



Health & Social Care
Information Centre

Health & Social Care Information Centre Invitation To Quote

Title: Social Care Widget requirements

Reference: CHSM4-0053

1 INSTRUCTION TO BIDDERS

1.1 *About these Instructions*

These instructions provide Contractors with the information necessary to produce and submit a Tender which may be evaluated and subsequently used to form a Contract. They are designed to ensure that all tenders are given equal and fair consideration. Therefore it is important that you provide all of the information requested in the format specified.

1.2 *General Tender Information*

Bidders should note that the Health & Social Care Information Centre (HSCIC) reserve the right to hold clarification meetings / presentations with a reduced number of bidders short listed following HSCIC's evaluation team scoring.

Bidders (you) are to complete all sections of this document. Any assumptions or caveats, etc. to the pricing, delivery timescales or any other aspect of your offer should also be stated.

You should indicate in your bid any competitive advantage or additional added value services that you can provide were HSCIC to award the whole requirement on a solus basis (inclusive of any further discount).

HSCIC does not guarantee to award any contract as a result of this competition and also reserves the right to make an award against only part of your bid or to make multiple awards.

1.3 *Process Time Table*

Project deadlines and milestones are as follows:

Tender responses due by	17:00, Thursday 10th December 2014
Appointment of supplier	TBC

1.4 *Accompanying Documents*

Your Tender must be submitted in accordance with the following document:

- Instructions to Bidders
- Requirement

Your Tender response must be accompanied by:

- A signed copy of the Canvassing Certificate (as per Appendix 1), confirming that the Bidder/Contractor has not canvassed any member or official of the Authority
- A signed copy of the Certificate of Non-Collusive Tendering (as per Appendix 2) confirming that the Bidder/Contractor has not engaged in collusive tendering

- If the Bidder/Contractor is a subsidiary company, a parent company guarantee bond or other form of security may be required by the Authority on completion of contract documentation

All documents requiring a signature must be signed:

- Where the Bidder is an individual, by that individual
- Where the Bidder is a partnership, by two duly authorised partners
- Where the Bidder is a company, by two directors or by a director and the secretary of the company, such persons being duly authorised for that purpose
- Where the Bidder is a consortium of two or more organisations, by duly authorised representatives of each consortium member

Please ensure that you read and follow these instructions, as failure to comply with them may invalidate your tender.

Contractors should electronically sign, date and complete their Tender, inserting their responses in the appropriate places. Contractors must **NOT** amend any of the existing text in any way.

1.5 Decline to Tender

Should you decline our Invitation To Tender (ITT) this will not prohibit your participation in future tenders.

1.6 Tender Submission

You are requested to submit your bid electronically via email to [REDACTED] by **17:00, Wednesday 10th December 2014** as follows:

Bids must be headed:

Tender Ref: CHSM4-0053

and addressed to:

[REDACTED]
Health & Social Care Information Centre

Please ensure that your bid is submitted as defined above. Note that for the purposes of this tender any other method of delivery is not acceptable and may invalidate your tender.

It is the Contractor's responsibility to ensure that tender documents are received in full no later than the tender deadline as specified. Health & Social Care Information Centre (HSCIC),

hereinafter referred to as “The Authority”, cannot be held responsible for the content of any responses that may be lost.

Tenders should be submitted in English and in MS Word using no less than font size 12pt.

1.7 Enquiries

All enquiries relating to the subject matter of this ITT must be submitted **via email** to [REDACTED] **only**.

Responses to **ALL** questions / queries will be sent **via email from** [REDACTED] **only**.

We aim to respond to all queries / questions raised within **2** working days of receipt.

Contractors should note that this document has been prepared in good faith but does not purport to be a comprehensive statement of all matters relevant to the requirement. The Authority and its advisers do not accept any liability or responsibility for its adequacy, accuracy or completeness, nor do they make any representation or warranty, expressed or implied, with respect to the information it contains.

1.8 Conditions Applying to the Tender

1.8.1 Variant Bids

Bidders must provide a tender which is fully compliant with any specified mandatory or minimum requirements. Bidders may submit an alternative bid, but this must be clearly marked as such and must clearly demonstrate added value. If you have innovative ideas which enhance quality and/or reduce cost then these would be welcome and should be addressed in a separate paper at the end of the tender and referred to in the covering letter of your response. The Authority will certainly consider, but may or may not be able to take up innovative ideas.

1.8.2 Tender Documents

Your tender must be submitted in the format out-lined and be delivered by the deadline stipulated.

All responses will be treated as Commercial-in-Confidence.

You are advised that your response may be reproduced and that no further indication or request for permission will be made. Such reproduction will be solely in connection with this procurement exercise.

We will acknowledge receipt of all tenders received, following the deadline date.

Contractors must demonstrate an ability to provide, administer and manage the requirement in accordance with current and known future legislation, codes of practice, best practice and other guidelines and to the standards, or exceed the standard, and requirements identified in the requirement and proposed contract documentation.

Prices and rates quoted must be fixed and firm for the stipulated period unless price breaks are agreed. All submitted tender prices and rates must be in pounds sterling and exclusive of Value Added Tax.

Tender responses must include details of delivery timescales for the product(s) or solution(s) requested within the Invitation to Tender.

1.8.3 Incomplete Tenders

Tenders may be rejected if you do not provide all the information that is requested in this ITT. It is in your interest to ensure that the tender is checked thoroughly before it is submitted. All decisions to reject tenders following receipt of incomplete tenders will be at the discretion of the Authority.

1.8.4 Acceptance of Tenders

By issuing this ITT the Authority is not bound in any way and does not have to accept the lowest value of any tender.

Receipt of this ITT does not in any way imply the existence of a commitment or contract. No Tender will be deemed to have been formally accepted until the Contractor has received a formal acceptance in writing.

Contractors must clearly state which services are to be provided from in-house resources and any that are to be subcontracted.

1.8.5 Period for Which Tenders will Remain Valid

Unless otherwise stated by the Contractor, tenders shall remain valid for **90** days from the closing date for the receipt of tenders.

1.8.6 Copyright

Contractors should note that copyright in this ITT rests with the Authority and its contents should be treated as Commercial in Confidence.

Reproduction of this document, either whole or in part, is forbidden except with the express permission of the Authority.

1.8.7 Amendments to the ITT Documents

The Authority reserves the right to amend the enclosed ITT documents at any time prior to the deadline for receipt of tenders. Any such amendment will be numbered, dated and issued by [REDACTED]. Where amendments are significant, the Authority may, at its discretion, extend the deadline for receipt of tenders.

Bidders must not alter the format or content of the enclosed ITT documents in any way.

1.8.8 Inducements

Offering an inducement of any kind relating to obtaining this or any other agreements with the Authority will disqualify your tender from being considered and may constitute a criminal offence.

1.8.9 Costs and Expenses

You will not be entitled to claim from the Authority any costs or expenses incurred during the tender process whether or not your tender is successful. Such costs to include costs incurred in the preparation and submission of your tender and any additional costs that you may incur if the Authority modifies or amends the tender requirements including the Statement of Requirements.

1.8.10 Confidentiality

Operating equitable tendering procedures relies on complete confidentiality of costing structures and any other information that may have a direct bearing on the tender outcome. It is therefore mandatory that such information is not disclosed to any third party before the contract is awarded and Contractors are notified.

It is also mandatory that no discussion, canvassing or soliciting of the Authority staff takes place, which may be deemed to have a bearing on the construction of a tender response.

Any breach of this confidentiality may render the tender invalid, except where essential information to cover the requirements of either insurance companies/brokers or financial planning requirements is requested by the Authority, prior to the official tendering process being carried out.

All information supplied by the Authority to you must be treated in confidence and not disclosed to third parties except insofar as this is necessary to obtain sureties or quotations for the purpose of submitting the tender. All information supplied by you to the Authority will similarly be treated in confidence except for the disclosure of such information with regard to the outcome or the procurement process.

1.8.11 Evaluation

The tender process will be conducted so as to ensure that tenders are evaluated fairly and equally. Any contract awarded will be awarded on the basis of the offer which is the most economically advantageous from the point of view of the Authority. You may formally request a debriefing from the Authority if you are not successful in acquiring the contract award.

1.8.12 Contracts

Any Contract awarded will be subject to HSCIC terms and conditions as stated in the attached document. **Appendix 1 –Terms and Conditions**



Appendix 1 - Terms
and Conditions.doc

The Authority reserves the right to amend the draft contract during this exercise. Contractors will be required to signify agreement in principle to the final Contract determined by the Authority.

In addition, the Authority reserves the right to cancel this tender exercise without the need for explanation where circumstances arise that would make this necessary.

The Authority expressly reserves the right:

- (i) Not to award any contract as a result of the current procurement process; and
- (ii) To make any changes which it may see fit to the content or structure of the procurement process.

1.8.13 Canvassing

Any Contractor who;

- a) Directly or indirectly attempts to obtain information from any member, employee, agent or contractor of the Authority concerning the process leading to the award of the Contractor; or
- b) Directly or indirectly attempts to obtain information from any member, employee, agent or contractor of the Authority concerning any other Contractor or proposed Contractor; or
- c) Directly or indirectly canvasses any member, employee, agent or contractor of the Authority concerning the award of the contract;

may to be disqualified from the tender process by the Authority.

1.8.14 Transparency

The parties acknowledge that, except for any information which is exempt from disclosure in accordance with the provisions of the FOIA, the content of this Contract is not Confidential Information. The Authority shall be responsible for determining in its absolute discretion whether any of the content of the Contract is exempt from disclosure in accordance with the provisions of the FOIA. Notwithstanding any other term of this Contract, the Contractor hereby gives his consent for the Authority to publish the Contract in its entirety, (but with any information which is exempt from disclosure in accordance with the provisions of the FOIA redacted) including from time to time agreed changes to the contract, to the general public.

The Authority may consult with the Contractor to inform its decision regarding any redactions but the Authority shall have the final decision in its absolute discretion.

The Contractor shall assist and cooperate with the Authority to enable the Authority to publish this Contract.

2 Requirement

Please could you provide a quote and lead time(s) / delivery timescale(s) for the following **Social Care Widgets** using the above reference number.

All bids must be attached within an email to [REDACTED]

2.1 Overview

The Health and Social Care Information Centre is a ground-breaking data, information and technology resource for the health and care system and plays a fundamental role in driving better care, better services and better outcomes for patients.

We collect, analyse and publish national data and statistical information. We deliver national IT systems and services to support the health and care system. We:

- maintain the critical national infrastructure that supports care delivery - including the Spine, NHSMail, the N3 network, Electronic Prescribing, Choices, Choose and Book, Summary Care Record and Local Service Provider delivered systems
- approve and accredit local and national IT systems against technical and clinical safety standards and deliver a suite of in house systems and services
- provide key services that support commissioning and reimbursement, including Casemix, the Quality Outcomes Framework (QOF) the General Practice Extraction Service (GPES), and a Data Service for Commissioners
- ensure the proper management of our information assets, protecting individual privacy as required
- make data available in formats that encourage its use, by publishing the raw data in machine readable formats for wider use, through Official Statistics reports and studies, and by using our Indicator Portal to bring into a single place all of the indicators, the data and details of their methodologies
- help people understand the robustness of the information they are using, through our data quality and indicator assurance functions
- support the commissioning and use of information standards by helping commissioners deliver on their obligations for the publishing of standards, and supporting care services to apply consistent and robust practices locally, to improve outcomes through more comprehensive and more consistent use of information.

2.1.1 Product Requirement

We require three widgets to be developed as follows:

- a) Commenting capture widget: enabling users to post ratings and reviews against NHS or social care services**
- b) Social care directory widget: enabling users websites to find social care services**
- c) Content widget: enabling users to access national social care information written by NHS Choices**

Please see the below specifications.



	Requirement	Supplier Response
Pricing		
1.	Please outline a fixed price for each widget. Please evidence any NHS discount.	
2.	Please provide day rates for post acceptance changes.	
3.	Will expenses be charged? Please detail rates and evidence any NHS discount.	
Functional		
4.	NHS Choices will supply wireframes and a visual design for each of the three widgets. Please provide a simple design, development and testing plan for each widget, including expected delivery and timescales.	
Non-functional		
5.	Please describe the development approach to be taken.	
6.	Please describe how you would quality assure your delivered products, client acceptance and warrant performance throughout operation and support period. Please include a pre-delivery quality assurance check and no cost fix if faults are found.	
7.	Any fixes resulting from errors with the code or product itself should be fixed within a 72 hour timeframe. Please accept this requirement.	
8.	Please list any risks you anticipate and how these are to be mitigated.	

9.	Please provide two case studies of where similar work has undertaken in creating this type of solution.	
10.	Please provide pen portraits of the staff who will participate in the development. Please evidence the best in class skill sets and experience of complex websites.	

2.1.2 Maintenance and Support

Support for widgets should be continuous throughout the development period.

Once deployed, support should continue for 6 months.

2.2 Delivery

Commenting capture widget – Completed by 15/03/15

Social care directory widget – Prototype delivered by 15/03/15

Content widget – Completed by 31/03/15

2.3 Environmental

The supply of the requested products must be compliant with EC Green Public Procurement (GPP) regulations. Further details are available [here](#).

Any additional environmental added value which can be demonstrated will be considered in evaluating proposals put forward.

2.4 Lifecycle Costs

The Authority will be evaluating the proposed solution on affordability and value for money. As such, costs for the following should be outlined as a minimum:

- Initial outlay
- Implementation services
- On-going support and maintenance

Responses

Please could you provide responses to the below for this or another similar solution. All bids must be attached to the ITQ registered on the GPS website.

3.1 *Fitness for purpose including quality*

3.1.1 **Product Requirement**

Please demonstrate the functionalities of the solution proposed which will deliver the benefits outlined above:

Response:

3.1.2 **Fitness for purpose – Maintenance and Support**

Please demonstrate how the proposed solution addresses the non-functional Maintenance and Support requirements outlined above:

Response:

3.2 *Delivery*

3.2.1 **Delivery**

Please detail how other delivery requirements would be met by the proposed solution:

Response:

3.3 *Environmental Benefits*

3.3.1 **Environmental Benefits**

Please demonstrate here any environmental benefits which can be offered as part of the delivery of the items:

Response:

3.4 *Lifecycle costs*

3.4.1 **Lifecycle Costs**

Please outline lifecycle costs of the solution including, but not limited to:

- Initial outlay
- Implementation costs
- On-going support and maintenance costs

Response:

Please apply any NHS discounts applicable to this vendor and/or these products.

4 Evaluation Criteria

Any award decision will be made based on the most economically advantageous bid using the following weightings:

Requirement	Requirement Heading	Requirement Category	Requirement Title	% of Category	Category Weight	% of overall score
3.1.1	Product Requirement			##%	35%	##%
3.1.2	Fitness for Purpose including Quality			##%	20%	##%
3.2	Delivery			##%	10%	##%
3.3	Environmental			##%	5%	##%
3.4	Lifecycle Costs			##%	30%	##%

Please send any questions regarding this ITQ via e-mail to [REDACTED]
In the event of any queries, we will endeavour to answer these within two working days of receipt.

Please note that on all licensing registrations should be completed using [REDACTED] as the registration address.



APPENDIX 1

CANVASSING CERTIFICATE

We hereby certify that we have not canvassed any member, employee, agent or contractor of the Authority in connection with the award of the contract for the Deliverables or any other proposed contract for the Deliverables and that no person employed by us or acting on our behalf has done any such act.

We further hereby undertake that we will not in the future canvass or solicit any member, employee, agent or contractor of the Authority in connection with the award of the contract for the Deliverables or any proposed contract for the Deliverables and that no person employed by us or acting on my/our behalf will do any such act.

Signed:

Position:

For and on behalf of:

Dated:

Signed:

Position:

For and on behalf of:

Dated:

APPENDIX 2

CERTIFICATE OF NON-COLLUSIVE TENDERING

The essence of the tendering process is that the Authority shall receive bona fide competitive tenders from all Tenderers. We, the undersigned, hereby certify that this is a bona fide tender and we have not;

1. entered into any agreement with any other person with the aim of preventing tenders being made or as to the fixing or adjusting of the amount of any tender or the conditions on which any tender is made; or
2. informed any other person, other than the person calling for this tender, of the amount or the approximate amount of our tender except where the disclosure, in confidence, of the approximate amount of our tender was necessary to obtain quotations necessary for the preparation of our tender, for insurance purposes, for performance bonds and/or parent company guarantees or for professional advice required for the preparation of our tender; or
3. caused or induced any person to enter into such an agreement as is mentioned in paragraph (1) above or to inform us of the amount or the approximate amount of any rival tender for the Deliverables; or
4. committed any offence under the Prevention of Corruption Acts 1889 to 1916; or
5. offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the Deliverables any act or omission; or
6. canvassed any person referred to in paragraph 1 above in connection with the Deliverables.

We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs 1 to 6 above before the hour and date specified for the return of the tender nor shall we do so:

- (1) before the contract award is announced; or
- (2) in the event of our tender being accepted or our being appointed preferred bidder, prior to completion of a contract between us and the Authority.

In this certificate, the word “person” includes any person, body or association, corporate or unincorporated and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

We acknowledge that if we have acted or act in contravention of this Certificate of Non-Collusive Tendering then the Authority shall be entitled to reject our tender, or after award of any contract pursuant to this process that contract may be rescinded, and that if such rejection or rescission occurs we will indemnify the Authority against all loss and expense arising out of or in connection with



such rejection or rescission.

Signed:

Position:

For and on behalf of:

Dated:

Signed:

Position:

For and on behalf of:

Dated:



Health & Social Care Information Centre
Social Care Widgets
Tender Ref: CHSM4-0053

Version: 4
Date: 14th January 2014

Author: [REDACTED]
[REDACTED]

The Digital Collaborative Ltd.

Email: [REDACTED]

Tel.: [REDACTED]

Registered in England and Wales Number [REDACTED]

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2.2 Distribution list

The following list contains the names and organisational details of the people to whom this document has been distributed:

Name	Organisation
[REDACTED]	Heath & Social Care Information Centre
[REDACTED]	Heath & Social Care Information Centre

3 Introduction

This document has been written in response to the Health & Social Care Information Centre Invitation To Quote, title: Social Care Widget requirements, reference: CHSM4-0053.

It will contain answers to all questions asked in section 2 of that document, titled 'Requirement', as well as signed copies of the Canvassing Certificate and Certificate of Non-Collusive Tendering, as requested.

4 Tender Requirements

4.1 Pricing

1) Please outline a fixed price for each widget. Please evidence any NHS discount.

Summary

Deliverable	Cost
[REDACTED]	[REDACTED]
Total	£29,572

Breakdown

Please see section 4.2 question 7 for descriptions against each of the tasks / items listed below.

Project Setup	Days	Rate pd	Cost
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
			[REDACTED]

Comment Capture Widget	Days	Rate pd	Cost
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Social Care Guide Widget	Days	Rate pd	Cost
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Social Care Directory Widget	Days	Rate pd	Cost
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Server Side Proxy	Days	Rate pd	Cost
<p>The development and delivery of a bespoke server-side proxy that</p> <ul style="list-style-type: none"> ❖ Re-renders .xml into json, thus mitigating any cross domain issues ❖ Is open source, for use with future widgets ❖ Can be hosted on NHS servers (providing those servers run PHP and are appropriately configured) <p>And accompanying installation documentation</p>			

All costs shown exclude VAT

2) Please provide day rates for post acceptance changes.

Our rate-card is as follows (rates shown per day):



3) Will expenses be charged? Please detail rates and evidence any NHS discount.

No expenses are assumed to be required for this project.

4.2 Functional

4, 5 & 6) Please outline that you have read the specification[s] and confirm your ability to provide the [Widgets]. Please detail any caveats you envisage.

We confirm our understanding of requirements as follows:

Comment Capture Widget

The development of a cross-browser widget that allows an external audience to post comments on a range of NHS organisations. The end user will be able to pick from a list of organisations, pre-selected by a partner, and leave pre-configured comments and ratings on a particular organisation.

The widget will be powered by the comment capture feed, which is part of the NHS Choices syndication API platform. The feed for this will accept POST requests against a certain set of criteria, which will be used to capture relevant information, before passing across for a comment to be made.

Social Care Guide Widget

The development of a cross-browser widget which displays selected topics / sub-topics / articles, possibly containing video, from the social care guide within the NHS Choices syndication feeds, organised in a logical and user-friendly way and accompanied by a configuration tool allowing partners to choose which content they wish to display within the widget, subsequently configuring the navigation based on the content selected.

The entire social care content will be able to be displayed in a single widget.

The widget will be powered by the Guides feeds, which are part of the NHS Choices syndication API platform.

Social Care Directory Widget

The development of a cross-browser widget that allows an external audience to find and read about registered social care providers by entering a select amount of criteria.

The widget will be powered by the latest feeds within the NHS Choices syndication API platform.

None of the widgets will be contained within an iFrame - they will be accessible and work across all modern (IE6>) browsers.

Any hosted files (.js & .css for example) will be hosted and called from

All of the widgets will be easy to install on partner websites, and on CMS solutions such as WordPress and Joomla.

All back end code will be commented appropriately. Code available for user view will not be commented.

Caveats / assumptions made against our costs have been summarised below:

- ❖ Wireframes for all screens and one design (for style guidance) per widget will be provided

- ❖ Assumes all widgets will be responsive, that hscic will provide guidance on the range of widths required, and will provide wireframes that illustrate requirements for extremes (i.e. thinnest / widest)
- ❖ All graphics and styling components will be provided for the Comment Capture Widget
- ❖ The widgets will support IE6+ and the latest versions of Chrome, Safari, Firefox and Opera.
- ❖ Form elements (with the exception of submit buttons which will be styled with CSS) will use browser default styling
- ❖ Styling responsive or adaptive to mobile is not a requirement
- ❖ Widgets shall be developed using client-side technologies (HTML, CSS, jQuery, AJAX)
- ❖ A bespoke server-side proxy will be written to convert XML into JSON, thus mitigating any potential cross-domain issues. Please see items in associated cost breakdown for details.
- ❖ It is assumed that no server-side technology stack will need to be implemented by The Digital Collaborative (other than the XML to JSON proxy server) and therefore all other HTTP requests & web service integrations will solely be via the aforementioned client-side technologies and XML.
- ❖ It is assumed that API keys provided to send and receive requests to the NHS Choices syndication API platform are not sensitive, and will be contained within the source code sent to the end-user's browser.
- ❖ In reference to the social care directory widget, whereby a step is involved to determine which services the user may be interested in, based on age and other factors (rather than a list of specific services as initially specified), it is assumed that either additional API calls will be made to resolve all outcomes, and that API details will be provided accordingly, or that pre-determined sets of outcomes will be hard-coded, in which case a list of all possible permutations / outcomes, mapping to the appropriate inputs, will be provided.
- ❖ Standard CSS reset has been assumed, CSS control over form elements not included

7) NHS Choices will supply wireframes and a visual design for each of the three widgets. Please provide a simple design, development and testing plan for each widget, including expected delivery and timescales.

At project start-up a project initiation document will be written and provided containing confirmation of:

- ❖ Project scope and deliverables
- ❖ Project timescales - including a top level project plan with key milestones
- ❖ Project team and responsibilities - defining key staff roles within the project and responsibilities within each aspect of delivery
- ❖ An invoice schedule - confirming the schedule of invoicing to be expected in line with the costs as presented in this document and the timescales referenced above

Following approval to this document, delivery of the wireframes and delivery of the visual design The Digital Collaborative will undertake the following, for each widget:

- ❖ *UX & Creative Review*
Review wireframes and visual designs provided, assuring everything needed for subsequent tasks.
- ❖ *Visual Design*
Create primary styling templates.
- ❖ *Requirements Specification*
Implement wireframes, integration details and primary styling templates to a requirements specification document assuring all UX, design and technical specifics are fully considered, documented and confirmed, ready for development.
- ❖ *Production*
Create front-end markup
- ❖ *Programming & integration*
Implement widget app jQuery javascript framework
Integrate front-end markup
Integrate Google maps (for Social Care Directory widget only)
Integrate web services
Implement error handling / validation
Develop partner configuration interface
Embed widget code generator mechanism
Release to test environment
- ❖ *Testing & delivery*
Full browser and device testing
Full functional testing
Release to staged environment

User Acceptance Testing Delivery

With timely client participation we would expect this process to take no longer than 6 weeks, each widget running concurrently.

4.3 Non-functional

8) Please describe the development approach to be taken.

Following approval to the requirements specification document user stories satisfying all aspects of the development will be written and uploaded to Pivotal Tracker, our collaborative project planning and workflow management tool of choice.

Controlled by the project manager and shared with all project stakeholders, the tool will be used to plan and generate fluid workflow, as well as provide a solid foundation for test management and signoff procedures, whilst allowing instant reaction to real-world changes.

Each story entered into the Icebox (a pre-action task list in Pivotal Tracker) will be pre-assessed for its 'testability'. Only user stories that can be tested to produce a definitive successful outcome will be accepted for development.

Using a combination of the requirements specification document and the user stories our tester will create and append a test plan to ensure each feature is continually tested throughout the release phase until the 'sprint' (run of development against specific user stories) is completed.

9) Please describe how you would quality assure your delivered products, client acceptance and warrant performance throughout operation and support period. Please include a pre-delivery quality assurance check and no cost fix if faults are found.

Thorough testing is an integral part of the development process and will ensure the solutions are built to spec, as well as browser and platform compatibility, W3C2A compliance in terms of accessibility, as well as ensuring the widgets meet your standards as well as our own.

Code is released on a daily basis and each release deployed to our development/test environment. At the end of a development sprint the code is propagated to a staged environment. Our testers will regression test each daily revision and each staged revision at the end of each sprint. Any defects found are recorded into Pivotal Tracker to ensure the work is dealt with via the fluid daily project management triage process.

Regular review points are scheduled with key stakeholders at project start up allowing on-going User Acceptance Testing (UAT) and a fluid signoff and release procedure against

regular milestones. This provides a smooth, progressive approach to development that encourages continuous close working between the development team, testers and project stakeholders.

Following delivery of the widgets a 6 month warranty period will be entered in that, should any defect against specification be found within that period, they will be fixed free of charge.

10) Any fixes resulting from errors with the code or product itself should be fixed within a 72 hour timeframe. Please accept this requirement.

An SLA with detailed priority definitions, response times and client dependencies will be provided at project start-up, however we can confirm as part of this proposal that any fixes required resulting from errors with the code or products delivered will be completed within a 72hr timeframe.

11) Please list any risks you anticipate and how these are to be mitigated.

Risk	Mitigation
Important UX aspects missing from wireframes or not considered	UX review on receipt of files
Important design assets missing or not considered	Creative review on receipt of files
Technical information provided inaccurate or incomplete	Technical review on receipt of documentation
Compatibility of widget with a potentially large variety of operating environments, e.g. a Wordpress blog, Drupal install, custom code etc.	Isolate and encapsulate all of our JavaScript code inside an anonymous function to avoid any conflicts.
Failure of any of the NHS web services / third party APIs	Appropriately handle and escalate any connectivity errors.
Issues with API access	All access details tested on receipt / prior to development and issues raised accordingly
Post kick-off changes to API response calls	Channel of comms clear allowing notification of any changes to API calls

12) Please provide two case studies of where similar work was undertaken in creating this type of solution.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

13) Please provide pen portraits of the staff who will participate in the development. Please evidence the best in class skill sets and experience of complex websites.

Due to the nature of our organisation The Digital Collaborative have extensive resources and skills within our operation. We have the capacity to handle a large amount of client work at any one time, and can easily scale resources quickly on an engagement to meet varying client demand. Ultimately this makes us more flexible and not over reliant on a small number of people in any one skilled area.

Outlined below are the people we currently suggest lead our engagement with you.

4.3.1 [Redacted]

Background and Experience

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Skills & Expertise

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Role

[Redacted]

[Redacted]

[Redacted]

[Redacted]

4.3.2 [Redacted]

Background & Experience

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Skills & Expertise

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Role

[Redacted]

[Redacted]

4.3.3

Background & Experience

[Redacted]

Skills & Expertise

[Redacted]

Role

[Redacted]

5 Supporting Information: About The Digital Collaborative

5.1 Profile

The Digital Collaborative is an evolving organisation of digital experts, specialising in maximising business potential through strategic, creative and innovative use of the Internet and digital media technologies.

We are a collective of knowledge, experience and expertise across an extensive range of digital disciplines, including web development, mobile & app development, online marketing & relations and digital brand development.

From a network of known and trusted freelance professionals tailor-made teams are brought together (under contract) by one directorial point of contact, to suit projects as and when required; an approach to management and delivery that ensures our clients always get the very best in digital expertise as and when they need it.

We've taken the best bits of working in-house, freelance and agency side to create a uniquely flexible and innovative digital agency that's not only great fun to work with, but is unbeatable value for money and second to none in expertise and quality of delivery.

And because we're an organisation of freelancers there are no flashy offices, agency egos or set hours; we all work from our own locations using our own technologies, keeping our overheads low and our fees even lower.



Choosing The Digital Collaborative to carry out your project will provide you with a creative, innovative, reliable and expert addition to your project team.

5.2 Our Approach to Work

Our clients appreciate the way we integrate with their organisations to make our online expertise function as a seamless extension of their own skills and experience. We deliver the skills that they are unable to source internally, and pride ourselves on the knowledge transfer we give, growing our client's understanding of the medium during their work with us.

We combine a well-defined ISO 9001 informed project delivery and communications process with a flexible mindset to ensure consistent results married to rapid response and the needs of individual projects.

6 Technical Notes

6.1 Best Practice Website Development Techniques & Architectures

We use best practice design and development techniques for all of our clients' websites and web applications with maintainability, extensibility and scalability as key features of our solutions. We utilise a modern object-oriented design approach, which best suits the current and emerging needs of our clients' business.

Our development techniques maintain a clear separation between the underlying business logic and the presentation of that business logic to end-users over the web. We also use best practice configuration control techniques to ensure a smooth go-live process with a minimum of disruption to end-users.

6.2 Technologies & Source Code

We can deliver projects using many types of code - we can develop using the Linux-Apache-MySQL-PHP (LAMP) platform as well as the Microsoft .NET platform.

The code we create is considered to be owned by you, the client. We use carefully chosen web based source control management tools, accessible to both The Digital Collaborative and the client, with you as the primary owner. Of course we will look after this codebase for as long as you desire, but when push comes to shove you can rest assured that your web solution, and all the code and files that make it up, is ultimately yours and available to you at any time.

6.3 Data Protection Experience & Registration

To develop and support systems with personal data, organisations must be appropriately registered with the Office of the Information Commissioner as data controllers and data handlers.

The Digital Collaborative is fully compliant with the Data Protection Act in this respect and experienced in handling personal data responsibly and securely.

6.4 Usability and Accessibility Experience

Under the Disability Discrimination Act 2005, it is a legal requirement that all websites should be accessible to the disabled. All The Digital Collaborative's websites are DDA-compliant. Our standard development techniques also facilitate search engine optimisation and use XHTML and cascading style sheets as standard. We have a great deal of expertise in usability and accessibility across all web media – XHTML, JavaScript, AJAX and Flash.

6.5 Versioning/Configuration

All source code will be controlled using the Subversion (SVN) system, which allows for tracked change control and rollback. We have found this tool to be invaluable in managing our development and staged environments, as well as being key to our go-live processes.

6.6 Security

The Digital Collaborative takes website security very seriously, and a wide range of security measures are built into our development processes to minimise the risk of common website vulnerabilities, including SQL injection attacks, cross-site scripting attacks, and other attack vectors identified by authorities such as OWASP.

SSL encryption will be used for any parts of the site containing personal details, and we would recommend the use of two factor authentication including IP address restrictions/client certificates for administrative areas of the site.

6.7 Backup and Recovery

Our normal recommendation is that the web hosting company would be responsible for backup and recovery of the website in the event of failure, although as already mentioned we will maintain a full and versioned copy of the codebase in our SVN repository. Again, we are happy to work with any hosting company in order to ensure that the best solution is in-place for disaster recovery.

7 Summary

7.1 Why The Digital Collaborative

To complete our proposal and position The Digital Collaborative within the competitive context of this opportunity, we have outlined below the key reasons we believe you should choose us as a long-term partner for your organisation and to deliver this project.



Our open and collaborative working practices

Our open, agile and collaborative working practices represent the modern way of delivering web solutions and applications. This approach ensures you feel involved in the process, have plenty of opportunity to influence the deliverables and can feel confident of where things are up to. This way of working is also efficient and makes it easier to deliver projects within short timescales.

Extensive resources and capability

Due to the setup and nature of our organisation, we have extensive capabilities, not only to meet the needs of this imminent project, but also for any further needs you may have over the longer term.

Value for money

We believe our rates and pricing are extremely competitive. We monitor industry benchmark reports and can see that we offer excellent value for money compared to the rates of other agencies, without any loss in the quality of skills and expertise.

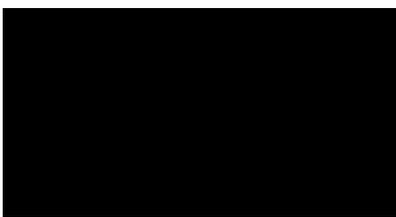
People who care

At the end of the day, it's our people that make us who we are as an agency. We only employ people who are a pleasure to work with, and we all work very hard to meet the needs of our clients, strengthening those relationships year on year. We all work as a team and respect each other accordingly. We are passionate, down to earth and easy to get on with.

8 APPENDIX 1 – Canvassing Certificate

We hereby certify that we have not canvassed any member, employee, agent or contractor of the Authority in connection with the award of the contract for the Deliverables or any other proposed contract for the Deliverables and that no person employed by us or acting on our behalf has done any such act.

We further hereby undertake that we will not in the future canvass or solicit any member, employee, agent or contractor of the Authority in connection with the award of the contract for the Deliverables or any proposed contract for the Deliverables and that no person employed by us or acting on my/our behalf will do any such act.

Signed: 

Position: 

For and on behalf of: The Digital Collaborative Ltd.

Dated: 9th December 2014

Signed: 

Position: 

For and on behalf of: The Digital Collaborative Ltd.

Dated: 9th December 2014

9 APPENDIX 2 – Certificate of Non-collusive Tendering

The essence of the tendering process is that the Authority shall receive bona fide competitive tenders from all Tenderers. We, the undersigned, hereby certify that this is a bona fide tender and we have not;

1. entered into any agreement with any other person with the aim of preventing tenders being made or as to the fixing or adjusting of the amount of any tender or the conditions on which any tender is made; or
2. informed any other person, other than the person calling for this tender, of the amount or the approximate amount of our tender except where the disclosure, in confidence, of the approximate amount of our tender was necessary to obtain quotations necessary for the preparation of our tender, for insurance purposes, for performance bonds and/or parent company guarantees or for professional advice required for the preparation of our tender; or
3. caused or induced any person to enter into such an agreement as is mentioned in paragraph (1) above or to inform us of the amount or the approximate amount of any rival tender for the Deliverables; or
4. committed any offence under the Prevention of Corruption Acts 1889 to 1916; or
5. offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other tender or proposed tender for the Deliverables any act or omission; or
6. canvassed any person referred to in paragraph 1 above in connection with the Deliverables.

We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs 1 to 6 above before the hour and date specified for the return of the tender nor shall we do so:

(1) before the contract award is announced; or

(2) in the event of our tender being accepted or our being appointed preferred bidder, prior to completion of a contract between us and the Authority.

In this certificate, the word “person” includes any person, body or association, corporate or unincorporated and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

We acknowledge that if we have acted or act in contravention of this Certificate of Non-Collusive Tendering then the Authority shall be entitled to reject our tender, or after award of any contract pursuant to this process that contract may be rescinded, and that if such rejection or rescission

occurs we will indemnify the Authority against all loss and expense arising out of or in connection with such rejection or rescission.

Signed: 

Position: 

For and on behalf of: The Digital Collaborative Ltd.

Dated: 9th December 2014

Signed: 

Position: 

For and on behalf of: The Digital Collaborative Ltd.

Dated: 9th December 2014



Health & Social Care Information Centre

ICT Procurement
1 Trevelyan Square
Boar Lane
Leeds
LS1 6AE

Tel: [Redacted]
19/01/2015

The Digital Collaborative Ltd
Marlboro
Higher Fraddon
Truro
Cornwall
TR9 6NQ

Dear [Redacted]

Opportunity Reference: CHSM4-0053 – Social Care Widgets

Further to your response (v4) to opportunity CHSM4-0053, please take this letter as confirmation that the Health & Social Care Information Centre (HSCIC) wish to appoint The Digital Collaborative Ltd as the supplier of the widgets for NHS Choices, as specified in opportunity CHSM4-0053.

To confirm this offer is accepted I would be grateful if you could sign and return two copies of this letter. Both copies should be signed by an authorised representative of your organisation in the appropriate place below and returned to myself at the address at the top of this letter.

On receipt of these signed documents I will arrange for them to be countersigned. One document will then be sent to you and one will be kept on record by the HSCIC.

A Purchase Order number, which is to be quoted on all invoices related to the Contract, will be issued in due course once this is received.

Standard HSCIC Terms and Conditions of Contract will apply to the supply of the specified goods & services.

The licenses and services are subject to the End User License and Services agreement attached hereto and in the event of a conflict between then terms of the End User License and Services agreement and the standard HSCIC Terms and Conditions of Contract, the End User License and Services agreement shall prevail.

Any amendment to this letter without prior written approval of the Authority will render the document void.

On behalf of:
Health & Social Care Information Centre

By:
[Redacted Signature]

Full Name: [Redacted]
Position: [Redacted]

Date: 19/01/2015

On behalf of:
The Digital Collaborative Ltd

By
[Redacted Signature]

Full Name: [Redacted]
Position: [Redacted]

Date: 19/01/2015



Health & Social Care
Information Centre

Yours sincerely,

