BASPCAN - The Association of England, Ireland, Northern Ireland, Scotland and Wales for Child Protection

INVITATION TO TENDER

BASPCAN are seeking tenders from interested parties who wish to be considered for the provision of a project managed package to include the design and development of a new web-site, together with a content marketing and communications strategy that aims to raise the profile of the organisation, meet the needs of its current membership, and recruit new members into the future. This includes an option to re-brand/re-name the Association.

In recognition of the portfolio of skills required, we will consider joint submissions supported by a named project manager.

1.0 Introduction

1.1 BASPCAN, a registered charity and membership association, was founded in 1979 by a group of leading child protection professionals and academics in order to provide education and professional development opportunities for the child protection workforce, whilst also seeking to educate and inform the 'public at large'. The Association is run from a small office in York.

1.2 Membership is drawn from the fields of social work, medicine, psychology, psychiatry, nursing, legal and law enforcement agencies, probation, and education and academia, as well as related welfare and voluntary groups from across the five nations. Members receive a journal Child Abuse Review, as well as regular newsletters, reduced rates for BASPCAN-led national and regional (Branch) conferences, study days and seminars, and our flagship event, the triennial Congress.

1.3 However, despite the high numbers of professionals working in the field of safeguarding and child protection in the UK and Ireland, membership of BASPCAN, is disproportionately low (c. 950). In addition, not all sectors are as well represented as might be expected in reflecting the nature of child protection work and the fact that being multi-disciplinary is one of BASPCAN’s ‘unique selling points.’ The over-arching purpose of this project is to improve the visibility and awareness of the Association, recruit more members, and to ensure BASPCAN's sustainability into the future.

2.0 Overview of Requirements

2.1 The design and development of a new web-site that optimises content marketing opportunities, including the use of social media;
The creation of a contemporary messaging document, including 'boilerplate' text, that can be used online, and elsewhere, to raise the profile of the organisation and recruit prospective members;

The provision of an options appraisal for a re-branding and/or re-naming of the Association; this should reflect the recent establishment of a Branch in Ireland.

3.0 **Content management system and functionality**

3.1 In conjunction with a named BASPCAN Trustee and the Office Manager, the successful bidder will undertake a complete audit of the current web-site identifying content assets and required functionality to inform the new web-site;

3.2 The new web-site should use an open-source content management system (CMS) that allows storage and archiving;

3.3 The new web-site will be field tested by BASPCAN Trustees and staff to judge effectiveness and usability before it goes 'live'. A potential for further changes at this point should be considered in the project costing;

3.4 The new web-site design/CMS must:

- have a fully responsive design and layout that is suitable for use on mobile devices and tablets, as well as personal computers;
- be compatible with the different operating systems in common usage;
- allow individual web-pages to be set up, managed and enabled to support a corporate finish and uniform presentation of published material;
- have password based user login systems to allow editing of content and addition of new material;
- contain 'landing pages' for members and non-members; additionally, the members area should be password protected and allow access to member only material and the potential to create discussion forums;
- allow for various kinds of content (e.g. newsletters, articles, images, links to partnership sites, multi-media content, streaming of podcasts and video-clips);
- be integrated with BASPCAN's existing social media accounts (Facebook and Twitter); and enable future use of social media e.g. Google +, LinkedIn, Flickr, Instagram, YouTube;
- provide online forms (feedback, enquiry) and the ability for staff to create and edit online forms;
- Integrate e-mail subscriptions with the web-site (to allow members to sign up, manage their subscriptions and contact the Association from the web-site);
- Provide an online donations facility (no third-party solutions, except for payment processing);
- Provide a 'search' facility on both the members and the non-members/public area;
- Incorporate comprehensive web-statistics (BASPCAN currently use Vertical Response, but will take advice on best options);
- Meet the accessibility requirements as determined by industry standards.
3.5 BASPCAN will commit to a named contact person for liaison regarding the development of content for the online marketing materials. There is an expectation that these will reflect the Constitution and the Objects of the Association.

3.6 Alongside the development of the web-site and content marketing materials, BASPCAN will take advice in the form of a short options paper on a potential re-brand/re-naming of the Association. This may include advice on the current logo design.

4.0 Design: look and feel

4.1 The new web-site should convey a sense of a modern, professional and charitable organisation that seeks to provide education and support for safeguarding and child protection practitioners and academics.

4.2 The web-site must be easy to navigate and incentivise non-members to join, whilst also ensuring that access to the journal and learning events can be promoted to all parties.

4.3 Web-sites that Trustees have referred to as being possible exemplars for the new BASPCAN web-site include:

http://withscotland.org/

http://www.lullabytrust.org.uk/

http://centerforchildprotection.org/about-us/

5.0 Hosting of the web-site

5.1 BASPCAN will take advice on best options on the hosting of the site and ensuring business continuity through back-up solutions.

6.0 Training of staff

6.1 Training of office staff in the use of the content management system for editing and publishing purposes should be included in the project costs.

7.0 Maintenance and support

7.1 Provision for ongoing maintenance and support should be included in the costs. This should include site back-ups, software updates and follow-up training, as required. Please indicate both support costs and terms.

8.0 Budget

8.1 The budget for the whole project should not exceed £10-£12,000.00 inclusive of VAT. Costs incurred by individuals/organisations in the preparation of the response to this invitation to tender will not be reimbursed by BASPCAN.
9.0 Timescale

9.1 The successful tender will be awarded in the week beginning 22nd June 2015, with an expectation of the project commencing by the end of June 2015.

9.2 A working draft of the new web-site should be available to be viewed by the Board of Trustees at their meeting on 7th November 2015 (as per 3.3 above), with the site ready for launching by the end of November 2015.

10.0 Guidelines for Submission

10.1 Tenders should be e-mailed to baspcan@baspcan.org.uk by 5pm on 8th June 2015. Selection will be carried out by members of the Membership and Communications Sub-Committee.

10.2 In the event of there being several high quality tenders a list of finalists may be invited to present their proposals to the Sub-Committee in York on 19th June 2015. Notification of this will be given on the 16th June 2015. Costs for attending such a presentation will not be covered by BASPCAN.

10.3 Questions about the terms of reference may be submitted via the above email for the attention of Catherine Powell, Chair Membership and Communications Sub-committee at any time up until a week before submission.

10.4 In the spirit of fairness and transparency, BASPCAN reserve the right to copy questions and responses to all interested parties (without identifying those seeking to tender for the project).

10.5 The following areas should be covered in the tender:

- Information on proposed methodology and project management, including a plan and timeline for achieving the requirements/issues covered in the terms of reference;
- Proven relevant experience including examples of three similar projects undertaken within the last two years (i.e. charitable sector, similar complexity, markers of success);
- An outline of the expertise and experience of key staff, including any subcontractors or outsourcing;
- A breakdown of the costs for the work as described. This should include all consultancy, development and training costs and expenses, including the cost of any software licenses; the cost should be quoted in pounds sterling and be inclusive of VAT;
- A declaration that staff and any subcontractors undertaking the work have no criminal convictions that would render them unsuitable to contribute to the field of child protection;
- Confirmation of your acceptance that the Intellectual Property rights of the web-site will remain with BASPCAN;
- To help us with future projects please can you indicate where you saw this tender?
11.0 Evaluation Criteria

11.1 The tenders will be scored against the following weighted criteria:

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<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
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<tr>
<td>Evidence of an understanding of the business of the Association and the desired outcomes of this project</td>
<td>25%</td>
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<td>Evidence of similar work undertaken by you/your organisation that illustrates your ability to meet the terms</td>
<td>30%</td>
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<td>Evidence of a coherent project plan that meets the timescales and objectives</td>
<td>25%</td>
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<tr>
<td>Cost</td>
<td>20%</td>
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11.2 BASPCAN will endeavour to provide indicative feedback to all those submitting a tender. No other correspondence will be entered into after the closing date.