

## Request for Proposal (RFP)

**For:** *Website design and development agency*

**Date:** 01/12/2016

### 1 Overview of the British Council

1.1 The British Council is the United Kingdom's international organisation for cultural relations and educational opportunities. Its purpose is to promote a friendly knowledge and understanding between the people of the UK and people worldwide; making a positive contribution to all the countries we work with; and making a lasting difference to the UK's security, prosperity and influence. It seeks to achieve its aims by working in education, science, governance, English and the arts. In 2014-15, its programmes reached a total audience of 647 million people worldwide, up by 43 million from the previous year. The British Council also had a total turnover of £973 million, which was 13% higher than the previous year. Its income included a grant-in-aid of £155 million, £637 million from fees and income from services such as English teaching, exams administration and £164 million from contract activity, such as the management of client-funded contracts, and funding from a wide range of public and private sector partners.

1.2 The British Council was established in 1934 and incorporated by Royal Charter in 1940. It is registered as a charity in England and Wales (charity no. 209131) and Scotland (charity no. SC037733). It is also an executive non-departmental public body, with the Foreign and Commonwealth Office as its sponsoring department.

1.3 Its primary charitable objects are set out in the charter and are stated to be to:

- Promote cultural relationships and the understanding of different cultures between people and peoples of the United Kingdom and other countries;
- Promote a wider knowledge of the United Kingdom;
- Develop a wider knowledge of the English language;
- Encourage cultural, scientific, technological and other educational co-operation between the United Kingdom and other countries; and
- Otherwise promote the advancement of education.

1.4 The British Council works in more than 110 countries around the world and employs over 7000 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

## 2 Introduction and Background to the Project / Programme

2.1 The “Strengthening Resilience in MENA” project is funded by the EU’s Instrument contributing to Stability and Peace.

The British Council design and deliver an 18-month long project, with support from EU and locally-engaged partners who have expertise in strategic communications and building community capacity

The British Council will support local partners to deliver research, capacity building and youth programmes in Morocco and other countries in the MENA region, to increase the capacity of civil society to communicate to a youth target audience, and to increase the government capacity to understand the benefits of youth engagement with civil society and therefore permit or support this communication. In addition, civil society organisations will deliver training for young people in their communities, including on how to run community projects and develop their skills by doing so. To achieve the project results, the British Council will work with local partners as much as possible and international partners active in this area of work as appropriate.

2.2 Under this project the British council will support selected civil society organisations in the north of Morocco to develop their organisational skills, and increased their media presence and improve their audience figures.

The British Council is seeking a Website design and development agency that will:

- To design and develop a website and optimize it for SEO
- To review and rewrite content provided by the client, to make it web-ready
- To provide training on website content management to The organisation members

### **Website:**

#### **Target audience:**

- The General Public (with a focus on youth)
- National and international Media
- Political parties
- Government representatives
- Civil society
- Academia / University Representatives and Academic Staff
- National and international funders & donors

#### **Categories:**

The website should include but is not limited to:

- Corporate section: Presentation, activities, history ...
- Calendar
- Agenda of upcoming events
- Latest news

**Design:**

Should be user friendly, Interactive, appealing, responsive.

**Solution:**

- The CMS should allow authorised project staff (or appointed personnel) to edit and update the website including the ability to create, remove, edit and publish content.
- Should allow authorised project staff to upload files of a wide range of formats (video with streaming option, document, pdf, pictures...)
- Should provide authorised users with a number of relevant reports, site usage, visit duration and other relevant statistical data.
- Should provide users with the ability to locate content based on keywords and key phrases.
- Should allow users to search for, view and/or download articles and documents.
- The supplier should recommend and secure an appropriate hosting provider and cloud storage for the completed website

**Training:**

The training should allow the organization's staff members to further manage and update the website content without external help.

The training should cover the following tasks:

- Creating and managing website categories and pages
- Uploading and managing images, documents and videos
- Creating and managing links

**Expected outputs:**

- The supplier had designed and developed a user friendly website
- The organization's team is able to further manage the website content without external assistance

**Deliverables**

- Web site final content
- Website access codes
- Any other document relevant to the website development and utilisation

### **3 Tender Conditions and Contractual Requirements**

#### **3.1 Contracting requirements**

3.1.1 The contracting authority is the British Council Morocco.

3.1.2 The appointed supplier will be expected to deliver the goods and/or provide services at the British Council offices in Morocco.

3.1.3 The Contract awarded will be for duration of 3 months with an option for an extension for up to an additional 3 months.

3.1.5 In the event that you have any concerns or queries in relation to the Contract, you should submit a clarification request in accordance with the provisions of this RFP by the Clarification Deadline (as defined below in the Timescales section of this RFP). Following such clarification requests, the British Council may issue a clarification change to the Contract that will apply to all potential suppliers submitting a tender response.

3.1.6 The British Council is under no obligations to consider any clarifications / amendments to the Contract proposed following the Clarification Deadline, but before the Response Deadline (as defined below in the Timescales section of this RFP). Any proposed amendments received from a potential supplier as part its tender response shall entitle the British Council to reject that tender response and to disqualify that potential supplier from this Procurement Process.

## **3.2 General Policy Requirements**

3.2.1 By submitting a tender response in connection with this Procurement Process, potential suppliers confirm that they will, and that they shall ensure that any consortium members and/or subcontractors will, comply with all applicable laws, codes of practice, statutory guidance and applicable British Council policies relevant to the goods and/or services being supplied. All relevant British Council policies that suppliers are expected to comply with can be found on the British Council website (<https://www.britishcouncil.org/organisation/transparency/policies>). The list of relevant policies includes (but it is not limited to): Anti-Fraud and Corruption, Child Protection Policy, Equality, Diversity and Inclusion Policy, Fair Trading, Health and Safety Policy, Environmental Policy, Records Management, and Privacy.

## **4 Confidentiality and Information Governance**

4.1 All information supplied to you by the British Council, including this RFP and all other documents relating to this Procurement Process, either in writing or orally, must be treated in confidence and not disclosed to any third party (save to your professional advisers, consortium members and/or subcontractors strictly for the purposes only of helping you to participate in this Procurement Process and/or prepare your tender response) unless the information is already in the public domain or is required to be disclosed under any applicable laws.

4.2 You shall not disclose copy or reproduce any of the information supplied to you as part of this Procurement Process other than for the purposes of preparing and submitting a tender response. There must be no publicity by you regarding the Procurement Process or the future award of any contract unless the British Council has given express written consent to the relevant communication.

4.3 This RFP shall remain the property of the British Council and must be returned on demand.

4.4 The British Council reserves the right to disclose all documents relating to this Procurement Process, including without limitation your tender response, to any employee, third party agent, adviser or

other third party involved in the procurement in support of, and/or in collaboration with, the British Council. The British Council further reserves the right to publish the Contract once awarded and/or disclose information in connection with supplier performance under the Contract in accordance with any public sector transparency policies (as referred to below). By participating in this Procurement Process, you agree to such disclosure and/or publication by the British Council in accordance with such rights reserved by it under this paragraph.

4.5 The Freedom of Information Act 2000 (“FOIA”), the Environmental Information Regulations 2004 (“EIR”), and public sector transparency policies apply to the British Council (together the “**Disclosure Obligations**”).

4.6 You should be aware of the British Council’s obligations and responsibilities under the Disclosure Obligations to disclose information held by the British Council. Information provided by you in connection with this Procurement Process, or with any contract that may be awarded as a result of this exercise, may therefore have to be disclosed by the British Council under the Disclosure Obligations, unless the British Council decides that one of the statutory exemptions under the FOIA or the EIR applies.

## **5 Documentation required during the lifetime of the contract**

5.1 The British Council will require the supplier to provide copies of any and all documentation produced during the contract, which may include and not be limited to:

- Guidance documents/toolkits for project teams
- Training material
- Website management manual

5.2. The British Council will retain full ownership of any intellectual property created as part of this contract, including any amendments, revisions or edits.

## **5 Qualification Requirements**

Essential:

- Thorough knowledge, understanding of and experience with web design proved through portfolio of designed products
- Outstanding graphic design and web development skills
- At least 2 years of experience in designing web portals
- Experience with CMS
- Experience with SEO
- Experience in content management training
- Experience working with civil society organizations or international cooperation is a plus.
- Key team members: designer, writer/editor, web developer.

Desirable:

- The ability to deliver training in French and/ Or Arabic.

## 6 Format of Tender

Interested parties should submit:

- 1) A concise and focused proposal that sets out:
  - A brief background of the applicant agency
  - Evidence of past experience in undertaking similar works (provide examples)
  - A proposal including: Design concept and suggested development method
  - CVs of the key team members
  - Financial proposal (with a cost breakdown)

## 7. Instructions for submitting your tender

Please submit a copy of your tender in a PDF Format, in the email subject line, to [maria.hrimech@britishcouncil.org](mailto:maria.hrimech@britishcouncil.org) and [nada.biddou@britishcouncil.org](mailto:nada.biddou@britishcouncil.org) by no later than **12.00pm Morocco Standard Time on 15 December 2016**.

## 11 Timescales

11.1 Subject to any changes notified to potential suppliers by the British Council in accordance with the Tender Conditions, the following timescales shall apply to this Procurement Process:

Activity	Date / time
RFP Issued to bidding suppliers	30/11/2016
Deadline for clarification questions ( <b>Clarification Deadline</b> )	07/12/2016
British Council to respond to clarification questions	09/12/2016
Deadline for submission of RFP responses by potential suppliers ( <b>Response Deadline</b> )	15/12/2016
Final Decision	23/12/2016

## 14 Evaluation Criteria

You will have your tender response evaluated as set out below:

- Evidence of experience and track record
- Evidence of capability and capacity in working with CSOs networks
- Clear and effective methodology for achieving the requirements of the terms of reference
- Practical and effective ways of working in partnership with the British Council team and partners
- Quality of staff proposed for delivery of project including evidence of effective design and delivery of comparable pieces of work
- Value for money

Evaluation of all submitted responses will be undertaken by the evaluation panel which will consist of British Council representatives with relevant and significant experience and knowledge of the requirements.