

**Children’s Commissioner’s Office**

**Invitation to Tender**

**Vulnerability data web pages**

October 2018

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About the Children’s Commissioner for England

Anne Longfield started as Children’s Commissioner for England in March 2015. Her role was created by the Children Act 2004 and strengthened by the Children and Families Act 2014.

She speaks up for children and young people so that policymakers and the people who have an impact on their lives take their views and interests into account when making decisions about them.

Independent of Government and Parliament, the Children’s Commissioner has unique powers to help bring about long-term change and improvements for all children, particularly the most vulnerable.

She does this by first gathering evidence: talking to children and young people, requesting information from public institutions and then carrying out research and compiling information on the wide range of things that affect children’s lives.

She is the ‘eyes and ears’ of children in the system and the country as a whole and is expected to carry out her duties ‘without fear or favour’ of Government, children’s agencies, and the voluntary and private sectors.

She also provides advice to children who are in or leaving care, living away from home or working with social services through her advice line, Help at Hand.

The Children’s Commissioner’s website

The Children’s Commissioner’s website is located at [www.childrenscommissioner.gov.uk](http://www.childrenscommissioner.gov.uk) and provides access to the work of the Children’s Commissioner’s Office (CCO).

The current site was delivered in July 2017 by Diva Creative, a digital agency based in Sheffield. The site is a (bespoke) WordPress build. Diva Creative currently operate under a maintenance contract for 12 hours a month. They provide support and assistance, including design amends, bug fixes, and WordPress updates.

The site is hosted on the DfE instance of Microsoft Azure servers. Hosting support is provided by DfE IT Group. Content on the site is managed and updated in-house by the CCO Digital Communications Manager.

Until last year, the CCO website had a qualitative focus. The Vulnerability Project marked a change, placing data at the heart of the Commissioner’s strategy. CCO released a series of vulnerability reports in July 2017 summarising the project’s initial findings, accessible [here](https://www.childrenscommissioner.gov.uk/publication/childrens-commissioners-report-on-vulnerability/). A second series of reports and improved data sets were released in July 2018, accessible [here](https://www.childrenscommissioner.gov.uk/publication/childrens-commissioner-vulnerability-report-2018/).

To maximise the impact and accessibility of this second, improved data release (July 2018), the Commissioner would like to extend the website to allow the data to be published digitally and interactively - i.e. as a data-driven set of web pages

There is currently no data-driven content on the website.

Background information on phase 1

In March 2018, CCO conducted a scoping and feasibility exercise for the development and delivery of these web pages (phase 1). Based on interviews with stakeholders, analysis of the data and assessment of the risks, a brief was prepared. It describes a feasible minimum viable product (MVP) and includes a proposed data model and wireframes.

The development and delivery of this MVP will be phase 2. Phase 3 (not part of this brief) will take the MVP on to a more comprehensive solution.

This phase - phase 2 - includes development and design work to take the wireframes on to a full design. Some suggestions for improvements to the structure and design of the current wireframes are welcome (taking time and budget constraints into account).

It is important to note that the data model has developed and improved since the wireframes were created, and as such they now need to be reworked.

Project scope

In order to deliver this data-driven set of web pages, we need a supplier to do the following:

* Rework the wireframes to match the latest data structure
* Turn wireframes into a full design
* Choose a mechanism to create and present the open data page(s) (data & documentation)
* Build the web pages/web app
* Manage the release of the code onto the live site
* Provide ongoing support for 6 months after launch

***High level***

The proposed MVP combines the following:

* A fully-functional set of web pages auto-generated from the data (i.e. CCO should not need to add any custom content or configuration for it to work)
* Clear and accessible visualisations (these are not set in stone and we would welcome new ideas and revisions from the appointed agency)
* Optional commentary on the data, easily-editable via WordPress CMS
* CMS functionality to upload data files (CSVs)
* Automated process to publish a subset of the data on the open data page
  + an automatic process to extract the subset of the data to be published
  + a page where visitors can download the data, including the documentation on how to use it
  + CMS functionality to edit the documentation (note, CC will write the documentation)
* Meta/method stories: Information on progress gathering and processing ever more accurate data

***Further detail***

In overview, the work required for the MVP looks like this:

1. **Wireframes:** Rework the wireframes to match the latest data structure (You can view draft wireframes here: <https://drive.google.com/open?id=1IqMlsroWPPq1JwB4KvVGOV-W4w1_lfI_>)
2. **Design**: turn the existing wireframes into a complete design  
   *(See draft wireframes and the “changes to the data model” doc)*
3. **Data Upload**: CMS functionality to upload the data (as multiple CSVs) and back-end functionality to pull out a subset of the data for publishing on the Open Data page (You can view sample datasets here: <https://drive.google.com/open?id=1IqMlsroWPPq1JwB4KvVGOV-W4w1_lfI_>)
4. **Open Data Page:** a mechanism to create and present the open data documentation along with a link to download the published subset of the data
5. **Front-end dev**
   1. Three responsive data-driven pages (*splash page*, *category page, group page*), including:
      1. Breadcrumbs on all pages
      2. One line chart on the *group page*
      3. One UK map visualisation on the *group page*
   2. Two of the data pages are parameterised, to show subsets of the data
      1. The *category page*
      2. The *group page*
   3. Additional static pages:
      1. About the data
      2. [CC to decide on any additional static pages to be included]
6. **CMS-editable content**
   1. Subtitle on the *splash page* and “About the data” on all pages
   2. A short bit of text and an image for each of the (~42) groups in the data (“bespoke commentary for this group, …” on the *group page)*
   3. An ordered list of very short bits of text (intended to be hyperlinks) for each of the (~42) groups in the data (on the *category page*)
7. **Group-specific data download:** On each *group page*, a link to download the data specific to the current group (data needs to be in an accessible format and structure. Unlike the open data page, no documentation will accompany this download - clicking the link should trigger an immediate CSV download)

Aims and objectives

|  |  |
| --- | --- |
|  | Create “the **go-to place**for the latest data on the welfare and wellbeing of children”:   * Help others: External tool to (i) aid in campaigns targeted at decision-makers; (ii) answer journalists’ questions easily and (iii) inform user’s thinking about children and vulnerability. This tool will devolve research activity to the user, for the purposes of their own research, campaigning, reporting or other activities * Set agenda: Provide a framework to help CCO set their agenda. In particular, by highlighting issues relating to vulnerable children, and providing an inter-agency view * Share and educate: Share CCO’s work and the work of others, e.g. articles by BBC news, reports from the Children’s Society * Internal tool: Easy access to data for CCO staff * Communicate the purpose and integrity of the CCO’s work |

Understanding the data

The data has already been collected and used to publish the 2018 report. There is an internal data owner who can answer any data-related questions; minor changes to the source data model might be possible during development.

The Vulnerability Project has identified ~70 ***vulnerability*** ***groups*** of vulnerable children.

*Vulnerability groups* are grouped by ***category*** and ***sub-category***. *Categories* and *sub-categories* have no meaningful relationship to any of the data points - they are simply groupings that provide a way for the UI to navigate a long list of *vulnerability groups*.

For each *vulnerability group* there is a set of ***indicators***. Each indicator has a value – a count of children. One indicator will be flagged as the ***primary indicator*** for each *vulnerability group*. The *primary indicator* is the value selected by the Childrens’ Commissioner to indicate the size of the *vulnerability group*. The other indicators are “extra information“, or different ways to count the same cohort of children. They are not necessarily additive; no values should be aggregated without consulting the Childrens’ Commissioner first.

Some *vulnerability groups* will include ***time series*** and/or ***demographic breakdown*** data (gender, age and geography)

Finally, there are 2 or 3 ***headline*** ***aggregates***. Each of these is a number we have constructed that provides a top level count of the number of vulnerable children in England.

Accompanying this ITT is a *sample dataset*.

*Further information on the scope and nature of the data will be provided to the successful bidder.*

Audiences

The range of possible users is broad and their needs are not yet fully understood. At this stage, the goal is to publish the data and build a foundation upon which CCO can grow a more comprehensive web app. With that in mind, the following audiences will make use of the data:

* Primary: Decision-makers, service providers and journalists. This includes MPs and their teams, Government departments, policy makers, Local Authorities, charities, heads of children’s services, and social affairs and industry press. Also the internal CC team.
* Secondary: Mainly those working with and for children. This includes social workers, foster carers, those working in physical health and mental health services. This group also includes those using the data for intermediate research, such as academics and non-campaigning research groups
* Tertiary: The general public

Design

The wireframes that were developed during Phase 1 are *not* to be considered a design. They were also based on an old version of the data model and need updating. A new set of wireframes and the design work are to be completed at the start of phase 2.

Design considerations:

* Designs must adhere to CCO brand guidelines
* The website must “auto generate” from the data
* The CC website already includes a “sub site”, [Help at Hand](https://www.childrenscommissioner.gov.uk/help-at-hand/), with its own branding. The web app will *not* follow this approach - it should be integrated into the main website’s existing design to clearly indicate how central quantitative analysis is to the organisation.
* The documentation page(s) should take a simpler design, one more appropriate to open data documentation. Off the shelf solutions are fine.

Responsibility for the wider site’s design is held collaboratively by CCO and the external agency that developed the site. The proposed design will need to be signed off by both parties.

Technical specifications

* The web pages must sit within the existing CCO website
* Fully responsive across desktop, mobile and tablet
* The pages must be compatible with all major browsers (Chrome back to at least 38.0.2125.102, IE back to at least 8.0, Safari back to at least 600.1.4, Firefox back to at least 31.0)

The project itself must adhere to the Government’s 18 Digital Service Standards, [accessible here](https://www.gov.uk/service-manual/service-standard).

The new website should conform to at least AA level of the W3C Web Content Accessibility Guidelines, [accessible here](https://www.gov.uk/service-manual/user-centred-design/accessibility).

**Care should be taken for the MVP project to familiarise itself with the staging release process as soon as possible and work closely with existing agencies to ensure successful release of code.**

Budget

The total value of this contract should not exceed **£23,000, excluding VAT.**

Tendering arrangements

We would like to hear from you if you can provide the service detailed in the above specifications. We reserve the right not to accept any tenders or award any contracts as a result of this tender exercise.

Tender requirements

Bidders are requested to include in their tender submission the following information:

Details of the organisation:

* Background information on the organisation to include:
* the management structure
* the resource available locally, and in other offices
* any specialist knowledge available to the firm
* financial statement (annual report).
* Proposed terms and conditions for invoicing and payment of fees under the contract.
* A commitment to ensuring that staff and managers involved in the project will be DBS checked (where relevant)
* Copies of policies (or supporting statements) validating your organisation’s commitment to:
* child protection
* sustainable development
* equal opportunities and equalities
* risk management
* business ethics.

Delivery of services:

* Details of the proposed approach and methodology to be applied in the delivery of all parts of the specification
* An outline project plan including decision points, iterations and milestones
* A proposal for reporting which will make the information as user-friendly as possible
* An assessment of the principal risks associated with the project and a plan for dealing with them
* A nominated project manager for the appointment who shall not be changed during the term of the appointment without the consent of the Children’s Commissioner’s Office, together with brief details and CVs of the project team, to demonstrate that they possess the necessary qualifications and experience to deliver of the project. The bidder must provide appropriate numbers of sufficiently qualified staff that are properly experienced. Any substitutions shall be similarly notified
* Details of the bidder’s relevant experience in relation to all parts of the specification
* Examples of any previous similar projects delivered by the bidder
* A clear understanding of the requirements of the needs of the Children’s Commissioner’s Office as discussed in this invitation document.

Value for money:

* Bidders are required to submit a breakdown of costs to explain the final price calculation
* Details of expenses which are chargeable in addition to fees, including mileage rates, rail fares, etc.
* Details of how long the tender is valid
* All tenders must be adhere to the Tender Format – see Annex 3.

Completion and return of tender

Deadline for responses: 19 October 2018

Interviews: Week commencing 22 October 2018

Appointment date: Week commencing 29 October 2018

**Contact:** Michelle Browne, Digital Communications Manager

**Email:** [michelle.browne@childrenscommissioner.gsi.gov.uk](mailto:michelle.browne@childrenscommissioner.gsi.gov.uk)

All responses should be directed to: [procurement.mailbox@childrenscommissioner.gsi.gov.uk](mailto:procurement.mailbox@childrenscommissioner.gsi.gov.uk)

Any submission received after the deadline specified above will be disqualified. No exceptions will be made for any reason. However, the Children’s Commissioner’s Office may, at its own absolute discretion, extend the closing date and time for receipt of tenders specified above without request. Any such extension will apply to all tenders.

Every tender response received by the Children’s Commissioner’s Office shall be deemed to have been made subject to the conditions of tender as set out in this document, unless the Children’s Commissioner’s Office shall previously have expressly agreed in writing to the contrary. Any alternative terms and conditions offered on behalf of a bidder shall, if inconsistent with these conditions, be deemed to have been rejected by the Children’s Commissioner’s Office unless expressly accepted by them in writing.

The bidder must obtain for themselves, at their own responsibility and expense, all information necessary for the preparation of the tender.

Information supplied to the bidder by the Children’s Commissioner’s Office or its officers, agents or other staff is supplied only for general guidance in the preparation of the tender. Bidders must satisfy themselves by their own investigations, as to the accuracy of any such information and no responsibility is accepted by the Children’s Commissioner’s Office through any loss of damage of whatever kind arising from the use by the bidder of such information.

Acceptance of a successful tender

The Children’s Commissioner’s Office is not bound to accept the lowest tender. The selection criteria, and relative weighting, are as follows:

|  |  |  |
| --- | --- | --- |
| Evaluation Type | Evaluation criteria | Evaluation Weighting |
| EXPERTISE | Expertise in key areas addressed by the project brief including web design, data presentation and project management and the ability to work with and draw in appropriate expertise in data analytics | 30 |
| EXPERIENCE | Experience in undertaking this type of work for similar audiences and uses | 20 |
| CAPACITY | Ability for the organisation to deliver the work on time and within budget in a flexible and agile way. Assurances that risks will be managed appropriately and quality ensured | 20 |
| APPROACH | Whether the proposed methodology for delivering the webpages will deliver a robust, effective and high-value product within time and budget and allow for iteration and discussion with CCO | 20 |
| VALUE FOR MONEY | Whether the bid provides good value for money in relation to what will be delivered, comparable to ‘market rates’ for similar work | 10 |
| TOTAL | | 100 |

The successful bidder will be notified in writing and will be required to enter into a formal agreement with the Children’s Commissioner’s Office in the form of a contract.

The Contractor shall not give, bargain, sell, assign, sub-let (except as it is customary in the normal course of business), or otherwise dispose of the Contract or any part thereof or the benefit or advantage of the Contract or any part thereof without the consent in writing of the Children’s Commissioner’s Office. All unsuccessful tenders will be notified at contract award.

Canvassing

Any bidder who directly or indirectly canvases any other member, official or agent of the Children’s Commissioner’s Office concerning the award of the Contract for the provision of the services, or who directly or indirectly obtains or attempts to obtain information from any other member, official or agent of the Children’s Commissioner’s Office concerning any other tender or proposed tender for the services described herein, shall be disqualified.

Confidentiality of tender information and documentation

All information supplied by the Children’s Commissioner’s Office in connection with this tender shall be regarded as confidential.

The Invitation to tender and accompanying documentation and publications are and shall remain the property of the Children’s Commissioner’s Office and must be returned upon demand to the Children’s Commissioner’s Office.

Collusion

Any bidder who:

Fixes or adjusts the amount of his tender by or in accordance with any agreement with any party,

OR

Communicates to any other party (other than the Children’s Commissioner’s Office) the approximate amount of the proposed tender, (except where disclosure is made confidentially and is deemed necessary to obtain quotations for insurance and contract guarantee bond valuation),

OR

Enters into an agreement or arrangement with any other party that they will refrain from tendering or as to the amount of any tender submitted,

OR

Offers or agrees to pay, give, or does pay any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done, causing or having caused to be done in relation to any other tender or proposed Tender for the Service any act or omission,

SHALL

(without prejudice to any civil remedies available to the Children’s Commissioner’s Office and without prejudice to any criminal liability which such conduct by a bidder may attract) be disqualified.

Annex 1 - Tender format

Bidders should present their proposals in the following format:

Section 1 Table of Contents

Section 2 Executive Summary

Section 3 Meeting the Specification

* Proposed methodology
* Project management
* Risk assessment

Section 4 Cost and Charging Arrangements

Section 5 Experience and References

* Bidding organisation
* Individual project manager

Section 6 Declarations, Undertakings and Attachments