

'Helix' website and content management system

Specification and request to quote

January 2022

Brief

Capital City Partnership (CCP) is the lead partner delivering the Integrated Knowledge System (IKS) project under the Edinburgh and South East Scotland City Region Deal www.esescityregiondeal.org.uk – delivered in partnership with Integrated Employer Engagement (IEE).

CCP is looking for the development, ongoing hosting and technical support that will allow the management of content for a region wide employability website. This site will have to respond to managing content for two key groups of stakeholders (users) – **jobseekers** (citizens and returning employability clients) and **employers**.

What Do We Need?

CCP has procured a CRM/MIS to be used by 6 local authorities to manage their employability services.

This MIS/CRM system is provided by Hanlon Software Solutions and the operating name for the new system is Helix. However, the procured system does not include an external public facing entry point (website) therefore we are looking to secure a developer to build and maintain this website.

The URL for this site will be www.helix.scot, this domain has already been purchased.

Any engagement with the content such as 'log in', 'book now', 'apply', 'register' etc. will all be handled with embedded forms from our stand alone MIS/CRM system. This is the 'front page' that pulls these options together in a manageable/navigable way and allows additional information and resources to be built around the functionality of the back-end system.

Subject of Quotation:

Package requirements

- Website – Bespoke design and build of a multi layered functional website that allows seamless linkages to our procured MIS/CRM. Full requirements and specification of site can be seen below.
- Administration – The successful supplier will provide appropriate training and access to all CCP (and partner) users to enable self-management of site content.
- Security – The successful supplier will ensure the final product will comply with all modern website security best practise, both for the public facing website and access to the content management system. This should include, but not be limited to encryption, firewalls, regular updates and anti-malware. An extensive list will be agreed prior to project launch between parties.
- Ongoing support – The successful supplier should be able to provide ongoing helpdesk (or equivalent) support during working hours.
- Future developments and site changes – the supplier will be able to provide a day rate and/or retainer costs for the duration of the contract and beyond.

Website requirements;

Overview

This site will offer access and host content for two key groups of stakeholders – jobseekers and employers. Each user group will be using the website for different reasons; therefore we require clear navigation for the user groups. The table below details examples of different themed content pages for each group. Note that this list is for illustrative purposes only and is not exhaustive.

Jobseeker (citizens or employability clients)	Employer
Site which gives returning clients a space to go to log (back) into their portal (returning clients)	Information point for funding
Place for self-referral for employability support	Promotion of events (e.g., recruitment fairs)
Promotion of available training/upskilling	Information on community benefits
Promotion of vacancies	Information on upskilling staff
Promotion of events (e.g., recruitment fairs)	Referral to wider network of partners
Visibility to public	Support with recruitment / promotion of vacancies
Promotion of Fort Kinnaird & FUSE Recruitment Skills Centres and potential for others in the future	Information on fair work agenda

Functionality

- Content pages to include the following functionality:
 - Text formatting such as different styles and headings
 - Hyperlinks and button inserts
 - Tables
 - Video/images (embedded and/or hosted)
 - Graphs/charts/diagrams (desirable)
- Built in forms and the ability to embed forms from MIS/CRM system
- Publish/Unpublish/archive dates for tiles
- Administrator approval levels
- Tiles to show brief text when hovered over/or pressed on mobile (if accessibility requirements/mobile scaling allows)
- 'View next'/slideshow style of moving between relevant content items and clear path to move backwards from content to change selection
- Content pages tagged to show availability in 1 or more of the local authority areas allowing filtering to only show relevant content items
e.g. 'content 1' is under 'training & upskilling' but tagged as 'Local Authority 1' and 'Local Authority 3'.

Content management

Each piece of content will be created within the system. Many will be referrals with links to separate independent websites. The page will dynamically pull the relevant content together onto each page as the user navigates down and back and uses the filter. Each content item will fit into the wider design of the website through this management process, ensuring consistency in appearance no matter how many content items are being displayed.

The website should allow day to day management of content without any detailed technical knowledge or requirement for any HTML (or equivalent) coding.

Design

The website should be modern, mobile compatible and built with templates that reflect the Edinburgh and South East Scotland City Region Deal brand guidelines. The suite of templates should allow different functionality and design elements (text/links/video/images/blogs etc.) to be formatted and scaled within the wider website design styling. We will work with the supplier to ensure accessibility testing is carried out to appropriate standards (e.g. for visually or sensory impaired users).

Site hierarchy

The successful supplier is required to design a site hierarchy that allows for seamless access to all content areas for our user groups.

An example of a proposed user journey/site hierarchy can be seen below.

Employer journey:

Tile pages	0	Job Seeker				Employer		
	1	Community Benefits	Events	Funding	Partners	Recruitment Support	Resources	Training
	2	CEC	CCP	DWP	DYW	Edinburgh College	SDS	East Lothian
Content page	3	Department for Work and Pensions						

Jobseeker journey:

Tile pages	0	Job Seeker				Employer		
	1	Log in function (into separate CRM)	Self-registration for employability support	Training & Upskilling	Fort Kinnaird	FUSE	Vacancy information	
	2	Content 1	Content 2	Content 3	Content 4	Content 5	Content 6	Content 7
		Filter by region tag						
	3	Content 1	Content 2	Content 3	Content 4	Content 5	Content 6	Content 7
	4	Content page populated by selected Content number						

Who are we Targeting?

User group 1 'Jobseekers'

- All from Edinburgh South East Scotland region
- Unemployed
- Employability providers clients (potential new and returning)
- Job changers
- PACE clients
- Youth (16-24) through school engagement
- Employability Providers
- People who might think their current job is at risk or just looking to get more skills/advance career.

User group 2 'Employers'

- All from Edinburgh South East Scotland region
- Businesses linked to ESESCRD statutory partners and stakeholders (eg Business Gateway clients)
- Employers already engaged with the programme
- New employer contacts
- Contracted suppliers for the region
- Community Benefit suppliers
- Businesses within our Recruitment and Skills Centre networks.

Additional points to note

The successful provider will need to link and work with Hanlon throughout the design/build to ensure the interface between the website and CRM/MIS is built in from the start and maintained.

Invitation for Quotations

We are inviting you to submit a quote for the above opportunity.

Budget allocation for initial website design, build and implementation £24,000 – inclusive of VAT.

Please provide within the proposal any additional costs such as day rate for development work, annual service charge, licenses and retainer options.

The deadline for the product launch is 1 April 2022.

*There is flexibility with the completion date by mutual agreement by CCP and the successful supplier

Please respond with your completed application form by 12 noon on Monday 31st January 2022.

Completed application forms should be submitted to Integrated Knowledge Systems (ESES City Region Deal), CCP at iks@capitalcitypartnership.org.

Should you have any questions meantime regarding this specification and invitation to quote, please contact Matthew Heap at matthew.heap@capitalcitypartnership.org.