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# PURPOSE

## The Prime Minister’s and the Cabinet Office’s Communications Team require an external Supplier with the expertise, the capability and successful experience in developing e-Learning Courses. The Supplier will lead on the Instructional System Design of an e-learning module that will;

### Support improved consistency and professionalism in delivering communications campaigns in support of high priority public policy interventions across the UK Government's Communications Community; and

### Assist UK Government work with International Governments with whom UK Government's priorities (e.g. controlling immigration, national security and prosperity) are in alignment, who request support in improving public engagement.

### We are looking for a partnership with an established online learning provider who is able to create content for Massive Online Open Course (MOOC). This entails design and creation of learning content in partnership with the GCSI and best-practice advice in creating learning journeys and assets. This opportunity is open to any suppliers who are able to design and create training content which can be hosted by MOOCs.

# BACKGROUND TO THE CONTRACTING aUTHORITY

## The Authority (Cabinet Office) supports the Prime Minister, and ensures the effective running of Government. The Authority is also the corporate headquarters for government, in partnership with HM Treasury, and takes the lead in certain critical policy areas.

## GCS (Government Communication Service) is the professional body for people working in communication roles across government. Its aim is to deliver world-class communications that support Ministers' priorities, improve people's lives and enable the effective operation of our public service. It serves both politicians and the public alike.

# Background to requirement/OVERVIEW of requirement

## The Prime Minister's and Cabinet Office Communications Team Knowledge and Capability Unit (K&CU) supports a secure and prosperous United Kingdom by improving the ability of partner governments to engage effectively with priority audiences in support of Foreign Commonwealth Office (FCO) and wider Her Majesty's Government (HMG) objectives in their country and across the wider region.

## The Knowledge and Capability Unit is responding to requests from Overseas Governments to improve their ability to deliver public engagement campaigns.

## This is a UK Government priority area that is aligned to its prosperity, and national security agendas.

## The GCS also has an outstanding requirement to develop consistent learning programmes to support communicators across Government.

## These two agendas (3.2 and 3.4) have now converged into a programme of work which seeks to build an initial e-learning Course that is highly useable, accessible and portable across departmental, agency and national boundaries to accelerate the dissemination of knowledge around best practice campaigns to our internal and international stakeholders.

## Effective public information campaigns improve awareness, understanding and engagement with public policy that is deployed in support of the public good. Prominent examples of effective campaigns in the UK include the Rear Seat Belt campaign, the Fit for Life campaign, No Smoking campaign and the Fire Kills campaign. They also include multiple campaigns in support of poverty reduction interventions deployed by UKAid overseas, and counter-radicalisation.

## Please see Annex 1 for the expected user need

# definitions

|  |  |
| --- | --- |
| Expression or Acronym | Definition |
| CO | Cabinet Office |
| E-Learning | An electronic or online learning module that may wholly delivery or be a supporting element of a wider learning module |
| FCO | Foreign Commonwealth Office |
| GCS | The Prime Minister’s and the Cabinet Office Communications Team’s Government Communications Service Knowledge and Capability Unit |
| HMG | Her Majesty’s Government |
| K&CU | Knowledge and Capability Unit |
| UK Aid | Also known as the Department for International Development (DFID) |
| GCS | Government Communication Service |

# scope of requirement

## GCS requires an expert partner to lead the Instructional System design of an e-Learning Course that will provide a comprehensive introduction to the GCS best practice approach in delivering Government Communications Campaigns. This will include the following;

## Course Production: The Supplier must provide support to define and agree (a) learner outcomes and (b) a learner journey based on a clear instructional strategy for a minimum of one Course on Government Campaigns.

## The Course must be capable of being adapted and tailored to deliver to users across a large variety of languages, cultures and geographical regions. Geographical regions are not yet known, and therefore the Course provider must have the capability to translate course content into native language of our users. We also require the Course to take into account all levels of digital skills and experience.

## Technology and infrastructure capability is not yet known within these geographical regions. We therefore require the portal to be cloud based in order to provide greatest flexibility for user access.

## Learning Platform: The Supplier must identify the best MOOC based on our needs that utilises pedagogical features and functions to support agreed learner outcomes, inspire and engage users, and embed learning across a global community of online communications practitioners and students. A platform-agnostic approach, whereby the content could be portable or used on a number of platforms may be the best approach.

## The platform must meet relevant industry standards and accessibility in line with UK Data Protection requirements. The solution should meet with WCAG AA Accessibility requirements

## Support and Reporting: The MOOC will need to offer reporting about the course participants and results which can be used by GCSI and Supplier to make informed decisions about changes to the training provision. The Supplier will need to provide support to help GCSI understand where changes need to be made, offer support to this and resolve IT issues related to the platform. For example, on-boarding, technical platform training and account management to GCSI.

## Assessment and certification: The Supplier must develop and provide accurate and engaging assessments of user performance as part of the learner journey and advise on the appropriate professional or academic accreditations and certifications to recognise learner achievement.

# The requirement

## **Course production**

### The Supplier must provide

### Expert, in-depth support to define and agree learner outcomes and

### A learner journey that will meet the agreed learner outcomes.

### The Supplier will need to work closely with the client on a discovery and research phase - including reviewing information from within the wider GCS community and industry best practice - to form high quality instructional material and course content.

### The Supplier must design, produce, deliver and support an e-learning Course at an agreed length that encourages learner engagement and course completion. The supplier must be able to translate course materials into a variety of global languages e.g. French, Arabic, Spanish, Russian

### The Supplier must work closely with the Client to ensure that the Course as defined and agreed can fit within a broader Government Communications Service curriculum, a copy of which will be provided to the supplier.

### The Supplier must provide expertise and direction about how best to deliver the content to ensure that learner outcomes are achieved e.g. online only or using blending learning approaches that include face to face elements. The Supplier must provide advice and support to define and agree relevant approaches for blended learning at appropriate phases in the online course learning process.

### The Supplier must have relevant and demonstrable experience in creating, developing and supporting online and blended learning experiences for courses of a similar nature, to support academic or continuing professional development learning outcomes across a large variety of languages, cultures and regions.

## **MOOC requirements and User Interface**

### The supplier must identify the most suitable MOOC platform which will inspire users, utilises pedagogical features and embeds learning across global audiences. The Supplier must help identify the MOOC to be used that effectively facilitates, mentors and supports users to complete the entire course e.g. through support mechanisms, an engaging interface and incentivised nudges.

### The MOOC should support social and collaborative learning across global users that enhances a global community of online communications practitioners.

### The Supplier must identify a MOOC that has the ability to create privately accessed courses that are only available to specific clients if we wish to do so. The platform must also have the flexibility to allow for easy updating of Course content and dashboard – both public and private – in order to future-proof course content and allow for cost-effective updates as required. The updating is necessary to refresh course content with improved insight and knowledge of the subject matter identified by GCSI.

### The Supplier must identify a MOOC that is simple and intuitive for learners to use, in order to support a learner journey amongst different cultural audiences and across different languages through translation software.

### The MOOC will need to support industry and WCAG 2.0 standards of accessibility across global markets through a range of electronic devices. These are mobiles, tablets, laptops and desktops. This will need to be compatible with a variety of internet browsers, mobile and tablet devices globally. This is essential for material to be re-accessed by learners in different environments and to refresh information.

### The MOOC should be streamlined in terms of content complexity and file sizes to cater for low-bandwidth situations, or have an option to switch to a low bandwidth version of online content.

### Changes to the way in which the services are to be delivered must be brought to the attention of the Authority and agreed prior to any changes being implemented.

## **Reporting and support**

### The Supplier must provide creative visual reporting to support our assessment and evaluation of user experience, course completion, and learner outcome attainment e.g. completion rates, step by step breakdown of learner journeys to identify key drop-out points. The supplier will work with the Authority to design a report that meets the authorities needs.

### The Supplier must work closely with the GCSI and the Client to provide continuous support on user experience to GCS to improve user engagement, course content and overall user experience as required, and based on evaluation of learner experiences and industry best practice.

### We expect the supplier to manage the relationship with the MOOC and be responsible for the administrative elements, ensuring that any changes to course content are managed at our request.

## **Assessment and certification**

### The Supplier must advise on appropriate UK qualified accreditations and certifications to recognise learner achievements.

### The Supplier must provide accurate and engaging assessment design and functionality that will enable the learner to assess themselves against defined GCSI learning outcomes. The Supplier will enable learner feedback on the course material to be easily provided. The supplier must advise on best practice formally recognised pedagogical methods and tools for assessing learner goals against outcomes.

# key milestones

## The Potential Provider should note the following project milestones that the Authority will measure the quality of delivery against:

|  |  |  |
| --- | --- | --- |
| **Milestone** | **Description** | **Timeframe** |
| 1 | Initial strategy and project plan defined | Within 1 week of contract start date |
| 2 | Course design phase | Within 2 months of contract start date |
| 3 | Testing of initial course design and content to a closed community of government communicators online | Within 3 months of contract start date |
| 4 | Updates to course design and content based initial testing and development and testing of completed course | Within 5 months of contract start date |
| 5 | Launch of course | Within 6 months of contract start date |

## 

## The timetable is subject to change and is dependent upon key milestones being met in terms of receiving information from the client and obtaining all required client approvals.

# authority’s responsibilities

## The Authority commits to supplying 45 hours of subject matter expert time in support of the research and content development phases. GCSI will be responsible for identifying subject matter experts from within the Government Communications Service (GCS). These experts will work alongside the designated Client lead within the K&CU team. The time commitment will be a combination of workshop based activities, providing input and validation to draft E-Learning Materials.

## The Authority commits to reviewing content within 48 hours. This will be conducted via the use of E-Mail.

# reporting

## The Supplier will report to a named day to day client lead within the Knowledge and Capability Unit.

## A project delivery team drawn from Knowledge and Capability Unit and including the Supplier will meet on at least a weekly basis.

## The project delivery team will report to the GCS UK Knowledge and Capability Unit Board.

## The GCS UK Knowledge and Capability Unit Senior Management Team will approve content.

# volumes

## The course will be available to a global audience of government communicators. As a guide there are 3,000 – 4,000 government communicators in the UK Government. Within overseas governments, communications staff can range from 100 to several thousand. In addition, the course technical platforms should be capable of being made available to a global audience of students that wish to learn more about effective government communications..

# continuous improvement

## The campaigns module will be continuously improved in line with user feedback and developments in industry best practice.

## Changes to the way in which the Services are to be delivered must be brought to the GCS Knowledge and Capability Unit's attention and agreed prior to any changes being implemented.

# Sustainability

## Products should be developed with due regard to environmental impact, diversity and equality.

# quality

## The Supplier must adhere to UK e-learning industry standards and regulations. E.g. SCORM.

## The GCS UK Knowledge and Capability Unit Senior Management Team will approve course content.

## The technical platform must facilitate the moderation of user generated content by the Knowledge and Capability Unit team at a local and global level.

# PRICE

## The Supplier will provide the total price of the contract to meet the requirement.

## In addition, the price should be broken down as appropriate into the following components:

### Course development including learning design and delivery

### Course content production

### Technical development, build and implementation

### Technical support and reporting – to include client onboarding, training and account management

### Maintenance and hosting (per 12 months)

### Per Learner fees (if applicable)

### Assessment and Certification fees (if applicable)

## Prices are to be submitted via the e-Sourcing Suite using the format of Appendix E and will exclude VAT.

# STAFF AND CUSTOMER SERVICE

## The Authority requires the Supplier to provide a daily level of resource throughout the duration of the e-learning Course development for GCS Campaigning Excellence Contract in order to consistently deliver a quality service to all Parties.

## Supplier’s staff assigned to the e-Learning Course development for GCS Campaigning Excellence Contract shall have the relevant capability, qualifications and experience to deliver the Contract. English is the main language of delivery.

## The Supplier shall ensure that staff understand the Authority’s vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

# service levels and performance

## The Authority will measure the quality of the Supplier’s delivery by:

|  |  |  |  |
| --- | --- | --- | --- |
| KPI/SLA | Service Area | KPI/SLA description | Target |
| 1 | Research | Positive feedback from Authority Subject Matter Experts | Qualitative survey:80% positive feedback. |
| 2 | Instructional System Design and Content Produced | GCS Management Sign-off | Full and first-time approval of Instructional System Design;90% approval of Content Produced, All amendments following decision to Content to be completed within 10 working days |
| 3 | Alpha Testing | Testing shows best-in-class user experience | Visitors. ‘Bounce rates’, exit pages and conversion rates in line with best practice e-learning sites (below 30%). |

## If performances falls short of KPI expectations and contractual agreements the Contract may be terminated early in accordance with the terms and conditions point 16 of the appendix C and the Contract re-tendered.

# Security requirements

## Suppliers must have appropriate IT, physical, personnel and procedural security measures in place to prevent any unauthorised access to, or leakage of, data collected as part of the training, and to prevent it being shared with any unauthorised third parties.  Suppliers should state whether they hold any relevant independent security-related certification or accreditation (i.e. such as ISO27001) and, where they have, provide documentary evidence of that certification or accreditation, setting out very clearly why it is relevant  to this requirement.

### IT Security

### Any IT systems used by the supplier to meet the Authority requirement must comply with the technical requirements prescribed by “Cyber Essentials”. This can either be through the Supplier having a current and valid cyber essentials certificate awarded by one of the government approved Cyber Essentials accreditation bodies within the last 12 months (see: https://www.gov.uk/government/publications/cyber-essentials-scheme-overview ) or by being able to explain in detail how they comply with the relevant technical requirements of Cyber Essentials, which can be found here: <https://www.cyberstreetwise.com/cyberessentials/files/requirements.pdf>

### In supplying information of the IT Security measures they have in place, Potential Providers should include confirmation whether any IT systems that they would deploy to meet any part of the requirement would be subjected to periodic independent penetration testing and, if so, set out their policy in relation to both the frequency of such testing and in relation to applying remediation actions in response to any vulnerabilities identified in the penetration testing.

### **Physical Security**

### On physical security, the Supplier is expected to have appropriate physical security measures in place in any data centres used to host the Authority’s data and should describe in detail what those measures are.

### **Personnel Security**

### In describing the personnel security measures they have in place, Potential Providers should say what pre-employment checks they subject their staff to and confirm whether those checks are at least equivalent to the [Government Baseline Personnel Security Standard](https://www.gov.uk/government/publications/government-baseline-personnel-security-standard).

## Suppliers are requested to set out how their proposed solution complies with control measures numbered 3 to 15 inclusive of CESG's 15 Good practice measures related to Protecting Bulk Personal Data, and to note that they may be asked to re-confirm compliance with these measures periodically during the life of the contract.

## Full compliance with the Data Protection Act (DPA) 1998 is essential, with the Authority being the Data Controller and the Supplier being the Data Processor. The Authority's preference is that the Supplier would be able to host the data entirely within the UK, and supported entirely by UK based system admin staff, but would consider hosting with the European Economic Area (EEA) as long as the Supplier is able to provide assurances that all other security requirements can be met, and subject to compliance with the Data Protection Act. Where a Potential Provider is considering proposing a solution in which part of the solution is either (a) hosted outside the UK or (b) supported by system administrator staff based outside the UK, the countries involved must be clearly stated.

# intellectual property rights (ipr)

## Refer to Appendix C, Clause 9.

# payment

## Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables as outlined in this Appendix.

## Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.

# additional information

## N/A

# Location

## The location of the Services will primarily be carried out on-line, and within government offices in Whitehall, London, UK. A limited amount of the Services may be required to be carried out overseas, for example to produce Course content drawn from GCS practitioners working with overseas government. If necessary, these costs will be covered by GCSI.

## All overseas travel is to be approved by the contracting authority.

## **Annex 1**

1.1. Globally - our market is worldwide but current clients are in e.g. Middle East and North Africa region and East Europe.

1.2. We require translation of the course content into native language of our users. At present, we have no contracts in place with users but will run a pilot before rolling the platform out globally.

1.3. The users will have varied levels of digital skills and experience but will be expected to understand how to use a computer. The requirement from the successful bidder will be to allow flexibility to respond to user needs.

1.4. The users will have varied levels of digital skills and experience, and technology equipment but will be expected to understand how to use a computer. We require the portal to be cloud based in order to provide greatest flexibility for user access. The requirement from the successful bidder will be to allow flexibility to respond to user needs.

1.5. The requirement is to create for a template platform that can be adapted to individual scenarios based on the users skills and environment on a case by case basis.