

Expressions of interest invited for consideration to be an approved supplier of digital, e-learning, and multimedia services and solutions

**10 January 2015**

1. **Background**
   1. The London Borough of Hackney is an inner London borough situated to the east of the capital. The London Boroughs of Tower Hamlets, Newham, Waltham Forest, Haringey and Islington border it. Hackney Learning Trust (HLT) is part of Hackney’s Children and Young People’s Services (CYPS) Directorate and is responsible for children’s centres, schools and early years and adult education.
   2. Over an initial three year pilot period from 1st August 2012, HLT is trialling a new model of delivering services within a democratically accountable framework. The model will give the department a greater degree of flexibility than other Council departments and allow for a stronger partnership with headteachers and governors.

1.2 HLT carries out a vast range of services, some of which are traded with schools both in and out of the borough. Many of these services are carried out in-house, but some, either for reasons of independence and transparency, or resource demand need to be conducted by independent third parties.

**2.** **Service Aims**

2.1 A key part of HLT’s digital strategy is the development and provision of interactive curriculum resources and other multimedia e-learning products to schools both in Hackney, its neighbouring boroughs, and in other parts of the country.

2.2 In order to provide a high quality, responsive service to our clients, HLT’s intention is to create an open Approved Provider List of suppliers, who may be called on as and when required on pre agreed rates and contract terms to provide digital, e-learning, and multimedia services. The scope of services the Approved List will cover is set out in Section 7 (**Service specification**).

1. **General Application Information**
   1. A key part of HLT’s digital strategy is the development and provision of interactive curriculum resources and other multimedia e-learning products to schools both in Hackney, its neighbouring boroughs, and in other parts of the country.
   2. Potential Providers of services for any of the seven Categories set out in Section 7 (**Service specification**) are invited to submit an application. In order to satisfy criteria for the different professional areas of interest, providers shall return all response documents fully completed as indicated.
   3. These instructions are issued to ensure that all applications are given equal and fair consideration. It is important therefore that applicants provide all information asked for in the format and order specified in these instructions. If the applicant has any doubts as to what is required or has difficulty in providing the information requested, please direct any questions by email to [marketing@learningtrust.co.uk](mailto:digital.itt@learningtrust.co.uk).
   4. Section 7 of this document sets out the base information needed to understand HLT’s requirements (**Service specification**).
   5. Schedule 1 to this document (**Response document**) is where the applicant is asked to respond directly to requirements and set out their proposal and associated assumptions and conditions. All applicants are requested to use the forms and follow the formats set out in Schedule 1 when preparing their responses. Please be clear, succinct and unambiguous in all narrative responses.
   6. Where necessary, you should attach supporting documents with the application marking clearly your organisation’s name and the number of the response that the document supports. Cross-referencing is permitted, i.e. you can reference the same piece of supporting material as evidence for more than one question.
   7. HLT reserves the right to reject any application that fails to comply fully with the requirements of the process set out in this document, or that makes any misrepresentation in supplying any information requested.
   8. In order to evaluate the application all required Response Documents must be included with the application. If any of the required documents are not submitted with the application, the Council reserves to itself the right to reject such application.
   9. As this is an open Approved Provider List there is no deadline for the submission of applications. You will be notified about the outcome of your application to be considered for inclusion on the Approved Provider List within 4 weeks from the date of submission of completed application. Application enquiries should be e-mailed to [marketing@learningtrust.co.uk](mailto:digital.itt@learningtrust.co.uk).
   10. Completed submissions, together with all additional documentation required, should be returned to [marketing@learningtrust.co.uk](mailto:digital.itt@learningtrust.co.uk). All application documents are to be supplied in MS Word or Adobe Acrobat (pdf) format.
2. **Confidential Nature of Applications**
   1. Documentation in relation to this invitation for expressions of interest and any applications received by HLT in response to it shall be treated as private and confidential save where the disclosure is required by law.
   2. The Applicant's attention is drawn to the impact of the Freedom of Information Act 2000. HLT may receive requests for information relating to a contract and the services which, save for any right to claim commercial confidentiality, HLT will be under a statutory obligation to disclose, pursuant to the said Act or separate legislation. Applicants will be required to render all necessary assistance to HLT to meet HLT’s statutory obligations under the Act.
3. **Appraisal of Applications**
   1. The application process will be conducted in a manner that is open, fair and transparent. Section A - Provider Details will not be evaluated however failure to answer any of the questions or include documents required will automatically disqualify you from the process and your application will not be considered further.
   2. HLT is committed to providing high quality, value for money services to the people who live and work in the Borough. Applications will therefore be evaluated against the criteria set out below. Applicants must provide information which demonstrates and supports their understanding of, and ability to meet, the specifications contained within this document.
   3. The following criteria are those on which HLT will evaluate applications:

|  |  |
| --- | --- |
| **Criteria** | **Weighting** |
| **Criterion B1**  **Specialist knowledge, skills and experience** | **30%** |
| **Criterion B2**  **Capacity and capability** | **20%** |
| **Criterion B3**  **Project management** | **15%** |
| **Criterion B4**  **Quality assurance** | **10%** |
| **Criterion B5**  **Account management** | **10%** |
| **Criterion B6**  **Equality and diversity** | **5%** |
| **Criterion B7**  **Pricing** | **10%** |
| **Total** | **100%** |

* 1. In evaluating the quality element of the applications, responses to criteria B1-B6 shown above will be awarded an evaluated mark in accordance with the following table:

|  |  |
| --- | --- |
| 0 Points | Wholly unsatisfactory, fails to demonstrably meet specified requirements or not answered. |
| 1 Point | Poor, only partially meets specified requirements. |
| 2 Points | Partially met, demonstrably meets some of the specified requirements but only partially meets others. |
| 3 Points | Met, demonstrably meets specified requirements in full. |
| 4 Points | Good, demonstrably exceeds the specified requirements. |
| 5 Points | Outstanding, demonstrably exceeds the specified requirements and provides significant added value to the Council. |

* 1. The pricing evaluation will based on the applicant’s response to the requirements of Criterion B7 and will involve a full assessment of the itemised price breakdown taking into account the level of transparency displayed in the applicant’s pricing methodology and the overall value for money offered.
  2. Please ensure that your responses are succinct and only include relevant information to support your claims, and complete the declaration that you will provide proposed quality of service at agreed prices as set out for each category
  3. Only information provided as a direct response to each criterion listed will be evaluated. Marketing material will not form part of the evaluation process and should not be included.

1. **HLT Not Bound**
   1. HLT will consider the application on the basis of obtaining the best value for money having regard to price, experience, performance and quality.
   2. HLT does not bind itself to appoint any supplier to the Approved Provider List.
2. **Service Specification**
   1. HLT intends to develop an Approved Provider List comprising a “virtual” pool of contractors and technical suppliers in a range of category specialisms detailed in Categories 1 - 7 as follows:

**Category 1:** **Instructional Design**: Experienced contractors or suppliers who can undertake the process of designing, developing, and delivering instructional materials, building curricula and learning activities and measuring outcomes. Includes:

* Working with teachers and trainers to research the subject matter
* Developing tailored online, blended and mobile learning design solutions
* Developing instructional strategies and project specifications for online learning, mobile learning and blended learning solutions
* Designing and developing storyboards for online learning and other digital learning materials
* Carrying out quality assurance and quality control reviews of specifications, storyboards and project outputs

**Category 2:** **Game Design:** Experienced contractors or suppliers who can devise educational games for desktop and mobile devices and specify what a game consists of and how it plays, defining all the core elements. Includes:

* Drafting concept documents or initial design treatments
* Assisting in the development of proof of concept, and prototyping
* Providing the full game design document describing the intended playing experience, game functionality and associated art and animation assets required to create it

**Category 3:** **Graphic Art and Design:** Accomplished graphic artists and designers who can combine art and technology to create visually communicative designs. Includes:

* Conceptualising and designing visually stimulating and interactive e-learning content
* Creation of engaging learning content design layouts
* Assisting in the design and development of multi-media assets including image manipulation, animation, audio and video for e-learning courses problems complete solution

**Category 4:** **Courseware Development:** Experienced contractors or suppliers who can develop SCORM 1.2/SCORM 2004 compliant interactive e-learning materials using authoring tools such as Articulate Storyline, Adobe Captivate and Lectora. Includes:

* Developing and modifying courseware content and creation of new e-learning material
* Developing different ideas to combine multimedia resources and information into an engaging and interactive format

**Category 5:** **Mobile App Development:** Experienced contractors or suppliers who can develop educational software or games designed to run on a mobile device, such as a smartphone or tablet computer. Includes:

* Mobile application development (iOS and/or Android), architecture design and infrastructure design
* Developing mobile native and mobile web applications
* Technology build and deployment activities on multiple platforms

**Category 6:** **Multimedia Production Services:** Experienced suppliers who can produce video, audio, design, and animation and provide editing and post-production services. Includes:

* Organisation of video shoots and supply of camera operators and sound recordists
* Scriptwriting and storyboarding
* Sourcing appropriate music that is royalty free and has no license issues.
* Production of motion graphics such as animation and CGI
* Provision of suitable voiceover artists
* Carrying out post production activities such as cutting, editing, and post-synchronization

**Category 7:** **General Web Design and Development Services:** Experienced suppliers who can perform all of the tasks associated with developing websites. Includes:

* Effective user interface design
* Development of fully accessible and responsive websites
* Factoring client-side/server-side code
* Database development
* Development of effective content management or web admin systems
* Sourcing reliable and secure web hosting
* Advising on the latest SEO techniques
  1. The categories reflect a snapshot of the variety of external work to be commissioned in relation to the development and provision of interactive curriculum resources and other multimedia e-learning products by HLT.
  2. Interested parties may apply to provide services in any one or more of the Categories, according to their specialism.
  3. Following initial advertisement of the Approved Provider List, HLT will regularly review the demand for services under each Category and the performance of the Approved Providers and then may re-advertise the opportunity subject to demand for, and value for money of, the service categories.
  4. Interested Providers may apply to be part of the Approved List at any time (until any point at which HLT may decide to close the list). All applications will be evaluated, however there is a limit to the amount of work that can be commissioned and HLT will inform prospective bidders when it is felt that the optimum number of Approved Providers has been reached.

7.6 All intellectual property arising from call off projects will remain with HLT and Providers will be required to demonstrate their commitment to protecting HLT’s intellectual property, copyright and trademarks.

1. **Common Service Deliverables**
   1. Providers shall demonstrate the highest levels of professionalism, skill and competence expected in their areas of specialism at all times.
   2. Providers shall ensure that their professional knowledge is maintained as relevant and up-to-date.
2. **Performance and Contract Management**

9.1 Providers shall note that their continuation on the Approved Providers List will be subject to satisfactory performance in terms of value for money and quality of work.

**10. Call Off**

10.1 Once accepted onto the Approved Providers list, HLT gives no guarantee to Providers that they will receive any work.

10.2 Providers will be selected by Managers to quote on particular projects where they have the specific expertise required. Managers will rate work after each project is completed and these ratings will be shared internally within HLT and Hackney Council generally. Ratings will be numerical (on a 0-5 basis) only.

10.3 It is not proposed to implement a rotation system to automatically ensure that all Providers are offered an opportunity to work.

**11. Ordering Procedures**

11.1 Providers accepted to the framework will be commissioned individually when tasks or projects occur. In general however, the following ordering procedures will apply to all commissions.

11.2 Each task will be clearly defined, as appropriate, by the Commissioning Manager[[1]](#footnote-1) responsible for the project in terms of:

* Background information
* Outputs required
* Timescale for completion

11.3 Once agreement is reached, HLT will send the Provider a Purchase Order confirming the commission and the cost. The Provider must include the purchase order number on the invoice in order to expedite payment.

**12. Price and Payment**

12.1 When selected, Providers will be required to submit outline proposals and costings for each project. In some cases, Managers may operate a "mini competition" between Providers where it is felt that this may generate a better or more cost effective service.

12.2 In all Categories, the provision of daily/hourly rates or the maximum fixed price shall be inclusive of all expenses.

**SCHEDULE 1 APPLICATION RESPONSE DOCUMENT - PROVIDER DETAILS, COMPETENCIES, AND REFERENCES**

**All parts of the application form must be completed before it is returned; otherwise it will not be possible to process the application.**

**PROVIDER DETAILS**

**SECTION A** **–** contains practical, general and relevant information about you / your organisation. This section will not be evaluated, however failure to provide information required and enclose relevant documents will result in your application being rejected.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A1 | Provider’s name: | |  | | |
| A2 | Company Name or state if Sole Trader: | |  | | |
| A3 | Registered business address: | |  | | |
| A4 | Place of business (if different to the above): | |  | | |
| A5 | Contact Telephone: | |  | | |
| A6 | Contact E-mail: | |  | | |
| A7 | Website (if applicable) | |  | | |
| A8 | Registered company number (if applicable) or if a sole trader, your HMRC unique tax reference (UTR) | |  | | |
| A9 | Length of time in business | |  | | |
| A10 | Name of Insurance Company, policy number and expiry date: | |  | | |
|  | Provide copies of your insurance certificates with your bid | | | Copies enclosed: | |
| A10 | Amount of Professional Indemnity Insurance Cover (as appropriate): | |  | Yes | No |
| A11 | Amount of Public Liability Cover (as appropriate): | |  | Yes | No |
| A12 | Amount of Employer Liability Cover (as appropriate): | |  | Yes | No |
| A13 | Areas of expertise: | Please list your areas of expertise and/or special interest to support each category for which you are applying (no more than 5 bullet points per category): | | | |
| **Category 1:** |  | | | |
| **Category 2:** |  | | | |
| **Category 3:** |  | | | |
| **Category 4:** |  | | | |
| **Category 5:** |  | | | |
| **Category 6:** |  | | | |
| **Category 7:** |  | | | |

**SPECIFIC COMPETENCIES**

**SECTION B** **–** For each category for which you are applying, please provide information that evidences the requirements. You must provide a separate submission for each of your chosen categories.

**B1 Specialist knowledge, skills & experience**

B1i Overview of your skills and capability in the areas of your chosen category

B1ii Provide details of organisations that you have provided these services for in the past

**B2 Capacity & capability**

B2i A demonstrable track record in successfully managing similar work which has been designed for specific purposes and delivered to tight deadlines

B2ii How the projects (‘call-off orders’) will be led and staffed, to include the names of key individuals, together with their role, responsibilities and track record

B2iii Clearly defined roles and responsibilities of any partner organisations or sub-contractors

**B3 Project management**

B3i Include a description of your project methodology and, tools used to manage projects, (e.g. Prince 2, Agile or equivalent) change control procedures and common communications methods

B3ii How you would ensure a realistic, early assessment of risk, to include mitigation plans

B3iii How any project would be managed to ensure business processes are embedded and deadlines met

B3iv How change requests would be managed

**B4 Quality assurance**

B4i How the projects would be managed to assure quality

B4ii What key quality indicators you would expect to report to HLT on a regular basis

**B5 Account management**

B5i How the provider’s business relationship with HLT would be managed and by whom

B5ii The Provider’s preferred style of relationship with HLT for these projects

B5iii What processes would be used to ensure clarity of requirements, authorise activity and resolve conflicts, including routes for incident escalation

**B6 Equality and diversity**

Demonstrate how consideration of equality and diversity is taken into account in your delivery of services

**B7 Pricing**

Give a breakdown of proposed pricing (excluding VAT) including day rates, basis for estimating management costs, basis for estimating technical costs, and basis for estimating admin and other costs

**REFERENCES**

**SECTION C** **–** Prospective Providers must provide details of THREE different organisations for work within the last three years that you have undertaken, which was the same/similar in scope to EACH category you are applying for. HLT may in the strictest confidence seek references from, visit the premises of or discuss the performance of the Company with the organisations listed.

For each referee, you should include:

* Name and address of organisation;
* Contact name, telephone number & email address of the customer’s Contract Manager;
* Date contract awarded and the full length of the contract;
* Contract value (£ per annum);
* A brief description of the services you provided

Failure to provide references will result in the application being rejected.

**CATEGORIES – tick all that apply**

I confirm that I am / my organisation is applying to be considered to carry out work against the following category/ies:

|  |  |  |
| --- | --- | --- |
| **Category 1:** | **Instructional Design** |  |
| **Category 2:** | **Game Design** |  |
| **Category 3:** | **Graphic Art and Design** |  |
| **Category 4:** | **Courseware Development** |  |
| **Category 5:** | **Mobile App Development** |  |
| **Category 6:** | **Multimedia Production Services** |  |
| **Category 7:** | **General Web Design and Development Services** |  |

**DECLARATION**

I declare that the information I have given is true and complete and hereby apply to become an Approved Provider.

Name (Block Capitals): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

On behalf of (insert company name): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**BEFORE RETURNING YOUR APPLICATION, PLEASE ENSURE YOU HAVE:**

a) Answered ALL questions in the above sections;

b) Enclosed all relevant documents, including details of referees;

c) Signed the above undertaking

1. The Commissioning Manager can be the Authorised Officer, their delegated deputies or any officer within HLT for the purposes of instruction and liaison between HLT and the Service Provider. Providers should note that as set out in Section 5, no request for work can be considered as a firm order until it is accompanied by a full Council Purchase Order and failure to comply with this request may result in invoices not being paid. [↑](#footnote-ref-1)