



## Summary

**Role:** Web Developer

**Our Reference:** SYS/2026/WD

**Project:** Stoke Your Story: A World of Fables Rehomed in The Potteries

**Funded by:** The National Lottery Heritage Fund

**Industry:** World wide web site design services (CPV 72413000)

**Purpose of the contract:** The Web Developer will be contracted to design, build, and deploy a high-quality, accessible, and permanent website that will act as the project's online hub and host a digital audio archive of collected fables. The role includes delivering a user-friendly website with integrated archive functionality, implementing a content management system, and providing handover training.

**Contract management:** Reports progress to the Project Manager against agreed milestones

**Location of contract:** Remote working. Attendance may be required for up to 2 review meetings or handover sessions in Stoke-on-Trent during the contract period.

**Value of contract:** £4,800 (fixed fee inclusive of all costs, including VAT for suppliers registered for VAT)

**Published date:** 2 February 2026

**Closing date:** 16 February 2026

**Closing time:** 5pm

**Contract start date:** 2 March 2026

**Contract end date:** 30 November 2026

**Contract type:** Service contract (professional services)

**Procedure type:** Open competitive call. Selection based on value for money, relevant experience, and capacity to deliver the contract.

**Contract is suitable for sole traders/SMEs/VCSEs?:** Yes

## **About the Project**

Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK's heritage. Stoke Your Story: A World of Fables Rehomed in The Potteries is a project designed to identify, record, and safeguard at risk oral fables from refugee and asylum seeker communities in Stoke-on-Trent, using ethical oral history and trauma-informed storytelling methods.

Thanks to National Lottery players, Stoke Your Gratitude C.I.C. will deliver a programme of Story Circles and creative workshops to capture these cultural artefacts, creating a permanent digital archive, a multilingual book, and a travelling exhibition.

We aim to create a powerful and genuine point of connection for the people of Stoke-on-Trent. We will use the simple magic of traditional fables to challenge the easy assumptions of 'them and us'. Through Stoke Your Story, we will bring together our city's longstanding residents and newest arrivals to explore the stories they have brought with them from all over the world. Our goal is to reveal the shared values, like kindness, honesty, and gratitude, that these stories hold, creating tangible moments of empathy and understanding between neighbours. By preserving this heritage in a new book and digital archive, we will provide a lasting resource that celebrates our city's diverse cultures. This project is a vital and realistic step towards building a friendlier and more deeply connected community.

## **About The National Lottery Heritage Fund**

The National Lottery Heritage Fund is the largest funder for the UK's heritage. Using money raised by National Lottery players we support projects that connect people and communities to heritage. Our vision is for heritage to be valued, cared for and sustained for everyone, now and in the future. From historic buildings, our industrial legacy and the natural environment, to collections, traditions, stories and more. Heritage can be anything from the past that people value and want to pass on to future generations. We believe in the power of heritage to ignite the imagination, offer joy and inspiration, and to build pride in place and connection to the past. [heritagefund.org.uk](http://heritagefund.org.uk)

## **About Stoke Your Gratitude C.I.C.**

Stoke Your Gratitude C.I.C. designs and delivers community based creative and cultural projects and works with groups whose stories, experiences, or heritage are underrepresented. Gratitude is used as a lens through which storytelling, arts, and participatory methods are used as tools for connection, wellbeing, social understanding, and community cohesion. We operate at the intersection of heritage, health, and social inequality. The work is about listening, recognising value, and making it visible. The organisation produces tangible outputs including events, publications, exhibitions, and digital content. [stokeyourgratitude.org.uk](http://stokeyourgratitude.org.uk)

# Key Deliverables

## Website Design and Development

- Design and build a user-friendly, visually engaging website aligned with the project's branding
- Deliver a website meeting at least W3C AA accessibility standards
- Ensure the website is responsive and performs well across devices and browsers

## Digital Archive Development

- Develop an integrated, easy-to-navigate digital archive to host audio files and accompanying text transcripts
- Implement appropriate metadata structures for archive content
- Ensure archive functionality supports long-term accessibility and usability

## Content Management System

- Implement a simple, user-friendly Content Management System (CMS)
- Provide basic training and documentation to the Project Manager to support ongoing updates
- Ensure CMS is secure and maintainable

## Testing and Handover

- Conduct thorough testing across devices and browsers prior to launch
- Coordinate with the Project Manager to populate initial content
- Provide complete handover documentation including technical specifications and login credentials

# Supplier Experience and Capability Requirements

## Minimum Requirements

1. Demonstrated experience in web design and development, including delivery of accessible, user-friendly websites.
2. Proven capability in developing digital archives or media-rich websites with audio content.
3. Experience implementing and configuring Content Management Systems suitable for non-technical users.
4. Strong portfolio demonstrating relevant web development projects.
5. Knowledge of W3C accessibility standards and experience delivering AA-compliant websites.
6. Capacity to work autonomously, exercising professional judgement and initiative in delivery.
7. Excellent communication skills with ability to explain technical concepts to non-technical stakeholders.

## Additional Evaluation Criteria

8. Experience developing websites for heritage, arts, or community-focused projects.
9. Experience delivering projects funded by The National Lottery Heritage Fund or comparable public or charitable funders.
10. Knowledge of best practices for digital preservation and long-term web sustainability.
11. Experience working with multilingual content or culturally diverse communities.
12. Evidence of engagement with heritage, storytelling, or oral history in web-based projects.

## Contract Conditions

**Employment status:** This role is offered as a fixed term contract for services and does not constitute an employment relationship.

**Right to work:** Contractors must be eligible to work in the UK. Evidence of right to work will be requested prior to contract award.

**Right of substitution:** The contractor may provide a suitably qualified substitute to deliver services, subject to equivalent qualifications and any required DBS clearance.

**Safeguarding:** A Basic DBS check may be requested if the role requires access to project materials involving vulnerable participants.

**References:** Two relevant professional references will be requested prior to contract award.

# How to Apply

Suppliers wishing to be considered for this contract should submit the following by email:

1. A CV, portfolio, or equivalent summary outlining relevant experience and capability.
2. A short covering statement (no more than two pages) explaining how your experience meets the Minimum Requirements and, where applicable, the Additional Evaluation Criteria.

Contract submissions should be sent to

[opportunities@stokeyourgratitude.org.uk](mailto:opportunities@stokeyourgratitude.org.uk)

Please quote SYS/2026/WD in the email subject line.

**Closing date:** 16 February 2026

**Closing time:** 5pm

Late submissions will not be considered.

Following the closing date, submissions will be assessed against the published criteria. Shortlisted suppliers may be invited to a clarification discussion as part of the evaluation process.

Stoke Your Gratitude C.I.C. is committed to fair, transparent, and inclusive procurement practices. We welcome submissions from sole traders, SMEs, and VCSEs.