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| **Request For Quotation (RFQ)** |
| LEADER Website Update and Maintenance |
| Date 25/07/22 V1 |
| Sustainable Growth and DevelopmentEconomy and Skills |
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1. **Cornwall Council Directorate of Economic Growth and Development**

1.1 Our role is to maximise the potential for the economic growth and development of Cornwall as we take forward delivery of the strategic economic plan and adoption of the Local Plan and ensure that our housing meets current and future needs. We also work closely with the Council’s Chief Operating Officer (the Council’s section 151 Officer) to ensure that the financial gap faced by Cornwall Council is reduced through Council tax growth and business rates. We work in partnership with the Local Enterprise Partnership (LEP), our local communities, businesses and stakeholders to grow Cornwall’s economy together, ensuring that we understand and reflect their needs and ambitions in our actions and our approach.

1.2 Cornwall Council Economy and Skills (CCES) is seeking to commission services to design, deliver an updated/new LEADER website We work alongside Cornwall and Isles of Scilly Local Enterprise Partnership (LEP) to maximise the sustainable economic development of Cornwall. Our Service Director is the Chief Executive Officer of the LEP and we collectively support the LEP Board to create and implement the Cornwall and Isles of Scilly Strategic Economic Plan. The plan encompasses a culture strategy to inform planning and development decisions for Cornwall and the Isles of Scilly, alongside a £1bn investment programme to contribute towards overall growth and employment

**2. Background and Context**

**2.1** LEADER. LEADER is a French acronym which roughly translates as 'Liaison among Actors in Rural Economic Development'. Under LEADER, Local Action Groups (LAGs) allocate grant funding to local businesses and organisations to help them carry out projects which create jobs, help the business to grow and which benefit the rural economy.

**2.2** The LEADER scheme is part of the Rural Development Programme for England (RDPE) and is funded by the European Agricultural Fund for Rural Development (EAFRD). Money from the programme is given to Local Action Groups (LAGs) so that they can award grants locally to businesses and organisations that apply for it. The Rural Payments Agency (RPA) manages the LEADER scheme nationally.

**2.3** A LAG is made up of local public, private and community representatives, who work together to fund projects that help to improve their local rural economy. Cornwall has 4 LEADER LAGs:

* West Cornwall LAG.
* Coast to Coast LAG.
* Atlantic and Moor LAG.
* South and East Cornwall LAG.

The diagram below shows the locations of the four areas



**2.4** LEADER funds farmers, growers, foresters, other local rural businesses and rural community organisations to help:

* create jobs;
* develop rural businesses; and
* support the rural economy.

**2.5** To be successful, applicants had to contribute to one or more of Defra’s 6 priorities for LEADER, which are to:

* increase farm productivity;
* support micro and small businesses and farm diversification;
* boost rural tourism;
* provide rural services;
* provide cultural and heritage activities; and
* increase forestry productivity.

**2.6** The LEADER project in Cornwall has now closed to applications and is in its final monitoring phases. The current website has a number of issues and is out of date so we are seeking to update or replace the existing website. The updated/new LEADER should be appealing and raise the profile of the programme and demonstrate clearly its contribution and lasting legacy to Cornwall’s rural economy.

**2.7** The supplier will also be required to provide hosting, implementation, maintenance, security and management of the website for 3 years.

**3. RFQ objectives**

Cornwall Council Economy and Skills (CCES) is seeking to commission services to design, deliver an updated/new LEADER website which:

* 1. Will drive awareness of the programme
	2. Uses attractive design to be able to communicate the achievements of the programme.
	3. Is responsive and mobile optimized;
	4. Has a content management system useable by the CCES team for updating the content
	5. Is hosted, maintained with ongoing support service provided over the lifetime of the contract.

**4. Website requirements: Design and Content**

The successful supplier will be expected to undertake the following activities:

* 1. A new website with the overall principle of modern, fresh, good visual design based on an update to the existing LEADER Website, www.localactioncornwall.co.uk , or as a new website encompassing the same informational pages but updated with content provided by CCES staff (see Enclosure 1) . but to have provision for consented case studies (video and written form) drawn from clients that have been supported and latest news; this content will be provided by CCES.
	2. The primary aim of this website is to provide a source of information about the LEADER Programme and a showcase for the projects that have been supported by it.
	3. The inclusion of a map to highlight project locations with an interactive map i.e. click on “pin” to see brief details of the projects.
	4. The website must seamlessly integrate visual content throughout to achieve a look that is modern and attractive and easy to understand.
	5. Be built using an Open Source PHP based framework or content management system combined with open source software components such as plugins, modules, extensions. These extensions may be free or paid for in which case the costs of the plugins will be borne by the supplier as part of their contract. the Supplier 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. Custom built software may form part of the website where no suitable open-source component can be identified.
	6. The proposed software should be agile in nature in terms of its ability to handle any changes by CCES staff with the minimum of effort and skills. The making of these changes should be possible within the system without the need for significant input from technically skilled staff or interruptions/delays to ongoing business processes.
	7. It is an essential requirement for CCES staff to be able to carry out general configuration changes to meet changing needs without the need for external resource. Training is to be provided by the supplier to enable this.
	8. Support multiple content types including (but not exclusively) information, resources, news stories, blogs posts, e-learning, and engagement.
	9. **Functionality**

4.9.1 Provide permission for CCES staff to add/modify/delete content of various types using Content Management System

* + 1. The successful supplier must demonstrate compliance with Accessibility requirements, General Data Protection Regulation (GDPR) and Data Protection Act 2018 and ensure they and any third party have appropriate technological and security measures in place.
	1. **Search**

4.10.1Have a basic search facility for all site content.

* 1. **Accessibility**
		1. A minimum ‘AA’ level conformance with the latest WCAG/W3C standards including an accessibility statement will be required. Privacy Policy will be provided by the CCES Team together with Terms and Conditions of the website use, Accessibility Policy and Website Disclaimer. The whole website should be fully compliant and in line with the Equality Act 2010.
		2. The website should use infographics where possible to enable those whose first language is not English or who find difficulty in engaging with the written word to be able to navigate the website and obtain the necessary messaging and content.
	2. **Browser and Device Support**
		1. The website must work on the most popular browsers (Chrome, Firefox, Safari, Edge, IE 10 & 11).
		2. The system must be optimised for the latest versions of the most common browsers (Chrome, Firefox, Safari and Edge).
		3. The site must be optimised for full functionality across smaller screen devices.
	3. **Reporting**
		1. Usage statistics and metrics built in, specifically the ability to track and understand user journeys.
		2. Support performance management via Google Analytics and supplier to provide advice on performance management via Google Analytics.
	4. **Final Acceptance**

Any final information provided for further updates of site (case studies/evaluation etc) to be completed, functionality reviewed and hosting and security to be signed off by the CCES team in accordance with section 7

**5 Website requirements:** **Hosting and Security, Maintenance and Support**

**5.1** Supplier to manage the hosting to include any necessary storage. The budget includes the costs for hosting, maintenance, and support throughout the lifetime of the contract. You will need to confirm you are able to provide a service package for the lifetime of the contract that meets the following requirements below and 3.5.

* 1. A robust security governance framework should be in place to coordinate and direct the overall approach to the management of the service and information within it.  Appropriate processes and procedures should be in place to ensure the operational security and integrity of the service and to identify and mitigate security threats, e.g. Denial of Service attacks.
	2. The following should be met in terms of both hosting environments and applications:
1. To be hosted within an ISO 27001 accredited datacentre which utilise servers in the EEA, but preferably UK based
2. Backup and mobile application servers should also be based in the EEA or UK
3. ISO 27017 Information Security Controls for Cloud Services;
4. ISO 27018 Personal Data Protection in Public Clouds;
5. SAAEISO27001 Certification;
6. SAA 16 Standards.
7. There should be a defined information management incident process and plans to deal with actual and suspected incidents or events that may pose a risk to the system. A standard approach should be followed to ensure a consistent approach to managing incidents.
8. The platform must be TLS encrypted using 2048bit SHA256 certificate only supporting TLS v1.2 or later.
9. There should be detailed disaster recovery plans to ensure that regular data backups are taken throughout the day with at least a minimum service of a full backup completion every 24 hours to a DR site in another location that can facilitate the full restoration of services within 24 hrs of incident. The DR site should have planned DR timelines on when data is backed up, for how long, and what the restoration procedure is.  The site should also have resilience in place.
10. The solution should provide an audit trail for all changes that are made on the system.
11. The option for any edits made to the system to be facilitated through a multi -factor authenticated should be available.
	1. **Security Assurance**

The winning supplier will be required to complete Cornwall Council’sExternal IA Evaluation Diligence Information Gathering for Cloud & External Systems Hosting

(Enclosure 2).

* 1. **Support and Maintenance**
		1. There should be defined technical and functional support models, available through a number of channels with defined response/fix times and availability (outside of agreed down times for upgrades).
		2. Detailed disaster recovery plan to ensure data backups throughout the day with minimum full-service daily backups, including a recovery and restoration procedure.
		3. Be supported by process and a software update strategy that complies with industry best practices for security. The proposed software should have a clear product roadmap of regular updates and upgrades to all aspects of the software and include a detailed timeline. A process must, therefore, be in place to ensure software is patched in a timely fashion when software vulnerabilities are identified.
		4. Maximise availability by minimising the impact of software updates and providing a backup and restoration system to roll back the website to any of 7 previous days.
		5. We would require the successful contract holder to be able to provide support and maintenance during normal business hours and out of hours as required.
		6. As the system may need support during the lifetime of the project (in terms of further development or assistance with downtime) we will require a separate hourly rate for any support required until 31 December 2025.
	2. **Exit Strategy**
		1. The Online Platform will be developed using industry standard software giving CCES maximum flexibility in the future.

**6. Budget**

The total maximum budget available for this commission is £10,000 (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 RFQ evaluation detailed in Section 11 and will reflect the degree to which there is a saving on the maximum budget

**7. RFQ and commission timetable**

The timescale of the programme is from the date of signing the contract until the 31 December 2025. The timetable for submission of the Tender, completion of the programme is set out below.

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| **Milestone** | **Date** |
| Publication of ITT | 25/07/2022 |
| Final Date for receipt of clarifications | 05/08/2022 |
| Final Date for response to clarifications | 10/08/2022 |
| Deadline to return the RFQ to CC | 17:00 on 18/08/2022 |
| **Evaluation of RFQ by CC - commencement** | **19/08/2022** |
| Successful and unsuccessful supplier s notified | WC 22/08/2022 |
| Signed contract | WC 22/08/2022 |
| Project Inception meeting | W/C 29/08/2022 |
| Drafted version of initial updated website ready for review by CCES | 30/09/2022 |
| Feedback from CCES to supplier on website complete | 07/10/2022 |
| Updated website goes live | 21/10/2022 |
| Information provided for further update of site (case studies/evaluation etc) | 01/12/2022 |
| Site fully updated with additional information and final invoice submitted including costs of hosting, security updates etc to December 2025 | 31/12/2022 |
| All deliverables complete and contract complete | 31/12/2025 |

**8. RFQ submission requirements**

Please include the following information in your RFQ submission.

* 1. Covering letter (two sides of A4 maximum) to include:
1. A single point of contact for all contact between the supplier and Cornwall Council during the RFQ selection process, and for further correspondence.
2. Confirmation that the supplier has the resources available to meet the requirements outlined in this brief and its timelines
3. Confirmation that the supplier accepts all the Terms and Conditions of the Contract attached (Enclosure 3)
4. Confirmation that the supplier will be able to meet the Corporate Requirements (see Section 9) to include confirmation that Equality and Diversity, Environmental and Data Protections policies are in place and, if successful, supporting documentation will be provided as evidence
5. Confirmation that the supplier holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
6. Conflict of interest statement
	1. Two relevant examples where the supplier has undertaken a similar website development for a client (max 2 sides A4 per example). The examples should demonstrate:
		* commission;
		* The client;
		* Approximate cost;
		* Outcomes;
		* Creative vision;
		* A link to the website.

8.3 One example of where the supplier has delivered a website hosting, maintenance and support service for a client. (max 1 sides A4)

8.4 Costs. Please provide your costs to provide the following

 a. Design as per Section 4

 b. Hosting and Security, Maintenance and Support as per Section 5

 c. Hourly support cost (this will not form part of the RFQ assessment)

**9. General conditions**

9.1 Equality and Diversity (see also Enclosure 3)

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

9.2 Environmental Policy (see also Enclosure 3)

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

9.3 Data Protection (see also Enclosure 3)

The contractor will comply with its obligations under Data Protection Legislation (DPL), being the UK Data Protection Legislation and the General Data Protection Regulation (GDPR) and any other directly applicable European Union legislation relating to privacy.

The supplier will be required to provide a copy of their Data Protection policy and privacy statement if successful in securing this contract

9.4 Conflict of Interest. Supplier s must provide a clear statement with regard to potential conflicts of interests. Therefore, please confirm within your RFQ submission whether, to the best of your knowledge, there is any conflict of interest between your organisation and Cornwall Council 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 Cornwall Council 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.

**10. RFQ clarifications**

Any clarification queries arising from this RFQ which may have a bearing on the offer should be raised by email to:

catherine.roberts@cornwall.gov.uk

in accordance with the RFQ and Commission Timetable in section 7.

Responses to clarifications will be anonymised and provided to all those that have been requested to provide a response to this RFQ through Contracts Finder

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 RFQ documents or as to any other matter or thing to be done under the proposed contract shall bind Cornwall Council unless such representation is in writing and duly signed by a Director/Partner of the supplier. All such correspondence shall be returned with the RFQ Documents and shall form part of the contract.

**11. RFQ evaluation methodology**

Each RFQ 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.

RFQ returns will be assessed on the basis of the following RFQ award criteria

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| Ref 8.1 Covering Letter |  |
| Acceptable covering letter including confirmation of the requirements detailed at 8.1 | Pass/ Fail |
| Ref 8.2  | 50 marks |
| 8.2 Two relevant examples where the supplier has undertaken a similar website development for a client (max 2 sides A4 per example). The examples should demonstrate:• commission; • The client; • Approximate cost; • Outcomes; • Creative vision; • A link to the website. |  |
| Ref 8.3 | 25 Marks |
| One example of where the supplier has delivered a website hosting, maintenance and support service for a client. (max 1 sides A4) |  |
| Ref 8.4a + 8.4b Budget | 25 Marks |
| A **fixed fee** for this work (exc VAT) including travel and other expensesThe 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 |  |

**12. Assessment of the RFQ**

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

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| **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 RFQ assessment period, Cornwall Council reserves the right to seek clarification in writing from the supplier s, 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.

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

**13. Award**

Any contract awarded as a result of this RFQ process will be in accordance with the attached Cornwall Council Consultancy Agreement (see Enclosure 3).

**14. RFQ returns**

Please submit the RFQ document by email as per section 7

Please send by email to

Catherine.roberts@cornwall.gov.uk

with the following wording in

the subject box: “RFQ response to -[enter your company name here] Strictly Confidential”

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

**15. Disclaimer**

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

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

Cornwall Council 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 Cornwall Council liable for any costs or expenses incurred by supplier s during the procurement process

**16. Enclosures**

* 1. Website Content
	2. Cornwall Council’s External IA Evaluation Diligence Information Gathering for Cloud & External Systems Hosting
	3. Consultancy agreement