**Invitation to Tender**

**DADPAD Future Development 2021**

**April 2021**

**TEN BIGTP120**

# 1. About Dadpad and Inspire Cornwall CIC

# The DadPad was developed and piloted by the team at Inspire Cornwall CIC in 2012. We are a Social Enterprise with no shareholders, putting any profit and feedback back into our products for the benefit of the new dads and their families. The DadPad was created because babies don’t come with a set of instructions, and dads told us they wanted important information on what to expect and how to care for their baby. We listened to what dads, their partners and professionals asked for and combined it all in this new DadPad for dads-to-be – see: https://thedadpad.co.uk/.

# 2. Background and Context

2.1 What is the DadPad?

2.1.1 The DadPad is for fathers who want to provide their child with the very best start in life. Whether you are about to become a dad for the first time, or want to ensure that you can still cover all bases with a new addition to your family, the DadPad is the low-cost, high-value resource that you will want to have within arm’s reach at all times.

2.1.2 The DadPad is best utilised as early as possible during pregnancy, around birth and beyond, and provides guidance for babies and children up to the age of two. It’s particularly useful to have during paternity leave.

2.1.3 Developed in conjunction with the NHS, the DadPad will:

● Help you develop the necessary mindset and practical skills, even if you have no experience

● Save you time by enabling you to quickly get to grips with your new responsibilities

● Reduce your anxiety and help you gain confidence, so that you can offer the help needed

● Give you the tools to provide the best support for your baby and your baby’s mum

● Learn how to create a strong bond and healthy attachment with your baby

● Build stronger family relationships by sharing the load and learning how to parent together

● Recognise the signs of postnatal depression in both yourself and your partner, and learn how to get help early

# 3. Tender requirements

3.1 General

3.1.1 The successful tenderer will be expected to undertake the following activities based on the existing DadPad app which can be downloaded at www.thedadpad.co.uk/app and enter Postcode ZE1 0AA and select the Demo Trust - Ze1 0aa.

3.1.2 Overall, rather than V1 which is more of a broadcast of information, in V2 we'd personalise the experience depending on where the father is within their journey from the moment they find out about the pregnancy, through the birth and up to two years old.

3.1.3 We do expect potential contractors to already have an up-to-date CMS to bring our content to.

3.2 Minor adjustments and enhancement -

3.2.1 Clear uncluttered layout and design

3.2.2 Unified brand colours, although happy to add matching colour or alter brightness/tone etc upon advice

3.2.3 Defined Local Content section, which needs to be more visually engaging and provide trackable links out to organisations that we refer to.

3.2.4 Survey is integrated, but we would want to expand this feature to get more specific feedback - try this feature out in the app itself when you download it to see current appearance and features.

3.3 Significant enhancement (redesign)

A screenshot of the CMS (Backend) displaying what options we currently have (Enclosures 1-4)

3.3.1 Restricted to using initially set up fonts and formatting, so we want much more control of the design and UX design features.

3.3.2 Limited features - see the new list of additional features required below.

3.3.3 Cannot play videos from the app, currently only able to add a link below an image to pull our content from Youtube/Vimeo etc. Will want to have the video clicked and then streamed within the app.

3.3.4 Analytics simple and useful, but limited. We will need to track users engagement throughout the app - see the screenshot of the current analytics graphics available. We want to track user hotspots of downloads and activity, currently, we capture postcodes. We want a visual representation of analytical data through an automated process to display to commissioners of our app, so as to assess the effectiveness and determine resourcing to improve download and usage of the app.

3.4 New/additional features

There is an example of the Calm app (screenshot supplied) which can be downloaded free to give a representative idea as to the look and feel of what is required. (see Enclosures 5-9)

3.4.1 Text to voice function so it's accessible to those with bad eyesight and to those where it's just more convenient to listen rather than read

3.4.2 Multiple languages capability. We will provide content. we need to ensure that users can easily choose/switch between languages.

3.4.3 Intelligent SMS and push notifications

3.4.4 Gamification - unlocking certain achievements or badges when you / your child engages with the content

3.4.5 Forum to interact with other fathers

4**. Budget**

The total maximum budget available for this commission is £40,000 (exc VAT) but inclusive of all expenses.

**Tenders that exceed the total budget will not be considered.**

The budget will be reviewed as part of the tender evaluation detailed in Section 10 and will reflect the degree to which there is a saving on the maximum budget

# 5. Tender and commission timetable

The timescale of the programme is from the date of signing the contract until X months. The timetable for submission of the Tender, completion of the programme are set out below.

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Date ITT available on Contracts Finder | 22 April 2021 |
| Last date for raising queries | 6 May 2021 |
| Last date for clarifications to queries | 10 May 2021 |
| Deadline to return ITT | 17 May 2021 |
| Evaluation of ITT | 19 May 2021 |
| Award of Contract | This is subject to successfully obtaining grant funding and will normally be no later than 90 days from contract evaluation |

# 6. Tender submission requirements

Please include the following information in your Tender submission.

* 1. Covering letter (two sides of A4 maximum) to include:
     1. A single point of contact for all contact between the tenderer and Inspire Cornwall CIC during the tender selection process, and for further correspondence.
     2. Confirmation that the tenderer has the resources available to meet the very demanding requirements outlined in this brief and its timelines.
     3. Confirmation that the tenderer will be available to attend our premises for final testing/acceptance test.
     4. Confirmation that the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence:

Professional indemnity insurance with a limit of liability of not less than £1

million

* + 1. Conflict of interest statement as Section 8

6.2 Your technical response to how you will deliver the tender requirements as per section 3.

6.3 Provide information regarding the primary developer that will be dedicated to this account, including a summary of their skills and experience (maximum 2 pages of A4 per person).

6.4 Two examples of App developments you have undertaken which demonstrates your experience and ability to deliver this

specification. The example should demonstrate the key similarities

between your project and this tender and in particular:

a. The client

b. Requirement

c. Approximate cost

d. Outcomes

6.5 Budget

**7 Sub-contracting**

Tenderers should note that a consortia can submit a tender but the sub-contracting of aspects of this commission after appointment will only be allowed by prior agreement with Inspire Cornwall CIC.

**8 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 Inspire Cornwall CIC or its programme 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 Inspire Cornwall CIC 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.

# 9. 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:

julian@thedadpad.co.uk in accordance with the Tender and Commission Timetable in section 5.

Responses to clarifications will be anonymised and uploaded by 10 May 2021 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 Inspire Cornwall CIC 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.

# 10. Tender evaluation methodology

Each Tender will be checked for completeness and compliance with all requirements of the ITT. Tenders will be evaluated to determine the most economically advantageous offer taking into consideration the award criteria.

**Tender returns will be assessed on the basis of the following tender award criteria**

|  |  |
| --- | --- |
| **Ref 6.1 Covering Letter** | **Pass/ Fail** |
| Acceptable covering letter including confirmation of the requirements detailed at 6.1 |  |
| **Ref 6.2 technical Response** | **40 marks** |
| Your technical response to how you will deliver the tender requirements as per section 3. |  |
| **Ref 6.3 Primary Developer Experience** | **10 marks** |
| Provide information regarding the primary developer that will be dedicated to this account, including a summary of their skills and experience (maximum 2 pages of A4 per person). |  |
| **Ref 6.4 Previous App Developments** | **20 marks** |
| Two examples of App developments you have undertaken which demonstrates your experience and ability to deliver this  specification. The example should demonstrate the key similarities  between your project and this tender and in particular:  a. The client  b. Requirement  c. Approximate cost  d. Outcomes | 10 marks per example |
| Ref 6.5 Budget | **30 marks** |
| A **fixed fee** for this work (exc VAT) including travel and other expenses  The lowest bid will be awarded the full 30 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 = 30 x lowest bid / bid |  |

11**. Assessment of the Tender**

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 Award 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. |

During the tender assessment period, Inspire Cornwall CIC 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 in the table above.

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

**13. Intellectual Property**

The project is likely to involve the following intellectual property rights ("**IPR**")

13.1 **Background IPR**

Any and all IPRs owned by or licensed to the Tenderer which are or have been developed independently must be clearly identified as part of your submission.

13.2 **Third Party Software**

The Tenderer may use software (including any open source software) which is proprietary to any third party and that is either licensed to or is used by the Tenderer in the development of the project. However, the Tenderer must detail what third party software it intends to use and shall procure the necessary licences for Inspire Cornwall CIC’s use. In the case of open source software the Tenderer wishes to use in the project, the Tenderer must ensure that it does not include any open source software that contains a "copyleft" provision and shall include full details of the licence terms for such open source software. Costs of any licences are required to be listed separately and the cost of Year 1 licences shall be included in your price; Year 2 and Year 3 costs must be detailed separately and shall not form part of the costs of this submission.

13.3 **Project IPR**

This is to be assigned to Inspire Cornwall CIC in accordance with the Deed Of Assignment of IPR at Enclosure 10

# 14. Tender returns

Please submit the Tender document by email or post or in person by 17:00 on 17 May 2021.

If submitting electronically, please send by email to julian@thedadpad.co.uk with the following wording in the subject box: “Tender TENBIGTP120 Strictly Confidential DADPAD Future Development 2021”

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 TENBIGTP120 Strictly Confidential DADPAD Future Development 2021”

Julian Bose

The Health & Wellbeing Innovation Centre

Treliske

Truro

Cornwall

TR1 3FF

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

# 15. Disclaimer

The issue of this documentation does not commit Inspire Cornwall CIC 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 Inspire Cornwall CIC or its agents and any other party, or any part thereof, shall be taken as constituting a contract, agreement or representation between Inspire Cornwall CIC and any other party (save for a formal award of contract made in writing by or on behalf of Inspire Cornwall CIC).

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 Inspire Cornwall CIC or any information contained in Inspire Cornwall CIC’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 Inspire Cornwall CIC for any loss or damage of whatever kind and howsoever caused arising from the use by tenderers of such information.

Inspire Cornwall CIC 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 Inspire Cornwall CIC liable for any costs or expenses incurred by tenderers during the procurement process.

# Enclosures

1. Dadpad screenshot 1
2. Dadpad screenshot 2
3. Dadpad screenshot 3
4. CALM screenshot 1
5. CALM screenshot 2
6. CALM screenshot 3
7. CALM screenshot 4
8. CALM screenshot 5
9. CALM screenshot 6
10. Deed Of Assignment Of Intellectual Property Rights