](#)

This process led to Mentor being eliminated from appointment process.

Web developer Appointment

Further consultations took place with both Senior and Unified Solutions and revised proposals with amended costings were re-submitted. A final meeting to judge both proposals was carried out with the Website lead (AR), MACP Chair (NH), MACP Treasurer (CS), and MACP administrator (TS).

Unified solution – final proposal



[../Tender Process/Unified Solutions/MACP website design and build proposal v1.6.pdf](#)

Senior – final proposal



Price breakdown

Below is a summary of the costs for the project. The costs are broken down into two main categories: Website development & specifications and Website content. The costs are in GBP and are subject to change to the project manager's discretion.

Website development & specifications	Cost	Total
Project and management Administration Workings by Senior	£500	£500
Design and development Workings by Senior	£2,500	£3,000
Website - Core Platform	£5,000	£8,000
Website - Content Management System (CMS) development	£500	£8,500
UX, usability and browser testing (Senior)	£700	£9,200
Basic SEO setup	£500	£9,700
Other charges	£300	£10,000
Project Manager	£1,500	£11,500
	Sub-Total	£12,000
		£12,000

Website content	Cost	Total
Content creation - Senior	£1,000	£13,000
Content creation - Senior (by Senior)	£1,000	£14,000
Content creation - Senior (by Senior)	£1,000	£15,000
Content creation - Senior (by Senior)	£1,000	£16,000
Content creation - Senior (by Senior)	£1,000	£17,000
Content creation - Senior (by Senior)	£1,000	£18,000
Content creation - Senior (by Senior)	£1,000	£19,000
Content creation - Senior (by Senior)	£1,000	£20,000
Content creation - Senior (by Senior)	£1,000	£21,000
Content creation - Senior (by Senior)	£1,000	£22,000
Content creation - Senior (by Senior)	£1,000	£23,000
Content creation - Senior (by Senior)	£1,000	£24,000
Content creation - Senior (by Senior)	£1,000	£25,000
Content creation - Senior (by Senior)	£1,000	£26,000
Content creation - Senior (by Senior)	£1,000	£27,000
Content creation - Senior (by Senior)	£1,000	£28,000
Content creation - Senior (by Senior)	£1,000	£29,000
Content creation - Senior (by Senior)	£1,000	£30,000
Content creation - Senior (by Senior)	£1,000	£31,000
Content creation - Senior (by Senior)	£1,000	£32,000
Content creation - Senior (by Senior)	£1,000	£33,000
Content creation - Senior (by Senior)	£1,000	£34,000
Content creation - Senior (by Senior)	£1,000	£35,000
Content creation - Senior (by Senior)	£1,000	£36,000
Content creation - Senior (by Senior)	£1,000	£37,000
Content creation - Senior (by Senior)	£1,000	£38,000
Content creation - Senior (by Senior)	£1,000	£39,000
Content creation - Senior (by Senior)	£1,000	£40,000
Content creation - Senior (by Senior)	£1,000	£41,000
Content creation - Senior (by Senior)	£1,000	£42,000
Content creation - Senior (by Senior)	£1,000	£43,000
Content creation - Senior (by Senior)	£1,000	£44,000
Content creation - Senior (by Senior)	£1,000	£45,000
Content creation - Senior (by Senior)	£1,000	£46,000
Content creation - Senior (by Senior)	£1,000	£47,000
Content creation - Senior (by Senior)	£1,000	£48,000
Content creation - Senior (by Senior)	£1,000	£49,000
Content creation - Senior (by Senior)	£1,000	£50,000
Content creation - Senior (by Senior)	£1,000	£51,000
Content creation - Senior (by Senior)	£1,000	£52,000
Content creation - Senior (by Senior)	£1,000	£53,000
Content creation - Senior (by Senior)	£1,000	£54,000
Content creation - Senior (by Senior)	£1,000	£55,000
Content creation - Senior (by Senior)	£1,000	£56,000
Content creation - Senior (by Senior)	£1,000	£57,000
Content creation - Senior (by Senior)	£1,000	£58,000
Content creation - Senior (by Senior)	£1,000	£59,000
Content creation - Senior (by Senior)	£1,000	£60,000
Content creation - Senior (by Senior)	£1,000	£61,000
Content creation - Senior (by Senior)	£1,000	£62,000
Content creation - Senior (by Senior)	£1,000	£63,000
Content creation - Senior (by Senior)	£1,000	£64,000
Content creation - Senior (by Senior)	£1,000	£65,000
Content creation - Senior (by Senior)	£1,000	£66,000
Content creation - Senior (by Senior)	£1,000	£67,000
Content creation - Senior (by Senior)	£1,000	£68,000
Content creation - Senior (by Senior)	£1,000	£69,000
Content creation - Senior (by Senior)	£1,000	£70,000
Content creation - Senior (by Senior)	£1,000	£71,000
Content creation - Senior (by Senior)	£1,000	£72,000
Content creation - Senior (by Senior)	£1,000	£73,000
Content creation - Senior (by Senior)	£1,000	£74,000
Content creation - Senior (by Senior)	£1,000	£75,000
Content creation - Senior (by Senior)	£1,000	£76,000
Content creation - Senior (by Senior)	£1,000	£77,000
Content creation - Senior (by Senior)	£1,000	£78,000
Content creation - Senior (by Senior)	£1,000	£79,000
Content creation - Senior (by Senior)	£1,000	£80,000
Content creation - Senior (by Senior)	£1,000	£81,000
Content creation - Senior (by Senior)	£1,000	£82,000
Content creation - Senior (by Senior)	£1,000	£83,000
Content creation - Senior (by Senior)	£1,000	£84,000
Content creation - Senior (by Senior)	£1,000	£85,000
Content creation - Senior (by Senior)	£1,000	£86,000
Content creation - Senior (by Senior)	£1,000	£87,000
Content creation - Senior (by Senior)	£1,000	£88,000
Content creation - Senior (by Senior)	£1,000	£89,000
Content creation - Senior (by Senior)	£1,000	£90,000
Content creation - Senior (by Senior)	£1,000	£91,000
Content creation - Senior (by Senior)	£1,000	£92,000
Content creation - Senior (by Senior)	£1,000	£93,000
Content creation - Senior (by Senior)	£1,000	£94,000
Content creation - Senior (by Senior)	£1,000	£95,000
Content creation - Senior (by Senior)	£1,000	£96,000
Content creation - Senior (by Senior)	£1,000	£97,000
Content creation - Senior (by Senior)	£1,000	£98,000
Content creation - Senior (by Senior)	£1,000	£99,000
Content creation - Senior (by Senior)	£1,000	£100,000

[../Tender Process/Senior/MACP-Price-Breakdown-Best-Case.pdf](#)

This process led to Senior being appointed the Web developer for the new MACP website.

Build Phase (Feb 2018 – June 2019)

Senior and the MACP worked closely over the 16 month development.

The new website was integrated with new accounting software (Xero) which will facilitate and streamline payments for the MACP. Several new payment systems have been upgraded and direct debit has been integrated.

New photos for the website and wider MACP advertising were commissioned. Training days were completed and on-going support is provided by Senior.

A number of months were delayed during the process in view of a change in project manager from Senior mid development.

Launch June 2019

The Website launched on the 15th June. Initial analytics demonstrate a consistent user reach.

A few areas remain under review

- renewals,
- membership details

Post Launch Phase

Following the launch the Website working party have transferred the day to day running of the website to the MACP administer (Katie) with ongoing EC and support from Senior as required.

Maintenance and updates

A few updates have already been highlighted in view of the changes to membership categories that will require further web development. We aim that these changes will be in for 1st November 2019. We are also looking to integrate a online clinical mentoring platform.