

Knowledge Transfer Network

Rebranding and Website Design

Invitation to Tender and Statement of Works

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Knowledge Transfer Network

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1. Background

The Knowledge Transfer Network (KTN) is the UK's innovation network, established to accelerate economic growth for the UK. KTN connects valuable innovations with market opportunities. Through facilitating these connections between business, entrepreneurs, academics and funders, new products and services are brought to market, creating social and economic value for the UK.

KTN works across all industrial sectors with specialist teams across some key sectors of the economy identified by Government as target growth areas. These include defence and aerospace, creative industries, agri-food, materials and transport. KTN works both within and across sectors, ensuring that opportunities for innovation are shared and exploited across as wide a field as possible.

KTN receives a core project grant from Innovate UK. As part of this core project, KTN are responsible for ensuring that the right quality and diversity of innovators, innovations, funders and businesses are made aware of, and are well positioned to deliver on, the competitions, challenges and funding opportunities available through UK Research and Innovation. This has included significant levels of support for the delivery of the UK's Industrial Strategy Challenge Fund.

The Industrial Strategy White Paper of 2017 stated that "Together, we need to "do more to address some of the frictions in the system to support collaboration and the flow of knowledge between research base and industry, accelerating the path to market." KTN is instrumental in addressing these frictions and is committed to delivering new economic growth through exploiting value from our world-class research base.

The current KTN brand was established in 2016 and illustrates the strong collaboration between Innovate UK, as principal funders, and KTN.

Three years on, KTN has continued to expand as a standalone business with different, but complementary objectives and an independent identity. Both KTN and Innovate UK recognise the potential value of KTN establishing a stronger standalone brand to support this.

KTN is also committed to building a new website which will provide some of the commentary behind this identity and, crucially, facilitate our ambitions to increase impact.

2. Services Required

This request for quotation is to invite suppliers to quote for the rebranding of Knowledge Transfer Network Ltd (KTNL) and for the website architecture, design, build, testing, publishing and support.

Knowledge Transfer Network

Both website build and the rebrand have been combined in a single tender to encourage efficiencies in resource and time – and in recognition that brand should go beyond a logo and include user-experience, tone of voice etc.

3. Deliverables Required

The following deliverables are required in the event that KTN decides to proceed with a chosen contract partner

Rebrand Requirements

- KTN Ltd logo
- Logo lock ups, specifically ‘we work with Innovate UK’
- Collateral - letterhead, template slide-deck, web page example, signage, badging, reports etc.
- Brand guidelines

Optional

- KTN strapline

General Content requirements*

- Video/photography enabled.
- Engaging home page. (user led navigation)
- Site search function.
- Case studies section.
- Contact and Data capture forms. (synchronised with KTN’s Workbooks CRM)
- Clear calls to action - Sign up for email updates; Contact a staff member etc.
- Staff database.
- Scalable “sector” pages.
- Scalable “campaign” pages.
- News & Feature sections.
- Editable Menu.
- Mobile and tablet optimisation.

** See attached site map for proposed page layout.*

Other Mandatories

- Social media integration (share buttons, follow buttons, live feeds etc.)
- Video Integration
- Aligns with KTN Brand guidelines
- API Integration with CRM (Workbooks) and DotDigital
- GDPR compliant

Technical considerations

1. KTN requires its suppliers to meet industry recognised security practices and as such it is expected that they hold Cyber Essentials Plus certification or higher (ISO 27001)
2. The site will be assessed daily via NCSC web check tool and all security issues and recommendations must be resolved as part of the on-going maintenance within agreed time frames
3. An independent pen test will be required as part of the build
4. Industry standard non-proprietary intuitive CMS system should be used
5. Build must fully integrate with KTN's CRM (Workbooks) and Email platform (DotDigital)
6. The web site should be AWS hosted, and should be written and curated by AWS certified developers. The developers will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication.
7. The site must be W3C WCAG standards compliant

4. Quote for Services – Fees

KTN requires quotes for the above services, to include time, travel and expenses relating to initial pitch meeting in London and follow up design and progress meetings in Edinburgh and / or London.

Budget

£62,000+VAT for rebrand, complete website design and build including an initial 3-month maintenance contract from launch to test, fix and support.

Please quote separately for ongoing site maintenance and support contract.

5. Term and Expiry Date

The rebrand should be ready for full roll-out before 30th November 2019 and the website should be ready to go live before 10th January 2020.

6. Submission

In response to this Statement of Works, please provide the information listed below. Shortlisted suppliers will be invited to pitch to KTN before a final decision is made. These pitches are expected to take place w/c 23rd September in London.

6.1. Short narrative describing how you would approach the project i.e. your design approach, suppliers you may have to collaborate with to deliver etc.

6.2. One or more examples of a brand you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work and associated narrative.

6.3. One or more examples of a website you have taken from concept through to live, with supporting narrative.

6.4. Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e. September 2019 to end of March 2020.

6.4. Additional Information. KTN invite suppliers to provide any additional information in the form of video content, imagery or links, which provide supporting evidence that suppliers recognise and work in accordance with KTN values as an organization. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.

6.5 Legal information i.e. Your standard T&Cs.

Please provide the information requested above by 17:00 15th September 2019 at the latest. Submissions will be assessed on an ongoing basis until this date.

7. Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

Fran.mcintyre@ktn-uk.org

8. Terms and Conditions

Any contract offered will be subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which are provided in appendix 8.

Please note that KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.

Further References

KTN Annual Report 2017.18

<https://ktn-uk.co.uk/news/ktn-publishes-its-annual-report-for-2017-18>

KTN Brand Guidelines – on request

KTN Strategic Delivery Plan – on request