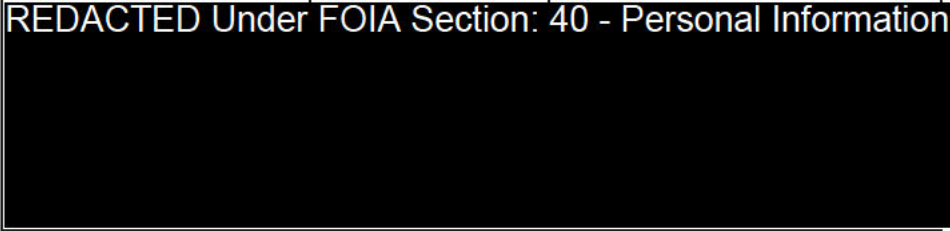




Standard Contract for Goods and/or Services - Order Form

1. Purchase Order Number	to be confirmed	
2. Customer	Natural England, 4 th Floor, Foss House, Kings Pool, 1-2 Peasholme Green, York YO1 7PX	
3. Contractor(s)	Green Stripe Media Ltd, 20-22 Wenlock Road, London, N1 7GU Company registration number 14281137	
4. Defra Group Members	The following Defra Group members will receive the benefit of the Deliverables: Natural England, Environment Agency	
5. The Agreement	<p>This Order is part of the Agreement and is subject to the terms and conditions referenced at Appendix 1 and shall come into effect on the Start Date.</p> <p>Unless the context otherwise requires, capitalised expressions used in this Order have the same meanings as in the terms and conditions.</p> <p>The following documents are incorporated into the Agreement. If there is any conflict, the following order of precedence applies (in descending order):</p> <ul style="list-style-type: none">a) this Order;b) the terms and conditions at Appendix 1; andc) the remaining Appendices (if any) in equal order of precedence.	
6. Deliverables	Applicable Deliverables	Goods Only: <input type="checkbox"/> Services Only: <input checked="" type="checkbox"/> Good and Services: <input type="checkbox"/>
	Goods	None
	Services	Description: as in Appendix 2 – Specification To be performed at the Contractor's premises: 1168 Melton Road, Syston, Leicester LE7 2HB Date(s) of Delivery: 26-02-2024 to 31-12-2024
7. Start Date	26-02-2024	
8. Expiry Date	31-12-2026	
9. Charges	The Charges for the Goods and/or Services shall be as set out in Appendix 3 – Charges. The Charges are fixed for the duration of the Agreement.	

10. Payment	<p>Payments will be made in pounds by BACS transfer using the details provided by the supplier on submission of a compliant invoice.</p> <p>The Supplier shall submit at invoice upon satisfactory delivery completion of all the works. Invoices must quote a valid Purchase Order number and the project reference LIFE WADER Project LIFE20NAT/UK/000277.</p> <p>Invoices to be sent electronically to the Authority at the following address: APinvoices-NEG-U@gov.sscl.com</p> <p>Or by post to:</p> <p>Shared Services Connected Ltd (SSCL) Natural England P O Box 783 Newport Gwent NP10 8FZ</p>		
11. Contractor's Liability Cap (Clause 13.2.1)	A sum equal to £5,000,000		
12. Customer's Authorised Representative(s)	<p>For general liaison your contact will continue to be</p> <p>REDACTED Under FOIA Section: 40 - P [REDACTED] 07741 616 226.</p> <p>or, in their absence,</p> <p>REDACTED Under FOIA Section: 40 - P [REDACTED]</p>		
13. Contractor's Authorised Representative	<p>For general liaison your contact will continue to be</p> <p>REDACTED Under FOIA Section: 40 - P [REDACTED]</p> <p>or, in their absence,</p> <p>REDACTED Under FOIA Section: 40 - P [REDACTED]</p>		
14. Optional Intellectual Property Rights ("IPR") Clauses	The Customer has chosen Option B(Default Option) in respect of intellectual property rights provisions for the Agreement as set out in the terms and conditions.		
15. Progress Meetings and Progress Reports	<ul style="list-style-type: none"> • The Contractor shall attend progress meetings with the Customer - frequency tbc. • The Contractor shall provide the Customer with progress reports - frequency tbc. 		
16. Address for notices	<table border="0"> <tr> <td style="vertical-align: top;"> <p>Customer:</p> <p>Natural England of, 4th Floor, Foss House, Kings Pool, 1-2 Peasholme Green, York YO1 7PX</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p> </td><td style="vertical-align: top;"> <p>Contractor:</p> <p>Green Stripe Media Ltd 1168 Melton Road Syston Leicester LE7 2HB</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p> </td></tr> </table>	<p>Customer:</p> <p>Natural England of, 4th Floor, Foss House, Kings Pool, 1-2 Peasholme Green, York YO1 7PX</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p>	<p>Contractor:</p> <p>Green Stripe Media Ltd 1168 Melton Road Syston Leicester LE7 2HB</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p>
<p>Customer:</p> <p>Natural England of, 4th Floor, Foss House, Kings Pool, 1-2 Peasholme Green, York YO1 7PX</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p>	<p>Contractor:</p> <p>Green Stripe Media Ltd 1168 Melton Road Syston Leicester LE7 2HB</p> <p>REDACTED Under FOIA Section: 40 - Personal Information [REDACTED]</p> <p>[REDACTED]</p>		

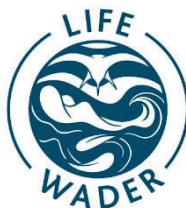
17. Key Personnel of the Contractor	Key Personnel Role:	Key Personnel Name:	Contact Details:
	<p>REDACTED Under FOIA Section: 40 - Personal Information</p> 		
18. Procedures and Policies	<p>For the purposes of the Agreement:</p> <p>Standard procedures and policies apply as laid out in the Standard Terms and Conditions.</p>		
19. Special Terms	N/A		
20. Additional Insurance	N/A		
21. Further Data Protection Provisions	<p>The further data protection provisions contained within Annex 4 of the terms and conditions are applicable to this Agreement where indicated below:</p> <p>Yes: <input type="checkbox"/></p> <p>No: <input checked="" type="checkbox"/></p>		

Signed for and on behalf of the Customer	Signed for and on behalf of the Contractor
<p>Name:</p> <p>REDACTED Under FOIA Section: 40 - Personal Information</p> 	<p>Name:</p> <p>REDACTED Under FOIA Section: 40 - Personal Information</p> 
Date:	Date: 23/02/2024
Signature:	<p>Signature:</p> <p>REDACTED Under FOIA Section: 40 - Personal Information</p> 

Appendix 1: Terms and Conditions

The Customer's Standard Good & Services Terms and Conditions which can be located on the [Natural England Website](#) and which are called 'Standard Goods & Services Terms and Conditions'

Appendix 2: Specification/Description



BRIEF: DEVELOPMENT OF LIFE WADER PROJECT WEBSITE

Background

Natural England is the government's advisor on the natural environment. We provide practical advice, grounded in science, on how best to safeguard England's natural wealth for the benefit of everyone.

We wish to appoint contractors to design and develop a project specific website for the LIFE WADER Project, using a content management system.

LIFE WADER Project LIFE WADER (LIFE20 NAT/UK/000277)

LIFE WADER (Water and Disturbance Environmental Restoration on the Northumberland coast) is a major £5.8m nature recovery project to reverse the decline of river, coastal and marine habitats and wildlife on the Northumberland Coast.

The LIFE WADER project spans 70,242 hectares along the Northumberland Coast to the South-East Scottish borders across the Tweed catchment. LIFE WADER takes a 'source to sea' approach across the UK's often overlooked freshwater- coastal- marine transitional environments. The project area covers six European designated sites (SACs and SPAs) which are of international importance due to their bird assemblages, river fauna and rare habitats including dune systems, rocky shores, fresh water and mudflats. LIFE WADER seeks to tackle the key issues that are impacting the condition of these sites including diffuse water pollution, recreational disturbance, invasive species and climate change, by building an understanding of the inter-dependence of species and habitats across the wider coastal ecosystem.

LIFE WADER is led by Natural England and funded by the EU's LIFE programme - the European Union's funding instrument for the environment. LIFE WADER commenced in October 2021 and will run for 5 years.

Requirement

Natural England wish to appoint a web developer to design and build a project website for the LIFE WADER project.

Communication and dissemination are vital components of the LIFE WADER project which seeks to raise awareness of the Natura2000 sites and their value, to encourage co-operation and buy-in, engender behaviour change and create a dialogue with stakeholders.

The LIFE WADER project will engage and work with a wide range of diverse stakeholders including project partners and volunteers, community groups, landowners, businesses and visitors, as well as local, regional and national managers, regulators and networks, also European audiences such as other EU LIFE projects. LIFE WADER will host community events, training activities and workshops; share best practice through demonstration projects and publication of best practice guides and will facilitate replication of activities; as well as raising awareness through the use of social media, videos, newsletters and other media tools.

The LIFE WADER website will be the central hub of information for the project and all of its partners and stakeholders. It will pool all information and news from the various workstreams in one place, provide an up-to-date resource hub for core audiences to download documents, guides, handbooks and forms. It will create a central point of contact for existing and new audiences to get in touch, linkages to the websites of all partners and affiliates and also create a legacy for the project which will remain active for five years after the project ends.

Site specific requirements:

- Fully accessible (WCAG2.1AA), cookie-compliant, SSL certified, secure, spam-protected and mobile-friendly. Accessibility design and audit to be built into website at outset. [Accessibility and assisted digital - Service Manual - GOV.UK \(www.gov.uk\)](#)
- Strict adherence to GDPR: e.g. A privacy statement; due process with regard to email data capture etc.
- Cookie compliance – ensure latest guidance followed, especially in relation to equal clarity of ‘reject’ button.
- Be thoroughly tested across commonly used browsers and device types before launch.
- Responsive design.
- A secure and reliable hosting platform and a future-proofing plan.
- Quick to load and easy to navigate – clear, uncomplicated, logical, unfussy (allow the user to find info they need in shortest time possible and retrace their path easily).
- Look fresh and impactful, with a contemporary design that allows users to easily see, and engage with, the content most relevant to them.
- Clearly communicate the main aims of the project and be appropriate for the variety of different audiences accessing the site.
- Easy-to-use open-source CMS – so that the project team can easily update the site and be flexible so that it is easy to grow and add pages or new types of content.
- Linked to Google Analytics so that the project team are able to monitor the site’s visibility and success by tracking the number of visits to each page, referral from social media and number of downloads.
- Follow best practice guidance on site structure, layout and keywords for Search Engine Optimisation (SEO).
- Reflect partner websites and be appropriate for the conservation sector.
- Follow EU & .Gov good practice guidelines for service design: [Europa Web Guide - WEBGUIDE - EC Public Wiki](#); [Service Standard - Service Manual - GOV.UK \(www.gov.uk\)](#); [Accessibility and assisted digital - Service Manual - GOV.UK \(www.gov.uk\)](#); [Communication and GDPR rules \(europa.eu\)](#)

Users of the website will be able to:

- Gain understanding about the river, coastal and marine habitats and wildlife on the Northumberland Coast and their importance and vulnerability. Feel connected and inspired.

- Find out what the project is doing to protect and restore these fragile habitats and species. See inspiring images and footage of the habitats, wildlife and type and scale of restoration work taking place.
- Discover what actions they can take to help – clear signposting to get involved.
- Find details of local events, workshops and activities.
- Download useful resources.
- Easily access details of team members and contact information, partner and funder information. Clear acknowledgment of project partners and funders is essential, including logos and funder statement.
- Be part of a community that are sharing learning and experiences.
- Learn from the work carried out by the project with a view to replicating elsewhere in Europe.
- Know where to go to seek further information on all topics e.g. from partners and affiliates (links and contact details).

A draft site map has been developed and is included with this brief.

Content for the site should include:

- Homepage featuring striking imagery and project background.
- Newsletter subscribe footer and pop-up (to sync with [E-shot](#) software)
- Footer with three columns – live Twitter feed, upcoming events & social media handles (Instagram, YouTube & Facebook). (If deemed feasible / most effective use of space)
- Homepage news-stream.
- Volunteer contact form.
- Contact us footer and page (with built-in form).
- News page for uploading stories and Press Releases.
- Image / video / audio gallery page(s).
- Resources/Publications section(s) – publications, reports, downloadable volunteers' application form, citizen scientist surveillance checklist, education pack.
- 'About' section to include project map graphic and team profiles and contact details, project partners and funders & their logos.
- Clear signposting to opportunities to get involved e.g. training, volunteering, events.
- Species spotlight sections featuring different key species – facts and images.

If time and budget allow, blog and livestream sections may also be considered. The site build should allow for the possible addition of these at a later date.

Maintenance

- We require the chosen supplier to provide us with ongoing maintenance and support.
- After the website is live, we would require guidance and training for key individuals responsible for uploading content to the website
- We would like the chosen supplier to host our new website or recommend a hosting provider. Hosting must be in the EU.
- The website will need to be backed up at regular intervals and advice given on data resilience
- The website will be actively updated and managed by the project team and partners until December 2031. Hosting will be required for this duration.

Further Information

LIFE WADER currently has a micro-site [LIFE WADER – Tweed Forum](#) hosted by project partners, the Tweed Forum, however a standalone site has been agreed upon in order to fully meet the requirements of the project.

The URL www.lifewader.co.uk has been purchased for the new site and is currently re-directing to the existing microsite

Style

LIFE WADER has a project logo as well as funder and partner logos. Earlier this year Natural England contracted consultants to develop designs for interpretation materials for other elements of the LIFE WADER project. It is intended the colour palette and style approach developed for these materials will be carried over into the new website, notes on these and example new materials will be provided to the successful contractor.

Our website needs to be appropriate for the conservation sector. The website should look fresh and inviting, with a contemporary design that allows users to easily see, and engage with, the content most relevant to them. It should clearly communicate the main aims of the project and be appropriate for the variety of different audiences accessing the site.

All content for web pages will be provided by the project team.

Timeframe

The work will ideally be undertaken in February to April 2024 with a basic site live and CMS training carried out by latest 31 March 2024.

Budget

Our budget is £10k to include initial build, ongoing maintenance and support and hosting (if applicable) until 2031. This budget must also include all meeting costs, contact time and any travel expenses.

Tender Content

Tenders should contain the following information:

- Outline of the **approach** the contractor will undertake on this brief, please advise on process, timeframe and how existing design style will be utilised.
- Information about the proposed hosting platform and data resilience.

- Any **examples** of websites you have developed along similar lines.
- **Qualifications / experience** of the individuals undertaking this work; identify who will be the main individuals involved in managing and delivering this contract.
- The **cost** of delivering on the brief, detailing your fees for individual components as listed in the pricing schedule below, including the costs for attending an initial meeting and any other meetings proposed and any travel expenses.
- **Total price** plus VAT (please include a rate to show fees for any potential additional work should it be required).
- Certificates of **liability and insurance**: Employers Liability Compulsory Insurance (if staff are employed); Public Liability Insurance; Professional indemnity insurance
- Environmental / social / economic credentials – Please state any additional benefits that accord with Natural England’s mission and philosophy – e.g. organizational ‘green credentials’, local employment etc.

Pricing Schedule

Prices must be submitted in £ sterling

Activity		Daily rate incl. VAT	Number of days	Total incl. VAT
1.	Initial meeting and regular progress meetings throughout the build			
2.	Design and build			
3.	Testing phase with training for staff on CMS and analytics			
4.	Monthly / annual hosting until December 2031 and SSL costs			
5.	Ongoing maintenance and support			
6.	Other (please specify) e.g. user testing across different audiences e.g. additional design costs for icons etc. or for adapting the logo and branding so that it works for the website e.g. retro-adding additional functionalities if			

	needed e.g., video homepage.			
7.	Total including VAT			

Tenders should be sent to REDACTED Under FOIA Section: 40 - Personal Information

Further information

REDACTED Under FOIA Section: 40 - Personal Information

Additional documents:

- Draft sitemap

Contractor's tender response



Green Stripe Media
LIFE WADER Respons

Appendix 3: Charges

Descriptions of Tasks and / or Products	Cost per product / or Cost per Hour / Day (i.e. rate)	No of products / Hours / Days	Total Cost per Task (ex VAT)
REDACTED Under FOIA Section: 43 - Commercial Information			
Total Overall Cost			£6250

Note: * and **

The delivery period and funding of the LIFE WADER project will officially end 31 December 2026. However, there will also be a five year 'AfterLIFE' period, 01 January 2027 to 31 December 2031 when the project is no longer active but during which time it is anticipated the website will still be live, albeit in a fairly static form. During this period it is anticipated there will be an ongoing requirement for hosting and maintenance for the website. A plan for managing and delivering any updates to the site and funding to cover the costs for hosting and maintenance during this 'AfterLIFE' period will be identified and agreed before the official project end in December 2026.

Contractors were invited to cost for hosting and maintenance for the two periods separately, on the understanding that this contract will be limited to the initial project delivery period to 31 December 2026 only.