

CPD4124191 – National Windrush Monument Website Educational Component

1 Introduction

- 1.1 A national Windrush Day was announced by the Government in June 2018 to take place on 22 June every year, encouraging communities across England to celebrate the contribution of the Windrush generation and their descendants. In June 2022, the National Windrush Monument was unveiled at Waterloo Station as a fitting tribute to the Windrush generation. National Windrush Day, the National Windrush Monument and the annual Windrush Day Grant Scheme led by the Department for Levelling Up, Housing and Communities (DLUHC) form a part of the Government's commitment to level up opportunity through engagement across diverse communities, help build greater trust in public services and forge a greater sense of belonging.
- 1.2 Windrush Day 2023 marks the 75th anniversary of the MV Empire Windrush arriving in the UK. High-profile names have already called for next year's Windrush Day to be a "major national moment" to mark the 75th anniversary celebrations.
- 1.3 Alongside the National Windrush Monument, in March 2022 DLUHC launched a companion website that provides background details on the story of the National Windrush Monument, as well as the contribution of the Windrush generation and their descendants, and information on past successful Windrush Day Grant Scheme projects.
- 1.4 A link to the National Windrush Monument website and its contents can be found here:
<https://windrush-monument.levellingup.gov.uk/>

2 Background

- 2.1 The aims of DLUHC's Windrush Day policies to date have included fostering a greater sense of pride and recognition of the contributions made by British Caribbean communities; embedding Windrush Day (22 June) into the national consciousness; educating people on the Windrush story; and building community cohesion across ethnic and intergenerational backgrounds.
- 2.2 Celebration of the Windrush generation supports the Department's work to create more integrated and resilient communities in line with Inclusive Britain, where many religions, cultures and opinions are celebrated, underpinned by a shared set of British values that champion tolerance, freedom and equality of opportunity. This is integral to the Government's commitment to level up opportunity, help build greater trust in public services, improve outcomes for everyone and forge a greater sense of belonging.
- 2.3 Following the unveiling of the National Windrush Monument, the Authority (DLUHC) is seeking to enhance and develop the Monument's legacy to mark the historic occasion of the Windrush 75th anniversary. The Department has already announced the largest funding pot yet to be offered by the Windrush Day Grant Scheme (£750,000). It is now looking to ensure that the National Windrush Monument has an educational component that matches the strength of its physical one.

- 2.4 To further honour the Windrush legacy, the Department has allocated a budget of up to £50,000 to be spent on the development of a set of educational resources to be distributed via the National Windrush Monument website. The Authority is currently working in collaboration with a web hosting organisation, which manages the National Windrush Monument website. The Supplier will be expected to work with the web host throughout the process of delivering this contract.

3 Objectives

- 3.1 The primary objective is to develop a set of educational materials that will be accessible to the public via the National Windrush Monument website. The target audience for these educational materials will predominantly be schools, although it should be possible to use resources flexibly and for them to be adaptable across a range of community settings, such as libraries.
- 3.2 The resources should also be accessible for those with impaired vision, motor difficulties, cognitive impairments or learning disabilities and deafness/hard of hearing, in accordance with Government accessibility regulations. More details can be found here:
<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps#when-you-need-to-meet-these-regulations>
- 3.3 To develop the community-led aspect of Windrush Day celebrations, the Authority is not setting out specific educational materials that must be designed by the successful supplier, but rather leaving it up to bidding organisations to put forward their own ideas in terms of the form and content of these educational materials. Innovative and creative suggestions are encouraged across a variety of media, including but not limited to downloadable audio files and books; videos; and interactive website pages.
- 3.4 The Supplier will be responsible for developing these educational materials in time for them to be uploaded to the National Windrush Monument website in advance of 22 June 2023 (Windrush Day), working with the Authority's contracted website host to ensure that this is done in a timely manner. The service will be focused on the design of educational materials. The provision of website hosting/development is **not** in the scope of this requirement.
- 3.5 While the Department is not outlining specific requirements for how these educational materials should be designed, each bid should propose educational materials which are relevant to the objectives below, ensuring that all of them have been achieved by the totality of the bid:
- 3.5.1 **To educate people about the Windrush story**, seeking to build awareness of historical facts and deepen understanding about the Windrush generation and their descendants. This includes the pioneers who arrived on the MV Empire Windrush in 1948, and those who came on vessels and planes in the decades afterwards.
- 3.5.2 **Foster a greater sense of pride and recognition of the contributions made by British Caribbean communities to UK society, and amongst the wider public.** The Windrush generation and their descendants have contributed a great deal to society over more than seven decades. The Authority invites proposals for educational materials

	<p>that proactively support and encourage people from different backgrounds to embrace this aspect of our shared history.</p> <p>3.5.3 To celebrate and recognise the contribution that the Windrush generation and wider British Caribbean communities have made to Britain. 2023 marks the 75th anniversary of the arrival of the MV Empire Windrush.</p> <p>3.5.4 To embed Windrush Day (22 June) in the national consciousness. Unveiling the National Windrush Monument at Waterloo Station marked a historic moment for the UK. Further additions to the website should seek to build on the work that has already been done.</p> <p>3.6 The Authority is seeking proposals that accomplish the objectives outlined in 3.5. Proposals can be put forward that incorporate any or as many different media, such as interactive website pages, videos or downloadable audio files and books. The final product should offer an innovative educational experience and reflect DLUHC's commitment to improving outcomes for the Windrush generation, through the provision of a unique set of educational materials that are unlikely to have a similar counterpart available in the marketplace.</p> <p>3.7 While the Authority is seeking creative proposals, they should also be realistic in terms of achievability by the deadline, as well as costs that will be incurred for their upload to the website. The Supplier should consider the approximate item pricings listed in the web host catalogue that has been provided in 4.6 of this Specification, as the total cost will be subtracted from the value of this contract.</p> <p>3.8 The successful organisation must ensure that any educational materials developed for the National Windrush Monument website do not espouse, promote or infer any partisan political, extremist, or ideological viewpoints. Political views are those expressed with a political purpose, such as to further the interests of a particular partisan group, change the law or change government policy. This could be on a wide range of matters such as economic and social issues at a local, national or international level. This includes actions or behaviours that seek to undermine fundamental British values or promote beliefs that seek to divide society based on protected characteristics. The definition of 'extremism' as defined in the 2011 Prevent strategy is in the glossary.</p>
4	<p>Scope – National Windrush Monument Website educational materials</p> <p>4.1 The contract will be for a sum of up to £50,000. The contract will be comprised of two key phases. Phase 1 will cover the development and launch of the educational materials and is worth up to £40,000 (80%) of the total contract value. This phase lasts from commencement of the contract to 22 June 2023 (Windrush Day). Phase 2 will cover promotion/dissemination of the educational materials and lasts from 23 June 2023 until March 2024. This phase is worth up to £10,000 (20%) of the total contract value.</p> <p>4.2 The Supplier will be expected to devote 10 hours per every two-month period to promotion/dissemination of the educational materials, up until the expiry of the contract at the end of March 2024.</p>

- 4.3 The Supplier will be expected to adhere to the Supplier Code of Conduct throughout the contractual period. See here: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779660/20190220-Supplier_Code_of_Conduct.pdf
- 4.4 The Supplier will deliver the educational materials in collaboration with the organisation used to supply web hosting/development services to DLUHC. Expectations related to collaboration are set out below in 4.6.
- 4.5 The Supplier will develop original content and not replicate existing educational resources without consent from the creator of those resources. Suppliers are allowed to use some existing educational content; however, if the Supplier were to use existing educational resources, it must gain explicit consent from the creator of those resources.

Throughout the delivery period:

- 4.6 The Supplier must be willing to collaborate with the existing web host procured by DLUHC, which will provide web hosting/development services throughout the process of developing the educational materials for the Department. This will include ensuring that any educational materials within proposals outlined are implemented with Juicy Media and ready for launch by 31 May 2023, so that the educational materials can be published in advance of 22 June 2023. The web host Juicy Media must be informed of material development progress (or when the supplier anticipates that a risk or issue could impact on delivery timeframes throughout the duration of the contract). If an impact on timeframes is anticipated, then the Authority must also be informed.

Our web hosting organisation has provided us with the following approximate costs for further developments to the National Windrush Monument website. We advise that you total the relevant figure into the price of your bid:

4.6.1 - Option Basic

This would be the simplest way to implement document downloads, as this functionality already exists on the website. Utilising the existing blocks on the various pages that already exist, we could reuse these and apply the downloadable documents, links to external resources, mix this with additional textual, visual and video content

Cost – 5 days – [REDACTED]

4.6.2 - Option Medium

As above, but with the addition of bespoke design elements, so the page would be completely customised. This would require some design and development time, in addition to point 1.

Cost – 10 days – [REDACTED]

4.6.3 - Option Bespoke

Design a page or several pages that house content and downloadable assets, but also structure them in a way so they can be categorised, filtered and searched for within a structure framework. This could be useful if you are planning on having several supporting assets.

Cost – 20 days – [REDACTED]

REDACTED

* A single web page that is designed and then built from existing assets

** Based on a Java based online game, this will not be accessible or meet WCAG 2.1 Guidelines

4.6.4 - Additional Services

You can also benefit from a range of other services that we provide, Including but not limited to the following:

Software Development:

- o C, Java, PHP, Laravel, Python and a multitude of other programming languages
- o App Development both native and web based
- o Database development, MySQL, PostgreSQL, MongoDB

Content Creation:

- o Web content
- o Marketing Collateral

Other Digital needs:

- o Print
- o Design
- o Social - (Facebook, Twitter, LinkedIn and Instagram)
- o Event publications / Facebook canvases / Ads for Social
- o SEM – Search Engine Marketing
- o SEM – Pay Per Click (PPC)
- o Video production

Other:

- o Digital Strategy / Transformation / Marketing Strategy and Content Strategy

- o Cyber, vulnerability assessments, pen testing, threat awareness and remuneration
- o Asset development
- o E-mail marketing
- o Database Development
- o Software Development
- o Hardware Development
- o Bespoke software development

4.6.5 The National Windrush Monument Website is built on a WordPress CMS. This means that content, pages and assets can be updated by anybody that has access to the administration panel. If the supplier requires access, the webhost can provide you with this. This will allow any user the ability to create, read, update, and potentially delete any content within the website. It is however, strongly advised that if the supplier require something more advanced, that a specification and PID (Project Initiation Document) is agreed upon by all parties, and the work(s) are then scheduled into the development plan.

4.6.6 If when preparing your bid, you would like to speak with the web host to gather further quotes for the additional services to factor into your bid, please contact the webhost directly on: **[REDACTED]**

4.7 The Supplier must ensure that any educational materials provided can satisfy the accessibility regulations outlined in 3.2. This should be considered in both the design of their materials, as well as through collaboration with the web hosting organisation, to ensure that any technical accessibility requirements can be satisfied by the web host/authority once the materials have been uploaded.

4.8 The Supplier is required to continuously monitor its progress across the contract delivery period, ensuring that any educational materials produced and promotion/dissemination of said materials contributes toward achieving the objectives that have been set out in Section 3.5.

4.9 The Supplier must monitor the timely delivery of key milestones set out in Section 5 and provide monthly written summary reports to the Authority in advance of monthly monitoring meetings. These will cover progress, key activities and any risks or changes to delivery of the contract.

4.10 The Supplier must ensure that educational materials produced for the National Windrush Monument do not espouse partisan political, extremist or ideological viewpoints, as defined at 3.8.

Additional considerations:

4.11 Consideration should be given to the most cost-effective way to deliver on the creation of the educational materials.

Data protection:

4.12 Providers will need to be able to demonstrate that they will comply with UK data protection legislation, handling any personal information utilised throughout the

duration of the contract in a safe and secure manner and in accordance with all of the legal requirements.

5 Deliverables/outputs and performance measures – National Windrush Monument website educational component

- 5.1 The Authority intends for the educational materials developed for the website to be ready for publication by 31 May 2023 so that they can be launched in early June in advance of Windrush Day. The Supplier should not only factor in the time taken to develop these educational materials, but also the time taken for the web hosting organisation to prepare them for upload to the website. The timeframe required by the web hosting organisation may vary depending on the complexity of the educational materials proposed in the bid and will be ascertained by the Supplier through joint discussions between the Supplier and the web host/Authority.
- 5.2 In line with the objectives stated in 3.5, the Supplier must deliver a set of educational materials which satisfies each of the four aims being targeted by this procurement tender.
- 5.3 The Authority has not set a specific requirement for the type or content of educational materials that can be proposed by bidding organisations, other than fulfilling the aims of the project set out at 3.5. The materials proposed may take forms including but not limited to written materials, video, audio and interactive pages. The successful organisation must ensure that any educational materials developed for the National Windrush Monument website do not espouse, promote or infer any partisan political, extremist, or ideological viewpoints as defined in 3.8 and referenced in 4.10. The content should also be of a high-quality, as defined in 4.9.
- 5.4 The Supplier will be expected to attend a meeting with the Authority before development of the educational materials can commence. This will be to establish a joint understanding of 'political' 'extremist' or 'ideological' views as outlined in 3.8.
- 5.5 The Supplier will be expected to attend a monthly contract management meeting to discuss all aspects of the project, including its progress toward completing the educational materials. For each of these meetings, the Supplier shall prepare a monthly summary report explaining its progress as well as listing any required invoicing.
- 5.6 Additionally, the Supplier will attend weekly update meetings, wherein they will have the opportunity to update the Authority on any issues or important information as it arises.

Performance measures/KPIs

- 5.7 These are the Key Performance Indicators against which the Supplier is expected to deliver and report upon.
- 5.8 The Supplier will be required to ensure that the proposed educational materials are produced in a timely manner. As outlined at 5.1, the specific date by which the materials will need to be ready for upload will vary based on the complexity

	<p>of the educational materials proposed in the bid. As set out below in Sections 6 and 7.1, progress will be monitored by the Authority through monthly contract management meetings. Exact expectations for the pace of delivery will be established upon commencement of the contract through joint discussions between the Supplier and the Authority/web host.</p> <p>5.9 The Supplier must ensure that the educational materials are of a high quality. For the purposes of this tender, 'high quality' should be defined as the Authority determining that the educational materials have satisfied each of the objectives set out in this specification, as well as fulfilling any expectations that can be reasonably deemed by the Authority to have been established through the Supplier's bid for the contract.</p> <p>5.10 During Phase 1 of the contract, the Supplier will be required to attend three monthly review meetings. If by the second meeting (considered to be the mid-point of the project) the Authority does not deem the Supplier to have made sufficient progress to be launched in advance of Windrush Day or deems the materials to be of a lower quality than could reasonably expected from the initial bid (as defined in 5.8 and 5.9) or otherwise unusable for breaching aspects of the specification (i.e. the educational materials are politically partisan), the Authority reserves the right to deduct up to 10% of the £40,000 contract value allocated to creation of the educational materials.</p> <p>5.11 If by the third and final monthly review meeting the Supplier has made sufficient progress and/or increased the quality of the materials provided, the Authority may reinstate the sum deducted from the contract value.</p> <p>5.12 The remaining contract value allocated to Phase 2 will be paid to the Supplier on the completion of Phase 2 in March 2024. This will be paid on the condition that the Authority is satisfied that the Supplier has dedicated the required 10 hours during each two-month period to promotion/dissemination of the materials. The Supplier's work in Phase 2 will be monitored through meetings that take place every two months, as stated below in Section 6: 'Key dates'. The Supplier must provide sufficient evidence of the hours and work undertaken to ensure they are eligible to receive payment for this phase. The Authority reserves the right to deduct any or all of the total sum for this phase in the event that the Supplier is unable to provide evidence to the satisfaction of the Authority that they have met the full extent of this requirement.</p>
<p>6</p>	<p>Key dates</p> <p>Phase 1:</p> <p>Monthly contract management meeting – end of March/early April 2023</p> <p>Monthly contract management meeting 2 (mid-point) – May 2023</p> <p>Monthly contract management meeting 3 (final) – early June 2023</p> <p>Windrush Day – 22 June 2023</p> <p>Phase 2:</p> <p>Follow-up meetings – Every two months between June 2023 and March 2024</p>

7	Contract management arrangements
7.1	The Supplier will ensure that it reports to DLUHC on progress against the Deliverables as part of the monthly contract management meetings.
7.2	Prior to the end of the contract, a summary document must be submitted by the Supplier to the Authority showing completed closure and transition services with any outstanding invoice.
7.3	As part of the monthly summary reports, the Supplier must report on its progress against the performance measures/KPIs as set out in this Specification.
7.4	<p>All personal data collected and processed will be done so in compliance with the Department's Personal Information Charter, which can be found here: https://www.gov.uk/government/organisations/department-for-levelling-up-housing-and-communities/about/personal-information-charter</p> <p>This is the Authority's privacy notice and sets out how the Department processes personal data.</p>
8	Glossary
8.1	The Authority – the Department for Levelling Up, Housing and Communities.
8.2	The Supplier – the delivery partner contracted to deliver the deliverables.
8.3	Extremism – 'Extremism' is defined in the 2011 Prevent strategy as vocal or active opposition to fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of different faiths and beliefs. We also include in our definition of extremism calls for the death of members of our armed forces, whether in this country or overseas
8.4	Web host/web hosting organisation – the organisation contracted by the Authority to provide hosting and technical development services for the National Windrush Monument website.