

Invitation to Tender Specification

## E-learning design, development and testing services for ECITB courses (Ref: PH 01-25-1)

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The Engineering Construction Industry Training Board (ECITB) is pleased to invite you to tender for the contract:

***E-learning Design, Development, and Testing Services for ECITB Courses (PH01:25)*.**

Full details are included in these documents, which describe:

* the services required

### 1. Background

The ECITB is the employer-led skills, standards and qualifications body for the development of the engineering construction workforce of Great Britain. An arms-length body of the UK Government, the ECITB reports to the Department for Education.

The ECITB works with employers and training providers to attract, develop and qualify the engineering construction workforce in a wide range of craft, technical and professional disciplines. We invest about £25 million each year to support skills development within the industry.

The organisation was established to address a market failure within the industry to provide training to its workforce. The ECITB addresses this market failure through its levy and grant system, which is used to drive up skill levels and fund training that would otherwise not take place.

Along with the education sector, government and employers, we work to ensure the UK has workers with the skills to meet the needs of the engineering construction industry. We design and award a wide range of qualifications, covering craft, technical and managerial disciplines. We are also responsible for developing and maintaining National Occupational Standards for the industry, which form the basis of our Training Standards, Vocational Qualifications, Technical Tests and Licensed Programmes, delivered by our approved network of training providers.

### 2. Definitions

In this specification, the following terms shall have the following meanings:

* **Contractor**: The Provider successfully awarded the Contract.
* **Client**: The ECITB (Engineering Construction Industry Training Board).
* **Parties**: The ECITB and the Contractor.
* **Multimedia assets**: Digital elements including, but not limited to, MP4 videos (with or without audio), explainer videos, vector graphic illustrations (JPEG format), infographics, icons, symbols, characters, and any other visual or interactive materials. All assets must be optimised for use in commercially available e-learning courses compatible with devices of all kinds.
* **ADDIE Model**: A systematic instructional design framework consisting of Analysis, Design, Development, Implementation, and Evaluation, used to guide the creation of learning experiences.
* **SCORM**: Shareable Content Object Reference Model, a set of technical standards for e-learning software to ensure compatibility and interoperability.
* **xAPI**: Experience API, a technical standard for tracking and recording learning activities across various platforms and devices.
* **Deliverables**: Any tangible or intangible output provided by the Contractor under this Contract, including but not limited to design documents, prototypes, multimedia assets, and final course builds, as specified in the Scope of Work.
* **Call-off Model**: A flexible contracting approach that allows individual tasks to be initiated and priced separately based on pre-agreed rates.

### 3. Scope

* The ECITB is seeking to expand its suite of e-learning courses, currently developed in Articulate Storyline, which remains our preferred authoring tool. These courses are branded to align with ECITB guidelines and are designed to be engaging and effective.
* Each course has a maximum duration of 30 minutes and includes voiceover narration to complement onscreen text and imagery.
* Our aim is to achieve production values comparable to those of iHasco, incorporating high-quality multimedia elements such as videos, animations, and interactive content.
* The inclusion of video production, where feasible, is encouraged to enhance the learning experience.
* In 2025, we aspire to add six new e-learning courses to our portfolio, with a minimum of three courses to be delivered within the annual budget of £60,000. Tenderers are required to specify how many courses they can deliver within this budget while meeting the stated requirements. To enable consistent evaluation, tenderers must provide a detailed cost breakdown per course, clearly outlining the costs for design, development, and multimedia elements for each proposed course.
* To meet these standards, updates to the existing custom templates in Articulate Storyline will be necessary, particularly to better accommodate a video-centric design approach.

**Key Requirements**

The Contractor will focus on the design and development aspects only, using materials provided by ECITB. From a client brief, storyboard, or other design documentation provided by ECITB or created by the Contractor, the Contractor will:

1. Course Development
   * Design, develop, and test e-learning courses aligned with ECITB standards and design documentation outputs.
   * Deliver design documentation, including storyboards, screen plans, and wireframes, as required.
   * Develop prototypes and full builds from either ECITB-provided or Contractor-created designs.
2. Multimedia Asset Creation
   * Create multimedia assets, which may include, but are not limited to:
     1. MP4 videos
     2. Podcasts (their inclusion is not guaranteed)
     3. Infographics
     4. Interactive documents
     5. Microlearning modules
   * Multimedia elements such as podcasts may be included, but their inclusion is not guaranteed. Tenderers should assume all core design and development work unless otherwise specified.
   * Provide comprehensive graphic design elements, such as vector graphics, logos, banners, icons, symbols, characters, and scenes.
   * Supply royalty-free images suitable for commercial use.
3. Options and Flexibility
   * Offer comprehensive project planning and delivery for defined courses.
   * Provide a flexible call-off model with a time and price list for tasks to be agreed upon per need.
4. Template and UI Enhancement
   * Update custom Storyline templates to suit video-centric approach (estimated effort: 6 days).
   * Create storyboard and branching scenario templates (estimated effort: 3 days).
5. Animation and Video Production
   * Price and produce animations (2D and 3D) and videos, including:
     1. Talking head videos
     2. Stock video integrations
     3. Produced/scenario-based videos
     4. Animated overlays

**Budget**

A maximum budget of £60,000 per annum for a period of three years (subject to optional extensions). Tenderers should provide a detailed cost breakdown for each course and specify how many courses can be delivered within the £60,000 annual budget.

### 4. The Services

1. The Contractor must support usability testing and provide revisions based on feedback from ECITB.
2. Ensure all deliverables meet SCORM and xAPI standards for seamless integration with ECITB’s LXP and LRS.
3. Produce design documentation, such as storyboards and screen plans, and to work effectively with those provided by ECITB.
4. Deliver outputs from the Development stage of the ADDIE model, including prototypes and full course builds.
5. ECITB will determine the acceptability of all deliverables.
6. The Contractor will provide up to two rounds of revisions to deliverables, based on client review feedback.

Tenders should include:

1. A breakdown of costs based on a flexible pricing model:
   1. Day rates and estimated times (Days) for core tasks.
   2. Costs for design, development, testing, and asset creation individually (Core task).
2. Allowance for progress meetings with the defined ECITB contact on a fortnightly basis (typically 15 mins duration), as well as any additional contact via telephone/email/Teams they feel may be required to keep the project on track.

### 6. Expenses

Any expenses incurred by the Consultant in the performance of the contract, such as hotel costs, pilot costs and air/rail travel, will only be reimbursed by ECITB if:

* they are reasonable
* they are agreed in advance with the Nominated Contact
* claims for such expenses are accompanied by valid receipts

Agreed exceptional expenses must be inclusive of VAT

It is the ECITB’s policy to agree exceptional expenses on the following basis:

* Rail journeys - Standard Class
* Car mileage - Not to exceed 45p per mile, all inclusive
* Airfares - economy class
* Taxis/Hire Cars should only be used if other forms of public transport are not available. (Hire cars, if used, must not be retained unless retention is a cheaper option than any necessary use of taxis)
* Hotels - Up to 3 star

**Agreed expenses will be reimbursed on an ‘as incurred’ basis and should not be included in any tender costings.**