

**OxLEP
(Local Enterprise Partnership for Oxfordshire)
New corporate website tender document
May 2017**

Project headlines:

Development of a new corporate website for OxLEP
Provide a first-class support and maintenance programme
Through a new corporate website, support the digital development of OxLEP's new sub-brands – OxLEP Skills and OxLEP Business
Through a new corporate website – play a key role in supporting Oxfordshire to have a <i>'vibrant, sustainable, inclusive, world-leading economy'</i>

1. OxLEP background

The Oxfordshire Local Enterprise Partnership (OxLEP) was launched in March 2011. It is responsible for championing and developing Oxfordshire's economy.

OxLEP has made considerable progress in strengthening Oxfordshire's economy by establishing robust and effective relationships between businesses, academia and the public sector.

OxLEP acts as an informed, independent advocate for those driving innovation and growth across the county. In addition, it's also able to prioritise the key programmes needed to address four priority areas identified in Oxfordshire.

- People
- Place
- Enterprise
- Connectivity

It's OxLEP's vision to see:

'Oxfordshire as a vibrant, sustainable, inclusive, world leading economy, driven by innovation, enterprise and research excellence.'

2. OxLEP today

Today – OxLEP has built on several years of success, championing the Oxfordshire economy and securing funding (from a variety of channels) for many projects benefitting the Oxfordshire economy and its population.

Much of this has been achieved by OxLEP centrally, but also via its operational ‘sub-brands’. Historically – many stakeholders will associate themselves with those brands, as opposed to OxLEP directly.

They are:

- Oxfordshire Apprenticeships
- Oxfordshire Work Experience
- Oxfordshire Skills Board
- O2i (business connecting with education)
- Oxfordshire Business Support
- Invest in Oxfordshire

‘Brand confusion’ and a lack of understanding as to what value OxLEP brings has been the result.

This has led to the creation of three new distinct areas for OxLEP:

- OxLEP (*corporate services – strategy, projects and funding*)
- OxLEP Skills
- OxLEP Business

The rationale behind this move is to:

- Increase awareness of OxLEP
- Increase awareness of OxLEP’s expertise and connections with multiple sectors
- Increase awareness of OxLEP with recognised key audiences

In-line with the launch of the new website, existing teams will fall underneath the below ‘OxLEP’ umbrella:

OxLEP	OxLEP Skills	OxLEP Business
All ‘corporate’ teams/functions	<ul style="list-style-type: none">• Oxfordshire Apprenticeships• Oxfordshire Work Experience• Oxfordshire Skills Board• O2i	<ul style="list-style-type: none">• Oxfordshire Business Support• Invest in Oxfordshire• Innovation Support for Business

All website proposals should clearly reflect this change in emphasis at OxLEP.

3. Project details

The preferred agency will work with OxLEP to deliver the following:

- A fully-functional corporate website, reflective of OxLEP's business needs and branding (compatible with PCs, tablets and smart phones)
- A 'smooth' transition from our existing web presence to new corporate website
- A system to ensure existing web domains:
 - Are retained
 - Are repointed to appropriate web pages, as required
 - Do not lose existing SEO capabilities
- On-going retainer maintenance and support service contract

Please note, the current maintenance and support contract – for our existing website – ends on 30 June. Therefore, the winning agency would be expected to oversee the temporary hosting, maintenance and support of the existing website prior to the launch of the new website.

There is additional budget – sitting outside of this project's budget – available to support this transfer.

4. Work to date

Via our current retained digital agency, we have already scoped out a draft website site structure and a number of associated visuals.

The expectation is the recruited agency would deliver a corporate website, based on the site structure that has already been developed (unless there is an exceptional reason to alter this approach).

The draft site structure for the website can be downloaded via the following link:

www.oxfordshirelep.com/content/tender-opportunity-oxlep-%E2%80%93-new-website

5. Preferred web platform

Two of the key objectives in introducing a new corporate website are to:

- Promote OxLEP as the lead voice for championing growth in Oxfordshire
- Act as a 'focal point' for promoting news relating to OxLEP's key priorities of; People, Place, Enterprise and Connectivity

As there is a requirement to use the website as the main portal to promote OxLEP news and associated campaigns – it is important the proposed platform has the flexibility to allow the in-house team to make regular updates and changes, related to the on-going work of OxLEP.

PLEASE NOTE: The current in-house team at OxLEP has experience of using WordPress and Drupal platform to a competent level.

6. Tender process

The table below outlines key dates relating to the tendering process.

We aim to have commissioned this project to a preferred agency on **Tuesday 13 June**. Interested agencies should submit tender responses by **Monday 5 June (5pm)**.

Key dates are as follows:

Friday 19 May	Tender document launched on existing OxLEP website and publicised accordingly
Monday 5 June (5pm)	Closing date for tender responses
Wednesday 7 June	All agencies who responded to be notified of success/non-success of tender response – a maximum of three agencies to be shortlisted for face-to-face interviews
Monday 12 June	Shortlisted agencies interviewed by OxLEP panel
Tuesday 13 June	Winning agency/unsuccessful agencies to be notified

7. Selection process, appraisal and scoring

All submitted proposals and the interview process for shortlisted agencies will be scored against a set of pre-determined criteria, outlining OxLEP's requirements from a partner agency.

Proposals should include information that outlines the following details:

- Demonstrable understanding of the potential scope for a retainer agreement
- Full budget breakdown
- Number of hours covered by retainer fee
- Details and credentials (skills/experience) of who would work on the account
- Evidence of work in a similar field(s)

The scoring criteria is as follows:

Area of scoring	Further detail	Percentage of overall score
Competency	The biggest area of our final decision will be based on your competency as a digital agency – this is best broken down to:	40% (0/40)

	<ul style="list-style-type: none"> • Competency of managing an effective website that achieves several thousand unique hits per month • Competency of managing the website of an organisation with multiple audiences • Understanding of the sector we operate in and how this is reflected digitally <p>We would particularly invite you to share past experience(s) developing a website for a similar organisation to OxLEP, within responses/pitches.</p>	
Creativity	Bringing OxLEP's work 'to life' and making it easy to understand – through your design and proposed user-journey – will form an important part of your pitch.	30% (0/30)
Personality	Working with a supplier, matching our team's enthusiasm and positivity is key to ensuring a strong, long-lasting relationship.	15% (0/15)
Price	Demonstrating good value for money – benchmarked against similar projects – will also be judged on as part of your pitch.	10% (0/10)
Oxfordshire-based agency	As a champion of our county's economy – bids from Oxfordshire-based agencies would be favourable, though the focus of scoring will be placed on competency, creativity and personality.	5% (0/5)
		Total score: (out of 100)

For those agencies shortlisted through to the interview stage – it is likely they will present to a panel made up of the following representatives:

- OxLEP chief executive
- OxLEP head of corporate services
- OxLEP communications executive
- OxLEP Board Director

PLEASE NOTE: OxLEP may give greater consideration to tenders that bring added community benefits, support to local businesses or create new jobs.

8. Project deadline

We are looking to launch the new website as quickly as possible, once the preferred agency is confirmed. However – we want to work alongside our chosen supplier to create a realistic timeframe for completion.

Provisionally – we would anticipate a ‘go live’ date the w/b: 7 August 2017.

9. Project budget

We have allocated a maximum budget of £15,000 (exclusive of VAT) to the project. We believe this budget will allow the preferred agency to meet project expectations.

As outlined in section three (page three) additional budget, not the subject of this tender will be set aside to support the transfer, temporary maintenance and support of the existing OxLEP website.

10. Working arrangements

The project will be managed by OxLEP’s communications executive on a day-to-day basis – therefore, they will be your primary contact both during project development and on-going following the website launch.

11. Why partner with OxLEP?

There are a number of reasons why we feel agencies should consider working with OxLEP on this project. They include:

- The satisfaction of working with the county’s premier organisation for championing economic growth within Oxfordshire
- Leading the primary web-function for a fast-paced organisation, with major links to multiple sectors
- Working alongside an organisation whose Board is made-up of several key figures with influence in business, academia and local authorities

12. Bidding and further information:

Please send all tender submissions to: info@oxfordshirelep.com by **5pm on Monday 5 June** – please note, late submissions will not be considered.

Agencies are welcome to contact OxLEP for an informal discussion regarding the project prior to the submission deadline. Please contact Rob Panting – communications executive at OxLEP – via: 07748 333402 or email: robert.panting@oxfordshirelep.com.

Please visit the following website for reference: www.oxfordshirelep.com.

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