# REQUEST FOR QUOTATION LIFE R4ever Kent Project Website *(LIFE20 NAT/UK/OO1001013)*

You are invited to submit a quotation for the requirement described in the specification below. Please confirm, by email, receipt of these documents and whether you intend to submit a quote. Your quotation should be returned to the following email address by:

Email: morgan.barrie@naturalengland.org.uk   
Date: 03 March 2023  
Time: 18:00

Please ensure you state the project name, reference number and ‘Final Submission’ in the subject field to make it clear that it is your response. Please include the project name and reference numbers on all documentation (LIFE R4ever Kent LIFE20 NAT/UK/001013).

**Contact Details and Timeline**

Morgan Barrie, LIFE R4ever Kent Finance Officer – [morgan.barrie@naturalengland.org.uk](mailto:morgan.barrie@naturalengland.org.uk) (Mon-Fri 09:00 – 17:00) will be your contact for any questions linked to the content of the quote pack or the process. Please submit any questions by email and note that, unless commercially sensitive, both the question and the response will be circulated to all tenderers.

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| Action | Date |
| Date of issue of RFQ | 14/02/2023 at 15:00 |
| Deadline for clarifications questions | 24/02/2023 at 18:00 |
| Deadline for receipt of Quotation | 03/03/2023 at 18:00 |
| Intended date of Contract Award | 10/03/2023 |
| Intended Contract Start Date | 13/03/2023 |
| Intended website launch date | 24/03/2023 |
| Contract end date | 03/01/2027 |

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### **Glossary**

Unless the context otherwise requires the following words and expressions used within this Request for Quotation shall have the following meanings (to be interpreted in the singular or plural as the context requires):

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| --- | --- |
| “Authority” | Means the Department for Environment, Food and Rural Affairs acting as part of Natural England |
| “RFQ” | Means this Request for Quotation and all related documents published by the Authority and made available to suppliers |
| “Contract” | Means the contract to be entered into by the Authority and the successful supplier. |

**Conditions applying to the Request for Quotation (RFQ)**

You should examine your response to the RFQ and related documents ensuring it is complete prior to submitting your completed quotation.

Your quotation must contain sufficient information to enable us to evaluate it fairly and effectively. You should ensure that you have prepared your quotation fully and accurately and that prices quoted are arithmetically correct for the units stated.

**Acceptance of Quotations**

By issuing this RFQ the Authority does not bind itself to accept any quotation and reserves the right not to award a contract to any supplier who submits a quotation.

**Costs**

The Authority not reimburse you for any costs and expenses which you incur preparing and submitting your quotation, even if we amend or terminate the procurement process.

#### **Clarifications**

The Authority reserves the right to discuss, confidentially, any aspect of your quotation with you prior to any award of Contract to clarify matters.

**Amendments**

The Authority may amend the RFQ at any time prior to the deadline for receipt. If it amends the RFQ the Authority will notify you in writing and may extend the deadline for receipt in order to give you a reasonable time in which to take the amendment into account.

#### **Conditions of Contract**

The terms and conditions attached will be included in any contract awarded as a result of this RFQ process. The Authority will not accept any material changes to these terms and conditions proposed by a supplier.

**Specification**The Authority is Natural England. The Authority’s priorities are to secure a healthy natural environment; a sustainable, low-carbon economy; a thriving farming sector and a sustainable, healthy and secure food supply. Further information about the Authority can be found at: [Natural England](http://www.naturalengland.org.uk/).

LIFE20 NAT/UK/001013 - Restoring and revitalising to ensure a more resilient River Kent and its species

LIFE R4ever Kent will restore and revitalise the River Kent SAC and its wider catchment, so it is more resilient to environmental pressures. Freshwater pearl mussel (FPM) (S1029) is a keystone species which requires clean gravel habitats and low suspended solids/nutrient loading. Improved water and habitat quality (including H3260 habitat) will benefit other aquatic/terrestrial species including the endangered White clawed crayfish (S1092) and provide optimum conditions for FPM's salmonid hosts. The project will trial new techniques, provide targeted advice and training and promote better replication/communication. Natural England (lead partner) is working in partnership with South Cumbrian Rivers Trust, Environment Agency and Freshwater Biological Association. The project is financially supported by LIFE, a financial instrument of the European Commission.

The website will be the central communication tool for the LIFE R4ever Kent project, led by Natural England and supported by partner organisations, to share up-to-date information with the project audiences.

Users of the website will be able to:

* Gain understanding about the delicate riparian habitat in the SAC, its importance and the severity of its decline
* Find out what the project is doing to protect and restore this fragile habitat and species (Freshwater Pearl Mussels and White Clawed Crayfish)
* Discover what actions they can take to help
* Find details of local events, workshops and activities
* Download useful resources
* Be part of a community that are sharing learning and experiences
* Learn from the work carried out by the project with a view to replicating elsewhere around Europe
* See for themselves, through inspiring images and footage of the habitat and wildlife it supports, and of restoration work taking place.

The project and its partners will need the website to:

* Acknowledge the project partnership and funders, including logos and funder statement
* Meet accessibility requirements WCAG 2.1AA ([https://accessibility.campaign.gov.uk](https://accessibility.campaign.gov.uk/)/) so that it is suitable for users with a range of needs and follows usability best practice
* Include a privacy statement to show how we are adhering to GDPR
* Meet the requirements on cookies and similar technologies (<https://ico.org.uk/for-organisations/guide-to-pecr/cookies-and-similar-technologies/>)
* Be thoroughly tested across commonly used browsers and device types before launch.
* Be flexible so that it is easy to expand the site and add pages or new types of content.
* Follow best practice guidance on site structure, layout and keywords for Search Engine Optimisation (SEO).

**Functionality**

Functionality will include:

* Responsive website
* An easy to use open source CMS – so that the project team can easily update the site
* Clear signposting to opportunities to get involved e.g. training, volunteering, events
* Display feeds from the project’s social media channels, including embedded videos from YouTube
* Newsletter sign up

**Content**

A draft site map has been developed and is included with this brief.

A domain name will be purchased separately and provided to link the site to.

Images and copy will be supplied by the project team. The project team will need to be able to update the following information

* Project information
* Team members and contact information
* Partner and funder information
* Resources for download (i.e. for schools, volunteers, boat users etc.)
* Area information for the river and catchment
* Case studies
* Blogs and news
* Events calendar
* Image, video and audio files
* Privacy statement, accessibility statement and cookie policy etc.

We would like an appealing holding page to be live by the 24th March 2023.

**Maintenance**

* We require the chosen supplier to provide us with ongoing maintenance and support.
* The website requires conformance testing to ensure WCAG 2.1 AA accessibility standard is met. This will take the form of an accessibility audit completed prior to launch and then following material changes to the site and any issues raised actioned.
* After the website is live, we would require documentation and training for key individuals responsible for uploading content to the website.
* We would like the chosen supplier to host our new website or recommend a hosting provider.
* The website will need to be backed up at regular intervals.
* The website will be actively updated and managed by the project team until October 2026. At this point, the project team will ensure the site is displaying ‘evergreen’ content that should be accessible until 2032 (5 years beyond the project end).
* We then require hosting of the static website for this duration.

**Monitoring**

The site should be linked to Google Analytics so that we are able to monitor the success of the website by:

* Using analytics to track the number of visits to each page
* Tracking the number of people arriving from social media channels
* Track the number of downloads of resources

**Audiences**

We will work with recreational users within the SAC and surrounding catchment - including the angling community, residents, tourists, walkers and landowners – as well as schools, local groups, volunteers and visitors. Our project vision is that:

1. Recreational users understand and care about the protected species and habitats - such as Freshwater Pearl Mussel and Whit Clawed Crayfish - and feel motivated to protect them e.g. recreational users following ‘Check, clean, dry’ biosecurity measures

2. Land managers in the area can be signposted towards information about changing land management practices to improve the water quality of the SAC

3. Local audiences (residents, schoolchildren, families, holidaymakers) understand, appreciate and feel connected to the river and it’s species, with a desire to protect it now and in the future.

4. River conservation organisations across Europe learn from the LIFE R4ever Kent project.

**Style**

LIFE R4ever Kent has a project logo and style sheet, as well as funder and partner logos. Our website needs to reflect partner websites and be appropriate for the conservation sector. The website should look fresh and inviting, with a contemporary design that allows users to easily see, and engage with, the content most relevant to them. It should clearly communicate the main aims of the project and be appropriate for the variety of different audiences accessing the site.

**Please include the project name and reference numbers on all documentation (LIFE R4ever Kent LIFE20 NAT/UK/001013).**

It is anticipated that the contract will be awarded until January 2027. Prices will remain fixed for the duration of the contract award period. We may at our sole discretion extend this contract to include related or further work. Any extension shall be agreed in advance of any work commencing and may be subject to further competition.

Contractors shall make no financial investment in the project and, therefore, shall not benefit from any intellectual property rights arising from the project.

**Further information**

**Other LIFE R4ever Kent marketing**

In addition to the website, the project has:

* a presence on the .gov.uk website – please see [LIFE R4ever Kent: restoring and revitalising to make a more resilient River Kent and its species - GOV.UK (www.gov.uk)](https://www.gov.uk/government/publications/life-r4ever-kent-restoring-and-revitalising-to-make-a-more-resilient-river-kent-and-its-species)
* a programme of events and engagement activities
* Local and national press releases.
* Local community engagement programme
* Social media activity - Facebook: <https://www.facebook.com/LIFE-R4ever-Kent-106284158631167/?ref=page_internal>
* Instagram: <https://www.instagram.com/life_r4ever_kent/>
* Twitter: <https://www.twitter.com/life_r4ever_kent>

**Additional documents:**

* Draft sitemap
* Project farming network news release and open day news report
* Terms and Conditions

**How to apply**

If you have a proven track record of delivering high quality, engaging websites, we would love to hear from you.

Please include initial proposal and costs for:

* Build of the website
* Ongoing support and maintenance arrangement for the duration of the project (until Jan 2027)
* Hosting and SSL costs
* Taking on hosting of a static version of the webpage until 2032 (5 years after the end of the project)
* Training costs for editing pages and using analytics (please detail your preferred CMA)
* Optional: user testing across key audiences
* Optional: additional design costs for icons etc. or for adapting the logo and branding so that it works for the website and on our social media channels

**Budget**

Our budget is a maximum of £12k to include initial build, ongoing maintenance and support until 2027 and basic hosting until 2032.

**Pricing schedule**

Prices must be submitted in £ sterling.

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| --- | --- | --- | --- | --- |
| ***Activity*** | | ***Daily rate incl. VAT*** | ***Number of days*** | ***Total incl. VAT*** |
| ***1.*** | Initial meeting and regular progress meetings throughout the build |  |  |  |
| ***2.*** | Design and build |  |  |  |
| **3.** | Accessibility audits completed and issues actioned to maintain compliance |  |  |  |
| ***4.*** | Testing phase with training for staff on CMA and analytics |  |  |  |
| ***5.*** | Monthly hosting and SSL costs |  |  |  |
| ***6.*** | Monthly maintenance and support |  |  |  |
| ***7.*** | Other (please specify) |  |  |  |
| ***8.*** | Hosting a static version of the website from 2027 to 2032 |  |  |  |
| ***9.*** | **Total including VAT** |  |  |  |

Please apply to:

**Morgan Barrie,** LIFE R4ever Kent Finance Officer

(Mon – Fri 09:00 – 17:00)

[Morgan.barrie@naturalengland.org.uk](mailto:Morgan.barrie@naturalengland.org.uk)

Mob: 07787 257 883

Please use the same contact details for any queries.

**Quotation Submission**

We will award this contract in line with the most economically advantageous tender (MEAT) as set out in the following award criteria:

Price – 50% and Quality – 50%

Quality will be scored based on the opinion of the evaluating officers using the scoring criteria from the table below. The evaluating officer/s decision will be final.

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| **Criteria** | weighting | To include: |
| **Previous experience and methodology** | 50 | Describe how you have successfully delivered similar projects, giving specific examples.  Describe how you will meet the criteria in the specification regarding functionality, maintenance and monitoring. |
| **Contract management** | **30** | Please include a detailed programme which shows how you will meet timelines described in your methodology and the resources involved in each stage of the project.  Describe how you will apportion the work between each stage of the project and what your overall time frame would be to complete.  Describe how will you engage with and update us on your progress during the project.  Risks:  Describe all the risks you have identified that would impact your ability to complete the project to your fullest capability, including how you intend to manage these risks to mitigate impact on the project.  Please describe your quality assurance process for the project. |
| **Staff and continued support** | **20** | Please provide an overview of the staff who will be working on this project, their specific experience and how much time they will spend on each aspect of it.  Please provide information about the ongoing support you will offer us as a client, what hours/days you are open for support queries and how much time you envisage allocating to us website each month. |

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| **Score** | **Justification** |
| For a score of hundred (100): | Excellent - Response is completely relevant and excellent overall.  The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full. |
| For a score of seventy (70): | Good - Response is relevant and good.  The response demonstrates a good understanding and provides details on how the requirements will be fulfilled. |
| For a score of fifty (50): | Acceptable - Response is relevant and acceptable.  The response provides sufficient evidence to fulfil basic requirements. |
| For a score of twenty (20): | Poor - Response is partially relevant and/or poor.  The response addresses some elements of the requirements but contains insufficient / limited detail or explanation to demonstrate how the requirement will be fulfilled. |
| For a score of zero (0): | Unacceptable - Nil or inadequate response.  Fails to demonstrate an ability to meet the requirement. |

**Contract Management**

This contract shall be managed on behalf of the Authority by Morgan Barrie, LIFE R4ever Kent Finance Officer.

• It is anticipated that a start up meeting will be held on Monday 27st February 2023. Please assume 2 hours for the meeting. This meeting will be by teleconference, so T&S costs will not be payable.

• 6 Monthly Project Review Meetings will be set up with relevant staff and held by teleconference.

• A preview version of the site must be available for testing by the project team no later than two weeks before the site is due to go live.

• Website to be live by 24th March, 2023.

• We will raise a purchase order to cover the cost of the services and will issue to the awarded supplier following contract award. An invoice can be submitted for the initial build period work for the website which will be paid once the website is live, fully functioning and the contract manager has confirmed that the requirements have been met. Invoices can then be submitted 6 monthly for the ongoing hosting, support and maintenance costs. You will be required to include the project name and reference number on all invoices (LIFE R4ever Kent LIFE20 NAT/UK/001013).

• The final payment (in 2027) will cover basic hosting of a static website populated with evergreen content until 2032.

### **Disclosure**

All Central Government Departments, their Executive Agencies and Non Departmental Public Bodies are subject to control and reporting within Government. In particular, they report to the Cabinet Office and HM Treasury for all expenditure. Further the Cabinet Office has a cross-Government role delivering overall Government policy on public procurement, including ensuring value for money and related aspects of good procurement practice.

For these purposes, the Authority may disclose within Government any details contained in your quotation. The information will not be disclosed outside Government during the procurement.

In addition, the Authority is subject to the Freedom of Information Act 2000 and the Environmental Information Regulations 2004, which provide a public right of access to information held by public bodies. In accordance with these two statutes, the Authority may be required to disclose information contained in your quotation to any person who submits a request for information pursuant to those statutes.

By submitting a quotation you consent to these terms as part of the procurement.

### **Disclaimers**

Whilst the information in this RFQ and any supporting information referred to herein or provided to you by the Authority have been prepared in good faith the Authority does not warrant that this information is comprehensive or that it has been independently verified.

The Authority does not:

* make any representation or warranty (express or implied) as to the accuracy, reasonableness or completeness of the RFQ;
* accept any liability for the information contained in the RFQ or for the fairness, accuracy or completeness of that information; or
* accept any liability for any loss or damage (other than in respect of fraudulent misrepresentation or any other liability which cannot lawfully be excluded) arising as a result of reliance on such information or any subsequent communication.

Any supplier considering entering into contractual relationships with the Authority following receipt of the RFQ should make its own investigations and independent assessment of the Authority and its requirements for the goods and/or services and should seek its own professional financial and legal advice.

**Protection of Personal Data**

In order to comply with the General Data Protection Regulations 2018 the contractor must agree to the following:

* You must only process any personal data in strict accordance with instructions from the Authority
* You must ensure that all the personal data that we disclose to you or you collect on our behalf under this agreement are kept confidential.
* You must take reasonable steps to ensure the reliability of employees who have access to personal data.
* Only employees who may be required to assist in meeting the obligations under this agreement may have access to the personal data.
* Any disclosure of personal data must be made in confidence and extend only so far as that which is specifically necessary for the purposes of this agreement.
* You must ensure that there are appropriate security measures in place to safeguard against any unauthorised access or unlawful processing or accidental loss, destruction or damage or disclosure of the personal data.
* On termination of this agreement, for whatever reason, the personal data must be returned to us promptly and safely, together with all copies in your possession or control.

**General Data Protection Regulations 2018**

For the purposes of the Regulations the Authority is the data processor.

The personal information that we have asked you provide on individuals (data subjects) that will be working for you on this contract will be used in compiling the tender list and in assessing your offer. If you are unsuccessful the information will be **held and destroyed within two years** of the award of contracts. If you are awarded a contract it will be retained for the duration of the contract and destroyed within **seven years** of the contract’s expiry.

We may monitor the performance of the individuals during the execution of the contract, and the results of our monitoring, together with the information that you have provided, will be used in determining what work is allocated under the contract, and in any renewal of the contract or in the award of future contracts of a similar nature. The information will not be disclosed to anyone outside the Authority without the consent of the data subject, unless the Authority is required by law to make such disclosures.