

Reference Number - RQNV 033

Specification - Provision of a Website for the Marches Careers Hub

Introduction

The Marches is part of a new wave of Careers Hub expansion announced by the Department for Education and the Careers & Enterprise Company, extending coverage in local communities across England. It is made up of over 60 local schools and colleges, including those delivering SEND provision. We work together with employers and partners across a wide, and significantly rural, geography to transform careers education for young people.

Background

We wish to develop a website to support secondary schools and further education colleges across the Marches. The website will be a central repository for resources on local Labour Market Information, careers information and links to other useful websites, advice and guidance for use by schools and colleges and facilitate engagement with employers and other partners in support of the careers agenda. It will also provide an opportunity to improve our communications with schools, career leaders, enterprise advisers and other partners by providing a cohesive and accessible space which enables all stakeholders to feel part of the whole hub network. We envisage that the website will be live in time for the commencement of the new academic year in September 2021.

Objectives

Primary Aim (60%)

To provide an information and communication portal to help schools and colleges develop and deliver a world class careers programme with:

- Easy access to careers teaching resources with appropriate filters
- Content such as short news items, sharing good practice; for example, careers events, competitions entered, success stories for young people, etc
- Informative resources that will help careers leaders support senior managers to prepare young people for next steps, eg FE, HE, apprenticeships, traineeships and employment.

Secondary Aim (40%)

To encourage employers to increase their level of engagement with these institutions by communicating how their organisations can become involved and collaborate with other stakeholders by sharing local examples of interaction and best practice.

Function

The operational website should provide:

- Cutting-edge design in line with corporate branding requirements and guidelines
- Search engine optimisation
- GDPR compliance
- Mobile and tablet responsive interaction
- Full optimisation for Google

- Bespoke filter systems within the resource area
- Unlimited pages
- Google Analytics by which to develop dashboards to show basic information and relevant KPIs
- The ability to track which resources are being downloaded
- Information, resources, news articles and case studies highlighting good practice
- Links to external organisations and providers
- User-friendly links and tabs
- A prominent search feature with the ability to search on topics in order to find specific and downloadable information and resources for careers leaders
- A search facility against key words linked to careers activities and resources
- The ability to regularly e-mail subscribers to inform them of new articles, features, resources and a process to measure the effectiveness of e-mail campaigns
- Links to appropriate social media channels
- Interlinked content with suggested pathways to other related content
- Lead generation process to capture contact details of employers and individuals who wish to be involved

The website should be simple enough, once constructed, to allow for a small group of appropriately trained non-technical members of the Careers Hub to be able to manage and upload new content.

Scope of Services

- To design the website
- To feed back to us your initial concepts and take on board our suggestions, refining as required
- To produce the final design and build the site, ensuring that it fully optimised for user experience and Search Engine Optimisation
- To design the website with consideration of the differing audiences that will use it and the security of the users and editors of the website
- To build platforms that are scalable to allow for future development
- To provide access to the website, once completed, with full ownership of design to be handed over to us as the customer
- To be able to collect user data for newsletter sign up in accordance with GDPR regulations.
- To embed Google Analytics code
- To provide ongoing email and telephone support and the ability to respond to and deal with operational issues within 24 hours
- To provide analytics reports and keyword reviews and Search Engine Optimisation
- To ensure the ability to host new content. The new should be capable of being organised in a way as to be easily browsed and read
- In addition to the content above and any other best practice recommendations the site should be built to utilise the following:
 - Meta Data
 - URL Aliasing
 - URL Re-directs
 - Robots.Txt
 - XML Sitemap
 - Alt tags
- To provide sufficient training and support to non-technical Careers Hub staff so as to allow them the ability to maintain and update the website

Security & Encryption

- Encrypted web pages to be used in all cases, with any exception only by agreement with us
- Any customer data must be encrypted in transit and at rest
- User credentials are to be encrypted
- Connectivity to external data sources or APIs are to use encryption, and security tokens where possible

Technical Specifications

- Build to a specification in that the website may be maintained and updated, or easily transferred, as necessary
- Responsive website pages serving efficient content delivery and scripting design and consistent performance regardless of client device
- Ability for administrators to upload downloadable content easily
- Ability for users to download content easily
- Embedded dynamic content including social media channel feeds, videos, etc
- Mobile responsive
- Full access and editing rights to design templates (across all aspects of the websites including navigation menus, header and footer content, logo removals/additions, images and text) through an easy-to-use content management system
- Shared technology to provide search functions, data/auto capture, navigation etc. to optimise user experience, insights and analytics and budget.
- Meet accessibility requirements to WCAG2.1AA standard, GDPR legislation and optimal site security

Contract Value

The contract value will not exceed **£6000** (inclusive of any VAT, and direct costs incurred associated with this provision, chargeable to the Marches Careers Hub).

Tender Response

Tender responses should include:

- How you would approach the work described in the specification above (*500 words*)
- Your experience based on the specification including relevant examples (*500 words*)
- The CV of your specified project lead along with an overview of their role in the project examples used in the previous item
- Contact details of two named referees who would be willing to verify your work
- Daily rates and details of all costs associated with carrying out the work, acquiring a suitable domain name and any ongoing website maintenance and hosting fees.
- Details of your indemnity insurance

Bids should be received by no later than **12.00 noon on 16 July 2021** and be sent to Gary.Blackburn@marcheslep.org.uk

Please note that late responses will not be considered. Applicants will be notified of the outcome of evaluation by **26 July 2021**.

Evaluation Criteria

Following the receipt of the proposed responses, the evaluation panel will score the proposals against the criteria below. This evaluation process will enable the Marches LEP/Careers Hub to identify the proposal which provides the best value for money. However, the Marches LEP/Careers Hub will not be bound to accept the lowest of any cost proposal. The proposals will be scored as follows:

Scored Criteria		
Mandatory Information		Weighting
Total Cost of the Service	Total Costs including VAT	30%
Quality split between:	Experience of similar activities (40%) Your approach to undertaking the work (20%) Added value that your proposal will deliver above the core activities listed above, including any specific economic and social benefits for the Marches area (10%)	70%

Timeline

Opportunity advertised	1 July 2021
Deadline for submissions	16 July 2021
Shortlisting week commencing	19 July 2021
Contract award	26 July 2021
Inception Meeting	28 July 2021
Marches Careers Hub website ready for testing	1 September 2021
Marches Careers Hub website live	15 September 2021

Examples of Existing Websites

The following existing websites offer a flavour of the vision for this platform:

- [Lancashire Careers Hub](#)
- [Coventry & Warwickshire Careers Hub](#)
- [Cornwall & Isles of Scilly Careers Hub](#)

Note

All contracts let by the Marches LEP and the Marches Careers Hub are operated in line with those of Shropshire Council, our Accountable Body, and their Terms & Conditions should be read in conjunction with this Invitation to Tender.