

Invitation to Quote (ITQ)

Branding and Redesign for West Midlands Quality Review Service

I am pleased to inform you that Midlands and Lancashire CSU (MLCSU) on behalf of West midlands Quality Review Service (WMQRS) wish to invite you to participate in this 'Invitation to Quote'.

Following the receipt of your quote the Project group/Evaluation panel will evaluate the proposals against each other within the evaluation matrix below. Final selection will be based on the ability of the service provider to provide the required service at the best price, at the optimum performance level and with a clear and demonstrable implementation/delivery programme.

Bidding organisations must obtain for themselves at their own responsibility and expense all information necessary for the preparation of their bids and will be deemed to have availed themselves of all necessary information in submitting bids. In the event that the WMQRS decide not to award this contract, there will be no liability for the WMQRS for any costs incurred by the bidding providers.

Please see evaluation grid below:

Weightings – Totalling 100%:

Quality	60%
Sub criteria: Section 1 - Identity, Brand and Design	30%
Sub Criteria: Section 2 - Website	20%
Sub criteria: Section 3 - Portal/Sharepoint	5%
Sub Criteria: Section 4 - Hosting and Support	5%
Price	40%
TOTAL	100%

Please find attached the 'Specification Brief' which will help you direct your response appropriately. Please do not hesitate to contact me with any questions.

Kind regards,



Elaine Butler
Senior Procurement Officer

The Client

WMQRS is a collaborative venture by NHS organisations to improve the quality of health services by undertaking reviews of the quality of clinical services. Historically working within the West Midlands; the organisation is now expanding its role to include healthcare nationally (and wider) and non-healthcare organisations.

www.wmqrns.nhs.uk

The WMQRS Board (made up of senior healthcare leaders and patient representatives from the West Midlands) are fully supportive of this change.

WMQRS is looking to rebrand its offer and to develop an identity that matches its new vision. As a key part of this, it is looking to recreate its digital profile.

The Quality Review Service emerging brand

What stays the same:

- Our focus on a supportive approach to improving clinical quality and outcomes.
- Our use of trained experienced peers and user representatives to offer an external review by those who understand the clinical delivery pathway.
- Underpinned by standards, evidence and national best practice.
- Accredited to the UKAS standard.

The change of focus will include:

1. Change of name from West Midlands Quality Review Service to Quality Review Service (colloquially 'The Quality Review Service' or 'QRS')
2. Change of focus from an individual offering to a greater emphasis on system support.
3. Our reliance on an income model that makes this work sustainable; therefore not all of our resources will be free to use.
4. New web address secured www.qualityreviewservicewm@nhs.uk

The Requirement

Our rebranding should reflect:

- A profile of a professional healthcare (NHS) organisation.
- An organisation engaging with service users and those that care for them
- Seek to make The Quality Review Service an easily recognisable brand.
- A colour palette that is harmonises with the NHS.
- Fit with the new website.

Our rebranding will include (but is not limited to)

- Web design
- Logo
- Report templates and covers
- Quality Standards templates
- Marketing materials
- Email signatures

Our new web site should seek to offer three things.

1. A point of contact for our existing customers offering support for work we are doing with them, along with a reason to return to us.
2. A first portal for new customers who have a problem for which we can offer a solution.
3. An upload portal facility where teams can upload self-assessments and service information. This must be a secure and unique folder for each service.

Our website must be able to

- Make our offer clear to those visiting the website.
- Hold our review reports that are published.
- Be a market front for our standards.
- Have a 'point of sale' function for those standards people want to purchase.
- Offer a repository for good practice / improvement ideas we have collated during our visits.
- Training material available for those who attend training.
- A feedback opportunity for those on review or being reviewed so we can collect real time information.
- Offer blog opportunity so people can keep in touch with the work we are doing
- Links to social media (Twitter and LinkedIn)

The offer should detail how your organisation will address the following including cost.

Any additional work that builds on this should be quoted as optional add-on so there is clarity about core programme and additional costs.

Your Offer

The following are a structured approach but may not be complete.

You should consider it an indication of intent rather than a definitive list.

You may add to this where you feel it adds benefit.

We would want you to quote for:

Section 1 – Identity, Brand and Design.

- S1.1 How you will understand our business and how you will form a baseline knowledge to inform your offer and development.
- S1.2 Visual identity. How you will work with us to create a visual identity that matches our aspirations. How this identity will support the values and approach we are looking to take.
- S1.3 Brand guidelines. How you will help us ensure we provide good advice to those using our products. Note we do not expect that this will be a routine concern; but nonetheless it is important to us.
- S1.4 Templates. Support the creation of templates so that key design elements can be incorporated into our routine practice.
- S1.5 Key messaging. With the visual identity and brand; support the development of key messages and our marketing of this to a wider audience.

Max Score 30 points for quality

Section 2 – Website

- S2.1 Demonstrate how you will use the outputs of section 1 to inform the creation of a website outline design.
- S2.2 Design and build a website to meet our needs. Show how user experience and visual design will shape a product to meet our needs. Please specify the system and approach you will use.
- S2.3 Demonstrate the approach to ensuring user testing and system responsiveness meets our needs.
- S2.4 Show how you will train our team on the content management system and its use.
- S2.5 Show how you will support us in deployment of the new website and identity and part of a wider launch of our new brand.

Max Score 20 points for quality

Section 3 – Portal/SharePoint

- S3.1 Demonstrate how you will assess our needs and recommend an appropriate solution.
- S3.2 Show how the governance of file upload and data transfer will maintain data security and confidentiality.
- S3.3 Set out the availability of your team to support this.

Max Score 5 points for quality

Section 4 – Hosting and support

- S4.1 Detail the level of support that you will offer
- S4.2 Set out the timeliness of your response and the availability of your team to support that.

Max Score 5 points for quality

The successful applicant will:

- Have experience of designing websites and for a range of different large organisations.
- Have proven experience of successful branding programmes.
- Be creative and innovative.
- Be open to change.
- Be customer focussed and solution driven.
- Provide ongoing design and development support.

If you would like to provide us with a quotation for this work please register with Bravo mlcsu.bravosolution.co.uk

We require the quotation to be submitted on headed paper.

Timescales

Activity:	Date:	Relative to:
Deadline for questions	15 th January 2019	All bidders wishing to quote
Deadline for receipt of Proposal	18 th January 2019 1200 am	All bidders wishing to quote
Interviews (if needed)	TBC w/b 21 st January	All bidders that quoted (if required)
Notice of award	28 th January 2019	All bidders that quoted
Delivery of work commencement	11 th February 2019	Successful bidder

The Bid Submission

All Bidders, as well as describing the approach they would take to this work, should, in their submission of not more than 10 pages, set out the following;

- Explain how you may meet the key requirements outlined in this document.
- Examples of similar work undertaken within the sector in no more than 500 words
- Details for 2 references that MLCSU can contact (this should be customers to whom you have provided work similar to that included in the 'specification')
- Agreement to adhere to the terms and conditions of the NHS standard contract for services