



South London Theatre Building Preservation Trust (SLT BPT)

Invitation to Tender

Title: Website Design and Build

Deadline for receipt of tender proposals: 12 noon, 05/04/2019

Background

SLT Fire Station has been the home of South London Theatre (SLT) for over 50 years. South London Theatre Building Preservation Trust (SLT BPT) was set up more recently to ensure the Old Fire Station building (the home of SLT) was renovated and preserved for future generations. A major Heritage Lottery Fund (HLF) grant in 2014 has allowed extensive renovation of the building, which re-opened in April 2018 with a new 100 seat flexible theatre space and improved infrastructure and building layout.

In addition to being the home of SLT, SLT BPT has responsibility for cultural engagement and outreach activities, ensuring the building is more widely open to, and used by, the local community during the daytime and some evenings.

South London Theatre and SLT BPT have separate remits and governance structures, but the SLT BPT website needs to work seamlessly with the SLT website, so it appears as one to the general public, albeit managed separately. SLT BPT activities are currently branded as 'SLT Fire Station', whereas the SLT-led theatrical activities are branded as 'SLT'.

A variety of activities currently take place at SLT Fire Station, including:

- South London Theatre (SLT) theatre productions and rehearsals (20+ shows per annum), whole cast and creative team made up of volunteers/members.
- SLT Youth Theatre – 100+ children and youth attend classes every Saturday
- Annual Festival
- Outreach Activities – Various groups for Under 5's and other community groups run by our Learning and Engagement Officer.
- Exhibition – the Watch Room houses an exhibition about the building's history
- Hires – spaces hired out for toddler groups, meetings, workspace, rehearsals, etc.
- Wardrobe Hire – a large costume collection, run by SLT volunteers

- Members Bar – SLT Members bar open to the public on SLT performance nights and to SLT members only every evening.

The SLT website <http://www.southlondontheatre.co.uk/> currently focuses predominantly on the theatre activities. A temporary website listing daytime activities is <http://www.sltfirestation.org/>. This needs to be redesigned to better incorporate the building's daytime activities and ensure a wide variety of information is readily accessible and can be easily updated.

There will be a landing page on southlondontheatre.co.uk that will link the two websites, potentially with three options: What's On, Everything Else, SLT Website (with What's On & Everything Else hosted on the sltfirestation.org domain).

Section 1: Specification

Introduction

SLT BPT is seeking a suitably qualified supplier to redesign and rebuild the sltfirestation.org (SLT BPT) website. Branding for SLT BPT needs to be harmonious with SLT branding.

The website needs to ensure that the general public are able to access a wide variety of information about the various activities which take place in the building and also areas of different levels of accessibility, e.g. access to documents which are for SLT members only.

We need the new website to be fully functional by 01/06/19 at the latest.

Requirements

The aim of the website is to provide easily accessible information that encourages a wide variety of patrons to visit us in person, make use of our services or donate.

We would like to communicate that we are:

- Friendly, welcoming and approachable
- Widening access to theatre, cultural, wellbeing and community activities.
- Provide professional quality hires and activities.
- Produce excellent quality community-led theatre performances.
- (In the future, we may programme professional family theatre shows.)

The main users of our website will be:

- Potential attendees for
 - Daytime children's / outreach activities
 - Exhibition & Tours (schools groups and general public)
 - Café
 - Events run by Hirers
 - Clients looking for spaces to hire
 - Theatre performances (visiting companies only)
- Potential Funders (trusts/foundations, and private donors)
- Clients looking for Wardrobe items to hire (links to SLT website)

The basic calendar of SLT shows should be included on this site's calendar with links to further information on the SLT site and also links to SLT Youth Theatre (on the SLT site).

Public Facing:

Website should be usable on a variety of platforms including smart phones and tablets, and be easily usable for patrons with low IT skills.

Events should be able to be searched by calendar or by list, and also filtered by category.

All our activities are of equal importance, and we would like to avoid suggesting a hierarchy.

Indicative Outline of Pages and Menu Structure:

Top Level		Filter by:	
WHAT'S ON	Per Date / Calendar	SLT Shows (PULLED FROM SLT.CO.UK)	
		Visiting company shows	
	(auto populate)	Under 5's	or Children and Families – then filter by age (see Unicorn website)
		Family (e.g. Half Term events)	
		Rehearsed Readings (SOME FROM SLT.CO.UK)	
		Exercise Classes	
		Talks	
		Hire Events	
		Youth Theatre	
		Workshops	
		Learning	
Top Level	2nd Level	3rd Level	4th Level
EVERYTHING ELSE	Room Hire	One page per Room/Space	Downloadable Hires Brochure & Rates Cards
	Wardrobe Hire	Pages for various sub-sections eg WWI, 18 th Century, Props, Panto (MIGRATE from SLT.CO.UK so based on sltfirestation.org side)	
	Your Visit	Directions / TfL / Parking	
		Accessibility incl. sensory stuff & link to Lambeth listing initiative	
		Make a Day of It	Other local attractions eg Cemetery
	Café & Bar	Bar Opening Times / Info	
		Café	
	Fest Norwood	Summary Info about festival, directed to subsidiary site www.festnorwood.com (Pulled from slt.co.uk)	
	Contact Us		
	Exhibition and Tours		
	Schools	Primary Schools	
		Secondary Schools	
	Take Part	Become a Member (pulled from SLT.CO.UK)	
		SLT Youth Theatre (pulled from SLT.CO.UK)	
		Write Club	
		Volunteer	
	About Us	SLT BPT blurb & info about SLT directing people to slt.co.uk	BPT open access policy docs
		Members Area (hosted on SLT.CO.UK)	Policy Document repository - code of conduct, building guide, AGM Minutes

	Support Us	Donate	
	News		
	Tweets		

Plus prominent Mailing List sign-up and website accessibility toggle (see Omnibus Theatre website, top left corner).

Back End Functionality:

- Wordpress based platform.
- Events can be added by non-expert admin staff and be included in more than one category.
- A trained staff member can edit images, home page and manipulate menu structures (e.g. adding new pages), to provide flexibility as the organisation develops.
- Third party ticketing widgets and data capture forms can be embedded (e.g. Lineupnow.com, TicketSource, Pay Subs Online/LoveAdmin).
- Mailing List sign-up automatically linked with MailChimp account.
- Embedded Twitter & Instagram feed.
- Secure area log-in only (using membership number) with PDF documents.
- Both southlondontheatre.co.uk and sltfirestation.org should be fully secured (padlock icon, https://)

Example Websites:

- <https://www.omnibus-clapham.org/>
- <http://www.youngvic.org/>
- <https://southbankcentre.co.uk/>
- <https://www.unicorntheatre.com/>

Procurement and Project Timetable

Event	Date/Time
Tender Notice posted	18/03/19
Tender response deadline	12 noon 05/04/2019
Clarification (if applicable)	w/c 10/04/2019 (3 days post deadline)
Anticipated contract award	w/c 12/04/2019 (2 days later)
Mobilisation Period to include implementation, testing, quality assurance, training.	By 31/05/19
Launch Date	1 June 2019

*Bidders should raise any queries they have about the requirements via Bex Law, Building Manager Bex@sltfirestation.org. We will circulate all questions raised (without disclosing the source of the enquiry) and all responses to all bidders, unless it considers the information commercially sensitive, via email. Our view on the issue of commercial sensitivity shall be final, the bidder raising the question will be asked to withdraw it if it does not agree with this assessment.

**We reserve the right to carry out clarifications if necessary; these may be carried out via email or by inviting bidders to attend a clarification meeting. In order to ensure that both SLT BPT's and bidders' resources are used appropriately, we will only invite up to three (the ultimate number will depend on the closeness of scores) highest scoring bidders to attend a clarification meeting. Scores will be moderated based on any clarifications provided during this meeting. You are responsible for all your expenses when attending such meetings. SLT BPT reserves the right to vary all dates in this Invitation to tender, to terminate this procurement process and/or decide not to award a contract.

Service Levels

Please allow for a six-month snagging period with support and minor design changes to be included in the initial contract price.

The contract should also include a training session/handover meeting of several hours to ensure that SLT BPT understand how it all works and can add events, images and manipulate menu structures/add new pages.

Escalation Procedures

In the event of a major problem, details of the contact to manage any problems to a successful conclusion are required.

Account Management

In performing the services required under this contract the supplier will report to Bex Law, Building Manager, SLT BPT.

Please specify in your proposal the named individual who will be responsible for the account management of this contract on behalf of your organisation.

Management Reporting/review meetings

Management and reporting to be agreed in liaison with successful bidder.

Contract Value

The estimated value for this contract is **£6k exclusive of VAT but inclusive of expenses**. Bids in excess of this will be excluded for being unaffordable. Please note that 35% of the evaluation criteria is allocated to price. The methodology for scoring price is set out below.

The licence costs set out in the successful bidder’s tender will apply to any additional licences required.

Payment Structure and billing requirements

30% of the fee to be paid on commencement of contract, the remaining 70% to be paid on successful conclusion.

Evaluation criteria

You are required to respond to **ALL** of the criteria below. To assist our evaluation of your tender submission, please ensure you clearly cross-refer your responses to the assigned numbers. Any relevant supporting tender documentation must also be clearly identifiable by a criteria number.

(a) Quality Criteria

65 marks will be allocated to your response to the Quality Questions (table 1 below). Each question will be scored using the methodology in the table 2 below.

Your overall score for each question will be calculated by multiplying the quality score you receive with the weighting for that question, set out below. This score will then be divided by the total maximum available score for the Quality Criteria (325) and multiplied by 65% to get your final score for that question.

Example: assume Bidder A scores 3 for Question 1: the formula is **3 x 15 = 45, 45 ÷ 325 x 65 = 9.00%**

35% of the marks will be available for your Price Proposal. The methodology for scoring price is set out further below.

Your responses should be supported by evidence/previous successful implementation of proposed solution for meeting our requirements.

Please note – Though criteria are numbered, this does not relate to any order of importance

Table 1

	Criteria	Weighting
Question 1.	Outline your previous relevant experience of providing a similar website redesign including the following information in respect of each example relied on: Organisation Name: Length of contract: Value of contract: Reference contact details. Please provide references who we may contact to verify the	15

	information provided.	
Question 2.	Outline your approach to service delivery and detail how you will meet all our requirements in section 1 above.	30
Question 3.	<p>Project management and delivery specifically: Explain your methodology for contract implementation and why this approach is feasible and effective based on your previous relevant experience.</p> <p>Your response must include:</p> <ul style="list-style-type: none"> - a detailed project plan demonstrating your ability to meet our mobilisation timescales. 	10
Question 4.	Demonstrate the quality and technical skills of the person or team members who you propose to undertake this contract if successful and explain how those members will have the skills and availability to provide the service to a high standard.	10

(b) Price criteria (35 marks)

35 marks will be awarded to the lowest priced bid and the remaining bidders will be allocated scores based on their deviation from this figure. Your total costs figure including VAT and expenses in the schedule of charges below will be used to score this question.

For example, if the lowest price is £100 and the second lowest price is £125 then the lowest priced bidder gets 35% (full marks) for price and the second placed bidder gets 32.2% and so on. ($25/100 \times 35 = 8.75$ marks; $35 - 8.75 = 26.25$ marks)

The bidder with the highest score when the quality and price marks are added up will be the preferred bidder.

Schedule of Charges

VAT is chargeable on the services to be provided and this will be taken into account in the overall cost of this procurement contract.

Bidders shall complete the schedule of charges below estimating the number of days and travel and subsistence costs associated with their bid. The total fixed price will be inclusive of VAT and inclusive of expenses and all costs to be incurred.

Service	Quantity	Unit costs	Total
Pre contract set up meeting	1		
Mobilisation Period including Implementation	n/a		

Testing and Quality Assurance Training			
Sub-total			
VAT			
Total Price including VAT and expenses (<i>this figure will be used to calculate your price score</i>)			

Notes:

1. SLT BPT reserves the right to reject abnormally low tenders.
2. The Bidder's total costs for must not exceed **£6k exclusive of VAT but inclusive of all expenses. Bidders whose costs exceed this amount will be excluded from further consideration in the tender process.**
3. You should not submit additional assumptions with your pricing submission. If you submit assumptions you will be asked to withdraw them. Failure to withdraw them will lead to your exclusion from further participation in this competition.

Section 2: Instructions to tenderers

Please submit your tender offer in accordance with all of the instructions, requirements and specifications set out in the enclosed documentation.

You must treat these documents and any further information provided by SLT BPT as confidential at all times and only disclose them if necessary to prepare a compliant response to the tender.

Nothing in the enclosed documentation or appendixes, or any other communication made between SLT BPT and any other party, can be considered a contract or agreement at this stage.

Compliance

SLT BPT reserves the right to disqualify or reduce the evaluation score of any tenderers who do not fully comply with the requirements in the tender documentation, in particular the closing time and date.

SLT BPT reserves the right to evaluate proposals on a variety of criteria. The tender with the lowest price will not automatically be accepted.

Validity of offer

Please note that by submitting a tender response for consideration you are confirming that, as an officer for the company/organisation that you represent, you have read and understood the tender documents and that your offer to SLT BPT is open for acceptance for 30 days from the tender closing date.

Tendering

If we need to amend any tender documents before the closing date, we will write to you with any changes. If we extend the deadline for tender responses, we will advise you.

SLT BPT reserves the right, in its absolute discretion, to cancel or suspend this tender process at any time and for any reason. If we need to do this we will notify you in writing as soon as reasonably practicable.

SLT BPT is not responsible and will not pay for any expenses or losses you incur during, but not limited to, the tender preparation, site visits, post-tender negotiations or interviews.

Return of Tender

You must complete and submit your tender response/proposal electronically to Bex Law, Bex@sltfirestation.org by the tender response deadline of **12 noon on 05/04/19.**

Any tender delivered after the closing date and time for any reason will be discounted.

SLT BPT is not responsible if all or part of your tender is not received.