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**INVITATION TO TENDER**

**DEVELOPMENT OF AN APP FOR YOUR WAY 11+ SERVICES**

**Background**

The Learning Partnership for Cornwall and the Isles of Scilly (LPCo) was established in 2001 and is based in Redruth, Cornwall. It was formed to enable partners to work together for the benefit of local residents and to contribute to the improvement of the economy of Cornwall. It works with over 60 partners, including further education and private training providers, the voluntary and community sector, and business organisations. Its main aim is to promote development and partnership working for workforce development, the 10-24 age group, and unemployed adults.

The LPCo manages a variety of contracts which are specifically targeted at supporting young people in Cornwall:

Your Way 11+ services (Cornwall Council) between 2016 – 2021.

* *These services are broken into three areas: Community Development, Emotional Resilience and Information Advice & Guidance. These projects support young people aged 11-24 years old.*

HeadStart Kernow Community strand (Cornwall Council) between 2018 – 2021.

* *This strand is focused on supporting young people with their mental health and emotional wellbeing, alongside parents and community groups. This project supports young people aged 10-16 years old.*

Skills Your Way (ESF) between 2020 – 2023.

* *This project is focused on supporting young people into employment, education and training. This project supports young people aged 15-24 years old.*

Through these targeted programmes of support we endeavor to equip young people with the best possible tools to develop their skills to be successful in their future careers as well as live healthy, independent lives.

Young people are able to access these services (including information, advice & guidance, counselling, mentoring and youth work). at school and in community venues, Youth Advice Centres (YAC), and online.

The app for which we are inviting tenders will provide a centralized platform for young people to view the support available within Cornwall more widely and specifically in their local area. The app will also provide young people with offline content and articles which they can access without internet connectivity, as well as signpost to additional support where necessary.

Please note that we have asked young people throughout the county to design this app for us, as part of a regional competition which is due to close on 11 December 2020. For full details click [here.](https://your-way.org.uk/app/) As part of the competition young people will be researching our partner pages and telling us what information and features they would like to be included within the final design. Young people have also been asked to consider generally the appearance of the app and to consider navigation options, colourways and buttons. The young people coming first, second and third in the countywide competition must be meaningfully involved and consulted with throughout the development process. We will support the consultation process: t as part of this application you must tell us how you envisage this happening throughout development of the app.

The app will be funded by the HeadStart Community project. The app, branded under Your Way 11 + and HeadStart will serve as a legacy piece to the HeadStart Kernow Community strand which is due to end in December 2021. The app will signpost to ongoing HeadStart ‘Start Now’ webpage and associated online resources.

1. **Aims & Objectives of the Tender**

To create an app for young people to access Your Way 11+ services, incorporating the wealth of content and services which are currently on offer to young people across Your Way 11+ partner platforms. The app will be made freely available iOS and Android.

As this app will be designed for young people, we would expect their feedback to incorporated at numerous stages in the development. The project schedule will require some flexibility to adapt in accordance with young people’s responses.

The fully functional and tested app will ideally be live in during the school summer term 2021 (19 April - 23 July 2021). The appshould be launched no later 23 July 2021.Maximum price for the development of the app, the administrative panel and launch on Android and iOS platforms is £15000 (inc. of VAT).

1. **The app**

The app will consolidate content and resources from the [Your Way 11+](https://your-way.org.uk/) site, [Mind Your Way](https://mindyourway.co.uk/) site and [Start Now](https://www.startnowcornwall.org.uk/) site.

The app will be designed around six main categories of support:

* + Emotional Support
  + Work, Education and Training
  + Housing and Homelessness
  + Money, Budgeting and Benefits
  + Sexual Health and Relationships
  + Youth Work
* Within each of the aforementioned categories, there will be **libraries of resources, blog posts, articles, key information** and signposting to relevant provision.
* The app will be designed with **guest / log in features**. If young people choose to register, the app will collect demographic info which can be shared across partner administration accounts.
* Demographic information will also be used to send targeted **push notifications** concerning local events and services. This data might simply relate to age (rather than DOB) and locality (1 of 6 districts throughout Cornwall rather than address)
* The app will be able to collect **feedback** from young people regarding their mood and/or services and provision in their local area.
* The app will link to **pre-existing** [**directories**](https://www.google.com/maps/d/viewer?mid=15WYKtzbAQ4dEglPjtM3IRXvoFCA&ll=50.44668157639381%2C-4.694011104254628&z=9) of provision throughout Cornwall so that young people are able to quickly view and locate local provision.
* The app will enable users to access **live chat sessions** with Information, Advice and Guidance workers.
* **Analytic information** should be easily accessed from an administrative back-end.
* Should partners and/ or content need updating it will be easy to do so from the **administrative panel**.
* **Data security** measures must be clearly identified.

1. **Information that will be provided**

* Site content and map
* Access to logos
* Resources

1. **Outputs**

* Presentations of design / development options to a panel of young people and incorporation of their feedback into the ongoing design of the app.
* Fully functional app made available on iOS and Android.
* Administrative back end site which can be used to track analytics and update app content.

1. **Tender Returns**

The contractor must submit a tender covering all the elements of the tender specification inclusive of VAT.

* Description of activities to be carried out and estimated costs for each developmental stage.
* The time (hours/day) spent on each element of the activity as indicated in the annex by staff member, alongside hourly rates of staff.
* A brief CV of all those involved in the evaluation and examples of previous work.
* Proposed timeline for development at each stage – incorporating a schedule of young people’s involvement (feedback gather and anticipated timings).
* A pricing structure for ongoing subscription services required for running the app.

**Selection Criteria:**

* Approach to young people’s involvement and feedback
* Ability to deliver all desired front and backend features
* Clear project schedule with allocated roles and contingency planning
* Proven track record of development / app design
* Clear development pricing structure
* Details of ongoing costs and recommendations