# Briefing for all tendering suppliers for the creation of the new website for Foundations – What Works Centre for Children & Families

Invitation to tender – Foundations WEbsite

# Background

## Who we are and what we do

Foundations is a newly formed organisation from a merger between the Early Intervention Foundation (EIF) and What Works Children’s Social Care (WWCSC). These organisations, with a shared mission to use high quality evidence to improve the lives of vulnerable children, formally merged in December 2022 and have since gone through a rebrand to become Foundations – What Works Centre for Children & Families. Foundations is one of a number of ‘What Works centres’, which were set up to support evidence informed practice and policymaking in different areas of public policy.

At Foundations, the national What Works Centre for Children & Families, we believe all children should have the foundational relationships they need to thrive in life. By researching and evaluating the effectiveness of services and interventions to support family relationships, we’re generating the actionable evidence needed to improve them, so more vulnerable children can live safely at home and lead happier, healthier lives. We’re providing the answers and practical solutions that empower decision makers to improve policy and practice on family support, so the right actions are taken at the right times, and every child has the foundations they need to reach their full potential. There are five priority areas in our strategy: supporting parenting, strengthening family relationships, domestic abuse, relationships for care experienced children, and service and practice models.

## Our Audiences

### We have a number of different audiences which we seek to inform and influence with the findings of our research and thought leadership:

### Primary

Decision makers who can improve availability and use of evidence-based support for families. For example, government ministers, national policy makers and system leaders within local government. Influencing these decision makers is one of the most direct ways we can lead to changes in services and provision. To do this we need to have clear, actionable recommendations, informed by our research, that are communicated directly to those able to make change happen.

### Secondary

Our secondary audiences deliver services, shape the work of practitioners or fund research. For example, sector and workforce bodies, regional and local leaders, other national charities delivering services to vulnerable children and research funders. They have influence over what programmes are rolled out, improved or stopped, and are an important part of the system we are seeking to influence. As above we need to have clear, relevant information for them, which is effectively communicated and demonstrates why the changes we are recommending are good for children and families.

### Tertiary

This audience is different to the other two groups in that we are not trying to influence them directly. However, it is important to bring this audience on the journey with us, so they understand and, where possible, support decisions. These are academic researchers in the field, as well as the people directly delivering on the ground and engaging with children and families on a day-to-day basis. For example, social workers, family support workers, parenting practitioners, police, midwives and health visitors. Levels of awareness of Foundations within this audience group are likely to be low, although both former organisations had made good in-roads in reaching these audience groups.

Our audience insights are limited but we do know that these audience groups are hugely busy, with sparce resources and are time pressured. Foundations has an offer which can directly help our primary and secondary audiences, informing their work and supporting the impact they are seeking to achieve. Our communications, including the website, need to present the findings of our work in ways that meet the needs of our audiences, and are clearly presented and easy to consume and act on.

The level of detail and depth of use of the website will vary dramatically depending on who the user is. We would be keen to gather further information about their needs and create some personas before building the site. However, we recognise this may not fit within the timeframe given. Please provide an overview of how you could help us achieve this, if applicable, and how long it would add to the project.

## Our websites and moving forward

Currently we have several websites and microsites being used across the EIF and WWCSC brands as well as an interim Foundations site, which was launched in June 2023 (see list below). The idea for most of these sites is to remove the relevant content and place it onto the new site and then take the legacy site offline. Some sites, such as the EIF guidebook will have to remain operational for a longer period while a new version is produced (more details about this in the phasing section of this document).

All EIF and WWCSC domains will require redirects both generic and specific to the content that has been moved to ensure SEO and user experience integrity.

We are currently in the process of aligning what content is being migrated and how it will be dealt with.

List of main sites:

* [www.eif.org.uk](http://www.eif.org.uk)
* <https://whatworks-csc.org.uk/>
* [www.foundations.org.uk](http://www.foundations.org.uk)

Microsites

* [EIF Guidebook](https://guidebook.eif.org.uk/)
* [Reducing Parental Conflict Hub](https://reducingparentalconflict.eif.org.uk/)
* [Evaluation Hub](https://evaluationhub.eif.org.uk/)
* [Early Childhood Services Hub](https://earlychildhoodservices.eif.org.uk/)
* <https://casestudymap.eif.org.uk/>
* [The Early Years Transition Academy](https://eyta.eif.org.uk/)
* [The National Conference Hub](https://conference.eif.org.uk/)
* SpeakOut Website

## The website vision

The work of Foundations is fundamental in ensuring improvements in the lives of vulnerable children and their families by creating, evaluating and sharing evidence of what works, where and for who. This evidence needs to be seen and understood by those making decisions about national policy and those shaping and implementing programmes and interventions nationally and locally. It needs to compel reform and deliver meaningful change. The website is a platform that underpins the effective communication and dissemination of Foundations’ work.

The new website will help to build the reputation of Foundations as awareness of the newly merged organisation and what it has to offer grows among our audiences. It will show off our evidence, opportunities for funding and partnerships, and support our work to convince key decision and policy makers to back evidence-based approaches. It will champion and educate about the importance of evidence being created and analysed within the sector. It will also provide the knowledge, tools and assets needed to support making change happen. It will need to be a strong and credible platform for the organisation, telling our organisational story, showcasing our corporate information, and doing all that it can to make the findings of our work easy to find, understand, share and act on. It needs to be a user centred and visually engaging website, to enhance user experience and maximise the opportunity presented by Foundations new brand. It will highlight the impact of evidence-based approaches and provide guidance on how to implement interventions and programmes that are proven to be effective. It should be the shop window for all the work being done, the expertise and thought leadership of our people, and what change for good we are sparking. It will be the go-to place and trusted voice for information about what interventions and programmes should be used and how.

# The Brief

This brief is the initial outline of what is in scope, however, as part of the project we will need to go through a discovery and scope-refining process with full design and functional specifications being created.

## Budget, Key Objective and Deliverables

* We have a budget of up to £30,000 ex VAT for this project
* Objective: To create and deliver a user-centric website for Foundations that meets the brand and functionality requirements listed below and achieves our website vision.
* Deliverables: One hosted website with CMS and analytics, meeting all requirements in the brief. Ongoing maintenance and development dependent on project outcome but costs to be assessed as part of this process.

## Look and Feel

Foundations has recently been through a rebrand and we believe the result is a powerful and dynamic brand that has great design potential. As such, we are keen for suppliers to produce designs that really make the new logo and colour palette shine. A sleek and elegant site that is both user-friendly and visually impactful. Designs should embody our goals to empower and inform change, focusing on catching the eye, inspiring users in their research journey and encouraging them to take resources and information away for further reading or reporting.

The website should be warm but authoritative, clean but not sterile and offering clear visual hierarchy for content. It should express the brand and visual identity from every page and leave a lasting impact of brand recognition.

## CMS and Functional Design

Foundations is an organisation with a lot of materials to publish online, mainly in the form of reports and their supporting documents, but also in terms of events, blogs, news and corporate content. The research and resources need to be easy to find, access and digest for a range of users. As such we are looking for:

* A flexible and robust CMS that is easy to use and allows us to have control over page creation, layouts and core functions of pages without developer intervention.
* A CMS that does not have expensive licensing or add-on costs.
* A design that meets AA accessibility levels as standard and AAA wherever it can. It must also meet our brand guidelines, see additional document provided.
* An impactful and modern design that lets our work speak to our audience, allowing rich media options and a variety of layout options.
* A navigation that is robust and logical, leading users to the right content and giving easy signposting.
* Taxonomy should visually differentiate between types of reports/research and themes.
* A way to show off our staff expertise and their work.
* A “previous work” area should be made and be able to be directly added to or for content currently in projects etc to be moved there once they are no longer required. This should still be searchable. We are still thinking through the best way of presenting this section and would want to work with the successful supplier to refine our thinking.

## Content requirements

* Content types will include:
* Photos
* Video (either uploaded directly or via YouTube link)
* PDF
* PowerPoint
* Zip Files
* Html/JavaScript snippet widgets
* Content should be able to be scheduled to be published/unpublished
* Content will also include blogs, press releases, webinars/podcasts and events (for which users should be able to sign up).
* A simple newsletter sign up which links to Mailchimp
* The website must be set up to maximise SEO value, especially with research being found and digested by Google Scholar.
* Content must be shareable across social media, teams, email etc.
* A way to display the top level overview and findings of a report before users have to click into the PDF document for further information. This should allow for data to be set out in an infographic template, graphs and charts as well as usual formats.
* An automated way of closing a project (current ongoing work) and moving this information to the report page (final output of the project) when a report is published.
* Bulk content upload will be required at intervals, as we start to move data, documents and content over from legacy sites.

## Search Function

A powerful and flexible search function should be created to search through the large amount of content. This should allow users to see all relevant items but also have an exact match option.

* The results page should segment or easily filter the results by content tag (eg. Domestic abuse, reducing parental conflict etc.) and content type (report, blog, project etc.).
* Other filters and sorting should be available to ensure the user can quickly and easily access the information they are looking for.

## User Consultation and Feedback

* We will be using a week within the timeline to send out the wireframe designs to users for feedback. These will be contacts we have from our key audience groups, and we will use this to form any changes required to the design before the build out begins.
* As mentioned above, ideally, we would like to do more than this and get better user insights and create personas to inform the design. We understand this would add to the project. If you are able to provide support in this area, please outline what additional time/resource would be required and your recommendations.

## Analytics

The new website will require set up with analytics (GA 4 or similar) with goals and other metrics before launch. This should include the creation of a basic report that covers key metrics for Foundations. We will also require setup code for Google Tag Manager and Google Search Console.

## Technical Testing

Rigorous testing should be carried out before launch and also before each new deployment, we would like to understand your process for this and how bugs and feedback are raised. What are your SLAs? How do you mitigate server downtime and do you have rollback mechanisms in place?

## Accessibility

* As previously mentioned, we are aiming for AA standards of WACG 2.1 with the ambition to hit AAA where possible while maintaining a visually impactful design.
* All designs should adhere to these principles and provide a first-class experience for all users.

## Phasing and future additions

While the initial build is the only item in scope for this tender it is worth noting that the website will have additional areas added to it shortly after launch. These will need factoring into the overall architecture and design of the site.

* Phase 2 (early 2024) – Practice guides – Guidelines similar to the NICE guidelines for health. A large section with numerous pages and sub-pages requiring indexing into the main site search but also a sub-search of that particular section.
* Phase 3 (late 2024) - Guidebook – This is the higher-level overview of the items focused on in practice guides and is still being thought out. However, it will be another large area, possibly with a comparison tool functionality. See current EIF guidebook [here](https://guidebook.eif.org.uk/) (n.b. the new version may have significant differences).
* Online publishing – it is an ambition for Foundations to begin producing some online publications and we will require a tool to be added to the site which provides this functionality.

# Hosting, Security and Data

All solutions provided as part of your tender response must be secure, regularly backed up and comply with GDPR regulations. We would like to see copies of any relevant ISO certificates you may have on these areas. Foundations will require owner-level access to any live hosting servers once launched but for these to be maintained by the provider. Please provide an overview of your go-live processes and any testing procedures that are done as standard during the development or deployment process, as well as, a high-level server architecture.

# Ways of Working

## Terms of Tender

### Confidentiality

Subject to the exceptions referred to below, this Tender is being made available by Foundations - What Works Centre for Children & Families on condition that:

1. Tenderers shall at all times treat this Tender and any associated documents issued by Foundations as confidential;
2. Tenderers shall not disclose, copy, reproduce, distribute or pass this Tender or any associated documents issued by Foundations to any other person at any time; and
3. Suppliers shall not use this Tender, or any associated documents issued by Foundations, for any purpose other than for the purposes of participating (or deciding whether to participate) in this procurement exercise.

Tenderers shall ensure that each employee or sub-contractor who receives any of the Tender information and any associated documents is made aware of, and complies with, the provisions of this Paragraph as if they were a Tenderer.

Tenderers may disclose, distribute or pass this Tender or any associated documents issued by Foundations to another person (including, but not limited to, for example, employees, consultants, subcontractors or advisors to the Tenderer, the Tenderer's insurers or the Tenderer's funders) if either:

1. this is done for the sole purpose of participating in this procurement exercise and the person receiving this Tender and any associated documents issued by Foundations undertakes in writing to keep this Tender and any associated documents issued by Foundations confidential on the same terms as set out in this Section;
2. the Tenderer obtains the prior written consent of Foundations in relation to such disclosure, distribution or passing of this Tender and any associated documents issued by Foundations.

Foundations may disclose detailed information relating to Tenderers to its staff, agents or advisors.

### Canvassing

Foundations reserves the right to disqualify (without prejudice to any other civil remedies available to Foundations and without prejudice to any criminal liability which such conduct by a Tenderer or a member of the Tenderer's team may attract) any Tenderer who, in connection with this Procurement:

1. offers any inducement, fee or reward to any member of staff or agent of Foundations or any person acting as an advisor to Foundations in connection with this procurement exercise;
2. does anything which would constitute a breach of the Bribery Act 2010 or anything prior to 1 July 2011 which would have constituted a breach of the Prevention of Corruption Acts 1889 to 1916; or
3. canvasses any member of staff or agent of Foundations or any person acting as an advisor for Foundations in connection with this procurement exercise.

### Conflicts of Interest

Foundations reserves the right to disqualify a Tenderer where there is an actual or potential conflict of interest which cannot be addressed and overcome to Foundations’ satisfaction by any other means.

Tenderers are therefore advised to review carefully the prior or current involvement of the Tenderer (including where applicable any consortium members and sub-contractors and each and any of their advisors) with Foundations, its officers, employees, agents and advisors.

### Accuracy of Procurement Documentation

This Tender and any associated documents issued by Foundations has been prepared by Foundations in good faith but does not purport to be comprehensive or to have been independently verified. Tenderers should not rely on the detailed information contained in this Tender and any associated documents issued by Foundations and should carry out their own due diligence checks. Nothing in this Tender and any associated documents issued by Foundations is, or should be construed as, a promise or representation as to the future.

### Right to Amend Procurement Process

The issue of this Tender in no way commits Foundations to enter into contract or any other agreement whatsoever.

Foundations reserves the right to:

1. Discontinue this tender process at any time; and/or
2. Clarify or vary the tender process at any time; and/or
3. Amend the terms and conditions of the tender process, including but not limited to amendments to the procurement timetable, at any time.

### Costs

Foundations will not be liable for any costs or expenses incurred by Tenderers in connection with preparing and submitting their Tender responses and participating in all future stages of this procurement process, howsoever those costs and expenses have been incurred or have arisen.

## Contract and future work

Any contracts coming from this procurement are for the initial build, including any further scoping needed once the tender is awarded and will be signed upon review. If the contract process is deemed to be stopping the forward movement of the project and impacting delivery dates, then a letter of intent will be drafted, and initial kick-off and scoping will occur under this document.

Upon completion of the project, and if Foundations is satisfied by the work and customer service received, we will endeavour to enter into a rolling yearly contract consisting of retained hours for maintenance and improvements work. This will be contracted separately, post-launch of the product.

## Project management and communication

To get an understanding of your ways of working, please outline in your tender response the team that would work on the project (this can be high level if individuals are unknown), your project management style, standard meetings and communication tools. We are highly flexible in our approach but would look for an agency that is flexible, has robust feedback processes and values quality client services.

# Tender process, requirements and scoring

## Tender process

All tender responses and requests for clarification should be sent to Emily Cecile-Pritchard at emily.cecile-pritchard@foundation.org.uk and all clarifications will be sent to all suppliers invited to tender.

Here is a summary of the items required to respond to this tender:

* Completed return response document
* Response to brief (either on the response document or as a separate pdf)
* Timeline and high-level overview of project team (capacity), project management and communication.
* Cost of initial build
* Ongoing costs – maintenance and improvements retainers, hosting costs, known plugins or licenses required etc.
* Security, testing and GDPR information, certification, outlines and diagrams as necessary
* Extra items - Outline of other services provided and costs **(this will not be scored)**

**Timeline for tender is:**

* Invitation to tender sent out: Thursday 21th September 2023
* Tender response to be received by: 12pm Thursday 5th October 2023
* Top 3 suppliers interviews: Monday 16th October 2023
* Tender awarded by Thursday 19th October 2023

## Selection Criteria

Items as laid out in the tender return document, these are marked pass or fail. Additionally, to these, you will not be selected for tender scoring unless you meet the following requirements:

1. You can provide all the services required to fulfil the brief above
2. You adhere to GDPR and show clear security measures
3. You comply to the Modern Slavery Act 2015

## Evaluation Criteria

### Brief alignment – 50%

As listed above, please respond to each element and provide appropriate detail of the design, CMS and any other key functions. A future-proofed and user-friendly CMS is integral to this brief, as is the ability to have the ability to create and update pages without the need for development.

### Cost - 30%

* Cost of initial build, test and launch of website
* Estimated hosting costs per month
* Costs of any licenses or plug-ins that may be required.
* After the completion of the initial build and launch of the website, we will look to continue with the supplier in terms of maintaining and updating the website. Please state your costs for retainers of 24 hours a month for improvements, updates and maintenance tasks.

### Timescale – 10%

We are aiming to launch this website by the end of January 2024 but are open to flexing this if necessary. Please provide a clear timeline of the project and ensure at least 1 week for user testing as part of that timeline.

### Capacity and working methods- 5%

Provide an overview of the delivery team and how this will change over the lifetime of the project. Please give details as to if the project team members would be in-house or sub-contractors. You will be expected to supply references should you get chosen as the supplier.

### Hosting, security and compliance– 5%

Please describe the hosting platform choice, the proposed high-level architecture and any security, backups and GDPR compliancy elements of your chosen hosting option.

## Scoring

Scoring will be based on a scale of 0 (unacceptable) to 5 (excellent), then this score is multiplied by the weighting percentage listed above. This is for all elements listed apart from cost, which will be scored by the following equation:

(Lowest cost given across all applicable entries/supplier cost given) X 0.3

The scores will all then be added to give the final total. Scores and feedback will be provided for all tender responses alongside the scoring for the final selected provider for comparison.

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| --- | --- |
| **Score** | **Description** |
| **0** | **Unacceptable:** The information is either completely omitted or completely fails to meet the desired outcomes/requirements in one area |
| **1** | **Poor:** The information submitted has major omissions or fails to meet the desired outcomes/requirements in one area. |
| **2** | **Inadequate:** The information submitted has some minor omissions or demonstrates only limited compliance with the desired outcomes/requirements in one area. |
| **3** | **Satisfactory:** The information submitted demonstrates compliance with the desired outcomes/requirements in one area. |
| **4** | **Good:** The information submitted provides strong evidence of compliance with all the desired outcome/requirements and exceeds some of the desired outcome/requirements in one area |
| **5** | **Excellent:** The information submitted provides strong evidence of compliance with and exceeds all the desired outcome/requirements in one area |