



Invitation to Tender New Website – HMS WELLINGTON

22 August 2024

Background:

HMS WELLINGTON is a Grimsby Class Sloop moored at Temple Stairs, Embankment, where she has been a well-known riverscape icon on the Thames since her arrival in December 1948.

WELLINGTON was built in 1934 for Service in New Zealand and the South Pacific. She was recalled to Britain in September 1939 at the outbreak of the Second World War and spent most of her wartime service undertaking Battle of the Atlantic convoy escort duties. She is credited with completing 103 convoys. She is also credited with rescuing over 400 lives and participating in Operation Cycle (the attempted rescue of members of the 51st Highland Division from Normandy in 1940) and Operation Torch (the North Africa landings in 1942).

WELLINGTON is a heritage vessel of national and international historical significance as she is the last surviving Grimsby Class sloop and is the last survivor of the Battle of the Atlantic (1939-45), the longest battle of the Second World War. Our vision is for HMS WELLINGTON to be recognised by the public as a living testament to the courage and sacrifice of all those who took part in that critical campaign, both Merchant and Royal Naval mariners.

WELLINGTON is owned by the Wellington Trust, Registered Charity 1109066 and is listed on the National Historic Ships Register.

From 1948 – 2023, WELLINGTON was the home of the Honourable Company of Master Mariners (HCMM), and was the City of London's only floating livery hall. The Wellington Trust is now transitioning to a self-sustaining business model to secure the ship's future as an event venue, and also as a visitor attraction and floating classroom as one of its two charitable objectives.

The existing website was developed when the Wellington Trust was focused on its two main charitable objects – preservation and education. Separate commercial arrangements are in place to run several event spaces onboard, which provides the Trust with revenue. The Trust however is now moving to a new business model in which it will run the new event business as a revenue stream, so the website needs to reflect this exciting new development to build this revenue stream and support the Trust's charitable objectives.

The Board of Trustees for the Wellington Trust now invites suitably qualified companies to tender for the development of a new website for HMS WELLINGTON. The site is to appeal to several distinct audiences and interest groups which cover the following principal areas of Trust activity:

Commercial:

A venue: Event spaces for hire, booking enquiries, requests for more information. To include still and virtual tour-style imagery. Currently she is used for formal livery-style lunches and dinners, weddings and corporate events, as well as a secure, intimate and discrete meeting place.

A workplace: Several unique and quirky office spaces, including a shared workspace we envisage will be a monthly subscription model

A place to stay: The Captains Cabin, London. A truly unique overnight accommodation suite – the original Captain’s Cabin that commands family accommodation over two rooms, with direct and exclusive access to the deck. Sleeps up to two adults and two children.

A place to visit (in 6 – 12 m): A visitor attraction for members of the public to experience and learn about HMS WELLINGTON. This will include:

- Being open to the public 2 – 3 days a week
- Special maritime-themed exhibitions
- Special events (i.e. with River Communities, wider London tourism events, annual fundraising events)

Charitable:

Education: To tell HMS WELLINGTON’s story, and to promote the RN and Merchant Navy and her history as the only surviving dedicated Battle of the Atlantic convoy escort in the UK to three primary audiences:

- School age children to introduce the youth to seafaring careers
- Curriculum lead school sessions
- Community and special interest groups
- Learning resource - historical information about WELLINGTON and the Battle of the Atlantic

Preservation: To support our community of loyal fans and volunteers who contribute regularly either their time or financially to help preserve HMS WELLINGTON. For the nation. This audience includes:

- Friends of the Wellington
- Naval and maritime historians
- Special interest groups, organisations or individuals

Organisational/Corporate:

For our wider audience and potential donors researching the Wellington Trust. A place for background information and to serve as a news/information outlet. Information includes:

- About the Wellington Trust
- Latest news
- Our Patron
- Our Board of Trustees
- Our community of supporters

Required website features:

- *Donate facility
- *Visitor, Events and Exhibition Ticket purchase (planned)
- General enquiries form
- Venue hire enquiries form, with potential to integrate to backend online diary
- *Friends of the Wellington application form
- Monthly lecture series
- Volunteer application form (planned)
- *Shop/e-commerce (planned)
- Integration with HMS WELLINGTON social media accounts
- Sponsorship branding

*All payments taken through the website are currently served through Stripe.

Submission Requirements:

Interested companies are requested to submit their proposals in Powerpoint or Word, and should include the following information

1. Trading name, profile and relevant experience.
2. Company name and Companies House registration, including trading history.
3. A detailed description of the services offered, and how they align with the requirements outlined.
4. A selection of website case studies that best illustrates capability and credentials.
5. Testimonials from previous and current clients.
6. Technical proposal:
 - a. The proposed approach to the design, and development of the site
 - b. Timeline and review process during the development phase
 - c. Relevant experience in events, education, heritage assets and the charitable sector.
7. Commercial proposal:
 - a. Costs for the development
 - b. Timeline for development
 - c. Details of ancillary services offered, including support/help desk, hosting, security protocols, annual audits etc
8. Contact information and designated point of contact for further discussions.

The Wellington Trust – Registered Charity 1109066
Patron: Her Royal Highness, The Princess Royal, KG, KT, GCVO, GCStJ, CD, QSO

Chairman: Professor Dominic Tweddle, FSA, FSA Scot
Temple Stairs, Victoria Embankment, London WC2R 2PN
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Submission Deadline:

Proposals must be submitted **by 12 midday on Friday 13th September**. Late submissions may not be considered.

Shortlisted companies will be notified by the end of September on the next steps.

Submissions, and any queries or requests for further information, should be emailed to:

Ms Fiona Sparkes
Manager, The Wellington Trust
fsparkes@thewellingtontrust.org

Disclaimer:

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