



REQUEST FOR QUOTATION FOR THE BIG HOUSE ERDF PROGRAMME Specification of Big House Website Development and Ongoing Maintenance

Date posted: 20th December 2019

Closing date for submissions: **31st January 2019**

The Big House: Background

The Big House is a 6-year, £9 million tailored support programme for the Creative and Digital Industries (CDI) sector in Nottingham, Nottinghamshire, Derby and Derbyshire (D2N2). The programme is part-funded by a £5 million contribution from the European Regional Development Fund (ERDF).

The aim of The Big House is to help creative and digital businesses grow and to support the creation of new jobs. The programme supports start-ups, new entrepreneurs and established SMEs looking to expand and bring new products and services to market.

Creative Quarter is the lead partner in The Big House delivery, along with six other partners; Nottingham Trent University Business School and The Hive, New Art Exchange, NBV Enterprise Solutions, University of Derby, Derby Theatre and Derby QUAD.

The project works with aspiring start-ups, budding entrepreneurs and established businesses to help them grow, flourish and create jobs. It is a collaborative programme, offering 12 hours of free business support including:

- Diagnostics
- 1:1 Coaching & Mentoring
- Seminars & Workshops
- Networking Events
- Grants

Each of the partners involved in the Big House has specific outputs to achieve on a quarterly basis in the form of number of businesses enrolled in the programme, number of hours of support provided, type of support etc.

Businesses can also be signposted to other support available through partner programmes, such as the Growth Hub, to make sure they get the specialist support they need.

The Big House: Existing Website

Whilst each of the partners has its own programme of support, and does its own direct marketing, the Creative Quarter has overall responsibility for the Big House Brand and the Marketing and Communications Plan, and operates as the 'Front Door' of the Big House. It therefore has responsibility for signposting participants to the partners best suited to meet their needs, and the website has an important role in this.

The overall purpose of the Big House website is to serve as a portal for anyone interested in finding out more about the programme overall and what is being offered by the individual partner. The website helps to:

- Build awareness and understanding of the programme
- Provide clear information on eligibility
- Inform on the specific support provided by individual partners
- Provide up to date information on events
- Maximise recruitment/enrolment in the programme
- Secure attendance at Networking Events and Workshops
- Publish reviews of Events and Workshops
- Encourage take up of 1:1 Coaching and Mentoring
- Keep participants on board/in touch (to complete the 12 hours)
- Co-ordinate partner marketing/events activity

It is a B2B site, with the overall target market defined as follows:

- CDI (Creative & Digital Industries)
- Located in D2N2 region (Nottinghamshire & Derbyshire)
- Entrepreneurs/SMEs
 - Pre start up (Not registered with HMRC or Companies House)
 - New start up (been trading < 12 months)
 - Growing SMEs (been trading more than 12 months)
 - Established SMEs (been trading more than 5 years)

The Big House website - www.bighouse.org.uk – was developed and launched in early 2018.

The website uses Craft 2 CMS (version 2.7.10).

It is currently hosted and maintained by our procured website contractor. This contract will end when the new supplier is appointed.

Creative Quarter Big House Requirement: Craft Website Development and Ongoing Maintenance

The first phase of the Big House project ran for 3 years until September 2019, and we are now in the next 3 year phase. We are required to tender for the continuation of website development and hosting, to comply with ERDF procurement rules.

The Creative Quarter Company, as the lead partner in the Big House, invites applications from specialist website developers to provide support and updates to the Big House website, for the duration of the project which runs until September 2022.

The existing Craft website has been up and running for a while, and the project partners have identified improvements and updates to improve functionality of the website, in terms of upgrading to Craft 3, automating various processes, integration with our Salesforce CRM system, and providing additional content areas, such as a resource/document library. We need improved functionality so that partners can easily generate and upload content themselves.

There is also associated work involved, in terms of social media platforms linked with the Big House website. The website needs to integrate and work with the existing Big House social media channels – Twitter, Facebook, Instagram, LinkedIn and YouTube.

We send out monthly e-newsletters for The Big House using MailChimp.

The Big House website must reflect the existing Big House brand, and be compliant with European publicity requirements. The style, design, tone of voice and language is agreed with the Big House project partners.

The website must continue to be:

- Formatted for mobile access
- Coded for Google Analytics
- SEO optimised

We will need to produce monthly reports on site activity that will enable us to identify the nature of the site traffic and review content accordingly

We require managed hosting, with advice and technical support available to enable us and our external partners to update and add content to the site on an ongoing basis.

We do not have technical (coding) expertise in-house and so will need technical advice and support from time to time. However we wish to manage the site content ourselves.

CQ will own the copyright and intellectual property of the website and any products developed.

A budget has been identified, which allows for immediate improvements to be undertaken to the site, and then ongoing monthly payments for maintenance and update.

You will need to provide your costs – in terms of daily and hourly rates - for:

- Website updates
- Ongoing support and hosting
- Associated design work

The price offered is to be fixed for the duration of the contract until end of September 2022.

Note that the value of this tender is below £10,000 over 3 years, but we are required to advertise the tender on Contracts Finder to comply with ERDF procurement guidelines on extension projects.

Please note that the project is subject to confirmation of ongoing core funding at March 2020, 2021 and 2022, therefore there is no guarantee of ongoing work, should this funding not be confirmed.

Invoices for work will need to be submitted monthly in accordance with Creative Quarter invoicing policy (supplied at time of contract). All work will be undertaken in consultation with the CQ Big House project team.

Additional Information

You can find out more about The Big House programme here www.bighouse.org.uk

For any specific queries relating to this opportunity please contact Sinéad Bevan, Creative Quarter Big House Marketing Manager by email: sinead@creativequarter.com or by telephone 0115 7100107.

TENDER SUBMISSION

The deadline for submissions is **5pm on Friday 31st January 2020** by email to admin@creativequarter.com

Please mark your email clearly with the subject: **The Big House RFQ: Website Development and Ongoing Maintenance**

Your submission, which must be in the format provided, will include:

- Details of previous contracts demonstrating track record in website development – provide links to relevant websites
- References from at least 2 previous clients
- Up-to-date contact details
- Your daily and hourly rate fee. Note that no travel, administrative time, subsistence or expenses will be paid in addition so please factor those into your fee.

SELECTION CRITERIA

Selection of provider will be by panel of Creative Quarter staff and considered according to the following selection criteria:

- 1) Capability and Quality (70%)
- 2) Price (30%)

Capability and Quality will include consideration of:

- Demonstrable experience of web design, build and development
- Experience of Craft CMS
- Experience of website hosting
- Experience of Social Media integration
- Experience of measurement and tracking site performance
- Experience of Salesforce CRM integration
- Collaborative working style
- Creative thinking
- Knowledge and understanding of the D2N2 area
- Knowledge and understanding of the needs of SMEs – particularly in the CDI* sector

**Government definition of Creative & Digital Industries (CDI): Advertising and marketing; Architecture; Crafts; Product, graphic and fashion design; Film, TV, video, radio and photography; IT, software and computer services (including games and apps); Publishing; Museums, galleries and libraries; Music, performing and visual art*

We will contact you within 2 weeks of the deadline to inform you if you have been shortlisted for interview.

APPLICATION FORM

BASIC DETAILS OF MY ORGANISATION		
Name of the individual/business submitting the quote		
Name of the individual/business that will appear on your invoices		
Contact name for person responsible for completing this supplier questionnaire		
Contact position (Job Title)		
Address with postcode		
Telephone number		
Mobile		
Email address		
Website address (if any)		
Company registration number (if this applies)		
Date of registration		
Registered address if different from the above Post Code		
VAT registration number (if applicable)		
Is your organisation (Please tick one from i) to viii) as appropriate)	i) a public limited company	
	ii) a limited company	
	iii) a partnership	
	iv) a sole trader	
	v) Small to Medium Enterprise (SME)	
	vi) Black and Minority Ethnic Organisation	
	vii) Community and Voluntary Organisation	
	viii) other (please specify)	
Name of (ultimate) parent company (if this applies)		
Companies House registration number of parent company (if this applies)		
Does your organisation have a written Health and Safety Policy?		
Does your organisation have a written Equality and Diversity Policy, to avoid discrimination?		
Does your organisation have a written Environmental Policy?		
INSURANCES		
Do you hold Professional Indemnity Insurance? If so, please detail:		
Insurer		

Policy No	
Extent of cover	
Expiry Date	
Do you hold Employers Liability Insurance? If so, please detail:	
Insurer	
Policy No	
Extent of cover	
Expiry Date	

1	CAPABILITY AND QUALITY
<p>You should use this section to tell us about your organisation, your qualifications for the brief and your experience and track record. Please also include any referees that we may contact in advance of accepting your proposal.</p>	
1.1	About your organisation
1.2	Your quality / experience / track record
1.3	Detail of your proposal
1.4	Referees (minimum of 2)

2	PRICE
<p>You should use this section to tell us about your fee structure, specifying daily and hourly rates. No travel, administrative time, subsistence or expenses will be paid in addition so please factor those into your flat fee.</p>	

CONFIDENTIAL INFORMATION DECLARATION

All data sent to Creative Quarter, on the behalf of The Big House programme is collected, stored and used within legal requirements such as the General Data Protection Regulation.

1. How we define private information

Private information is information that:

- relates to an identifiable legal or natural person
- is not in the public domain or common knowledge
- would cause them damage, harm or distress if the information were made public

A 'legal person' is a company or other organisation that has legal rights and duties. A 'natural person' is a member of the public. Where we use the term 'individual' in our publications it means both legal and natural persons, both living and dead.

Information that is lawfully in the public domain and readily available to the public does not automatically become confidential when it is used to produce a statistic.

2. How we ensure confidentiality

To ensure confidentiality, we will:

- keep confidential information secure and only allow trained staff who have signed a declaration covering their obligations under the data privacy laws to use it
- explain how we will protect confidentiality to our survey and census participants
- ensure that our arrangements to protect confidentiality are sufficient to protect the privacy of individuals and organisations, but not so restrictive that they reduce the usefulness of our statistics
- share confidential statistical data with other organisations for statistical purposes only – we will require these organisations to sign an agreement describing what purposes the data will be used for and how the organisation will protect any confidential information within the data, and we will also keep detailed records of how and when we have transferred data to the other organisation
- use rounding of numbers wherever it is needed to make sure that our data does not reveal the identity of an individual, or any private information about them – we also use rounding to make our published data clearer

DECLARATION CONFIRMING THE ABSENCE OF ANY CONFLICT OF INTEREST:

I, the undersigned, and authorised representative of the company named below, submitting a tender in respect of call for tenders in respect of the RFQ: Website Development and Ongoing Maintenance, confirm that:

- I do not have any conflict of interest in connection to the contract and do not know of any conflicts of interest. A conflict of interest may arise in particular as a result of economic interests, political or national affinities, family or emotional ties, or any other relevant connection or shared interest;
- I will inform the Creative Quarter, without delay, of any situation constituting a conflict of interest or could give rise to a conflict of interest;
- I have not made, and will not to make, any offer of any type whatsoever from which an advantage can be derived under the contract;
- I have not granted, sought, attempted to obtain or accepted and will not grant, seek, attempt to obtain, or accept any advantage, financial or in kind, to or from any party whatsoever, constituting an illegal or corrupt practice, either directly or indirectly, as an incentive or reward relating to the award of the contract;
- I understand that any/all of The Big House programme partners reserve the right to verify this information and that I am aware of the consequences which may derive from any false declaration in respect of the information required by the awarding body as a condition of participation in the contract procedure.

Signed _____

Name _____

Position _____

Company _____

Date _____

WHEN YOU HAVE COMPLETED THE QUESTIONNAIRE PLEASE READ AND SIGN THE DECLARATION OVERLEAF

Declaration

I am authorised by the Organisation/Consultancy (and all relevant associated companies and organisations/sub- contractors) to supply the information given in this response.

I declare that, at the date of signing this declaration, the information given is complete and accurate to the best of my knowledge having made reasonable enquiries.

Completed by:	
Electronic signature:	Date:
Name:	Position held in the company:

Note: The declaration must be signed (as applicable) by an authorised signatory on behalf of the Organisation/Consultancy (and any associated companies and organisations or sub-contractors). Where an electronic signature is used, this will be cross referenced if the application progresses to the next stage.

The Big House is supported by the 2014 -2020 European Regional Development Fund