



European Union

European Structural
and Investment Funds

Invitation to Tender

Community Led Local Development Website Development and Maintenance

TEN 436

1. About 'Community Led Local Development' (CLLD)

The CLLD programme is jointly funded by the European Social Fund (ESF) and the European Regional Development Fund (ERDF) as part of the Growth Programme 2014-2020.

About the CLLD Programme

The Cornwall and Isles of Scilly Local Enterprise Partnership identified Community Led Local Development as a way of delivering funding to the most deprived areas of Cornwall as part of the wider 'European Union Growth Programme'. Cornwall Development Company (CDC) manages the programme on behalf of the four Local Action Groups (LAGs). The programme runs until December 2022, with all delivery having taken place by June 2022..

The CLLD programme is based on four guiding principles:

- Being 'bottom-up' and targeted at local areas of greatest need
- Being about finding novel ways of addressing local challenges and opportunities
- Being guided by Local Development Strategies and led by Local Action Groups
- Bringing together different types of activity in different sectors in a coordinated way.

CLLD funded activity includes support for skills development, initiatives to tackle personal financial management, self-esteem, preparation to move towards work, access to employment, training, sector development, IT solutions, new transport ideas, support for social enterprise, local business growth and innovative economic development activity tailored to the local area and each target community's need.

CLLD seeks to encourage new ideas: new techniques, new technologies, new knowledge, new approaches - as well as apply existing ideas in new geographical areas. The programme sets out to address the big issues in specific areas in relation to employment, skills and work using a fresh approach.

For example:

- Creating more jobs locally
- Helping businesses stay viable
- Helping businesses to grow
- Helping people to start a business
- Supporting people to get the skills they need to access jobs
- Helping build confidence to get individuals into training
- Opportunities for young people to find training and work locally
- Helping develop skills, qualifications and careers once employed

There is currently an information only website:

www.communityledcornwall.co.uk

2. Background and context

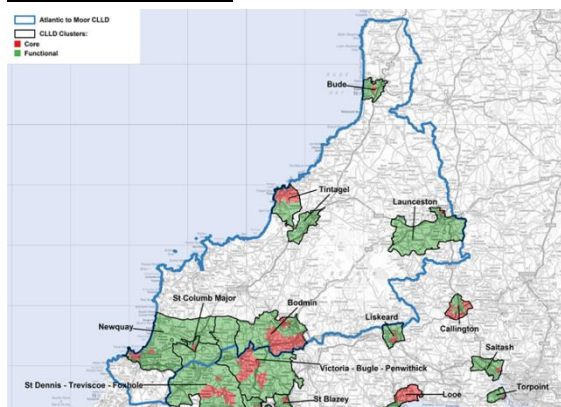
The CLLD programme is jointly funded by ESF and ERDF. As part of the CLLD contract, CDC has a responsibility to deliver the following outputs and results. These will be delivered through a variety of projects who make successful applications to CDC.

CLLD Outcomes and Results	ERDF
C1 - enterprise supported	262
C5 - new enterprise supported	174
C8 - jobs created	158
P11 - potential entrepreneurs assisted	699
P12 - m ² built/renovated	1000
	ESF
O1 - total participants	3099
CO01 - unemployed	1799
CO03 - inactive	1300
O4 - over 50's	740
O5 - ethnic minority	29
CO16 - participants with disabilities	900
CR02 - in education/training on leaving	621
R1 - unemployed into employment on leaving	356
R2 - inactive into employment or jobsearch on leaving	586

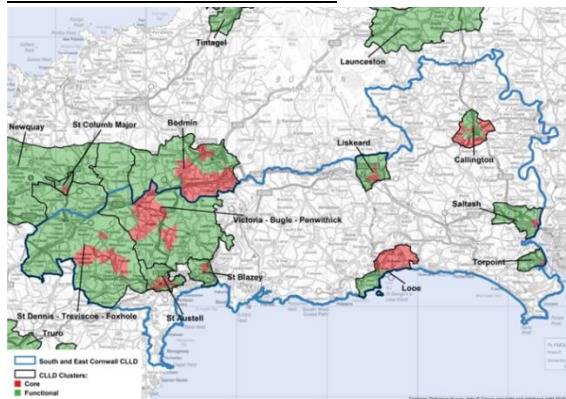
CLLD funding is targeted at benefitting people and businesses in the 30% most deprived areas of Cornwall (according to the 2010 Indices of Multiple Deprivation). For CLLD purposes these are classed as 'Core' areas and 70% of the funding for projects must be spent in them or directly benefitting people from them. However, it is recognised that it may not always be possible to site a project in a 'Core' area, so some of the surrounding hinterland areas have been classed as 'Functional' areas and the remaining 30% of the funding for projects can be spent in these areas where there is direct benefit for people in the 'Core' areas.

The core areas are indicated in red on the maps below and the functional areas are indicated in green.

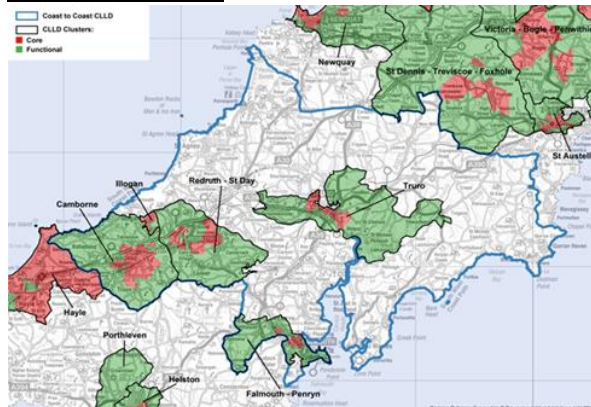
Atlantic & Moor



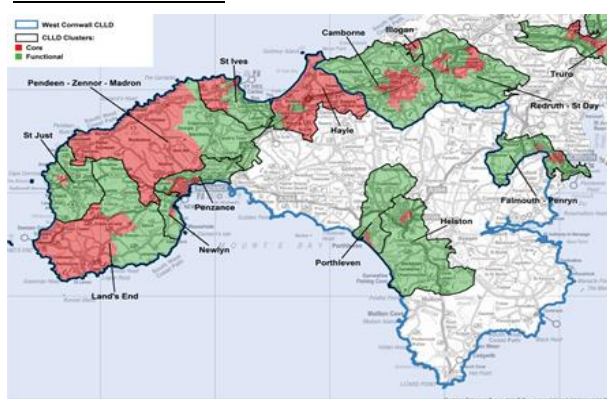
South & East Cornwall



Coast to Coast



West Cornwall



The project is now operational and we are seeking full design, development, hosting, implementation, maintenance, security and management of a new CLLD website to raise the profile of the programme; attract eligible project applicants to deliver projects in the core and functional areas, and to raise awareness of CLLD to potential beneficiaries within the core areas.

The website should be appealing and informative across a range of audiences, e.g. businesses, community organisations, in order to attract applications for projects with creative solutions to deliver CLLD targets and leave a lasting legacy for Cornwall's areas of high deprivation beyond 2022.

To date marketing activity has been undertaken informally by the CLLD team and Local Action Group members and has included networking, attendance at local events, delivery of presentations, community activities and development of leaflets and fliers for distribution.

The successful Tenderer will be expected to meet the requirements of the ESIF Branding and Publicity Requirements. Audits and verification checks will be carried out on projects; the consequences of non-compliance may lead to financial repayment of funding. It is therefore vital that the successful Tenderer meets the requirements of these guidelines.

The ESIF Branding and Publicity Requirements documents are available here:

(See section 14 for more details)

3. Tender objectives

CDC is seeking to commission services to design, deliver a new CLLD website which:

- Will drive potential applicants to the CLLD programme
- Uses attractive design and a logic to guide potential applicants to the right information in the fewest steps
- Is responsive and mobile optimized;
- Includes a repository for applicant materials
- Has a content management system useable by the CLLD team for updating
- Encourages and maximises interactions via social media
- Is hosted, maintained with ongoing support service provided over the lifetime of the contract.

4. Tender requirements

4.1 Delivery of a new Community Led Local Development website

Cornwall Development Company (CDC) is looking to procure the development, hosting and maintenance of a website for the Community Led Local Development (CLLD) programme.

The new site will be a next generation development of the current CLLD website www.communityledcornwall.co.uk

It is anticipated that the much of the content on the current site will be incorporated into the new site but innovative approaches to this are welcomed. The successful tenderer must undertake a comprehensive audit of the existing CLLD website to identify opportunities and make recommendations for better audience engagement.

The new site requirements are:

Functionality

Provide the following functionality

- Encourage potential interested applicants to contact the CLLD Facilitators as the primary call to action
- Accessible navigation must ensure that the browser takes a cohesive journey throughout the website
- Provide a mechanism for identifying potential fundability based on postcodes
- A distinct section for each of the four LAG areas that is reflective of audience requirements including application processes, guidance notes, case studies,

visual content and a compelling narrative

- Provide an information repository for applicants (to include all guidance notes, sample forms/claims etc)
- Enables CLLD's Facebook, Twitter and Instagram social media channels to be seamlessly integrated into the website
- Is fully GDPR/Data Protection compliant
- Has a Google Analytics portal established for the site
- Provide an initial enquiry form which is automatically sent securely to the CLLD generic e-mail inbox (CLLD@cornwalldevelopmentcompany.co.uk)
- Encourage visitors to the site to register for updates e.g. via MailChimp

Design

Produce a design that:

- Provides an overall look and feel that reflects the overarching objectives of CLLD
- To be designed and developed using WordPress or a similar content management system allowing ease of updating and content management by the CLLD Team
- Includes a 'drag & drop' page builder to maximize flexibility of in-house updating and creation of new pages
- Allows seamless integration of visual content (imagery, video, animation and infographics– this content will be developed outside of this tender) throughout to achieve a look that is modern and attractive
- Design mechanisms to ensure CLLD's messaging is clear. The tenderer must demonstrate that they are able to develop compelling, eye catching and user friendly visuals for the website working with the project specific input, knowledge and expertise of the CLLD delivery team and a Copyrighter if applicable.
- Effective use of the CLLD branding/logo, which will be provided to the successful applicant, and to be compliant with the ESIF Branding and Publicity guidelines (see Appendix 1)

Technical

To meet the following technical specifications:

- To easily embed videos from Video hosting sites such as YouTube and Vimeo with the Content Management System
- Minimum "AA" level of W3C conformance in order to meet our Cross Cutting theme requirements
- Availability of Real User testing across multiple browser platforms including older versions of all the main browsers
- The site must be securely hosted within an ISO 27001 accredited datacentre located in the EU
- Minimum compatibility with the following browsers: Firefox v 35 upwards, IE at least 9-10, Safari at least v 8-9, Chrome v 40
- The website should be entirely manageable by a web interface with an integrated spell checker within the WYSIWYG editor and offer a Page

Preview Facility. Users shall see the entire page in the context of editing, displaying all multimedia, images and links as if the page was live

- Capable of adding/deleting new pages and menu items
- To include an SEO plug-in as part of the site construction
- To include the supply and installation of an SSL certificate to secure connections and provide website users with increased confidence whilst browsing the CLLD website.

Implementation

- To provide advice and be available for consultation at any point during the implementation of the new website
- To complete a full handover of all digital assets that are developed for CLLD during the project as well as administrative access to all aspects of the website
- Provide details of your Service Level Agreement

4.2 Hosting, Maintenance and Support requirements

- We require the provision of a hosting, back up, maintenance and ongoing support service. The budget includes the costs for hosting, maintenance, and support throughout the lifetime of the contract (end date September 2022.)

These requirements are:

- A service package covering the lifetime of the contract that includes
 - Hosting of the website
 - On-going maintenance
 - Regular backups of both the website and database(s)
 - Development, maintenance, advice, and support to call upon
 - A detailed budget breakdown of the items in the service package
 - To provide advice and be available for consultation at any point during the implementation of the new website and content management system.
 - Provide a cost per hour for any works and/or maintenance outside of the agreed service package.

5. Total budget and milestone payments

Budget	Detail
£12,500 (Max)	<p>This sum would cover all the <u>activities</u> and <u>expenses</u> incurred with:</p> <ul style="list-style-type: none">• Delivery of the new website including design, content, build and implementation (see below for timescale and payment schedule)• Develop the website, reviewing all existing content to ensure maximum optimisation opportunities and best quality user experience.• Provide a hosting, maintenance and ongoing support service for the website over the lifetime of the contract.• Collaboration and liaison with CLLD's delivery team

Milestone Payments Claims	% Website Development budget	Target Dates
1) Prototypes signed off	40%	31 st January 2019
2) CLLD Website live	60%	1 month after prototype sign off

6. Timescale

The project will run from January 2019 until September 2022.

7. Tender submission requirements

Please include the following information in your Tender submission.

7.1 Covering letter to include:

- Contact name for further correspondence
- Confirmation that the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
- Confirmation that the tenderer accepts all the Terms and Conditions of the Contract attached
- Confirmation that the tenderer will be able to meet the Corporate Requirements (see Section 15) to include confirmation that Equality and Diversity and Environmental policies are in place and, if

- successful, supporting documentation will be provided as evidence
 - Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
 - Confirmation that the tenderer will work collaboratively with other organisations appointed by Cornwall Development Company such as copywriters, branding specialists and marketers
 - Conflict of interest statement
- 7.2 The CV for the proposed project lead
- 7.3 A brief overview of the way in which the tenderer intends to approach each of the elements of the work detailed in 4.1 and 4.2 (max 1000 words)
- 7.4 Two relevant examples including live website links where the tenderer has undertaken a similar website development for a client (max 1000 words)
- 7.5 A sample wireframe for the homepage (max 200 words explanation if required)
- 7.6 One example of where the tenderer has delivered a website hosting, maintenance and support service for a client. (max 500 words)
- 7.7 A clear breakdown of the costs of providing 4.1 Delivery of a new Community Led Local Development website and a separate cost breakdown for 4.2 Hosting, Maintenance and Support requirements

In evaluating the tender returns, note that the cost assessment will be based on the overall total cost. All expenses are to be included within the tender prices. Additional expenses will not be paid. Costs exclude VAT.

This tender is being issued through an Open Tender process. The selection process will be carried out via assessment of the tender submission in accordance with the tender evaluation methodology set out below.

8. Tender evaluation methodology

Proposals will be scored against the following criteria. Responses will be scored out of 5 for each criterion. A total score will be derived according to the weightings. **For more detail on each 'Requirement' please see Section 7.**

Ref	Requirement	Score
7.1	Cover lettering including confirmation of the requirements outlined in Section 7	Pass /Fail

7.2	Experience of proposed project lead	10
7.3	A brief overview of the way in which the tenderer intends to approach each of the elements of the work	30
7.4	Two examples of similar website development	20
7.5	One sample homepage wireframe	10
7.6	One example of a hosting, maintenance and support service contract.	5
7.7	Cost: The lowest bid will be awarded the full 25 marks. Other bids will be awarded a mark that is proportionate to the level of their bid in comparison to the lowest bid, i.e; Marks awarded = 25 x lowest bid / bid	25

Please note that by submitting a Tender, the applicant must accept the terms and conditions of CDC as outlined in the attached Terms and Conditions of the Contract.

9. Tender timetable

Please submit the Tender document by email or post or in person by **5pm Monday 17th December 2018.**

If submitting electronically, please send by email to finance@cornwalldevelopmentcompany.co.uk with the following wording in the subject box: "Tender TEN436, CLLD Website"

Tenderers are advised to request an acknowledgement of receipt when submitting by email.

If submitting by post or in person, the Tender must be enclosed in a sealed envelope, only marked as follows:

"Tender TEN436. Strictly Confidential. CLLD: Tender for Website"
Nicky Pooley
Head of Corporate Services
Cornwall Development Company
Bickford House

Station Road
Pool
Redruth
Cornwall TR15 3QG

The envelope should not give any indication to the tenderer's identity. Marking by the carrier will not disqualify the tender.

10. Tender assessment

Each Tender will be checked for completeness and compliance with all requirements.

During the tender assessment period, CDC reserves the right to seek clarification in writing from the tenderers, to assist it in its consideration of the tender. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria weightings detailed in the criteria table above.

CDC is not bound to accept the lowest price or any tender. CDC will not reimburse any expense incurred in preparing tender responses. Any contract award will be conditional on the Contract being approved in accordance with CDC's internal procedures and CDC being able to proceed.

The reviewer will award the marks depending upon their assessment of the applicant's tender submission using the following scoring to assess the response:

Scoring Matrix for Evaluation Criteria		
Score %	Judgement	Interpretation
100	Excellent	Exceptional demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Full evidence provided where required to support the response.
80	Good	Above average demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services. Majority evidence provided to support the response.
60	Acceptable	Demonstration of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with some evidence to support the response.

40	Minor Reservations	Some minor reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
20	Serious Reservations	Considerable reservations of the relevant ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.
0	Unacceptable	Does not comply and/or insufficient information provided to demonstrate that there is the ability, understanding, experience, skills, resource and/or quality measures required to provide the goods/works/services, with little or no evidence to support the response.

11. Tender clarifications

Any clarification queries arising from this Invitation to Tender which may have a bearing on the offer should be raised by email to: natasha.downing@cornwalldevelopmentcompany.co.uk by the **5th December 2018** and strictly in accordance with the Tender & Commission Timetable below.

Responses to clarifications will be anonymised and uploaded by CDC to Contracts Finder and will be viewable to all tenderers.

No representation by way of explanation or otherwise to persons or corporations tendering or desirous of tendering as to the meaning of the tender, contract or other tender documents or as to any other matter or thing to be done under the proposed contract shall bind CDC unless such representation is in writing and duly signed by a Director/Partner of the tenderer. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

12. Point of contact

Tenderers must provide a single point of contact in their organisation for all contact between the tenderer and CDC during the tender selection process.

13. Tender and commission timetable

The anticipated timetable for submission of the Tender, completion of the project and interim tendering/contract process milestones, are set out below.

Milestone	Date
Publication of ITT and Tender Documents on Contracts Finder	03/12/2018
Final date for submission of clarifications on Contracts Finder	06/12/2018
Final date for response to clarifications published on Contracts Finder	07/12/2018
Deadline to return the Tender to CDC	17/12/2018
Evaluation of Tender by CDC	18 and 19/12/2018
Successful and unsuccessful tenderers notified	04/01/2019
Contract sent by post to successful tenderer	04/01/2019
Signed Contract returned by post/hand	11/01/2019
Project start up meeting	15/01/2019
Delivery of website	01/03/2019
End of hosting/support contract and Project end	30/09/2022

14. Corporate requirements

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the contractor can evidence their ability to meet these requirements when providing the services under this commission.

All Tender returns must include evidence of the following as pre-requisite if the Tender return is to be considered.

Equality and Diversity

CDC is committed to providing services in a way that promotes equality of opportunity. It is expected that the successful tenderer will be equally committed to equality and diversity in its service provision and will ensure compliance with all anti-discrimination legislation. The tenderer will be required to provide a copy of their Equality and Diversity Policies/Practices if successful in securing this contract.

Environmental Policy

CDC is committed to sustainable development and the promotion of good environmental management. It is expected that the successful tenderer will be committed to a process of improvement with regard to environmental issues. The tenderer will be required to provide a copy of their Environmental Policies/Practices if successful in securing this contract.

Insurance

The contractor must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the contractor's obligations and liabilities under this contract, including but not limited to:

- Public liability insurance with a limit of liability of not less than £2 million;
- Employers liability insurance with a limit if liability of not less than £2 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, the contract will be subject to the following legislation.

Freedom of Information Legislation

CDC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies.

Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

Prevention of Bribery

Tenderers are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

Health and Safety

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

Exclusion

CDC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant's company, has been the subject of a conviction by final judgment of one of the following reasons:

1. Participation in a criminal organisation
2. Corruption
3. Fraud
4. Terrorist offences or offences linked to terrorist activities
5. Money laundering or terrorist financing
6. Child labour and other forms of trafficking in human beings

Publicity

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with the latest guidelines.

The Secretary of State has published the National European Structural and Investment Fund Publicity Guidance to assist grant recipients to comply with the Regulations referred to in the paragraph above. The chosen contractor will be required to agree all project paperwork design with the project manager at the start of the contract to ensure that the necessary conditions have been met.

The appointed contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract. The link to the ESIF

Publicity requirements is

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)

Sub-contracting

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will not be allowed.

Content ownership

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the project will be the property of CDC.

Document Retention

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that we can retain them for future reference/audit. The contractor will not be expected to store these documents for future reference.

Conflicts of Interest

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm within your tender submission** whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its project team that is likely to influence the outcome of this procurement either directly or indirectly through financial, economic or other personal interest which might be perceived to compromise the impartiality and independence

of any party in the context of this procurement procedure.

Receipt of this statement will permit CDC to ensure that, in the event of a conflict of interest being notified or noticed, appropriate steps are taken to ensure that the evaluation of any submission will be undertaken by an independent and impartial panel.

15. Disclaimer

The issue of this documentation does not commit CDC to award any contract pursuant to the tender process or enter into a contractual relationship with any provider of the service. Nothing in the documentation or in any other communications made between CDC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between CDC and any other party (save for a formal award of contract made in writing by or on behalf of CDC).

Tenderers must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of their tender responses. Information supplied to the tenderers by CDC or any information contained in CDC's publications is supplied only for general guidance in the preparation of the tender response. Tenderers must satisfy themselves by their own investigations as to the accuracy of any such information and no responsibility is accepted by CDC for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

CDC reserves the right to vary or change all or any part of the basis of the procedures for the procurement process at any time or not to proceed with the proposed procurement at all.

Cancellation of the procurement process (at any time) under any circumstances will not render CDC liable for any costs or expenses incurred by tenderers during the procurement process.

16. Attachments

Appendix 1 – Link to ESIF Branding and Publicity Guidance

Appendix 2 - CDC Terms and Conditions under 25K

Appendix 1

Link to ESIF Publicity Guidelines

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005 ESIF Branding and Publicity Requirements v7.docx](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/735917/ESIF-GN-1-005_ESIF_Branding_and_Publicity_Requirements_v7.docx)