**Cornwall Development Company**

**Invitation to Tender (ITT)**

**website development services for**

**Cornwall & Isles of Scilly Growth Hub**

**TEN 450**

**February 2019**

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1. **About Cornwall Development Company**

Cornwall Development Company (CDC) is the arms-length economic development arm of Cornwall Council (CC) and part of the Corserv Group of companies.

On behalf of CC, Cornwall & the Isles of Scilly Local Enterprise Partnership (LEP) and a range of stakeholders, CDC provides a bespoke, business facing service which helps deliver the economic vision and strategy for Cornwall.

We achieve this through the expertise and professional commitment of our staff covering a wide range of economic development activities.

We deliver economic development expertise for Cornwall Council as our shareholder, a responsive and authoritative service to business and, ultimately, jobs and prosperity and a low carbon future for Cornwall.

1. **Background**

The Cornwall and Isles of Scilly Growth Hub (CIOSGH) is part of Government’s National Growth Hub network and provides a ‘one stop shop’ service for pre-start, start up and established SMEs to seek bespoke support to foster growth and enhance productivity across Cornwall and the Isles of Scilly (CIOS). It does this by providing a comprehensive support service consisting of;

* Business Navigators- Phone based service; limited advice, appointment management (for Connectors), eligibility checks, Growth assessment, CRM Management etc
* Business Connectors- Information, Diagnostic and Brokerage (IDB) service, client account management, support knowledge experts, networking and marketing
* Website- Comprehensive website to provide the ‘Hub’ and focus for businesses seeking to grow in CIOS, communication of ‘Growth Ecosystem’ advice on service, provide case studies/PR for client businesses, news, listings, events etc
* Data Management- Reporting, CRM Management, intelligence
* Communications- Comprehensive communications and PR function including marketing, website management and social media delivery to market and showcase service.

This project represents a second phase to the current activity delivered by the Cornwall and Isles of Scilly Growth Hub (CIOSGH). It reflects the experience of the current CIOSGH project, client feedback and intelligence from other Growth Hubs nationally. The CIOSGH works closely with other ERDF funded business support in Cornwall, the private sector support and national support to ensure pre-starts and SME businesses get the support and advice they need to grow.

Phase 2 (2018-2021) will continue to offer a ‘Hub’ diagnostic service (now enhanced with alignment of ESF Funded CIOS Skills Hub with the CIOSGH) to enable SMEs in CIOS to swiftly access the most appropriate business support to foster growth and develop productivity.

1. **Background of the development of the current Growth Hub Website**

The current website (link below) was built from December 2015 by two web developers as part of the GH team. It was launched in May 2016 when the project went live.

<https://www.ciosgrowthhub.com>

The website went through significant changes in the first phase of CIOSGH and the project team now has a clear idea of the functionality and messaging required, so the decision was made to procure an external supplier to deliver website development and maintenance for Phase 2. The Phase 2 Project started in on 1st October 2018

From September 2017, the Skills Hub project went live and their pages and messaging were incorporated into the site. The Skills Hub is currently funded until November 2019 and supported by a 0.5fte web developer role. The successful contractor will be required to work with the Skills Hub web developer for the lifetime of the Skills Hub project and any potential extension after November 2019.

The website is hosted (and will continue to be hosted) on a platform provided through the CIOSGH Project under a separate contract.

1. **How businesses access support**

Businesses engage with the Growth Hub through a business review. This is a face to face meeting which is either in a local meeting point, or at their business premises.

To book a business review, businesses contact the Navigator team who check eligibility, collect some initial information for input to the CRM, and book the appointment. Appointments are based on a Tiered system depending on the need/growth of the business and range from ‘one to many’ sessions with early stage businesses to ’one to one’ meetings with growing businesses.

Leads are generated by a variety of activity including events, print and digital advertising, social media, word of mouth recommendations and referrals. The access point for potential clients it by providing their details through engagement with the activity above, contacting the team by phone or by registering with the website and requesting contact.

1. **Overview of this Tender**

We are seeking to engage a partner to collaborate on undertaking a functional and visual audit of our existing website, to produce and agree with us a functional and visual specification for a new website, to build and launch the new website, and then to provide support, maintenance and ongoing development for the website for the duration of the contract.

1. **Purpose of the Growth Hub Website**

The primary goal of the Growth Hub website is to initiate contact by potential clients with the Growth Hub team. This contact may be by phone or electronically. The contact is facilitated by the provision of information about the Growth Hub, and by the provision of a variety of information and resources relevant to our target audience. Visitors can also register with the website in order to contribute various types of content such as an entry in our business directory and gain access to additional resources.

1. **Mandatory Website Features/Content**

The new website will:

* 1. be built using an Open Source PHP based framework or content management system combined with open source software components (a.k.a. plugins/modules/extensions). These extensions may be free or paid for in which case the costs of the plugins will be borne by the tenderer as part of their contract. Custom built software may form part of the website where no suitable open-source component can be identified.
	2. be hosted on a webserver procured by the Growth Hub under a separate contract.
	3. have a password protected staging version of the website for the demonstration and testing of fixes and new features.
	4. host its codebase on a publicly accessible but private source code repository (whether on their own private server or a public service such as GitHub).
	5. have an automated or semi-automated and documented deployment procedure for code via the version control system.
	6. Maximise availability by minimising the impact of software updates and providing a backup and restoration system to rollback the website to any of 7 previous days (independently of the server backup solution provided by the hosting company).
	7. have the ability to evolve as new branding is developed, facilitating bold messaging and calls to action and allowing for subsections of the site to be visually distinctive from others.
	8. present a device-optimised version on small screen devices.
	9. be populated with the user accounts, user profile information (where appropriate), and content (including SEO metadata) from the existing Growth Hub website.
	10. allow Growth Hub staff to add/modify/delete content of various types using a page builder type interface.
	11. allow rich media types to be embedded in pages.
	12. have a searchable media library.
	13. allow site visitors to register and contribute various types of content.
	14. have a ‘dashboard’ for logged on users to manage their account and content.
	15. support a content moderation system for content submitted by 3rd party registered users.
	16. support a taxonomy system to allow content to be tagged/categorised.
	17. provide a granular permission system for different user roles.
	18. support content types including (but not exclusively) events, resources, business listings, news stories, blogs posts, and case studies.
	19. have listing pages for resource library (the Resource Directory), business listings, and news/blog posts.
	20. have a sophisticated events calendar system.
	21. have a comprehensive and sophisticated search facility for all site content, and a content type specific search facility for areas such as the Resource Library and Events Calendar (if deemed necessary).
	22. maintain and improve the existing website’s SEO rankings by use of appropriate redirections.
	23. be supported by process and a software update strategy that complies with industry best practices for security.
	24. provide a mechanism to generate an HTML export of news stories and events suitable for import into Mailchimp.
	25. provide a mechanism for site visitors to request a specific appointment time for a phone call from a Growth Hub Navigator.
	26. support SEO best practices and tenderer to provide advice on SEO best practice
	27. support performance management via Google Analytics and tenderer to provide advice on performance management via Google Analytics
	28. comply with appropriate accessibility regulations and guidelines.
	29. be GDPR compliant.
	30. Be compatible with our Zoho Customer Relationship Management (CRM) system as required.

This is an indicative, but not exhaustive, list of features. Further features and requirements will result from the collaborative audit at project inception.

1. **Background Notes on the Current Growth Hub Website**

The current Growth Hub website uses Wordpress, the DIVI theme, a variety of free and paid for plugins, and a lot of custom code (much of which is now dedicated to legacy features). However, although there is experience within the Growth Hub team of these systems their use is in no way mandatory or necessarily recommended.

At the time of writing the existing Growth Hub website hosts approximately 4300 user accounts, 650 business listings, 600 resources, and 50 future events.

1. **Website Support and Maintenance**

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. We would expect any issues with the site to be resolved quickly- with a solution proposed/implemented on the same day. On going maintenance of the website to keep systems up to date is integral in the contract.

1. **Total budget**

|  |  |
| --- | --- |
| Budget  | Detail  |
| £ 150,000exclusive of VAT  | This sum would cover all the activities and expenses incurred with: * Design, content development, build and implementation of the website
* Ongoing maintenance, support and site development throughout the life of the project
 |

Please note, the figure reflects the maximum budget allocation for the project. Tenders that exceed this amount **will not** be considered.

1. **Timescale**

The contract will run from April 2019 (subject to tender timeline) – 30th September 2021

1. **Tender submission requirements**

Please include the following information in your Tender submission.

* 1. Covering letter (two pages maximum) to include:
		+ Contact name for further correspondence
		+ That the tenderer has the resources available to meet the requirements outlined in this brief and its timelines
		+ That the tenderer accepts all the Terms and Conditions of the Contract attached as an Appendix 3
		+ Appropriate conflict of interest statement
		+ That the tenderer will be able to meet the Corporate Requirements below, to include confirmation that Equality and Diversity and Environmental policies are in place and, if successful, supporting documentation will be provided as evidence
		+ That the tenderer holds current valid insurance policies as set out below and, if successful, supporting documentation will be provided as evidence
		+ Confirmation that the tenderer will work collaboratively with other parties appointed by CIoS Growth Hub
		+ Knowledge of ERDF branding and publicity regulations (Appendix 2)
	2. Confirmation that the tenderer can meet the following administrative support requirements:

|  |  |  |
| --- | --- | --- |
|  | **Administrative support** | **Timeframe** |
| 1 | Response to queries by telephone | Same day |
| 2 | Response to queries by email | Same day |
| 3 | Growth Hub core hours are 9am–5pm, Mon– Fri, please provide contact details for out of hours support should it be required | Contact details required |

* 1. Demonstrate the knowledge, experience, skills and resource to meet the requirements noted in section 7 - **Mandatory Website Features/Content,** and to meet the primary website objective of initiating contact from prospective Growth Hub clients, through completion of the Compliance Matrix (Appendix 1)
	2. Provide examples of websites, or elements of websites, that you have previously designed and implemented which you consider demonstrate your experience and ability to effectively deliver the Growth Hub requirements and functionality. Examples should demonstrate:
		+ Key similarities between these projects and the proposed commission
		+ Creative vision
		+ The client
		+ Approximate cost
		+ Outcomes
	3. Provide a breakdown (four sides of A4 maximum) on:
		+ Project management methodologies to meet the objectives for the project.
		+ Details of all staff to be involved in the project and including CVs (CVs not included in page count)
	4. Details of costs to deliver the contract including:
* Total cost (excluding vat) for delivery of the contract
* Details of hourly rates for all staff involved in contract delivery. This should include (but not exclusively) development, support and management staff as appropriate.
* Confirmation of any sub-contractors to the tender and the activity they will carry out and associated costs.
1. **Tender process**

This tender is being issued through an Open Tender process and therefore we anticipate a significant interest. To enable us to meet our project objectives and following a desktop evaluation of all tenders, CDC will invite the highest scoring five Tenderers to attend a Shortlist Presentation Interview, before making the final decision to award the contract.

All those intending to work on the contract will be expected to attend the Shortlist Presentation Interview in person.

At this meeting the Tenderer(s) interview will be used to validate the proposals and if necessary moderate the scores of the desktop evaluation.

**14. Tender evaluation methodology**

Desktop evaluation and a shortlist of agencies will be selected on the following criteria. **For more detail on each ‘Requirement’ please see Section 12.**

|  |  |  |
| --- | --- | --- |
| **Ref** | **Requirement** | **Score** |
| 12.1 | Cover letter | Pass/Fail |
| 12.2 | Confirmation of administrative support | Pass/Fail |
| 12.3 | Demonstrate the knowledge, experience, skills and resource to meet the requirements noted in section 7 - **Mandatory Website Features/Content,** and to meet the primary website objective of initiating contact from prospective Growth Hub clients, through completion of the Compliance Matrix (Appendix 1) | 40 |
| 12.4 | Provide examples of websites, or elements of websites, that you have previously designed and implemented which you consider demonstrate your experience and ability to effectively deliver the Growth Hub requirements and functionality. | 20 |
| 12.5 | Provide a breakdown (four sides of A4 maximum) on:* + Project management methodologies to meet the objectives for the project.
	+ CVs of all staff to work on the contract
 | 20 |
| 12.6 | Details of costs to deliver the contract including:* Total cost (excluding vat) for delivery of the contract
* details of hourly rates for all staff involved in contract delivery. This should include (but not exclusively) development, support and management staff as appropriate.
* Confirmation of any sub-contractors to the tender and the activity they will carry out and associated costs.
* The lowest bid will be awarded the full 20 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 = 20 x lowest bid / bid
 | 20 |
|  | **Maximum available score** | **100%** |

*Please note that by submitting a Tender, the applicant must accept the terms and conditions of CDC as outlined in the contract*

1. **Tender timetable**

Please submit the Tender document by email or post or in person by Friday 8th March 2019.

If submitting by email, tenders should be sent electronically to tenders@cornwalldevelopmentcompany.co.uk with the following message clearly noted in the Subject box;

**‘Tender 450- Strictly Confidential – CIOS Growth Hub Web Development Services’**

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 450. Strictly Confidential. Website development services for Cornwall & Isles of Scilly Growth Hub”

Nicky Pooley

Head of Corporate Services Cornwall Development Company Bickford House

Station Road Pool

Redruth

Cornwall TR15 3QG

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

1. **Tender assessment**

Each Tender will be checked for completeness and compliance with all requirements.

During the evaluation period, CDC 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 detailed in the criteria table above.

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

The reviewer will award a percentage of the marks depending upon their assessment of the tenderer’s response. The following scoring, or graduations of such, will be used to assess the tenderer’s response:

|  |
| --- |
| **Scoring Matrix for Tender Criteria** |
| **Score** | **Judgement** | **Interpretation** |
| 100% | Excellent | Exceptional demonstration of the relevant ability, understanding, experience, skills, and 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, and 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, and resource and/or quality measures required to provide the goods/works/ services, with little or no evidence tosupport the response. |
| 20% | Serious Reservations | Considerable reservations of the relevant ability, understanding, experience, skills, and resource and/or quality measures required to provide the goods/works/services, with little or no evidence tosupport the response. |
|  | 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 tosupport the response. |

1. **. 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 Kirsty Miles-Musgrave, Growth & Skills Communications Manager (Kirsty@ciosgrowthhub.com) as soon as possible and strictly in accordance with the Tender & Commission Timetable below.

Responses to clarifications will be uploaded 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 CDC unless such representation is in writing and duly signed by a Director/Partner of the Contractor. All such correspondence shall be returned with the Tender Documents and shall form part of the contract.

1. **Point of contact**

Tenderers must provide a single point of contact in their organisation for all contact between the Contractor and CDC during the tender selection process.

1. **Tender and commission timetable**

The anticipated timetable for submission of the Tender, shortlisted presentations, completion of the project and interim milestones, are set out below.

|  |  |
| --- | --- |
| **Milestone** | **Date** |
| Dispatch of Tender Documents | 11/02/2019 |
| Deadline for receipt of clarifications  | 26/02/2019 |
| Final date for response to clarifications on Contracts Finder | 27/02/2019 |
| Deadline to return the Tender to CDC | 08/03/2019 |
| Evaluation of Tender by CIOS Growth Hub | 11-15/03/2019 |
| Notification of Shortlisted agencies | 15/03/2019 |
| Shortlist Presentation Interview with CIOS Growth Hub  | 21/03/2019 |
| Successful tenderer notified | 22/03/2019 |
| Contract sent by post to successful Tenderer | 26/03/2019 |

|  |  |
| --- | --- |
| Signed Contract returned by post to CIOS Growth Hub  | 01/04/2019 |
| Project inception meeting | 01/04/2019 |
| Project end | 30/09/2021 |

1. **Corporate requirements**

CDC wishes to ensure that its contractors, suppliers and advisers comply with its corporate requirements when facilitating the delivery of its services. It is therefore necessary to ensure that the Contractor can evidence their ability to meet these requirements when providing the services under this commission.

All Tender returns must include evidence of the following as pre-requisite if the Tender return is to be considered.

*Equality and Diversity*

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

*Environmental Policy*

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

*Indemnity and Insurance*

The Contractor/supplier must effect and maintain with reputable insurers such policy or policies of insurance as may be necessary to cover the supplier’s obligations and liabilities under this contract, including but not limited to:

* 1. Professional indemnity insurance with a limit of liability of not less than £2 million;
	2. Public liability insurance with a limit of liability of not less than £5 million;
	3. Employers liability insurance with a limit if liability of not less than £5 million

All insurances shall cover for any one occurrence or series of occurrences arising out of any one event during the performance of this contract.

The tenderer will be required to provide a copy of their insurance policies if successful in securing this contract.

In addition, this contract is subject to the following legislation.

*Freedom of Information Legislation*

CDC may be obliged to disclose information provided by bidders in response to this tender under the Freedom of Information Act 2000 and all subordinate legislation made under this Act and the Environmental Information Regulations 2004 (Freedom of Information Legislation). Tenderers should therefore be aware that the information they provide could be disclosed in response to a request under the Freedom of Information Legislation. CDC will proceed on the basis of disclosure unless an appropriate exemption applies.

Tenderers should be aware that despite the availability of some exemptions, information may still be disclosed if it is in the public interest.

*Prevention of Bribery*

Tenderers are hereby notified that CDC is subject to the regulations of the Bribery Act 2010 and therefore has a duty to ensure that all tenderers will comply with applicable laws, regulations, codes and sanctions relating to anti-bribery and anti-corruption including, but not limited to, this legislation.

*Health and Safety*

The Consultant must at all times comply with the requirements of the Health and Safety at Work Act 1974, the Management of Health and Safety at Work Regulations 1992 and all other statutory and regulatory requirements.

*Conflicts of Interest*

Tenderers must provide a clear statement with regard to potential conflicts of interests. Therefore, **please confirm** whether, to the best of your knowledge, there is any conflict of interest between your organisation and CDC or its project 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 CDC 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.

*Exclusion*

CDC shall exclude the tenderer from participation in this procurement procedure where they have established or are otherwise aware that the organisation, to include administrative, management or supervisory staff that have powers of representation, decision or control of the applicant’s company, has been the subject of a conviction by final judgment of one of the following reasons:

* Participation in a criminal organisation
* Corruption
* Fraud
* Terrorist offences or offences linked to terrorist activities
* Money laundering or terrorist financing
* Child labour and other forms of trafficking in human beings

*Publicity*

In order to comply with the necessary publicity regulations that accompany ESIF funds all promotional material, meeting invites, questionnaires and reports must at all times comply with:

* Articles 115 and Annex XII of Regulation 1303
* Chapter II and Annex II of Regulation 821

The Secretary of State has published the National European Structural and Investment Fund Publicity Guidance to assist grant recipients to comply with the Regulations referred to in the paragraph above and is attached for reference. The chosen Contractor will be required to agree all project paperwork design with the project manager at the start of the contract to ensure that the necessary conditions have been met.

The appointed Contractor must comply with the publicity requirements in all activities, events, and literature developed as part of this contract.

*Sub-contracting*

Tenderers should note that the sub-contracting of aspects of this commission after the contract is awarded is not permitted. Any sub-contractors should be clearly identified in the tender, including details of their delivery activity and associated costs.

*Content ownership*

By submitting a tender application, the tenderer acknowledges that the copyright to all material produced during the project will be the property of CIOS Growth Hub/Cornwall Development Company.

*Document Retention*

All documentation (electronic and hard copy) produced as part of this contract will need to be returned to CDC at the end of the contract so that we can retain them for future reference/audit. The Contractor will not be expected to store these documents for future reference.

1. **Disclaimer**

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

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

CDC 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 CDC liable for any costs or expenses incurred by tenderers during the procurement process

**Encs.**

Appendix 1- Compliance Matrix

Appendix 2- Publicity Guidelines

<https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/634288/ESIF_Branding_and_Publicity_Requirements.pdf>

Appendix 3- Cornwall Development Company Contract Terms & Conditions