APPENDIX A : TENDER SPECIFICATION

# TENDER TITLE: Fire Standards Board website re-tender

# Part A: Background to specification

1. **Context and background**

The Fire Standards Board were established in 2019. Their role is to oversee the identification, organisation, development and maintenance of professional standards for fire and rescue services in England. They have published six Fire Standards to date, and plan to deliver a further fourteen more throughout 2021 and 2022. There is scope to develop a further set of standards, however this is subject to funding.

The Fire Standards Board website - [www.firestandards.org.uk](http://www.firestandards.org.uk) - was launched in 2019 and is primarily used as a tool to store and promote Fire Standards and to communicate any relating information.

It contains the following contents:

* Home page
  + - Links to other areas of the website
    - Video updates
    - Newsletter sign up form (protected by reCAPTCHA)
* About Us
* Aims for the Board;
* Terms of Reference of the Board
* Membership of the Board
* Board papers and reports
* Professional Standards
* What are they;
* Programme of development including consultations;
* Approved professional standards – list page (with specific search) and individual standards pages (including “print to PDF” function)
* News and general updates about the work of the Board
* Newsletters and articles
* Social media feed (Twitter and LinkedIn primarily)
* Links to other linked editorial content online
* Useful links / reference information
* Contact Us section
* Online form that generates an email to a central email address
* Links to social media accounts – Twitter and LinkedIn
* Global site search

The intended audience for the website is all those with an interest in professional standards for fire and rescue services, this will include (but is not limited to):

* Fire and rescue services in England and the rest of the UK
* governing bodies for fire and rescue services (e.g. Local Government Association);
* Central government departments and agencies including the Home Office and the inspectorate bodies for England and the Devolved Administrations
* International fire and rescue services;
* Other Category 1 (e.g., Ambulance) and all Category 2 (E.g., Transport providers) responders
* Educational and training establishments connected with the fire and rescue services;
* Suppliers to the fire and rescue services; and
* General public including those interested in careers in the fire and rescue services;

Currently, the Fire Standards Board content is managed through a WordPress content management system. The Fire Standards team have administrator access to the CMS in order to upload and maintain content in-house. The current website developers are required to assist with content management if technical assistance is needed of if the in-house team does not have capacity.

The current maintenance contract allows for 2-3 hours a month of maintenance time by the web developer.

The site is coded to track Google Analytics. Our website traffic has steadily increased since launch but has risen sharply since we launched our first Fire Standards on 16th February. We note an uptick in users in the months were we have published Fire Standards (denoted by \* below).

|  |  |  |  |
| --- | --- | --- | --- |
| **Website traffic over the last six months (via Google Analytics)** | | | |
| **Month** | **Users** | **Sessions** | **Page views** |
| Jun-21\* | 1,941 | 3,260 | 8,385 |
| May-21\* | 1,845 | 2,689 | 6,050 |
| Apr-21 | 1,331 | 2,091 | 4,947 |
| Mar-21 | 2,569 | 3,987 | 9,236 |
| Feb-21\* | 2,116 | 3,237 | 10,123 |
| Jan-21 | 649 | 887 | 2,468 |

1. **Review of the website**

The Fire Standards Board has scheduled a full review of the website to take place before the end of 2021 and have agreed to conduct biannual reviews going forward.

The review of the website is needed as the requirements for the website have changes since it was initially launched. When the website was built, there were no Fire Standards to publish and so it was built using mostly simple webpages, with limited custom templates, as this was all that was necessary at the time. Now that a number of Fire Standards have been published and we are more aware of the sort of content and templates we need on the site, further development is required.

1. **Current content of the website**

The website currently includes the following types of content:

1. basic pages
2. news posts
3. custom built list page for Approved Standards with specific search function
4. custom built template for Fire Standards with “print to PDF” function
5. photo and biography library for Board members
6. infographics – embedded into webpages
7. videos – embedded from YouTube into webpages and a video library on the homepage
8. PDF downloads
9. Twitter feed widget

The website is required to continue to support these types of content and, where appropriate and where requested, support the hosting of other types of content.

There is a webmail account linked to the website: [contact@firestandards.org](mailto:contact@firestandards.org). This was set up and is managed by the existing contractor.

1. **Hosting of the website**

Currently the site is hosted on UK based servers. Backups are taken daily and stored with UKFast, as well locally by the current contract holder.

1. **Requirements for new contractor**
2. Regular maintenance and development.

Initially, the contact will be to maintain and host the website as it currently exists but following the review, the contract provider will be required to:

1. Develop and maintain the website, including designing new pages, adapting functionality and creating new areas within the site as and when required.
2. Design new look and feel for pages and areas as and when required.
3. Ensure that the website is effectively hosted (in the UK, ideally), maintained and backed up, and that the site is running to full functionality at all times (in line with the SLA – see below).
4. When required to do so, develop and maintain a manual of how-to documents, passwords, software training, so that content of the site can be maintained internally.
5. Allow the in-house team to access and update the website independently using a user-friendly CMS with full WYSIWYG editor controls.
6. Ensure that the website is compatible with multiple platforms and browsers and is responsive for use on mobile and tablet devices.
7. Ensure that the website meets user standards for accessibility in line with the 2018 accessibility guidelines for public sector bodies (WCAG 2.1).
8. Major future developments

A full review of the website is due to take place in before the end of December 2021 with the expectation that ensuing developments would begin in early 2022. The review will involve at a minimum gathering feedback from stakeholders and users and user experience testing and we would expect the website developer to assist in this process.

Ahead of this review we have identified some areas and functionality that we believe need to be addressed. Some examples are given below, but please note that this list is not exhaustive and actual requirements will depend on the outcome of the review.

1. **Improved content management abilities** The current WordPress CMS is too restrictive e.g. tables cannot be built in the WYSIWYG editor, coding is required to use alpha lists, roman numeral lists, lower case lists etc
2. **More custom-built templates** To replace where basic pages have been used and where this involved a lot of manual updating. e.g. for Board meetings and papers section, consultations area
3. **New sections** E.g. a video library with search and filters, a glossary page with ability to allow pops on hover over words in the glossary, an interactive step-by-step search process for finding Approved Standards using the Activity Framework as a basis
4. **Improved accessibility** We are aware that the current colour scheme (in particular the red text) of the site does not meet current standards
5. **Improved site search** With ability to filter results and order search results by date, alpha order, relevance
6. **User experience improvements** Better navigation around the site in general as well as to get back to list pages etc where relevant e.g. when landed on a Fire Standard page, there is no easy way to get back to the list of all Fire Standards
7. **Responsive design** Better user experience on mobile devices
8. **Test environment** Provide a test environment where developments can be reviewed and tested before being deployed to the live website
9. Additional technical & regulatory requirements
10. Provide a test environment where developments can be reviewed and tested before being deployed to the live website
11. Ensure that the website adheres to all UK legislation and recommended nationally recognised guidelines, including privacy policies, accessibility and data protection.
12. A good knowledge of emerging social media plug-ins, tools and technologies to ensure that we maintain and develop the most effective integration of social and communication networks on the site.
13. Ensure Google Analytics continues to be fully integrated into the Fire Standards Board website, and that all pages/content are fully trackable for analysis.
14. Ensure the site is effectively firewalled and have the ability to respond to any hosting/hacking problems should they arise.
15. Service Level Agreement (SLA) table

The table below provides indicative SLA’s including severity level descriptions and expected response and resolution times.

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Description | Response Time | Resolution Time |
| Severity Level 1 | Critical business impact  e.g. Website outage | 2 hours | 24 hours |
| Severity Level 2 | Significant business impact  e.g. content doesn’t display as it should   * 1. coding issues   2. performance issues | 12 hours | 48 hours |
| Severity Level 3 | Minimal business impact  e.g. product features unavailable but a workaround exists and site is still useable for the most part | 1 working day | 3 working days |
| General support question | General questions relating to the functionality of the website | 1 working day | Will depend on the question |
| Additional functionality request |  | Initial response within 1 working day | Will depend on request |
| Web consultancy project | Project related discussions | Initial response within 1 working day  Meeting will be scheduled to determine project timeline and cost within 7 working days |  |

The successful applicants will demonstrate:

* A track record of successful development, design and maintenance of websites.
* A track record of managing development and design projects, including customised creative solutions, to agreed time and budget.
* Ability to communicate with a people from a range of backgrounds and sectors.
* Good working relationships with their customers and take the time to understand their needs, working with them to explore options and develop specifications.
* Good customer service.
* Ability to provide realistic pricing against specifications including offering multiple options where requirements might go beyond budget constraints.