03.06.2016

Dear Bidders,

**Request for Quotation: Digital Mental Health & Wellbeing Website Content Management**

I am writing to you on behalf of Camden Clinical Commissioning Group (the CCG). We currently have a requirement for the delivery of Digital Mental Health & Wellbeing Website Content Management, the details of which are set out in the Annex A to this RFQ letter.

We need our chosen supplier to commence the contract in August 2016 and finish the work on or before 31st March 2018. Subject to the success this will be extended.

Please note the attached (Annex B) NHS Standard Contract 2014-15 / Terms and Conditions for the Supply of Services will apply to any contract awarded as a result of this quotation exercise.

If you are interested in quoting for this requirement, please reply with a ‘bid response document’ to the following email box clinical.procurement@nelcsu.nhs.uk **by 17:00 on 24/06/2016** with the following information:

* Full name and address of supplier, our reference number and your contact details;
* Details of services to be supplied including details in response to the requirements set out in the Annex A / the evaluation criteria to this letter and a referee (preferably public sector);
* Expected delivery / start / finish date, and a project time table;
* Total price including VAT (Annex C);
* Confirmation of acceptance of the terms and conditions of contract (Annex B);
* Annex D – Conflict of Interest Declaration.

The CCG is seeking quotations from a number of suppliers. The following criteria will apply to the selection of the successful supplier.

| # | Evaluation Criteria | Weight |
| --- | --- | --- |
| **1** | **Proposed Approach** | **80%** |
|  |  |  |  |  |
| 1.1 |  | * To what extent is the provider aware of the range of services in the borough that promote and support mental health recovery?
 |  | 25% |
| 1.2 |  | * What, knowledge and experience does the provider have in using the CMS system Drupal, which the service directory has been built in?
 |  | 20% |
| 1.3 |  | * How will the provider embed a quality assurance process?
 |  | 10% |
| 1.4 |  | * How does the provider propose to keep the website updated so that it meets the service specification?
 |  | 20% |
| 1.5 |  | * Does the provider meet the applicable quality standards outlined in section 3 of the specification?
 |  | 5% |
| **2** | **Price**  | **20%** |
|  | **Proposed Approach + Price** | **100%** |

**Scoring matrix 0-5**

|  |  |  |
| --- | --- | --- |
| **Score** | **Assessment Level** | **Descriptor** |
| 0 | Non-compliant | No response or partial response and poor evidence provided in support of it.  Does not give the commissioner confidence in the ability of the Bidder to deliver the Contract. |
| 1 | Weak | Response is supported by a weak standard of evidence in several areas giving rise to concern about the ability of the Bidder to deliver the Contract. |
| 2 | Minor reservations | Response is supported by a satisfactory standard of evidence in most areas but a few areas lacking detail and/or evidence giving rise to some concerns about the ability of the Bidder to deliver the Contract. |
| 3 | Good – a compliant response | Response is comprehensive and supported by good standard of evidence. Gives the Commissioner confidence in the ability of the Bidder to deliver the contract. Meets the Commissioner’s requirements. |
| 4 | Very good | Response is comprehensive and supported by a high standard of evidence. Gives the Commissioner a high level of confidence in the ability of the Bidder to deliver the contract. Exceeds the Commissioner’s requirements in some respects.  |
| 5 | Excellent | Response is very comprehensive and supported by a very high standard of evidence. Gives the Commissioner a very high level of confidence the ability of the Bidder to deliver the contract. Exceeds the Commissioner’s requirements in most respects. |

**The Quotation must be submitted in a PDF format, with pricing submitted in a separate file Quotations received after the above date and time may not be considered.**

*It would be appreciated if you could advise,* within 3 days of receiving this RFQ*, if you intend to submit a bid or your reasons for not submitting a bid.*

Following bid scoring, bidders may be invited to a clarification meeting to discuss their bid with the CCG.

If the panel feels at any point that there is not sufficient evidence to score a bidder on any evaluation point then they may, at their discretion, seek clarification from any and all bidders. Bidder clarifications will at all times take account of the commercial confidence of bidders.

If a bidder scores a ‘0’ on any sub-section then they may be eliminated at the discretion of the panel, dependent on how service critical the panel deems that sub-section to be. If a bidder scores ‘0’ on an entire section of the evaluation, the bidder will be automatically eliminated from any further evaluation.

The pass-mark for the qualitative evaluation (Questions 1.1. – 1.5) element is **50%.** If a bidder does not attain this score overall then their bid will be rejected. This process ensures that NEL Commissioning Support Unit and Camden Clinical Commissioning Group attain a minimum acceptable service quality. Following submission of bids, a moderation / evaluation meeting may be held. The provider will be advised separately if this is to be held.

*In the event of a tie (where two or more top scoring Bidders had the same total weighted score including both quality and price), the CCG will select from amongst those Bidders, the submission of the Bidder with the highest weighted score for the cost.*

Your response must be valid for acceptance for 90 days from the deadline for receipt of quotations. Your response constitutes an offer and if Camden Clinical Commissioning Group accepts that offer then a legally binding contract will exist between us.

Respondents accept that the Camden Clinical Commissioning Group is subject to the Freedom of Information Act and government transparency obligations, which may require Camden Clinical Commissioning Group to disclose information received from you to third parties.

This RFQ letter and your response do not give rise to any contractual obligation or liability unless and until such time as Camden Clinical Commissioning Group issues a letter referencing this Request for a Quotation with a signed contract and a valid Purchase Order number accepting your quotation. Camden Clinical Commissioning does not make any commitment to purchase and shall have no liability for your costs in responding to this Request for a Quotation.

## Canvassing and contacts

Bidders shall not in connection with this Procurement:

* Offer any inducement, fee or reward to any officer or employee of NELCSU or Camden Clinical Commissioning Group or any person acting as an advisor to NELCSU or Camden Clinical Commissioning Group in connection with this Procurement
* Do anything which would constitute a breach of the Prevention of Corruption Acts 1889-1916
* Do anything which would constitute a breach of the Bribery Act 2010
* Canvass any of the persons referred to above in connection with the Procurement

No attempt should be made to contact NELCSU or Camden Clinical Commissioning Group staff, except the Project Team, or to contact NELCSU / Camden Clinical Commissioning Group or NELCSU / Camden Clinical Commissioning Group advisers or other NHS/DoH bodies as part of the procurement process. Any enquiries made to persons other than the NEL Commissioning Support Unit Project Team will be regarded as prima facie evidence of canvassing.

## Conflicts of interest

In order to ensure a fair and competitive procurement process, Camden Clinical Commissioning Group requires that all actual or potential conflicts of interest that a potential bidder may have are identified and resolved to the satisfaction of the CCG.

Potential Applicants should notify the CCG of any actual or potential conflicts of interest in their response to the RFQ. If the potential bidder becomes aware of an actual or potential conflict of interest following submission of the application it should immediately notify the CCG by completing the Conflict of Interest form (see Annex D) for this procurement. Such notifications should provide details of the actual or potential conflict of interest.

If, following consultation with the potential bidder or bidders, such actual or potential conflict(s) are not resolved to the satisfaction of the CCG, Camden Clinical Commissioning Group reserves the right to exclude at any time any potential Applicants(s) from the Procurement process should any actual or potential conflict(s) of interest be found by the CCG to confer an unfair competitive advantage on one or more potential bidder(s), or otherwise to undermine a fair procurement process.

Examples of potential conflicts of interest are (without limitation) as follows:

* A Bidding organisation, or any person employed or engaged by or otherwise connected with a Bidding organisation, is currently carrying out any work for the CCG, NHS England and/or the Department of Health (DH), or has done so within the last six (6) months;
* A Bidding organisation is providing services for more than one Potential Bidder, in respect of this Procurement.

The ‘Conflict of Interest Declaration’, provided in Annex D, must be completed by an authorised signatory, in his / her own name, on behalf of the Bidding organisation and attached in response to this section of this RFQ.

The CCG should be immediately notified, in the event that any actual or potential conflict of interest comes to a potential Bidder’s attention at any time following the submission of the potential Bidder’s ‘Conflicts of Interest Declaration’ and bid documents.

If you have any queries about this letter or the requirement, please contact the under signed at clinical.procurement@nelcsu.nhs.uk

If you are unable to meet this requirement or are otherwise not intending to provide a quote, I would be grateful if you could let me know as soon as possible.

Yours sincerely,

Petros kareklas

Petros Kareklas Service Facilitator NCL PoD

NEL Commissioning Support Unit

**Annex A**

**Specification / Project Brief**

**Digital Mental Health & Wellbeing Website Content Management**

Please refer to the embedded service specification document for details.

**Specification Overview**

|  |
| --- |
| 1.1 Background As part of Camden CCGs mental health mandate an online directory of services has been developed to support Camden residents in navigating the rich tapestry of mental health services available to them across the borough. It will provide relevant and up to date information on the mental health and wellbeing services available for service users, their carers and professionals working in Camden. The information will also provide an opportunity to reach those Camden residents that are currently not engaged with services, and who could benefit from assistance in determining what is available. There will be information on different types of mental health; an area to find the appropriate help to those in crisis or in urgent need; and also information on specific mental health medication.It is important that the content of the site is to promote our key business priorities within mental health and must match the interests and needs of our audience; be written in a manner that is both appropriate and acceptable. In order to keep the website current and relevant, Camden CCG require an organisation with local knowledge of mental health services to provide a content management service. The organisation will work closely with Marmelo, the web developers, to ensure that all content is accurate and correct; links work properly within the site and that all information where necessary is linked accordingly. This does not include development of the website or ongoing maintenance of the back end development of the website as this will be provided by Marmelo. However there will need to be knowledge of how to use the CMS system Drupal, which the service directory has been built in.The provider will be expected to:* Generally review and update the website on a weekly basis to ensure content is relevant and accurate.
* Cross check the Directory of Services (DoS) every three months to make sure the services listed are still in operation and all the details / links held on the service directory are accurate / in working order (as dictated by the CCG).
* Ensure the ‘what’s on’ page is updated regularly with forthcoming events that may support and promote mental health and wellbeing around and within the London borough of Camden appropriate to the audience of the site.
* Ensure all new and relevant information and guidance of mental health support and services is added to the service directory.
* Promote surveys, consultations and other service user information as required.
* Illicit informal feedback from the Camden community in order to constantly improve the information and the website in general
* Report any faults or problems with the website within 24 hours to Marmelo Digital and Camden CCG communications team
* Agree a robust quality assurance process which is signed off by the CCG.

1.2 Application Background The website will be hosted on an external server, managed by Marmelo Digital. It has been developed in Drupal CMS, with a separate search database (Apache Solr) as a Java applet.The content manager will need to have a sound understanding of how to operate a CMS system and need to test all launches on a development site before making it live to the public.  |
| 2. Scope of requirements |
| 2.1 Requirements for Content Management We are looking for an organisation to take over the content management of our Mental Health website to ensure that all information; links and contact details are up to date and reliable. As an overview we are looking for:* Weekly content checks to ensure data does not go out of date.
* Weekly review of any broken links / incorrect contact information of services.
* Provision of bulk data about Camden services
* Understanding of a CMS system to ensure that information is uploaded accurately.
* Sourcing of images and multimedia content as stipulated by the CCG’s communications team.
* Ensure all feedback is responded to within 1 working day.
* To develop a clear process map of how content / information will be uploaded, and what the escalation route would be if needed.
* A publishing standard must be developed and agreed with the CCG, ensuring that all content / information uploaded is aligned with this document.
* A training manual will be produced by the web developers on ‘How to use’ the CMS – this should be read and understood by all those dealing with the upload of content on the website.

2.2 Roles and responsibilities for content management * Author/contributor: writes content and submits to the editor.
* Editor: approves content (for significant changes only) and submits for publishing to Camden CCG communications team when they are satisfied that the content matches the standards (determined together with the CCG).
* Admin: content management administrator publishes content.
* Any person undertaking the content manager role must have prior training on how to use the CMS.
* The content manager should never share login details as accountability is important in encouraging best practice.

**2.3 Performance Indicators**Camden CCG will require a written report from the provider within 2 weeks of the quarterly quality check outlined in 1.1 above.  |
| 3. Applicable Standards |
| 3.1 Applicable Quality Requirements The supplier or its subcontractors must have processes either meeting or equivalent to the following standards: * ISO/IEC 27001 (Information Security Management)
* ISO 9001 (Quality Management)
* ISO 14001 (Environmental Management)

Beyond these requirements, we would expect the supplier to monitor and measure the quality of the service it provides and to provide at minimum a quarterly update on KPIs agreed at the beginning of the period.3.2 Assurance Requirements Camden CCG should agree and receive formal documentation of all policies and processes in place in delivering the requirements mentioned, including plans for monitoring and assuring delivery of the site, and provision for proofreading and quality checking of each piece of content. |
| 4. Location of Provider Premises |
| **The Provider’s Premises are located at:**Due to this being an online digital remote service, there are no service delivery points.  |

**Annex B**

**NHS Terms and Conditions of Contract**

**NHS Terms and Conditions for Supply of Services**

 

**Annex C**

**Financial Submissions**

***Financial Envelope - The financial envelope available for this work is within the range of £20,000 exclusive of VAT.***

**Notes to pricing schedule:**

The tendered price will need to take account of the following requirements:

1. The weighting for price is 20% of the overall marks available.
2. The maximum budget available for this service is £20,000

|  |  |  |
| --- | --- | --- |
|   | Item  | Annual Budget |
| Development and running costs (add more lines if necessary) |  |  |
|  |  |
|  |  |
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|  |  |
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|  |  |
| Staff Costs (specify roles, hours/rates and grades) |  |  |
|  |  |
|   |  |
| Volunteer training and travel expenses |  |  |
|  |  |
|  |  |
|  |  |
| Incentive payments for community organisations |  |  |
| Management fee if applicable (and how this has been calculated) |  |  |
| TOTAL |   |  |

All costs must be inclusive of travel and related expenses to the Base location. An estimate of the overall costs for expenses must be submitted to enable comparison of bids on an equal basis.

All prices include VAT.

***If submitting*** your proposal as a pdf document, please submit your prices in a separate file.

NEL Commissioning Support Unit Camden Clinical Commissioning Group, is requesting that bidders submit a breakdown of total cost for all the work / services as detailed in the Service Specification.

**The lowest price (within affordability limits) will be awarded the maximum score for price with other bidders aggregated against that.**

**ANNEX D**

**Declaration of conflict** **of interests**

**(Bidders/Contractors)**

**Project Name: Detailed Clinical Review of the Camden Integrated Care Service (CICS).**

**NHS Camden Clinical Commissioning Group** **Bidders/potential contractors/service providers declaration form: financial and other interests**

This form is required to be completed in accordance with the CCG’s Constitution, and s140 of the NHS Act 2006 (as amended by the Health and Social Care Act 2012) and the NHS (Procurement, Patient Choice and Competition) (No2) Regulations 2013 and related guidance

**Notes:**

* All potential bidders/contractors/service providers, including sub-contractors, members of a consortium, advisers or other associated parties (Relevant Organisation) are required to identify any potential conflicts of interest that could arise if the Relevant Organisation were to take part in any procurement process and/or provide services under, or otherwise enter into any contract with, the CCG, or with NHS England in circumstances where the CCG is jointly commissioning the service with, or acting under a delegation from, NHS England. If any assistance is required in order to complete this form, then the Relevant Organisation should contact [*specify*].
* The completed form should be sent to [*specify*].
* Any changes to interests declared either during the procurement process or during the term of any contract subsequently entered into by the Relevant Organisation and the CCG must notified to the CCG by completing a new declaration form and submitting it to [*specify*].
* Relevant Organisations completing this declaration form must provide sufficient detail of each interest so that the CCG, NHS England and also a member of the public would be able to understand clearly the sort of financial or other interest the person concerned has and the circumstances in which a conflict of interest with the business or running of the CCG or NHS England (including the award of a contract) might arise.
* If in doubt as to whether a conflict of interests could arise, a declaration of the interest should be made.

Interests that must be declared (whether such interests are those of the Relevant Person themselves or of a family member, close friend or other acquaintance of the Relevant Person), include the following:

* the Relevant Organisation or any person employed or engaged by or otherwise connected with a Relevant Organisation (Relevant Person) has provided or is providing services or other work for the CCG or NHS England;
* a Relevant Organisation or Relevant Person is providing services or other work for any other potential bidder in respect of this project or procurement process;
* the Relevant Organisation or any Relevant Person has any other connection with the CCG or NHS England, whether personal or professional, which the public could perceive may impair or otherwise influence the CCG’s or any of its members’ or employees’ judgements, decisions or actions.

**Declarations:**

|  |  |
| --- | --- |
| Name of Relevant Organisation: |  |
| Interests |
| **Type of Interest** | **Details** |
| Provision of services or other work for the CCG or NHS England |  |
| Provision of services or other work for any other potential bidder in respect of this project or procurement process |  |
| Any other connection with the CCG or NHS England, whether personal or professional, which the public could perceive may impair or otherwise influence the CCG’s or any of its members’ or employees’ judgements, decisions or actions |  |

|  |  |
| --- | --- |
| **Name of Relevant****Person** | [*complete for all Relevant Persons*] |
| **Interests** |
| **Type of Interest** | **Details** | **Personal interest or that of a family member, close friend or other acquaintance?** |
| Provision of services or other work for the CCG or NHS England |  |  |
| Provision of services or other work for any other potential bidder in respect of this project or procurement process |  |  |
| Any other connection with the CCG or NHS England, whether personal or professional, which the public could perceive may impair or otherwise influence the CCG’s or any of its members’ or employees’ judgements, decisions or actions |  |  |

**Annex E**

**Project Plan Submission Template**

**Project Name: Digital Mental Health & Wellbeing Website Content Management**

**Questions for bidders**

***Please complete the questions within the word limits specified:***

| # | Evaluation Criteria | Weight |
| --- | --- | --- |
| **1** | **Proposed Approach** | **80%** |
| 1.1 |  | * To what extent is the provider aware of the range of services in the borough that promote and support mental health recovery?
 |  | 25% |
| 1.2 |  | * What, knowledge and experience does the provider have in using the CMS system Drupal, which the service directory has been built in?
 |  | 20% |
| 1.3 |  | * How will the provider embed a quality assurance process?
 |  | 10% |
| 1.4 |  | * How does the provider propose to keep the website updated so that it meets the service specification?
 |  | 20% |
| 1.5 |  | * Does the provider meet the applicable quality standards outlined in section 3 of the specification?
 |  | 5% |
| **2** | **Price**  | **20%** |
|  | **Proposed Approach + Price** | **100%** |

**Form Completion**

|  |
| --- |
| **I declare that to the best of my knowledge and belief, the above information is complete and correct. I undertake to update as necessary the information. I understand that the information will be used in the evaluation process to assess my organisation’s suitability to be included in the tender evaluation process, and that giving false information may result in my organisation being disqualified from the process, at this or whatever stage it becomes known to the Commissioners.** |
| **Signed:** |  |
| **Name:** |  |
| **Position:** |  |
| **Bidder:** |  |
| **Date:** |  |