28 September 2023

Dear Tenderer,

Below is a list of all clarification questions submitted in the last week, including those made during calls and via email. Should you have any further questions, please send them before 5pm on Monday 2nd October, so that a further clarifications summary can be sent the next day if required.

#### Budget and timings questions

* The overarching budget of £30k (Excluding VAT), does this include research, design, develop, hosting and then a further 24 hours a month consultancy? 30k is for design, build and launch of the new website, it does not include the ongoing costs which we would like to be set out separately so we have an idea of our monthly costs. This would cover a retainer for hours of dev work, plus an estimate for hosting costs and any licenses for software.
* Does the following refer to 24 hours/365 monitoring of the website, or actual 24 hours of additional consultancy (e.g. development and maintenance) per month? '***Ongoing support (firm price) – 24 hours support a month split across maintenance and improvements'*** It is 24 hours of consultancy/development time, so time to implement new functionality or to fix bugs per month.
* Is there an additional budget for design, research and/or training? Design and training would be included in the 30k but we’re are interested in what you would suggest in terms of extra research/user engagement and how much time/money this would add to the project so we can make a decision on whether we add this on
* Will we get marked down if our timeline is later than the end January? The marking for timeline is more around providing a clear and structured timeline of delivery, it is not necessarily about hitting the January deadline. If you provide clear reasoning for a slightly longer timeline it will not affect your mark. It is about being realistic and understanding what we get in that timescale.
* Is there extra budget for CMS licensing? This is minimal so any CMS choice should keep that in mind. Please state the cost as a monthly or yearly cost in the ongoing costs section of your proposal.
* Do you recognize that scope refinement may cause the initial bid amount to change? Yes we recognize this and would hope to work with the supplier to find a way of coming to an agreed scope that meets the needs of the organisation and its audiences while staying within budget. If that means deprioritizing other elements or going for a simpler solution for one thing in order to allow a more complex item then we’re happy to do this.

#### EDIE questions

* If such a policy does not exist does this prohibit us from submitting a response? Can we instead demonstrate a commitment to ESG? If such a policy does not exist then just skip that element but if you have a similar policy then, yes, a copy of that would be helpful. This element is to ensure we are choosing fair and ethical partners and suppliers.
* Please clarify what an EDIE is? Is it a different name for a diversity, equity and inclusion policy? It is exactly that but the extra E stands for Equality.

#### User Testing questions

* Do you have users lined up for testing? Yes we can provide people in the field to test as well as some people in the office
* Do we have to do user testing? We have put in the tender about having a week for feedback from key users in the field and this would be preferable. However, if you want to do that later in the process or have another suggestion we would like to hear that. We are open to guidance on this in terms of when, how much etc.
* Will user testing be in-person or remote? Most likely this will be remote.

#### Specification questions

* Do you prefer a templated CMS or a layout management system? We would ideally like the function to be able to build out pages ourselves via “blocks” etc. but some pages it would be good to have templates for such as the research summary pages so we ensure consistency.
* Is the new website just for foundations.org.uk or will it be a combination of the three listed i.e. EIF, What Works CSC, and Foundations therefore replacing those three sites? It will be a combining of those three sites and the other microsites into one Foundations website, replacing all others.
* Do you have specific hosting requirements or preferences for the new site or is this at the supplier's choice (e.g. cloud based, and/or AWS,Platform.sh etc? Suppliers choice as long as it is secure, not shared with other clients so we can have owner level access, GDPR compliant and will provide stability and performance for a decent price.
* Is there a preference or restriction on the technology stack to be used for the website development? No, we’re not fixed to any particular CMS, just as long as it hasn’t got massive license fees, is easy to use, reliable and flexible.
* Do you have any existing technology stack or CMS in mind for the new website? Current websites are a mix of different CMS options, so we’re not wedded to anything, we have no particular tools we use.
* Will there be any integration requirements with third-party platforms or tools? Mailchimp for newsletter/event sign ups. Social media channels for sharing content. Possibly Salesforce in the future.
* Is there a requirement for multilingual support? No.
* Can you provide an estimate of the volume of content (e.g., number of reports, blog posts, images, videos) that needs to be migrated from the existing sites? About 150 or so research reports and projects with additional PDF docs. We’re not currently planning to bring over any blog posts. A lot of the content needs rewriting before it can be uploaded. We would like a bulk upload option if possible, with the understanding that we’d probably then need to go in and neaten things up after.
* Will there be a requirement for a content audit before migration? We are in the process of doing this now.
* Are there any specific functionalities (e.g., user registration, member areas) that haven't been mentioned but are required for the site? No login areas etc required.
* Do you anticipate the need for any e-commerce functionalities, like online payments or donations? No
* Will there be a requirement for any interactive tools, maps or calculators? Yes, possibly for similar things to this (<https://www.eif.org.uk/resource/rpc-measures-selector>)
* Are there specific performance benchmarks or load testing requirements for the new site? No as we don’t tend to have large spikes in users, but high-level availability and quick load times are a priority.
* Is there a specific timeline or milestone structure you have in mind for the project's completion? We are open to your thoughts on this, we want a new website fairly swiftly but want to make sure it launches with the right content and the right user journeys. We have set a launch date of end of January in the tender document but this is flexible depending on stages such as user testing, scope refinement etc.
* Can you provide access or insights into the analytics of the current websites to understand user behaviour and preferences? Headline stats are about 100-200k users a year, mostly coming via google or direct. 70:30 split desktop to mobile. Lots of downloads of documents are you would expect, often this is the only goal of the user interaction. We will give full access to analytics to the chosen supplier for them to learn more.
* Are there any other stakeholders or internal teams that will be involved in the decision-making process during the website development? Yes, internally there are a few key stakeholders, especially at director level. Time will need to be given for them to provide feedback but we should be able to move fairly swiftly still.
* Users will need to be able to sign-up for events, will these be ticketed with limited spaces and will payment be required? If so, do you have a preference as to whether the site provides this facility or would you use a 3rd party platform such as [eventbrite.co.uk](https://gbr01.safelinks.protection.outlook.com/?url=http%3A%2F%2Feventbrite.co.uk%2F&data=05%7C01%7Cemily.cecile-pritchard%40foundations.org.uk%7Ce4a3922c6ed8442ab43608dbbf4e9e82%7C15dd53469e734224a354b6fb0bed13b7%7C0%7C0%7C638314116610801554%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=R0nSWu9Lu67kaMYjjTlRY9catGH89QqPmL%2B5UNJBOpk%3D&reserved=0)? The events we run are quite niche sector specific ones so we don’t advertise on Eventbrite etc. They are ticketed from a point of view that we have a max capacity for a venue but there is no cost. The system could be as simple as a form saying they would like to attend that adds them to a mailing list on Mailchimp, for example.
* Can you share examples of the infographic, graphs and chart formats that you would like to include. It would be useful for us to understand what solution might be needed -  will there be images that you create, images that we create, will they need to be interactive or will they need to be created dynamically? They will be items we create and it was more mentioned to just let people know the types of content that might be on a page. We’re not expecting the CMS to create graphs for us. Infographics-wise the ability to plug in a couple of stats into a template and it shows them in a nice way at the side of the page would be nice.

#### Other

* Are you accepting responses from overseas agencies? No, the agency must have at least one UK based office.
* In the "Company Background and References" section, you mentioned that experience should relate to similar websites and clients. Are you specifically seeking experience with clients similar in nature or profile to foundations? Clients with similar problems such as large bodies of content or who have been through a merger would be good. Or others who work in the charity sector and had a similar budget. If none of the above apply then just projects on a similar budget that you are proud of will be just fine.
* Do we have to send you our financial information? This is a due diligence item and will be required at some point, we would prefer to have the information now but if you wish to wait until we award then we understand.
* Has the brand been accessibility tested? Yes, to AA standard, so we have guidance on colours that can be used together etc.
* Are there web fonts available? Yes, we use Georgia and Arial Narrow
* What level of digital/technical skills do you have in-house? Limited, the website is generally looked after by the Comms team who are generalists with some digital skills. I am on a 6-month contract so will be here for the build and launch but not the day to day running. Whatever is built needs to be easy to use so that coding/technical skills are not required.
* GTM/Analytics – just installation or setup with reports etc. For this brief it is just installation, if we need further help creating reports, dashboards etc. that would be a separate discussion later down the line.
* Is awareness the main goal of the website? Are there any key calls to action? Awareness and changing the sector to be more evidence driven. The sector still has a way to come before using evidence-driven interventions is the norm and the website needs to guide people on this journey of why it’s important, how they can evaluate their own programmes and how to choose the right programmes based on the evidence. It needs to offer a topline level of detail for those scanning for the headline information as well as the detailed reports for those wanting to get into the nitty gritty of things. Main call to actions are downloading resources, signing up to the newsletter and attending events.
* Can we fill out the basic information on the response document but submit the bulk of the pitch as a pdf? Yes, by all means use the response document as a starting off point and then get as fancy as you like! As long as all the elements in the specification are present and clear then this is no problem.
* Do you have any favourite websites? Not favourites in terms of look and feel etc. but ones that are similar in terms of content size and similar in sector would be [Youth Endowment Fund](https://youthendowmentfund.org.uk/) and [Education Endowment Foundation](https://educationendowmentfoundation.org.uk/)
* What do you want from an agency? Put simply an agency we can trust and will help us. Once I leave in 6 months’ time, there will be no digital expert and so any agency needs to be able to support the Comms team and be able to translate their ideas and needs into reality. We need great customer service and someone we can build a relationship with.
* How are you funded and are you connected to the other What Works Centres? Government departments and other organisations give us money to run projects. We then either do this work in-house or work with partners to whom we give funding to do the research or evaluation. What Works Centres (of which there about 10 depending on how you define them) are distinct from each other but have similar purposes, so for example there’s one for Wellbeing that looks at best ways to improve wellbeing through evaluation of programmes and their outcomes.
* Why are you decommissioning the current site? We spun up the new website in a hurry and cheaply to be able to launch the new brand. However, we didn’t go through the due diligence of procurement process or really have too much time to think about what we wanted or needed. As such, we’re now going back to do a proper process that incorporates all of that.
* Will we be excluded if we cannot provide a performance bond? No as it is very unlikely we would ask for this.
* How many agencies have expressed interest? About 20 so far although that’s not to count our chickens that all will submit a response.

Yours sincerely,

**Emily Cecile-Pritchard**

**Digital Consultant**