

Office of Police and Crime Commissioner for North Yorkshire

Invitation to Quote – PCC Website

14 January 2015

Background

Why is this project being commissioned?

Julia Mulligan, the Police and Crime Commissioner for North Yorkshire, is responsible for overseeing the performance of North Yorkshire Police on behalf of the public. She also has responsibility for working with the wider community of agencies and organisations to develop and implement strategies to reduce crime. The Commissioner is accountable to the electorate and has a duty to involve and inform local communities on the development of her strategic Police and Crime Plan and to report back to the public on its delivery.

The Police and Crime Commissioner's website is:

<http://www.northyorkshire-pcc.gov.uk>

Last year the website serviced 25,000 users with 40,000 user sessions and 120,000 page views.

The Office of the Police and Crime Commissioner now wishes to commission a range of website services to improve its online presence and access to information.

Objectives

What do we want to achieve?

- There are four services we would like to source, please provide quotations for each service

Service one

Website hosting - for 12 months, starting 1 March 2005 for a period of 12 months

- Provide website hosting for the main LIVE website
- Provide website hosting for a development website

Service two

Website migration:

- Liaise with current supplier to transfer the website to the new hosting package and make any necessary configuration changes
- Update DNS services to reflect the new hosting
- Upgrade Wordpress and all plugins to the latest version
- Test to ensure the transfer is complete
- Create and configure a development site

Service three

Ongoing maintenance and support

- Ensure that all Wordpress plugins and updates are up to date
- Ensure the website is available to users and functions correctly at all times
- Ensure that the Wordpress Content Management System is functional and available to website editors at all times
- Provide development support to the website administrator

Service four

Website optimisation

- Using the existing branding, create a responsive website that will work across mobile and other devices
- From analysis of website content and user behaviour, identify key content, and user journeys
- Develop a proposal(s) and costings to optimise website design and architecture to improve the user experience and access to content

Target audiences

Who do we wish to engage?

- The public of North Yorkshire and the City of York
- Police officers and staff
- Public sector and 'third sector' organisations who will be working with the Office of the Police and Crime Commissioner, eg. local councils, Fire and Rescue, the NHS, Community Safety Partnerships, etc
- The media – nationally and regionally
- MPs, opinion-formers and other stakeholders such as the Association of Police and Crime Commissioners

Proposition

What is the single most motivating thing we can say to our audiences?

"Here to make a real difference"

The Commissioner has been elected to give local people a voice and a say in how policing is delivered locally. For the first time, local people and communities have a channel through which to voice their priorities and who will act on your behalf.

Quotations

Quotations must cover all fees and expenses incurred during the delivery of the project including travel and other expenses.

Please provide day rates for developers, SEO, creative development and account managers

The process

What are you required to do and by when?

1. Questions can be submitted by email to simon.jones@northyorkshire-pcc.gov.uk
2. Quotations to be submitted by email to the above email address by **12 noon on Friday 30 January 2015**
3. Shortlisting to 2 or 3 agencies – agencies will be notified of the shortlisting outcome by end of play **Monday 2 February 2015**
4. Pitch presentations for website development services – **Date to be confirmed**
5. Existing website to be migrated to new service provider and live by **Friday 27 February 2015**

Your quotation needs to include the following information:

- Brief company credentials
- Links to three examples of your work, as relevant to this project
- Brief details of the personnel who would be directly responsible for the delivery of this project, their role and experience
- Your approach to delivering this project, including an outline project schedule (taking into account the deadlines for delivery) with key dates for client decisions
- Any specific issues or challenges that you have identified, that will need to be addressed for the project to be delivered successfully

Shortlisted agencies will be required to attend a one-hour pitch during w/c 2 February. At this meeting you will be required to present the key points in your quotation document and take questions from the panel.

Pitch evaluation criteria:

CRITERIA	POINTS
▪ Demonstration of value for money	40
▪ Ability to understand the context in which this brief has been issued and the 'business' of the Police and Crime Commissioner	10
▪ Experience of work for other public sector clients, if appropriate	10
▪ Your proposed approach to optimising the website in the first instance and then over a 12 month period, taking into consideration the overall user experience	40
TOTAL	100