

SOUTH EAST ENGLAND DEVELOPMENT AGENCY (SEEDA)

**Invitation to Tender
for**

SEEDA'S CORPORATE WEBSITE (www.seeda.co.uk)

GUILD/COMM/APR/2008/48.

1. Background

SEEDA is a government sponsored body and is one of the nine regional development agencies (RDAs), established under the Regional Development Agencies Act 1998, which became fully operational on 1 April 1999. The South East region covers the counties of Buckinghamshire, Oxfordshire, Berkshire, Hampshire, Isle of Wight, East Sussex, West Sussex, Surrey and Kent.

2. Project

Objective:

SEEDA requires a corporate website which clearly reflects the work of the Agency in its promotion of the South East region.

The website should be produced to a high specification, be visually attractive, informative and intuitive.

The website is aimed at a wide variety of key audiences including stakeholder MPs and councillors, media, general public, businesses, inward investors, architects and property developers.

Accessing and finding content should be easy, so a robust search engine is key.

3. Requirement

- Design concept including underlying infrastructure and content management system and an effective search facility
- Building and testing of website functionality and navigation including analytics
- Project management of website development.
- Optimisation to encourage high ratings of the website on search engines

The specific tasks that will be required from the tenderer are:

- Deliver a new corporate website (www.seeda.co.uk)
- Stakeholder testing
- Maintenance and support of the website for 12 months
- Hosting the website for 12 months

The site should be designed so that it contains all the necessary administrative functionality to allow SEEDA to manage and update its own content, images and data.

It should provide functions to enable SEEDA to run off reports on statistics to review and monitor its performance.

The project will run in parallel with a new Intranet site.

Appendix A provides a detailed description of the project requirements that encompasses:

- the scope of the project
- target market
- requirements for 'look and feel'
- functionality
- technical requirements

Skills/Experience

The organisation/consultancy should have recent and relevant experience in designing, building, maintaining and hosting large corporate websites. In addition, the supplier should have experience of providing initial training where appropriate for SEEDA IT, administrative and communications staff. Ideally, it will also have experience of working with public sector clients, and be up-to-date on current disability and accessibility regulations.

4. Timing

The deadline for receipts of tenders with respect to this project is 12 noon Friday 23rd May 2008. It is expected that there will be a shortlist of suppliers who will be invited to make a 30 minute presentation of their proposed design approaches and/or solutions to this project w/c Monday 9th June 2008 at SEEDA's Guildford Headquarters (Cross Lanes, Guildford, Surrey, GU1 1YA).

Expected start date for development is 23rd June 2008, with a target date for going live within two months.

5. Tender Response

You response must include:

- Completed Form of Offer
- Detailed breakdown of costs supporting the Form of Offer
- Evidence of relevant experience
- Reason/s why organisation is able to provide the requirement
- Method statement including time-scales
- Evidence of quality control systems
- Names and addresses of two references
- Details of key contacts (CVs etc.)
- Most recent company accounts
- Completed Form of Offer
- Detailed breakdown of costs supporting the Form of Offer

Please provide one bound copy and 3 unbound copies of your tender .

6. Submission of Tenders

- Your proposal(s) must be returned to the Procurement Team in a plain envelope using only the label provided, and with no means of identifying the tenderer.
- Proposals must be returned no later than the due date and time above. (Proposals received after this time will not be accepted. If you are relying on couriers or the postal service, please send well in advance. No reasons will be accepted for missing the deadline.)
- Electronic submissions will not be accepted.
- Fax submissions will only be accepted by prior arrangement with the Procurement Team, and must be followed by hardcopies within 24hours.
- Proposals must include the signed and completed Form of Offer.

Please ensure that you have included all information requested in this specification.

7. Contract Award

The contract will be awarded on the basis of the most economically advantageous tender and will be evaluated on the following (equally weighted) criteria:

- Price
- Quality of proposal
- Expertise and experience
- Understanding of the brief issues and requirements
- Approach and methodology
- Capacity and capability

8. Terms & Conditions

The contract will be awarded on the basis of SEEDA's Standard conditions for consultancy as modified to accommodate the nature of this project. If you require a copy of our standard terms and conditions during the tender process these can be made available.

9. Freedom of Information Act 2000

Under the Freedom of Information Act 2000, SEEDA must reserve the general right to disclose either information about your tender or the tender itself, including your price or range of prices, once a contract is awarded. However, you may request that certain information is not disclosed if to do so would prejudice your legitimate commercial interests.

Requests for non-disclosure must accompany your tender and include a clear and substantive justification together with a time limit when any confidential information could be disclosed – this is not normally expected to be more than 7 years. It would be helpful, if appropriate, if you could keep the areas that you consider should not be disclosed separate from the other areas of your tender.

Further Information

Any requests for further information regarding this tender should be made in writing or email to:

Head of Communications
South East England Development Agency
Cross Lanes
Guildford
Surrey
GU1 1YA

Email:

Appendix A – Corporate Website – Outline Specification

Introduction

This document details the broad requirements for the proposed re-design of the SEEDA Corporate Website (www.seeda.co.uk).

We seek a dynamic and informative website that reflects our work in promoting the South East as a business destination and our role as agents of change. SEEDA is responsible for the sustainable economic development and regeneration of the South East. The website needs to reflect:

- Our experience – we have a demonstrable history of delivering projects and partnership working
- Our commitment – a declared position to create a prosperous, dynamic and inspiration place to live and work by helping businesses compete more effectively, training a highly skilled workforce, supporting and enabling our communities while safeguarding our natural resources and cherishing our rich cultural heritage
- Our approach – with our partners and through project work
- Our current initiatives
- Our future direction – as thought leaders, opinion formers and strategic partners

Background

The current website was taken over by SEEDA when it came into existence in 1999 and has changed little since. As a result, it lacks many of the standard features/formats familiar today.

The site is currently hosted and maintained by an external third-party supplier. The new site will still be hosted externally but the technical specification should provide a content management system which will automatically upload documents such as press releases and publications and enable in-house staff to update copy on pages, insert pictures/images.

Objectives

From a design perspective, the website needs to be clean, fresh and modern.

Functionally, the objective is clarity: site navigation needs to be simple and intuitive. For the most part, the SEEDA website will be positioned as a 'first port of call' for information. As such, it needs to accommodate the needs of all those working with or interested in working with SEEDA and showcase all SEEDA projects.

Delivery

The supplier should assume that there will be series of client liaison meetings to review the development of the project. These will be held at SEEDA's office, unless otherwise agreed.

Market description

The target market for this website includes:

- Professions - e.g. architects, planners, designers, construction professionals and builders
- Government - e.g. public-sector policy makers such as councillors, delivery boards, MPs and Government ministers
- Economic - e.g. property sector developers
- Education - e.g. students/ trainers/teachers
- Partner organisations
- Environmental and Social bodies
- Voluntary organisations
- Media
- General public

The site must be fully compliant with the latest Government Accessibility regulations and all pages must support a large print facility.

Branding and design: 'look and feel'

There are no constraints with regard to design save those imposed upon a government body and its management committee (i.e. logos and corporate brand). However, the core values of SEEDA to be promoted within the website include:

- Delivering excellence: quality, consistency, reliability, challenging
- Professionalism: clear and concise
- Authoritative: accurate/valid, credible, complete
- Ethical: sustainable, open/transparency, integrity, trustworthy
- Accessible: inclusive, multidisciplinary, diverse
- Informative: current, progressive, relevant, modern
- Inspirational: innovative

Structure of the site

The chosen supplier will work closely with SEEDA communications and IT Team to understand the precise areas and drill down menus needed.

The chosen supplier will build the website infrastructure in consultation with the SEEDA nominated point of contact.

The tender invites suggestions about how to make the website interactive e.g. survey template to enable us to build up a profile of the user on a regular basis.

Sourcing and format of content

Content will be sourced initially from within SEEDA. The SEEDA content will be available in a variety of formats, e.g. PC documents .doc, .xls, .pdf, .tiff, .jpeg, .bmp and hard copy.

Functionality

Visitors to the site should be able to view/perform the following functions:

Ideally, the content should fit within one screen without scrolling. Longer content may be provided as a document download.

Technical requirements

The website should comply with all e-government standards governing interoperability, security and metadata. Plus the website must comply with the Disability Discrimination Act.

Varying levels of editorial access and control will be required to enable a variety of contributors within SEEDA to input data directly, e.g. information on SEEDA events and those run by its partners and others. In-house editors are likely to have at least a basic level of competence with Microsoft Office, e-mail and Internet Explorer. A basic CMS system must be used to hold all data. At present we have no idea of the amount of data needed to be stored.

SEEDA, SEEDA Headquarters, Cross Lanes, Guildford, GU1 1YA

**TENDER REF: GUILD/COMM/APR/2008/48
TENDER NAME: SEEDA'S CORPORATE WEBSITE**

Form of Offer

To provide the Service as described in attached Specification:

| | £ |
|---|---|
| As per Item 5 of the Tender Specification Provide detailed breakdown of costs. | |
| | |
| | |
| | |
| TOTAL | |

All the above prices should be inclusive of delivery and installation costs but exclusive of VAT.

Company name:

Signed:

Name:

Position:

Date: