

Good Growth Hub Web Design Project

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Introduction

A New Direction invites bids to design and build a website as our primary communications and digital marketing tool for the Good Growth Hub, an exciting new space at Hackney Bridge at the Queen Elizabeth Olympic Park, which will be an exemplar in the design and delivery of demand-led skills and employment training.

We are looking to work with a provider who can supply the build, design, hosting and ongoing maintenance of the website. This brief gives an overview of the current requirements and objectives of a website as a starting point. However, we are looking to work with a partner who can bring creative and technical guidance beyond this brief and work as a strategic partner in the development of the Good Growth Hub's digital presence.

As well as a partner who brings the technical skills and design experience needed, the chosen provider will be able to show their alignment with the work and values of the Good Growth Hub; inclusive growth and the creation of a fairer economy where every Londoner can share in the benefits of growth, whatever their background. We would like to see an evidenced proposal where case studies demonstrate your experience and ability to achieve the project on time and in-budget.

Proposals should be submitted to Rory Newton Dunn (rory.newtondunn@anewdirection.org.uk) by 28 May 2021. The project will commence on 8 June with a launch date of phase one by 30 June.

About A New Direction

A New Direction is a London-based non-profit, working to enhance the capacity and agency of children and young people in London to own their creativity, shape culture, and achieve their creative potential.

We do this by working with a diverse range of partners, making connections, sharing practice, influencing change, improving the ecology that surrounds children and young people, and by providing real and transformative opportunities - from childhood, through school years and into employment.

About Good Growth Hub

Opening in Summer 2021, the Good Growth Hub (GGH) will connect businesses surrounding east London's Queen Elizabeth Olympic Park with local talent through a wide range of employment, skills and enterprise activities and programmes. The GGH will focus on developing talent for the growing creative, cultural and technology sectors on and around the Park but will have the flexibility to respond to other growth sectors over time.

The Good Growth Hub will:

- Deliver growth in the local economy by supporting businesses locally with the skills, networks and connections needed to grow and connecting the talents of east London to the thriving business and innovation district on and around Queen Elizabeth Olympic Park
- Deliver high quality demand-led training and employability provision that is co-created with employers and local people, that is fit for purpose and meets the needs of all beneficiaries
- Increase workforce diversity by connecting under-represented groups to employment and training opportunities on and around the Park.
- Be a beacon of best-practice for inclusive growth by encouraging and supporting employers to deliver fair and inclusive work practices in line with the Mayor's 'Good Work Standard'. Developing and ensuring principles such as

payment of the LLW as a minimum, and in doing so, providing opportunities to drive positive sectoral change around live challenges and issues.

GGH will work closely with local partners to deliver activities, ensuring that the growth on and around the Park is inclusive and that the benefits of economic growth reach the people who live in neighbouring boroughs.

The GGH is funded and developed by the London Legacy Development Corporation with support from the London Boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest and delivered by A New Direction.

Platform objectives

This website will be the first platform in the growing digital presence for the GGH over the next five years and beyond. As the core activity of the GGH is developed, the website's functionality should evolve to showcase and drive engagement in this activity. As such, we need to ensure that any platform and CMS we invest in enables us to build on in future.

With that said, we see the following objectives for this brief will be in two stages:

Stage 1

GGH will soft launch in June 2021. We will need a landing page to support in-person conversations, marketing/press and referrals.

We feel the landing page should consist of.

- GGH logo
- Tag line
- Newsletter subscribe form
- Links out to social platforms
 - o Instagram
 - o Twitter
 - o TikTok
 - o Facebook
 - o LinkedIn
 - o The Dots
- Partner logos and credit line

Stage 2

In July 2021, GGH will have its public launch. By this time the website will need increased functionality to better showcase the GGH offer and drive engagement from our various audiences.

The key objectives for the website at this stage should be to:

- Explain what the Good Growth Hub is

- Explain ways that young people can benefit or take part in the Good Growth Hub
- Explain ways that employers/industry/partners can benefit and take part in the Good Growth Hub
- Overview of programming and calendar of what's coming up programmatically with link to book. This could be with Calendly or Eventbrite
- Set out the GGH's programme of activities
- Highlight case studies/some How To good practice sections (eg employer testimonials "I never took on an apprentice/intern until I worked with the GGH as I thought it was too difficult and not worth it, but look at my business now"...'and if you want your business to flourish and grow through hiring an apprentice, this is how AN Other plc did it and see our guide to apprenticeship levy management and recruitment' sort of thing.
- Drive subscribers to social and newsletter

Please define in your proposal the design and build process and the number of iterations across design and wireframes.

Key audiences

Primary audiences:

Young creatives

- Those who are traditionally under-represented in the labour market (women, those of Black, Asian, and minority ethnic background, disabled people, those of lower income backgrounds)
- 18-30-year-old east Londoners
- Not in education, employment, or training
- Actively job hunting
- Interest in developing digital, creative and entrepreneurial skills
- Doesn't have the knowledge or connections to break into the industry

Persona 1

Background:

18-year-old who has just finished college and looking to start a career but doesn't have the knowledge or experience

Motivation:

Has just finished school and wants to find a job and learn about an unknown industry. They are still living at home in East London and looking for a local entry-level job which they can do whilst living at home.

Persona 3

Background:

20-23-year-old who has either been to university or been working outside of the digital/creative industry.

Motivation:

Feels like their talents are being wasted or they're not excited by their current role but hasn't had the opportunity or connections to get a job in the creative sector. They're interested in changing careers but don't know about the opportunities or how.

Persona 2

Background:

20-30 year old who has lived in the area all their life

Motivation:

Feel they have to travel in central London for creative opportunities which are held in Soho, Kings Cross, Southbank and now want to engage in local jobs and opportunities

Persona 4

Background:

18-30 year old digital native who has been trying to access digital opportunities but because of their age/ethnicity/gender/sexuality/ability/social-economic background, feels excluded from traditional recruitment or digital communities

Motivation:

Is looking for an inclusive platform which celebrates diversity and supports those who are underrepresented in the creative and digital sector which often isn't made to feel like it's of for 'people like them'

Persona 2

Background:

Representative at a new organisation moving into East Bank

Motivation:

Being new to the area, an employer looks to ensure the workforce at their new location is representative of the local community

Persona 4

Background:

Employer of any size in and around the Park

Motivation:

Is aware of opportunities but not sure how to access them and is curious to find out more about the opportunities available

Employers

We are interested in engaging organisations across the creative, cultural, digital and tech sector. Typical representatives from these organisations include:

- CEO/C-Suite Leads
- Heads of department
- HR and Head of People
- Creative project leads

Persona 1

Background:

Mid to Senior-Level Manager at local creative organisation who is looking to hire new talent

Motivation:

Making a new hire who is representative and knowledgeable of the community the organisation is based in

Persona 3

Background:

Senior Exec reviewing organisation's D&I strategy

Motivation:

Having been motivated by cultural and political movements, they're looking to tap into the diverse and talented community in East London

Secondary audiences:

1. Parents of job-seeking young people
2. Local Authority and government leads
3. Youth clubs, NPOs and grassroots charity organisations

Create Jobs website

The website for A New Direction's Create Jobs programme (www.createjobslondon.org) is a good example of an existing website which works in this area. Our current website's role is to:

- Recruit young people onto our programmes
- Post advertised roles from partner organisations
- Post digital content through our blog pages
- Provide information on our ways of working
- Engage employers with our practices and partnership opportunities
- Subscribe people to our newsletter

Website is managed by UXB London via a bespoke CMS system.

Our current website divides young creative and employer user journeys. The young creative page lists live roles, opportunities, events and newsletter subscription. The employer page outlines our offer to employers including our programmes, recruitment offer, testimonials. There is then a blog and about us page.

Design

Good Growth Hub platform is to be in line with [brand guidelines](#).

For us the design must :

- Appeal to primary audience
- Be accessible using WCAG and plugins for Userway and U Access
- Enhance navigation and drive traffic
- Be user-centred

Sites we like:

- [Creative Lives in Progress](#)
 - What we like:
 - Cool design
 - Clear navigation
 - Way it hosts content directly from IG
- [Play Nice](#)
 - What we like:
 - Nice graphic visuals
 - Clear and simple breakdown

Marketing

We already or are in the process of creating the following tools and channels which this website will work alongside:

- Social
 - o Instagram
 - o Twitter
 - o Facebook
 - o LinkedIn
 - o The Dots
 - o Managed through Spout
 - o PPC managed through Facebook Business Manager
- Email
 - o Mailchimp
- CRM
 - o Salesforce
- Event listing/management
 - o Eventbrite
 - o The Dots
 - o DICE
- Data collection
 - o FormAssembly
- Surveys
 - o Typeform

See technical requirements for information on where integration is needed to support existing marketing channels.

Reporting

We need to be able to report on the following, with the CMS able to support this either on its own or with support with Google Analytics

- Page views, users, bounce rates
- Referrals
- Tracked links via UTM
- Goal completions
- Bounce rates
- Demographics of the above. Tracking IP to be borough specific

Technical requirements

A New Direction will manage web hosting which will be procured as part of this brief: goodgrowthhub.co.uk, goodgrowthhub.& goodgrowthhub.london.

Cookie agreements to be supplied by cookiebot in line with AND's [privacy policy](#)

Admin/users on CRM are required for updates made by GGH team

We'd like for the website to be compliant with

- Mailchimp
- Salesforce
- FormAssembly
- Social platforms
- Google Analytics
- APIs to integrate LinkedIn/ The Dots or other social profiles

Ongoing support

We require the chosen supplier to provide us with ongoing maintenance and support. Regular updates to content (live and pre-recorded content, user profiles etc) will be done or supported in-house using the site's CMS.

Flexibility of the maintenance contract may be required in the event that our in-house resources are reduced.

As part of this ongoing support, we'd like support on delivering reports of the items outlined in the report section. We would like your proposal to define the level of support you're able to offer for a range of priority tasks ie. from a situation where the site is hacked out of office hours to a minor glitch. Details of support available should be included in any bid but will be covered by additional budget to this scope of work.

Timescales

Brief circulated	10 May
Tender period	10 May – 28 May
Pitches submitted from providers	28 May
Agency appointed	2 June 2021
Project start date	8 June 2021

Budget

Site design and development fee: £9,999 (exc. VAT)

How to bid

Proposals should be submitted to Rory Newton Dunn (rory.newtondunn@anewdirection.org.uk) by 28 May 2021. The project will commence on 8 June with a launch date of phase one by 30 June.

Evaluation

We welcome proposals from partners who can demonstrate the strength of their track record and proposals for delivering the services as follows:

Requirement	Evaluation criteria	Guidance for bidders	Weighting
Able to demonstrate technical and design expertise with a user-centred approach.	<p>In their response, the bidder should:</p> <ul style="list-style-type: none">• Include templates or wireframe sketches for the design and layout of phases of the build• Display an understanding of the audiences this project targets and how this project can meet their needs• Detail ongoing support available through bidder or another provider	<p>The evidence should:</p> <ul style="list-style-type: none">• Demonstrate understanding of briefs' CRM, CMS, integrations, and coding needs• Demonstrated understanding of typography, composition and colour theory in accordance of brand guidelines and access requirements• Evidenced intuitive design and content that focuses on a humanistic, rather than mechanical, experience. Audience-specific design and information tailored to meet audience needs	30%

<p>Able to meet our requirements as a partner with a team and resource to support this project to the required timeline within budget</p>	<p>In their response, the bidder should:</p> <ul style="list-style-type: none"> - Give a breakdown of the team involved in this project and their relevant experience - Give confidence that there is resource to complete build within the suggested timeline - Demonstrate understanding of our needs and how this build will meet our requirements and challenge our thinking 	<p>The proposal should:</p> <ul style="list-style-type: none"> - Meet deadlines and suggests appropriate steps to meet them - Asks questions and challenge our thinking to collaborate effectively and develop the opportunity - Defines clear roles and responsibilities within the team who will deliver the project 	<p>30%</p>
<p>Bid demonstrates shared values in creating opportunity and supporting inclusive growth as well as investment in the development of the Park and local area</p>	<p>In their response, the bidder should:</p> <ul style="list-style-type: none"> - Detail their own values - Describe prior projects in a similar area - Define their reasons for bidding as part of an investment in the Park and East London boroughs 	<p>The proposal should:</p> <ul style="list-style-type: none"> - Demonstrate alignment to GGH's work in valuing diversity and emerging creative talent - Demonstrate value of east London residents and community 	<p>20%</p>

Case studies map well onto the brief	In their response, the bidder should use case studies to evidence their experience and capabilities to deliver this project	The proposal should use case studies to show work delivered to similar requirements	20%
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Evaluation weighting

Each bid will be evaluated in accordance with the weightings laid out in the table below:

Technical	Requirements	100%
Commercial	Within budget	Pass / Fail
Fair employment	Partner is committed to pay the London Living Wage (minimum) to anyone involved in the project	Pass / Fail

Scoring a fail against any criteria will result in the bidder's submission being rejected

Framework for scoring quality

The below framework will be used to score the quality of submissions.

0 - Unacceptable	The response does not meet the requirement. Does not comply and/or insufficient information provided to demonstrate that the Tenderer has the ability, understanding, experience, skills, resource & quality measures required to provide the supplies/services, with little or no evidence to support the response,
1 - Poor	Some minor reservations of the Tenderer's relevant ability, understanding, experience, skills, resource & quality measures required to provide the services, with little or no evidence to support the response
2 – Meets Requirements	Demonstration by the tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the services, evidence to support the response
3 - Good	Above average demonstration by the tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the services. Response identifies factors that will offer potential added value, with evidence to support the response.
4 - Outstanding	Exceptional demonstration by the tenderer of the relevant ability, understanding, experience, skills, resource & quality measures required to provide the services. Response identifies factors that will offer potential added value and continuous improvement with evidence to support the response.

