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Description automatically generatedEducation Endowment Foundation**

**Digital services (website development and design) tender**

**About this tender**

We’re looking for a retained web development and design agency to help us drive forward our mission of breaking the link between family income and education attainment through our website(s) and digital products.

This invitation to tender covers:

1. Who we are, what we do, and why we do it
2. An overview of our digital products
3. What we need from our retained agency
4. The procurement process
5. What to include in proposals
6. How we’ll award the tender

Key information:

**Contacts:** Hilary Cornwell (Head of Communications) and Adil Morrison (Digital Manager) through [procurement@eefoundation.org.uk](mailto:procurement@eefoundation.org.uk)

**Closing date:** 5pm, Thursday 9th February 2023

**Expected contract start date:** May 2023

**1) Who we are, what we do, and why do it**

**Who we are**

The Education Endowment Foundation (EEF) is an independent charity dedicated to breaking the link between family income and education achievement.

We were set-up in 2011 by the Sutton Trust in partnership with Impetus, with a founding grant of £125m from the Department for Education. We were re-endowed in 2022 with a further £137m, which will allow us to continue our work until at least 2032.

**What we do and why we do it**

Education inequality in England is entrenched. By the time they start school, a child born into a socio-economically disadvantaged family is already less likely to meet expected levels of language, communication, and physical development. These gaps only widen throughout primary and secondary school. By the age of 16, socio-economically disadvantaged young people are significantly more likely to leave formal education without good grades in English and maths.

These attainment gaps are a major driver of differences in education and employment outcomes later in life.

This doesn’t need to be the case. Giving every child – whatever their socio-economic background or where they go to school – access to great teaching is one of the most powerful levers we have for change. Using evidence – looking at what has and hasn’t worked in the past – puts us in a great position to do this.

At the EEF, we support schools, nurseries and colleges to improve teaching and learning for two – 19-year-olds through better use of evidence.

We do this by:

* **Summarising evidence.** Reviewing the best available evidence on teaching and learning and presenting in an accessible way.
* **Finding new evidence.** Funding independent evaluations of programmes and approaches that aim to raise the attainment of children and young people from socio-economically disadvantaged backgrounds.
* **Putting evidence to use.** Supporting education practitioners, as well as policymakers and other organisations, to use evidence in ways that improve teaching and learning.

**2) An overview of our digital products**

Our website(s) and digital products are integral to our mission of improving attainment for socio-economically disadvantaged pupils. As the primary showcase for the evidence-based resources and support we offer to the education sector, we need to make sure they’re easy to find, and presented in ways that are practical, accessible, and engaging.

**Our audience**

Our primary audience is senior leaders and teachers working in schools, nurseries, and colleges in England.

Other users of our website(s) include:

* Policymakers and other actors working at a national level, looking for evidence to inform their work.
* Organisations who develop and deliver programmes in schools, colleges and nurseries, who want to apply for EEF funding.
* Research teams from universities and institutions who we’ve commissioned to evaluate funded programmes.
* Prospective funding partners.

**Our website(s)**

Our primary website is www.educationendowmentfoundation.org.uk

This is the main showcase for the resources, reports, and support we offer. It is the first port of call for teachers, policymakers and other education practitioners looking for evidence of what works – and what doesn’t – for improving outcomes. It houses evidence-based resources that support practitioners to act on them and change their behaviour to improve outcomes for socio-economically disadvantaged pupils.

A typical user might access the main EEF website for the following reasons:

1. **Find evidence on a particular area of teaching and learning.**

* Our flagship digital product is the [Teaching and Learning Toolkit](https://eefoundation-my.sharepoint.com/personal/hilary_cornwell_eefoundation_org_uk/Documents/Desktop/Teaching%20and%20Learning%20Toolkit%20|%20EEF%20(educationendowmentfoundation.org.uk)), which is an accessible summary of the best available research on different teaching and learning approaches. It is used by 70 percent of senior leaders in schools in England.
* We also produce [guidance reports](https://educationendowmentfoundation.org.uk/education-evidence/guidance-reports/literacy-ks-1) on different topics, from early literacy to behaviour and parental engagement. Guidance reports summarise the best available research and present actionable recommendations for practice.

1. **Search and sign-up for EEF-funded trials.**

* We fund trials of different projects with the potential to raise attainment for socio-economically disadvantaged children and young, to build the evidence base of what works for improving outcomes. We also subsidise programmes that have previously shown to have a positive impact on attainment, so that more schools can benefit. Our [website is](https://educationendowmentfoundation.org.uk/projects-and-evaluation/projects-recruiting) the primary mechanism for schools to search for projects and sign-up to take part.

1. **Access resources and support.**

* Our in-house team of content specialists produce a regular programme of evidence-based resources and support, including blogs, guides, posters, [animations](https://www.youtube.com/watch?v=CEPD4txSUpE&feature=youtu.be), and videos.

We also manage:

* The [Research Schools Network](https://researchschool.org.uk/) site, which is a network of 37 schools across England who work with schools in their areas to help them use evidence to inform their teaching. The primary function of this site is to promote the training, conferences and events offered by individual Research Schools.
* The [Evidence for Education Network](https://evidence.education/) site (launching in early 2023), which is a global network of organisations dedicated to closing the socio-economic attainment gap through better use of evidence. The primary function of this site is to highlight the work of individual partners, and to encourage new partnerships and collaboration with governments and organisations across the world.

**Some useful information**

* In a typical month, the main EEF website gets:
  + 170,000 users and 500,000 page views.
  + 250,000 resource downloads.
  + 20,000 users of the Teaching and Learning Toolkit.
  + Between 8,000 and 12,000 users to the five most popular guidance reports.
* The main drivers of traffic are Google, direct links, and Twitter.
* We use Craft CMS.
* Our aims for our website(s) in 2023 are:
  + Improve the user experience.
  + Increase monthly active users.
  + Increase average time on site.
  + Increase resource downloads.
* We use an average of 2,300 development hours and 1,200 design hours over the course of a year.
* We’re hosted through 123-Reg Limited t/a 123-reg [Tag = 123-REG]
  + URL: http://www.123-reg.co.uk

**Our design needs**

We produce a regular programme of resources, that require design work. These are primarily focused on teachers working in schools, nurseries and colleges. Some examples include:

* Guides for schools, including these on [school planning](https://d2tic4wvo1iusb.cloudfront.net/documents/School_Planning_Guide_2022-23.pdf?v=16528158312) and [effective tutoring](https://d2tic4wvo1iusb.cloudfront.net/documents/pages/Tutoring_Guide_2022_V1.2.pdf?v=1668439120).
* Animated videos, for example, this one on [reading comprehension](https://youtu.be/CEPD4txSUpE).
* Audit tools, including this one on [special education needs in mainstream schools](https://d2tic4wvo1iusb.cloudfront.net/eef-guidance-reports/send/SEND_key_questions_tool.pdf?v=1670418424).
* Posters, including this one on [reading comprehension.](https://d2tic4wvo1iusb.cloudfront.net/eef-guidance-reports/literacy-ks2/EEF-KS2-lit-Reading-comprehension-house.pdf?v=1637856976)

We expect to maintain our existing visual design style initially, with a medium-term aim of updating the organisational visual identity. It’s really important to us that our digital products reflect our commitment to equality, diversity and inclusion.

**3) What we’re looking for in our retained agency**

We’re looking for a proactive and creative web development and design agency with a strong track record of delivering large, complex projects. We want to make sure that web development and graphic design are managed by a single agency, to ensure efficient use of time and resources.

The successful tenderer will be required to assume management of the following sites, associated domains, and design requirements:

* Educationendowmentfoundation.org.uk
* Researchschool.org.uk
* Evidence.education

They will also be required to support our growing [network of international partners](https://educationendowmentfoundation.org.uk/international/international-partnerships) licensing the EEF [Teaching and Learning Toolkit](https://educationendowmentfoundation.org.uk/education-evidence/teaching-learning-toolkit).

Specifically, we need the following from our retained agency:

* Improvement of the user experience.
* Development of core functionality.
* Project management.
* Flexible and responsive ongoing support and maintenance.
* Graphic and print design of EEF resources.
* Working with web developers from international partners to manage the sharing of material through API or microsites.
* Developing new innovative tools for communicating evidence and utilising the EEF data effectively.

We do not expect the successful bidder to manage day-to-day updates to the sites – including uploading content. This is handled by our in-house team. The successful bidder will work closely with our Digital Manager, as well as our Digital Communications Officer.

**Accessibility**

We need everyone to be able to use its websites regardless of their computer knowledge or ability. The design of the websites needs to be as accessible as possible, in accordance with [Web Accessibility Initiative (WAI)](https://www.w3.org/TR/2018/REC-WCAG21-20180605/) guidelines.

**Security**

Data protection is of the utmost importance. Any sensitive data that needs to be stored on your databases must be encrypted.

**Additional functionality and support**

We need the successful bidder to set up and manage a dedicated agile Scrum to which tasks can be added, structured and prioritised in a central hub. This should be used to plan EEF projects.

All submissions should include an average of 40 hours per week development time and 20 hours per

week design time divided over 50 weeks, in addition to 9:00 – 5.30 / Monday – Friday availability &

timely responses to queries, project management, as well as ongoing support and maintenance.

A further requirement is the development and maintenance of APIs in JSON.

1. **The procurement process**

**Contract value**

Estimated at c. £400,000 per annum in the first year and seeking competitive proposals.

**Contract term**

The EEF proposes to enter into one contract for a maximum period of 18 months with the successful tenderer. The anticipated service commencement date is the 1st May 2023.

**Timeline**

This procurement will follow a clear, structured, and transparent process to ensure a fair and level playing field is maintained at all times, and that all tenderers are treated equally.

The key dates for this procurement are anticipated to be as follows:

* Tender opening: 9th January 2023
* Deadline for requesting clarifications: 27th January 2023
* Target deadline for responding to requests for clarification: 3rd February 2023
* Close of tender: 9th February 2023 17:00
* Evaluation of tenders: 13th – 17th February 2023
* Informal meetings with shortlisted tenderers: w/c 20th February 2023.
* Award: w/c 13th March (the Board of Trustees will be the final approver of the contract)
* Stand still period: 10 days from award date
* Anticipated project commencement: 1st May 2023

**Contract award**

The EEF may award contract on the basis of a tender submitted in accordance with the instructions below.

Contract award is subject to the formal approval process of the EEF. Until all necessary approvals are obtained and the standstill period completed, no contract will be entered into.

Once the EEF has reached a decision in respect of a contract award, it will notify all bidders of that decision and provide for a standstill period before entering into any contract.

**Tender Completion Information**

All documents comprising the tender must be completed and sent to procurement@eefoundation.org.uk by 9th February 2023 17:00 BST using reference “EEF digital services tender - January 2023”.

The following requirements should be followed when submitting Tenders:

* The pages of the tender documents must be numbered sequentially as "Page [x] of [xx]" and include the date and title of the document on each page of the main body.
* Any additional pre-existing material which is necessary to support the tender should be included as schedules with cross-references to this material in the main body of the tender. Cross-references to this ITT should also be included in the tender whenever this is relevant.
* Where documents are embedded within other documents, tenderers must upload separate copies of the embedded documents.
* The tender must be in English and drafted in accordance with the drafting guidance set out in this ITT.
* Each tender must be uniquely named or referenced.
* A table of contents must be provided.
* A list of supporting material must be supplied.

The tender must be clear, concise and complete. The EEF reserves the right to mark a tenderer down or exclude them from the procurement if its tender contains any ambiguities, caveats or lacks clarity. Tenderers should submit only such information as is necessary to respond effectively to this ITT. Tenders will be evaluated on the basis of information submitted by the Deadline.

**Submission of tenders**

Each tenderer must submit one tender. The tender must meet the EEF’s minimum requirements, operate as a standalone bid and not be dependent on any other bid or any other factors external to the tender itself. That is, the tender must be capable of being accepted by the EEF in its own right.

**Clarifications about the services or the tender**

* Any clarifications relating to this ITT must be submitted to procurement@eefoundation.org.uk. The EEF will respond to all reasonable queries as soon as possible. All queries and responses will be dealt with by email only. If a tenderer wishes the EEF to treat a clarification as confidential and not issue the response to all tenderers, it must state this when submitting the clarification. If, in the opinion of the EEF, the clarification is not confidential, the EEF will inform the tenderer and it will have an opportunity to withdraw it. If the clarification is not withdrawn, the response will be issued to all tenderers.
* The deadline for receipt of clarifications relating to the services or this ITT is set out above.
* Tenderers are advised not to rely on communications from the EEF in respect of the services or ITT unless they are made in accordance with these instructions.

1. **What to include in proposals**

We’re looking for an overview of how your agency fits our digital needs, why you want to work with us, how you’ll work with us, as well as examples of your previous work.

Specifically, any proposal should include the following:

* Web development strategy for managing applications in Craft CMS, maintaining 99.9% uptime.
* Proposed product management methodologies and tools.
* Plan for allocating agency staff to EEF projects.
* Specific strategies for:
  + Project management
  + Rapid prototyping
  + User research
  + Journey mapping
  + Information architecture
  + System architecture
  + Frontend development
  + Backend development
  + Security & compliance
  + QA & testing
  + Server management
  + Product, graphic design, illustrations, and animations.
* Proposed plan for managing API and other data management services.
* Examples of previous work.

1. **How we’ll award the contract**

Any contract awarded as a result of this procurement will be awarded on the basis of the offer that best aligns with our digital needs, whilst also being economically advantageous to the EEF. The Award Criteria are:

* 70% technical or quality.
* 30% cost.

Scores are arrived at following the application of the Evaluation Criteria set out below to the tenderer's tender.

Tenderers are required to submit a tender strictly in accordance with the requirements set out in this ITT, to ensure the EEF has the correct information to make the evaluation. Evasive, unclear or hedged tenders may be discounted in evaluation and may, at the EEF’s discretion, be taken as a rejection by the EEF of the terms set out in this ITT.

The Tender Evaluation Model showing the Evaluation Criteria and the maximum scores attributable to them is set out below.

The method of scoring the quality evaluation questions will be in accordance with the following 6 point scale. The evaluation panel will use this to assign a score to each evaluation question response, which, following the group consensus marking, will then be multiplied by the respective question weighting to produce a weighted score for each evaluation question. Once the weighting to individual question responses have been applied the weighted scores will be added together to determine a final “Quality Score” out of 100.

In general terms, scores will be awarded that correspond with the descriptor for the relevant score, quality evaluation responses will score higher where they answer the question in full, address all the criteria within the question and are supported by contextual evidence to demonstrate knowledge, experience, capability, and/or capacity relevant to the award criteria. Lower scores will be given where the question has not been answered in full, all the criteria have not been satisfactorily addressed, and/or there is not relevant evidence to support the response leading the evaluation panel to identify omissions or concerns that could represent a risk to the delivery of the requirement as specified.

Scoring Scale

|  |  |  |
| --- | --- | --- |
| **Assessment** | **Marks** | **Criteria** |
| Excellent | 5 | The response answers the question in full, successfully meets all the criteria, and presents proposals that exceed or enhance the EEF’s requirement.  Full and relevant evidence is provided to enhance the response.  Demonstrates a comprehensive level of knowledge, experience, capability, or capacity and demonstrates that the Potential Provider can meet the requirement in full and to a high standard. |
| Good | 4 | The response answers the question in full and successfully meets all the criteria.  Full and relevant evidence is provided to support the response.  Demonstrates a good level of knowledge, experience, capability, or capacity and no concerns or omissions are identified. |
| Satisfactory | 3 | The response answers the question and meets the criteria to a satisfactory standard but may lack some clarity or detail in how the proposed solutions will be achieved.  Relevant evidence is provided to support the response. Lack of clarity and any missing evidence or detail is only minor.  Demonstrates a satisfactory level of knowledge, experience, capability, or capacity and any concerns or omissions are not considered to represent a risk or could be reasonably resolved. |
| Poor | 2 | The response does not answer the question in full and either satisfies only some of the criteria or exhibits omissions regarding meeting the criteria.  Some evidence is provided to support the response but is lacking in sufficient detail in one or more areas.  Demonstrates a lack of knowledge, experience, capability, or capacity and presents concerns or omissions that are considered to represent a risk or would have an impact on service delivery that would require significant external intervention to manage or resolve. |
| Very Poor | 1 | The response does not answer the question and either fails to meet a number of criteria or exhibits clear and significant omissions with regard to meeting the criteria.  Inadequate or no supporting evidence has been provided to support the response.  Demonstrates a lack of knowledge, experience, capability, or capacity and presents significant concerns or omissions that are considered to represent an unacceptable level of risk and/or would have a detrimental impact on service delivery. |
| Unacceptable | 0 | The response is absent or incomplete and/or the proposals are not relevant to the EEF’s requirements. The response does not meet the EEF’s requirements. |

The proposals will be assessed based on the following criteria:

|  |  |
| --- | --- |
| **Evaluation criteria** | **Weighting** |
| 1. **Alignment of proposal to web development and design requirements**   Your proposal shows:   * proven experience managing integrated web development and design projects. * understanding of user experience. * understanding of complex data systems and how they’re translated into accessible digital tools. * proven experience of designing accessible and engaging resources. | **Scored out of 5**  Weighting – 6  Maximum weighted score available – 30 |
| 1. **Fee levels** **and cost**   Your proposal shows:   * Delivery of our needs at a competitive rate. * Provision of the required level of service within the budget. | **Scored out of 5**  Weighting – 6  Maximum weighted score available – 30 |
| 1. **Alignment of proposal to our ways of working**   Your proposal shows:   * An ability to work flexibility and in an agile manner. * You can provide a team dedicated to the EEF account. * You can respond to tickets / issues within one to two hours in the working day (9-5 BST). | **Scored out of 5**  Weighting - 4  Maximum weighted score available - 20 |
| 1. **Alignment of proposal to the mission and work of the EEF**   Your proposal shows:  - understanding of and interest in the mission and work of the EEF, and the role our digital products play in supporting that.  - understanding of the importance of equality, diversity, and inclusion in digital products.  - interest in and or knowledge of the English education state education system. | **Scored out of 5**  Weighting – 4  Maximum weighted score available – 20 |
| **Total** | **Maximum score 100** |

**Mandatory criteria (pass/fail)**

The agency bidding must:

* demonstrate experience managing combined web development and design projects;
* demonstrate experience using Craft CMS;
* demonstrate experience developing and maintaining APIs in JSON;
* have the capacity to deliver a minimum service level of 40 hours per week of development time and 20 hours per week of design time, with the ability to scale up and down as requirements change.

1. **Terms and conditions**

**Key contract terms**

We would expect the winning bidder to enter into a contract with the following key terms:

* **Obligations of the winning bidder:** The winning bidder shall provide the services and shall deliver the deliverables in accordance with the terms and conditions of the contract, which will include agile development principles to be agreed. The winning bidder will also provide the hosting and maintenance services in accordance with terms and conditions to be agreed, including minimum levels of uptime.
* **Intellectual property:** All Intellectual Property Rights developed or created by the winning bidder in the provision of the digital services, shall be owned by the EEF.
* **Data Protection:** The tenderer shall implement appropriate technical and organisational measures in such a manner that processing will meet the requirements of the Data Protection Act and GDPR and ensure the protection of the rights of the data subject.
* **Confidentiality:** Neither party shall at any time during the period of the contract disclose to any other person or use for any purpose except as provided by this Agreement, any confidential information belonging to another Party, unless expressly agreed in writing between the Parties.
* **Termination:** The contract may be terminated by the EEF by giving 60 days’ written notice to the supplier of its intention to terminate.

**Clarifications about the contents of a tender**

The EEF reserves the right (but is not obliged) to seek clarification of any aspect of a tenderer’s tender during the evaluation phase where necessary for the purposes of carrying out a fair evaluation. Tenderers are asked to respond to such requests promptly. Vague or ambiguous answers are likely to score poorly or render the tender non-compliant.

**Disclaimer**

While the information contained in this ITT is believed to be correct at the time of issue, neither the EEF, its advisors, nor any other awarding authorities will accept any liability for its accuracy, adequacy or completeness, nor will any express or implied warranty be given. This exclusion extends to liability in relation to any statement, opinion or conclusion contained in or any omission from, this ITT (including its appendices) and in respect of any other written or oral communication transmitted (or otherwise made available) to any tenderer. This exclusion does not extend to any fraudulent misrepresentation made by or on behalf of the EEF.

If a tenderer proposes to enter into a contract with the EEF, it must rely on its own enquiries and on the terms and conditions set out in the contract (as and when finally executed), subject to the limitations and restrictions specified in it.

Neither the issue of this ITT, nor any of the information presented in it, should be regarded as a commitment or representation on the part of the EEF (or any other person) to enter into a contractual arrangement.

Although it is intended that the remainder of this process will take place in accordance with the timetable set out in this document, the EEF reserves the right to terminate, amend or vary the procurement process at any time.

**Confidentiality**

All information supplied by the EEF to tenderers (including this ITT and all other documents relating to the procurement), whether in writing or orally, is supplied on condition that it (including the fact that the tenderer has received this ITT) be kept confidential by the tenderer; it must not be copied, reproduced, distributed or passed to any other person at any time (except to professional advisors, consortium members or subcontractors for the sole purpose of enabling the tenderer to submit a tender) unless the information is already in the public domain.

**Tenderer conduct and conflicts of interest**

Any attempt by tenderers or their advisors to influence the contract award process in any way may result in the Tenderer being disqualified. Specifically, tenderers shall not directly or indirectly at any time:

* Devise or amend the content of their tender in accordance with any agreement or arrangement with any other person, other than in good faith with a person who is a proposed partner, supplier, consortium member or provider of finance.
* Enter into any agreement or arrangement with any other person as to the form or content of any other tender, or offer to pay any sum of money or valuable consideration to any person to effect changes to the form or content of any other tender.
* Enter into any agreement or arrangement with any other person that has the effect of prohibiting or excluding that person from submitting a tender.
* Canvass the EEF or any employees or agents of the EEF in relation to this procurement.
* Offer, promise or give any person working for or engaged by the EEF a financial or other advantage as an inducement or reward for any improper performance of a function or activity relating to this procurement.
* Attempt to obtain information from any of the employees or agents of the EEF or their advisors concerning another tenderer or tender.

Tenderers are responsible for ensuring that no direct or indirect conflicts of interest exist (whether personal, financial or otherwise) between the tenderer, its employees and advisors, and the EEF, its employees and advisors. Tenderers must prevent, identify and remedy any conflicts of interest within their group structures and within consortium or subcontracting arrangements which may result in any distortion of competition. Any tenderer who fails to comply with these requirements may be disqualified from the procurement at the discretion of the EEF.

**The EEF’s rights**

The EEF reserves the right to:

* Waive or change the requirements of this ITT from time to time without prior (or any) notice being given by the EEF.
* Seek clarification in respect of any part of a tenderer's submission.
* Request tenderers to submit, supplement, clarify or complete relevant information or documentation where it appears to be incomplete, erroneous or missing.
* Disqualify any tenderer that does not submit a compliant tender in accordance with the instructions in this ITT.
* Disqualify any tenderer that is guilty of serious misrepresentation or of negligently providing misleading information in relation to its tender, expression of interest, the SQ or the tender process.
* Reject a tender that is abnormally low.
* Not award a contract to the tenderer submitting the most economically advantageous tender where it has established that the tender does not comply with applicable obligations in the fields of environmental, social and labour law established by national law.
* Withdraw this ITT at any time, or to re-invite tenders on the same or any alternative basis.
* Choose not to award any contract as a result of the current procurement process or to abandon that process.
* Make whatever changes it sees fit to the timetable, structure or content of the procurement process, depending on approvals processes or for any other reason.

**Bid costs**

The EEF will not be liable for any bid costs, expenditure, work or effort incurred by a tenderer in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by the EEF.