

Request for Quotations

Website - Design & Build

'At the Lime Trust we believe that the key to any school's success is to be outward facing and continuously looking for ways to become brilliant.'

Key Dates:

Invitation to Tender Document published	31 October 2016
Tender closes	12 noon Friday 25 November 2016
Evaluation of bids	28 November – 2 December 2016
Interviews (if required)	5 December – 9 December 2016
Decision	w/c 12 December 2016
Contract starts	1 January 2016

Please submit completed proposals to:

Brendan Plunkett & Kevin Reynolds.

Email: brendan.plunkett@limetrust.london kevin.reynolds@limetrust.london

Background Information

The Lime Trust established as a Multi Academy Trust February 2015, with a fresh approach to support individual primary schools.

The Lime Trust is the product of detailed discussion of MAT/sponsor accountabilities, strong governance and a powerful commitment to improving joining schools. We are dedicated to underpinning schools' transitions to a secure, progressive and sustainable model. We work with schools in challenging urban circumstances, serving disadvantaged, multi-ethnic communities.

The Lime Trust has a clear moral purpose '**Putting children first**'. For us that moral purpose is simply to place pupils' learning and well-being at the centre of all that we do, and to judge our processes, performances and people against that standard. Our ambition is to work collaboratively to make a positive difference to the lives and opportunities of the children, young people and adults within our schools and the global community.

This ambition requires the qualities of courage, risk-taking, determination and resilience, from both adults and children; it includes values of openness, zero tolerance of poor performance and a total refusal to accept low expectations. It is manifested through a commitment to partnerships within and beyond the trust. The trust is about to embark on an exciting period of expansion, and because of its capacity-rich model, is prepared to work with schools across the country. The trust believes in building capacity locally in its schools, talent-spotting and developing young leaders.

The Tender

The Lime Trust wish to receive quotations for its and website design & build. We need to update our website, refreshing our branding, (within our existing guidelines) to reflect how our business is growing and share the strengths of our organisation. We are looking for the services of a company that can redesign and build our website to reflect our company style, values, and ethos. The website should be intuitive, clear, stylish and of a high standard.

The current website is: www.limetrust.london

An example school website is: www.larkswoodlime.london

Scope of Services

- The contractor(s) will design, develop and initially maintain the website platform for the Trust.
- Work towards standardising the sites of all schools within the trust, maintaining Lime Trust branding across our schools, whilst at the same time developing unique, school-specific branding for each academy.
- Strengthen the Lime brand.

Our Market

The trust is keen to target the following groups of stakeholders:

- Parents in each school community: information for existing parents as well as pupil recruitment
- Pupils
- Governors of schools, both existing and those of schools/trusts that may join Lime Trust
- Teachers: recruiting and retaining the best
- Department for Education & Regional Schools Commissioners
- Local Authorities
- Other schools and academies; including other Multi Academy Trusts.

The Style

- Clear, uncluttered, with strong images, using photography & sleek design templates
- Drawing people in to engage further in the website
- Minimum number of clicks to navigate to key content - content via 'quick links/read more/enter' tools or buttons
- Reactive images when scrolling

Contract Size

Lime Trust is looking to procure:

1. A website for the Trust
2. A master template for schools in the trust
3. Up to 5 variations of 'front pages for schools within the trust
4. 1 pre-opening template for Free Schools.

Timeline

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Our Specification, requirements and expectations for this service

Company Ethos

We are looking for a company that will go that extra mile, and become a partner to our trust and schools and be as passionate as we are about ensuring we get the best value and service. We expect regular feedback and are keen to continue to develop our website provision so want to work with a company that know about Schools and the wider world of digital media to ensure that we keep abreast of developments and changes. A solution-focused approach is essential.

Functional Requirements

Branding/redesign of existing branding

Flexible CMS including the following points:

1. Ability for editors to use the CMS easily and add, edit and format content
2. Ability to edit meta data for SEO
3. Varied templates, including special event-specific designs for campaigns, i.e. recruitment landing pages
4. Ability to preview pages before approval/publishing
5. Ability to link a wide range of documents such as pdfs and upload multiple documents at one time (including audio and video)
6. Allow placement of images within the CMS interface and be able to align in different ways (left, right, up, down, text wrapping), and ability to manage image properties and file sizes so we don't have to resize or crop images before inserting
8. Ability to reorder pages and section headings on the navigation and sub navigation bars easily within site structure
9. Ability for more than one user to use CMS at one time, with different levels of access for different editorial areas

10. Responsive to a range of devices
 11. Ability to add plug-ins
 12. Simple navigation
 13. High quality media & images
- Or – alternatives tools to deliver and improve upon any of the above.

Our site should have the ability to

1. Link to social media, such as Twitter widget(s) and RSS feeds
2. The ability to embed video and audio easily
3. The ability to create contact and call-back forms and the potential to add interactive features in time (such as a self-evaluation tools)
4. Provide an effective, intuitive and comprehensive search facility across the whole site
5. Provide Google Analytics and Webmaster Tools
6. Compatibility across common browsers
7. A news/press & media archive facility
8. A device readable site design that can scale appropriately to different screen formats and resolutions (including those of mobile devices) Along with these requirements the site must be compatible with other web services that may be added as part of later phases of the site, including:
9. Online surveys, polls and forms
10. Staff portal – access for all to key documents/updates for all staff or site specific
11. Consistency of branding across websites and trust materials, with individual schools, maintaining identity
12. School ‘profiles’ hosted locally on the Trust site
13. Ability for these profiles to be populated from Schools website data/feeds

Or – alternatives to deliver any of the above.

Data Protection, Security & Standards

We have high expectations and standards in everything we do and expect the companies we work with to share this approach, be forward thinking and always looking to develop.

The successful company must:

- Demonstrate an awareness of the Lime Trust data protection policy, code of conduct and acceptable use agreement.
- Have rigorous and robust standards, policies and procedures for staff, data security and the storage of information.
- Be accredited or show compliance and understanding of relevant ISO Standards relating to the management, storage, security and quality of information eg ISO/IEC 27001 and ISO 8000.
- Copies of Relevant Insurances and accreditation’s to be provided with the tender submission

Statutory Requirements

Lime Trust complies with the DfE requirements for publishing information on school websites. It is vital that any site produced is fully compliant and remains so over its life cycle. Current guidance can be found here: <https://www.gov.uk/guidance/what-academies-free-schools-and-colleges-should-publish-online>

Format of Responses Required

The tender proposals should include:

- an outline of the approach that will be taken to establishing and delivering the project

- details of the individuals who will lead, manage and deliver the project and details of their experience, formal training/qualification and knowledge in this field
- how data will be stored/encrypted and information about relevant insurance/data quality, storage and security
- detailed costs
- a timetable for the project
- Copies of relevant insurance and documentation to demonstrate compliance with data protection and security arrangements

Tenders should include additional background material to demonstrate the previous experience and range of work of the consultant(s) and of the specific personnel proposed for the work. This can include descriptions and examples of previous relevant work

Criteria for Assessing Quotations

Responses will be scored on the basis of:

Value and cost of the service: we would like all costs clearly outlined and detailed in your quotation.

Ability to meet the criteria/provision requested in our specification: Please outline how you will meet our objectives/specification and the type/provision that you are able to offer.

Previous references, experience & knowledge: working knowledge of up to date practice and expertise, combined with cutting edge technology.

Scoring Matrix

Part	Weighting	Weighted Score
		Bidder 1
Part 1 - Overall Approach	5%	
Part 2 - Design and Cost management	5%	
Part 3 - Design Solutions and VFM	25%	
Part 4 - Contract Management and Handover	20%	
Part 5 - Stakeholder Management and Continuous Improvement	5%	
Part 6- Data Protection, Security and Standards	10%	
Part 7- Pricing	30%	
Total	100%	

The Lime Trust is committed to safeguarding and protecting the welfare of children and vulnerable adults as its number one priority. We expect all our partners to adhere to our safer working policies and procedures for safeguarding.

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