

Order Schedule 20 (Order Specification)

This Schedule sets out the characteristics of the Deliverables that the Supplier will be required to make to the Buyers under this Order Contract

1. PURPOSE

- 1.1** The Government Communication Service (GCS) is currently undergoing a step change in the learning and development opportunities it offers to members.
- 1.2** In support of this GCS seeks to contract for learning content creation and curation services to help deliver and support delivery of the GCS Advance Programme.
- 1.3** The contract will support the delivery of the GCS Advance Programme by providing content curation services required to support the refresh of existing and development of new course content. The required services will include videography, photography, learning design, writing, developing interactive tests and assessment services.
- 1.4** The objective is to contract with an experienced and qualified supplier with the relevant expertise, capability and resource capacity to enhance GCS Advance Programme course content. It is envisaged that the supplier will play a crucial role in selecting, organising, and maintaining relevant course material for our users.

2. BACKGROUND TO THE BUYER

- 2.1** The Cabinet Office is the centre of the UK Government.
- 2.2** Its purpose is to:
 - 2.2.1** support the Prime Minister and Cabinet to deliver the Government's programme;
 - 2.2.2** drive efficiencies and reforms that will make Government work better;
 - 2.2.3** create a more united democracy; and
 - 2.2.4** strengthen and secure the United Kingdom at home and abroad.
- 2.3** GCS is the professional body for people working in communication roles across Government. Its aim is to deliver world-class communications that support Ministers' priorities, improve people's lives and enable the effective operation of our public service. It serves both politicians and the public alike.
- 2.4** GCS Advance Programme is the revised learning and development offer for GCS members, it will deliver a measurable and sustainable step change in the skills of government communicators which unlocks greater potential to deliver for the public. It will give GCS members the tools to develop skills and knowledge by taking advantage of the latest communications practices and techniques. This will equip members for the future and provide a clear pathway to achieve their aspirations. The ultimate goal is to help make even more of a difference to people's lives while enhancing the standing of UK government communicators and ensuring the skills and talents are world-leading, recognised and valued.

3. BACKGROUND TO THE REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1** GCS has been building its Digital Learning capability over the last few years. To deliver digital learning effectively at scale, GCS must be able to create multiple learning products at once, using a combination of its in house L&D team and external visual and learning design support to provide extra capabilities and capacity.
- 3.2** The aim of GCS Advance Programme is to deliver a measurable step change in the skills of government communicators, with a particular focus on using new technology to improve effectiveness. Development of the learning content is key to deliver this strategic objective.
- 3.3** Each course in the programme has an explicit set of learning objectives and assessment to measure each learner's understanding and recall. The courses will also provide tools, frameworks and templates to be able to use immediately in their current roles. The strategic aim is for communications professionals to gain a well-rounded practitioner level understanding of each of the major communications disciplines, linked to a career pathway that support the future career choices of GCS members.

- 3.4** The current contract for content curation services comes to an end in January 2025.
- 3.5** The contracted supplier will be required to continue to build on the work completed to date by the incumbent supplier and successfully deliver to the programme delivery schedule.
- 3.6** The service sees an average annual usage of approximately 7,000 users.
- 3.7** Existing course content is being refreshed and new courses being added in process of continual iteration.
- 3.8** Course delivery during the pilot will be incremental to allow courses to be completed and then made available to the pilot users.

4. DEFINITIONS

Expression or Acronym	Definition
SaS	Skills and Standards team
GCS	Government Communication Service
GCSU	Government Skills Unit
GCS Advance	Is the L&D programme for government communicators, comprising the three levels below
Practitioner	The digital learning led part of GCS Advance
Expert	An in person learning offer for senior practitioners
Leader	An in person offer for senior leaders, developed and delivered externally
EdX	The learning management system used for the practitioner programme
CO	Cabinet Office, or the Contracting Authority
CDIO	Central Digital and Information Office, within Cabinet Office

5. SCOPE OF REQUIREMENT

- 5.1** The provision of learning and development content curation services comprising, but not limited to videography, motion graphics, photography, course content ideating and writing, developing interactive tests and quizzes.

- 5.1.1** Contract commencement date: 24/02/2025
- 5.1.2** Contract end date: 23/02/2028
- 5.1.3** Available budget for contract deliverables: £360,000
- 5.1.4** The provision, support, maintenance and upkeep of edX online learning platform is NOT within the scope of the contract deliverables.

6. THE REQUIREMENT

- 6.1** The Supplier should possess expertise in the fields of visual design, learning and development and instructional design.
- 6.2** The Supplier shall have a proven track record of creating high-quality video content including filming and editing for educational or training purposes.
- 6.3** The Supplier shall have familiarity with different learning styles, instructional methods, and industry best practices in online or digital learning.
- 6.4** The Supplier will have proven expertise in developing and delivering successful digital learning courses, including blended learning.
- 6.5** The Supplier shall have the ability to create video content that aligns with the learning objectives, target audience, and desired outcomes of the course or programme.
- 6.6** The Supplier shall conduct thorough quality assurance of all visual and learning content, that meets the stated definition of done by the Authority. It will consider factors such as accuracy, relevance, quality, and engagement value.
- 6.7** The Supplier shall apply critical thinking and judgement to ensure that learning content meet the Authority's quality standards (including visual and written style guides) and adhere to copyright regulations.
- 6.8** When requested, the Supplier shall collaborate as a team with members of Skills and Standards (SaS) and other subject matter experts, facilitators, or stakeholders if necessary to gather insights and refine the curation and development process.
- 6.9** The Supplier shall work closely with the GCS SaS team to define a course content which aligns to user needs and GCS priorities. This organisation of work and priorities will happen in a cycle of two week development sprints.
- 6.10** The Supplier should possess skills in content enhancement, such as video editing, captioning, or annotation, to improve the educational value and accessibility of selected videos. As a minimum, the solution shall meet with WCAG 2.2 AA Accessibility requirements.
- 6.11** The Supplier shall ensure course content accommodates for all levels of digital skills and experience.
- 6.12** The Supplier shall meet relevant industry standards and accessibility in line with General Data Protection requirements and the GCS Advance privacy notice, which places limitations on how long learner data can be stored.

- 6.13** The Supplier should ensure the quality and accuracy of course content by conducting regular reviews and updates with the Authority.
- 6.14** The Supplier shall have clear communication skills to understand requirements, gather feedback, and convey updates regarding the course development and curated video content.
- 6.15** The Supplier shall adhere to strict confidentiality and data security protocols to protect any proprietary or sensitive information shared during the content development process.
- 6.16** The Supplier shall possess expertise in the Articulate Rise tool and demonstrate their ability during their bid presentation with a range of authoring tools and learning management systems.
- 6.17** The supplier shall track costs and spending against the contract regularly so that, in collaboration with the Authority it can quickly reprioritise resources to support GCS's needs.

7. KEY MILESTONES AND DELIVERABLES

- 7.1** The following Contract milestones/deliverables shall apply:

Milestone/Deliverable	Description	Timeframe or Delivery Date
1	Establish ways of working and communicate GCS brand and design standards	15/02/25
2	No/low cost comms course	01/03/25
3	Inclusive comms course	01/03/25
4	Develop live learning prototype	31/03/25
5	Mis-Disinfo course update	01/05/25
6	Digital Comms course update	01/05/25
7	AI for communicators course update	01/05/25

8. MANAGEMENT INFORMATION/REPORTING

- 8.1** The Supplier will report to a named day-to-day Cabinet Office (CO) lead.
- 8.2** A project delivery team drawn from CO and including the project/delivery manager and team as needed from the Supplier will meet at least three times a week via short video call working sessions.
- 8.3** A monthly progress and contract burndown meeting will take place between the supplier project manager and a named CO lead to advise on remaining budget and discuss upcoming work priorities to provide the supplier with a forward view.

9. VOLUMES

- 9.1** The platform will be available to a global audience of government communicators up to 10,000 users annually.

10. CONTINUOUS IMPROVEMENT

- 10.1** The Supplier will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 10.2** The Supplier should present new ways of working to the Buyer during monthly Contract review meetings.
- 10.3** Changes to the way in which the Services are to be delivered must be brought to the Buyer's attention and agreed prior to any changes being implemented.

11. SUSTAINABILITY / SOCIAL VALUE

- 11.1** Products should be developed with due regard to environmental impact, diversity and equality within the UK sustainability goals.

12. QUALITY

- 12.1** The Supplier will adhere to Digital Learning standards and Accessibility guidelines outlined in the GDS Service Manual.
- 12.2** The Supplier will adhere to user requirements as identified in any user testing by CO. These will be continually refined by an evolving development roadmap and the setting of sprint goals for each fortnightly set of tasks. This will be discussed and agreed with the supplier at a regular sprint planning meeting with the team. Furthermore, the supplier will attend monthly retrospective meetings to discuss any unblocking of issues as needed.
- 12.3** The Supplier will adhere to style guidelines as supplied by CO.
- 12.4** All content is to be approved by CO before being released. This will involve a CO review of all content to ensure it has met the brief that was given.

13. PRICE

- 13.1** Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.
- 13.2** The Supplier will provide the total price of the contract to meet the requirement.

14. STAFF AND CUSTOMER SERVICE

- 14.1** The Supplier shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 14.2** The Supplier's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 14.3** The Supplier shall ensure that staff understand the Authority's vision and objectives and will provide excellent customer service to the Authority throughout the duration of the Contract.

15. SERVICE LEVELS AND PERFORMANCE

15.1 The Buyer will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Delivery timescales	Tasks delegated to the supplier within each two-week Sprint should be completed on time unless with the agreed consent of CO and SaS team.	Target 95% of work completed within agreed Sprint deadlines
2	Quality of work	All tasks should meet the CO content and visual style guide principles and should not need to be sent back for regular revision before sign off.	Target 90% of work should meet style guide standards at first attempt.
3	Accessibility	All assets and work should be completed to WCAG AA 2.2.	Target 100% of work

15.2 The supplier and CO will have regular informal conversations, share feedback and make incremental improvements to ways of working. After six months, if poor performance, work quality or unmet KPIs are a consistent concern, CO will be required to share at least two written warnings and will have an annual opportunity to exit the contract early.

16. SERVICE LEVELS AND PERFORMANCE

- 16.1** Suppliers must have appropriate and documented IT, physical, personnel and procedural security measures in place to prevent any unauthorised access to, or leakage of data and to prevent it being shared with any unauthorised third parties.

17. PAYMENT AND INVOICING

- 17.1** Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 17.2** Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 17.3** Invoices should be submitted to: **REDACTED TEXT under FOIA Section 40, Personal Information**
- 17.4** Attendance at Contract Review meetings shall be at the Supplier's own expense.

18. CONTRACT MANAGEMENT

- 18.1** Attendance at Contract Review meetings shall be at the Supplier's own expense.

19. LOCATION

- 19.1** The location of the Services will be carried out at the supplier's defined places of work. In person meetings will be carried out at **REDACTED TEXT under FOIA Section 40, Personal Information**