

Invitation to Tender

Design, delivery and on-going support/development of website and intranet/extranet system.

West London Waste Authority invites you to submit a tender for the services detailed above.

Your tender must:

- Be valid for a period of no less than 120 days.
- Fully address the specification as described.
- Provide full details of the services you are offering including **responses to questions** and method statements where requested.
- Provide the lead-time for each item.
- Identify all-inclusive charges and show any discounts applicable.

Please submit your tender via email to info@westlondonwaste.gov.uk by **1300 hrs Friday 5th February 2021**. Tenders received after the deadline shall not be considered.

If you have any clarifications regarding this exercise, please submit your questions to Maninder Khunkhun at info@westlondonwaste.gov.uk by **1300 hrs on Monday 18th January 2021**

The anticipated start date of the contract is **3rd March 2021**.

Please note that West London Waste reserves the right to invite bidders for interview as part of the evaluation process.

West London Waste is not obliged to accept the lowest or any offer made, does not bind itself to complete this exercise and will not be liable for any losses or expenses incurred by an Applicant as a result of a decision not to proceed. In the event that the West London Waste receives no response which it deems satisfactory; it reserves the right to terminate the procurement.



Timescales

Event	Date
Publication of Tender	04/01/2021
Deadline for Clarification Questions	13:00 hrs 18/01/2021
Deadline for Tender Responses	13:00 hrs 05/02/2021
Notification of Award	26/02/2021
Contract Start Date & Mobilization meeting	03/03/2021
First stage completion	30/04/2021
Final stage completion	31/08/2021

Introduction

1.1 Background

West London Waste Authority (WLWA) is a statutory Waste Disposal Authority (WDA) which is responsible for disposing of waste collected by the London Boroughs of Brent, Ealing, Harrow, Hillingdon, Hounslow and Richmond upon Thames. Approximately 1.7 million people live in this area, which covers 38,000 hectares.

WLWA run campaigns on behalf of the constituent London Boroughs to decrease the waste in the residual stream (black bin) and increase the amount of recycling captured. Our operations & project teams are vital in helping us achieve these goals and work closely with the council teams to start new recycling initiatives or improve existing waste & recycling infrastructure.

Abbey Road (Brent) Reuse & Recycling centre is currently run by WLWA. As a result of the April 2020 lockdown, WLWA had to implement a booking system to manage access to the site by users and track items that residents are disposing of. We have an opportunity in the future to use this data through PowerBI to create targeted campaigns & communications.

West London Waste developed the current website back in 2010 and are in need of a new and improved website that can be future proofed to match the changing needs of the organisation. The website will be managed by West London Waste by the updating & uploading of new content but tenderers should provide copy writing options for the Authority to consider.

1.2 Current capability of the website & microsites

WLWA main website can be found at www.westlondonwaste.gov.uk and was created in 2010. The site currently hosts messaging focusing on how residents can reduce, reuse & recycle as well as compulsory government information such as audits & financial expenditure records. The website interfaces with customers (residents) and is used to host our intranet which uses a dedicated login system. The intranet is used to share documents such as job listings but we wish to expand on this and use the intranet as a tool for internal communications. In 2019, the website registered 75,329 users with 137,258 page views and a bounce rate of 75.66%. We continue to see high numbers of visitors to our site with 2020 currently standing at 117,466 users with 230,663 page views and a bounce rate of 73.29%.

Due to our dated website, we have started to utilize microsites for campaigns but will need to re-introduce these sites into our main website. www.westlondonbulkywaste.com was created to allow residents to book bulky waste collections through our partners, Any Junk. www.westlondonnappies.com is used as a tool to promote reusable nappies and get residents to sign up for our trial nappy scheme. Residents can sign up to our waiting list to receive a pack of reusable nappies to try out. www.getswishing.com is used to host information on running 'swishes' (second hand clothing swaps) and we get a lot of traction on this site with residents across the UK asking us for help on running events in their area 988834. Finally, www.westlondonfoodwaste.com is our latest microsite that hosts food waste messaging and provides links to each council's bin order page.

WLWA has launched a booking system for five of its London Borough recycling sites. This system uses the URL book.westlondonwaste.gov.uk and allows residents to book a time slot at their local recycling centre. The new website must be able to host the booking system so residents can continue to make bookings through the WLWA site.

1.3 What are we looking for?

WLWA requires a highly interactive and fluid website to promote campaigns and act as an interactive platform to communicate with the general public, schools, industry leaders and businesses. The current website was designed in 2010 and runs on Word Press CMS. We encourage tenderers to provide suggestions on other CMS systems that may also be appropriate for our purpose.

WLWA require an approach that is flexible and interactive and are looking for a long-term partner to work alongside to ensure the site is shaped around the needs of the customer through the delivery of a responsive, device friendly website.

The site will be hosted by the chosen bidder and must ensure that the servers used can handle the traffic from our West London residents, including integration with our booking system for five recycling centres.

Integration with our core business systems / third party applications is critical to avoid duplication of effort and the successful supplier will be responsible for managing this integration. Power BI is a tool used by the authority to showcase data from collections and

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project work. We want our new website to work in partnership with PowerBI, giving our stakeholders access to key information from our work within the boroughs.

The website's first stage will need to be completed by the **30th April 2021** to be launched with our new financial year. The redesign & restructure of the WLWA website can be done in a phase approach to ensure that key information is available to the public right away and features to be added at a later date. The final completed website must be delivered by **31st August 2021**.

1.4 Audience

Key Stakeholders

- Residents/ Community Groups
- Schools
- Local businesses (Large & Small)
- Borough officers & elected members
- Contractors
- Internal Staff
- Waste Industry professionals (other local authorities or organizations)

WLWA currently communicates directly to residents but will look to target businesses and schools across our six boroughs and potentially with wider communities. The aim is to encourage people to reduce, reuse and recycle their waste by sharing ideas, alternatives and information.

1.5 Aims and Objectives

The website will become a one-stop shop for all our residents needs and will pull information directly from our council partners waste & recycling pages. A site user should be able to have a localised experience where they will be targeted with events, campaigns and promotions based on their borough. Residents will be able to book bulky waste collections, visits to their local HRRC sites and order kitchen waste caddies and recycling containers directly from their council through our website.

The WLWA website will provide a targeted experience to businesses & schools across our six constituent boroughs, ensuring that crucial information is easily accessed by these two stakeholders.

WLWA's new website must be flexible to host different campaigns that have their own campaign branding. West London Waste has been using microsites to host campaigns but the new site must be easy to navigate and change to ensure new campaigns can be supported. The new website must consolidate these microsites into the new website, separated clearly by their waste stream.

The organisation works in partnership with its borough partners and the website will require a secure transactional system in order to take card payments for bulky waste collections or ordering reusable nappy packs. The system should be able to allow users to book events & pay deposits but ensure a secure environment for transactions.

The website will include an intranet for West London Waste employees to use as the main portal when they log into the Citrix environment. The intranet will be used to share important information, key campaign updates as well as being a tool for internal communications. The extranet will be used for partners to download any marketing materials we produce in support of our circular economy projects.

The site must be interactive and promote engagement via surveys, case studies & campaigns. The organisation wants to reduce its bounce rate to ensure stakeholders who visit the west London waste website are engaging with content and learning more about waste & recycling to promote behaviour change.

1.6 Technical Requirements

Design will follow a “mobile first” approach- the website will be developed primarily for use on mobile devices such as smart phones and tablets (android and iOS friendly). This approach will ensure that the website is responsive and compatible with mobile /tablet devices, laptops and desktop machines computers and adaptation of Android and iOS operating systems.

The website will be designed to meet W3C standards, an essential requirement for any public body carrying a .gov.uk domain name. This standard includes the WCAG accessibility standard to ensure that the websites are accessible to members of the public with special needs. ISO 27001 security compliant & Cyber essentials compliant as used by many gov.uk as a baseline requirement.

The websites will be tested and designed to work with the most commonly used internet browsers i.e. Internet Explorer, Safari, Google Chrome and Mozilla Firefox, Edge.

1.7 Key performance indicators

- Decrease the bounce rate (currently standing at 73%) to under 60% within the first year
- Ensure WLWA website is within the top 2 pages in google rankings for key waste searches (e.g. food waste, textiles, plastic recycling – we would want to see our pages come up in searches)
- Increase number of unique visitors to our site
- User satisfaction rating through polls must show at least 80% of total users as a four star or above rating

2. Requirements

2.1 WLWA Core requirements

Minimum requirements are stated below but suppliers are encouraged to provide additional services which will improve our WLWA customer experience:

- Website to be shaped around the needs of the individual, designed for easy intuitive navigation around the site based of borough location.
- Responsive design, optimising the website for desktop, tablet and mobile devices.
- Cross browser compatibility. Must work on all modern browsers (Chrome, Firefox, Microsoft Edge etc.)
- New website and associated services will deliver seamless integration of content services and include e-forms plugins (a way to digitalize documents and securely store data online) with possible future payments and other integration where needed.
- Content Management System setup and theme integration and build. It must allow West London Waste to make changes to content, layout and website functions in-house wherever possible.
- Meet accessibility guidelines (W3C) and offer different viewing options, e.g., text size and different contrast versions for those users with specific visual needs.
- Suppliers are required to host the WLWA website on a secure server and update the CMS system when required. The content will be provided and changed by WLWA but any plugin updates or technical features must be managed by the supplier.

Key features

The new website must be able to:

- Extract all relevant borough waste and recycling information automatically from council websites into one place, allowing easy access of information and cross-sharing of resources.
- Hosting webinars to enhance communications and community engagement for key stakeholders
- Host live data, video and surveys/ e-forms to engage with our constituent residents
- Provide a portal/extranet for borough partners and schools to download different file types including lesson plans & social media graphics
- Provide an intranet for WLWA staff that enables greater information sharing, collaboration and engagement, matching the needs of flexible independent working that the authority is moving towards. The Intranet will be the first page all staff see once they login via the Citrix platform.
- Be accessible on mobile & tablets, the site must be able to provide information to residents through Alexa and Siri suggestions. The site must work with these digital

assistants to give householders clear and targeted recycling information to increase recycling rates and reduce contamination.

- Provide website structure to host easy to digest information for residents, businesses and schools that will be created by WLWA.
- Suppliers should discuss what transactional service can be provided either as a part of the initial implementation or added to the site at a later date. Please state how this will be undertaken, charged and managed.

Website deliverables

- Search Engine Optimization including key word research and targeting. The supplier must provide detailed examples of what can be done to boost SEO and ensure key words are placed throughout the site to help boost listings for waste stream specific pages.
- Enable residents, businesses and schools to access key information as a result of focused campaigns
- Increase resident engagement and decrease the bounce rate on the website via articles, news & case studies
- Provide an area for residents to engage with surveys, polls and interactive live data for local projects.
- Integrate third party apps such as formstack, payments, calendly and any others for future use.
- Provide a secure staff intranet that enables information sharing and news to employees working from multiple locations. The intranet will be a tool for the organization to share project and authority news to staff.

2.2 Website functionality

Below is a list of desired website functionality requirements. Suppliers are encouraged to suggest alternative functionalities which will enhance and optimize the overall user experience:

- Banner area for high exposure of key information and news articles (strap, pop up banner)
- News and events management
- Search feature
- Integration with Facebook, Twitter, Instagram and YouTube to show latest updates.
- Navigation based on information architecture that is shaped around the customers' needs but intersected with campaign focused news and information.
- Google maps and API Features
- Accessibility and language translation tools. Text scaling and different contrast modes for colour blindness or users with visual impairments plus ability to integrate translation plugins

- Video Content – It will be possible to embed video content into web pages, directly from our WLWA YouTube Page or other video hosting services.
- A feature that will allow residents to report any fly tipping through our website – the photos submitted by residents should be able to pick up on what items have been tipped and where the location is

2.3 Content Management System

The content management systems must provide:

- Centralised CMS with distributed access, preferable web-based
- Intuitive interface – non technical users should be able to make changes easily
- User permissions – ability to manage users access levels to specific pages or sections of the website
- Asset management – centralised libraries to manage survey submissions, documents, images and links
- Reporting – a dashboard (preferably live) to see how website and content editors are performing is essential. A function to identify areas that are performing well and underperforming by traffic, content and media types.
- Content expiration – need to set expiration on items to allow them to be automatically removed from website and archived. A report generates a list of outdated content and we are reminded to update and review content with escalation processes.
- Version control – if mistakes are made, page content can be reverted back to a previous version
- Secure – the supplier must supply evidence of a secure sever so there can be confidence our CMS will not be compromised
- Emergency Alert banner – can display emergency information on every page of the website (COVID restrictions or recycling centre closures etc.)
- Libraries – to allow the central management of documents, website link, images, survey and project data
- Page preview – content editors will be able to preview a page prior to publication.
- Audit – an audit history recording changes and updates on the site
- Accessibility options – the site should have the option to cater to users who may have visual impairments
- Friendly URL's – ability to customise URLs – e.g
www.westlondonwaste.gov.uk/foodwaste

2.3 Website Content

West London Waste Authority will be creating the content and writing the copy for the website but due to time constraints, bidders are advised to offer copy writing as an additional cost to consider.

2.4 Third Party Applications

The following third-party applications will be retained and integrated into the new website:

- Formstack – online survey application – will be used to gather information from our residents
- Power BI – we want to be able to showcase live data on the website through channels such as Power BI. We want our new website to work alongside Power BI to show live data from local projects as well as providing our council teams their collection tonnage data. Any changes made on Power BI must reflect on the website in real time, giving users the most up to date data and information.
- Calendly – option for residents to book for events, webinars and online sessions through our website.
- Google maps – displays online maps and integrates with applications and APIs
- Booking System – the site must be able to host a booking system for our recycling centres

The functionality and layout of these applications fixed by the third party providers. Where possible and necessary, the successful supplier will work with the third party to align them to the new corporate brandings.

2.5 Search Engine Feature

Page keywords and page content taken into consideration to help improve WLWA's google rankings. Microsites such as www.getswishing.com & www.westlondonfoodwaste.com have high google rankings due to their content and we want to ensure we do not lose these rankings once we merge the microsites with our main website.

- Allows weighting of pages, news and documents to influence the rankings
- Predictive (page options are displayed as the user types partial search strings, this can be influenced by page edits in the CMS) – e.g. Harrow residents can search for localized events (hosted by WLWA or by taking information from Harrow's event page on their website)

2.6 Analytics

Analytics integration to ensure we can track website activity. This includes visitors to the site, what pages they were looking at and where we acquired the traffic from (direct, social, referral etc.). Automated custom reports must be sent to key stakeholders on a monthly basis (as appointed by WLWA).

2.8 Infrastructure

Please provide details of full technical design of ICT infrastructure with options for hosting (annual fees if any), resilience to ensure maximum up time and disaster recovery options.

Please provide detailed information on server based information, communication links and other related hardware/software

- Content strategy/ Information architecture
- Production of specification and technical due diligence
- Preparation of project management platform, content gathering and approval process
- Oversee and advise on migration of existing content and all services related to on-going management of content
- On-going maintenance and support

2.9 Training

Training must be provided as part of the proposal which can include live demonstrations or video sessions that can demonstrate to a non-technical member of staff how to make any changes to the site.

A schedule of training sessions should be provided which will include dates and topics relating to the site, to cover. The training sessions should complement a “how to guide” so non-technical staff can still make changes to the site without support.

3. Pricing Schedule

All prices are to be inclusive. No additional payments will be made for items such as travel and accommodation.

Description	Pricing ex VAT
Licensing	
Please provide pricing details of your licensing structure including set up and recurring fees covering:	
Core CMS licence, additional intranet + extranet, per user, staging, testing, developer licences.	
Please list any third party licences required and costs if purchased on behalf of WLWA.	
Modules & Other hardware / software products	
Itemize additional modules / products / services and provide costs required to meet the specification.	
Itemize and cost any additional modules / products / services that may add value to the CMS project.	
Upgrades / enhancements	
Itemize and cost upgrades and enhancements that are included in initial costs.	
Itemize and cost upgrades and enhancements that not included in initial costs. Please outline whether upgrades and enhancements are capped.	

Project Team	
Breakdown of typical project team members and their day rates including likely expenses.	
Training	
Outline user and technical training included in set up costs.	
Outline user and technical training not included in set up costs.	
Please provide details of training course prerequisites.	
Support	
Itemize support included in set up costs	
Support fees – recurring	
Call out charges (additional work by the hour cost)	
Outline support areas not covered	
Confirm if support is tiered and provide costs e.g. – standard / 9-5 / 24/7	
At what point do maintenance charges apply?	
Licence discounts	
Please outline your bulk license purchase discount structure.	

4. Evaluation

Evaluation Criteria and Evaluation Methodology

The Authority will evaluate proposals received for this assignment based on the following criteria

Any Contract(s) awarded as a result of this exercise will be awarded on the basis of the offer that is the most economically advantageous to the Authority. The Award Criteria are:

- 60 % technical/quality.
- 40 % cost

Criteria	WEIGHTING
1.Functionality	20%
2.Implementation	20%
3.Innovation	20%
4.Total for technical/quality	60%

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Scoring Principles	
Score 5	The information submitted provides strong evidence that all the submission requirements or WLWA's requirements can be met and the proposal exceeds expectation i.e. exemplary in the industry provides full confidence and no concerns. Outstanding
Score 4	The information submitted provides good evidence that all the submission requirements or WLWA's requirements can be met. Full and robust response, any concerns are addressed so that the proposal gives confidence. Very Good
Score 3	The information submitted provides some good evidence to meet the relevant submission requirements or WLWA's requirements and is satisfactory in most respects and there are no major concerns. Good
Score 2	. The information submitted has some minor omissions in respect of the relevant submission requirements or WLWA's requirements. The Tender satisfies the basic requirements in some respects but is unsatisfactory in other respects and raises some concerns. Fair
Score 1	The information submitted has insufficient evidence to demonstrate that the relevant submission requirements or WLWA's requirements can be met. Significant omissions, serious and/or many concerns. Poor
Score 0	.The information required is either omitted or fundamentally fails to meet the relevant submission requirements or to address WLWA's requirements. Insufficient evidence to support the proposal to allow WLWA to evaluate. Unacceptable
5. Cost	40%
Total	100%

Marks for technical/quality criteria above will be awarded in accordance with the scoring matrix below:

As part of the tender submission, bidders are asked to provide in their submission;

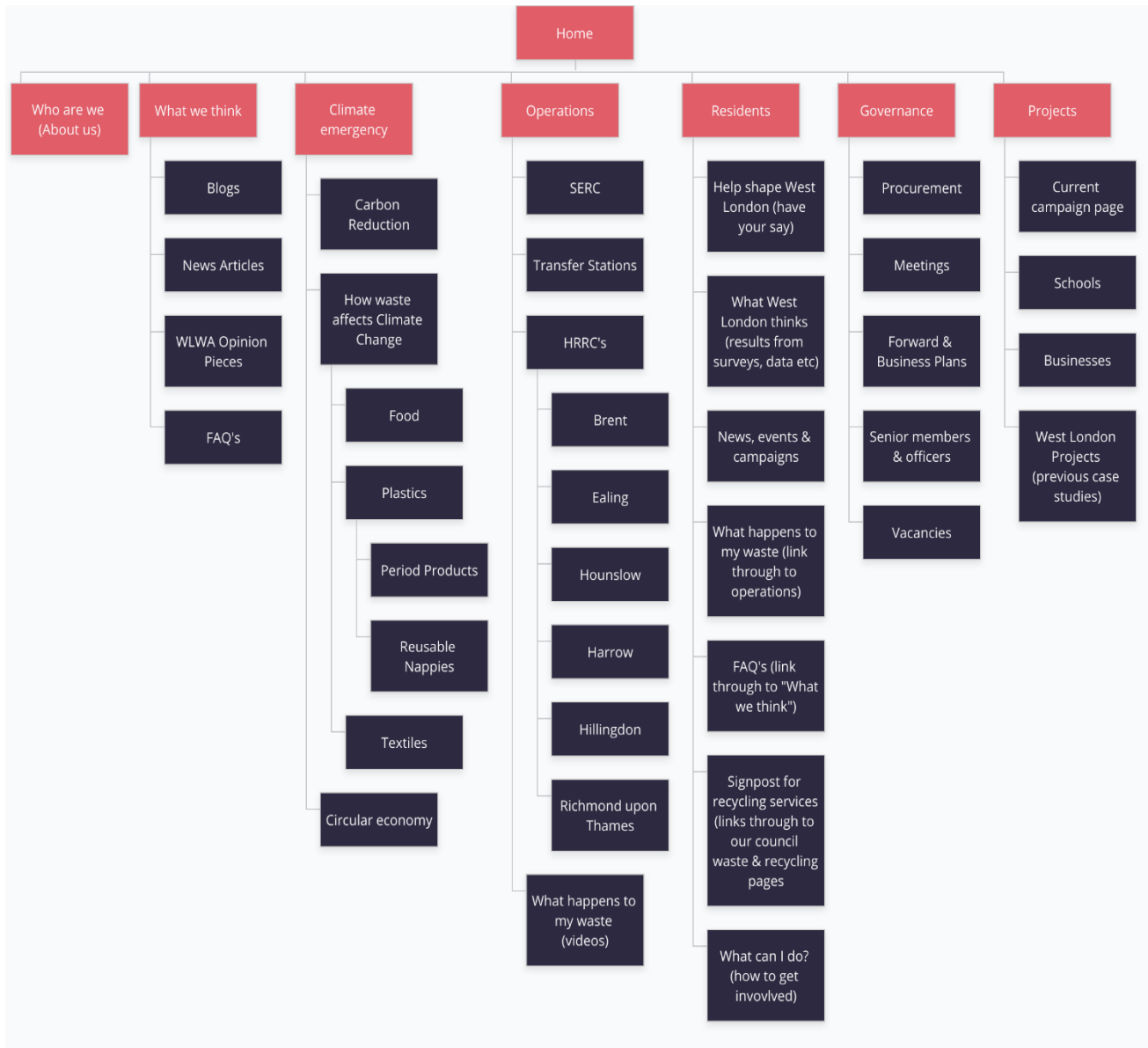
- A completed pricing schedule plus any additional costings that may fall outside the original scope of work
- Details of the proposed CMS system
- Details of any proposed additional functionality which will improve the customer experience (and associated costs)
- A breakdown of the schedule of meetings – including inception meetings, training, regular updates and wrap-up meeting/training sessions
- Information regarding the levels of maintenance and training which will be provided to the organisation
- Information on server arrangement and status
- Full details on any form of third party work and costs associated with the service.
- Suggestions on proposed site map (*Appendix 1*) to optimise user experience.

The proposal should be comprehensive and demonstrate that the supplier fully understands the requirements.

Bidders are also asked to provide any further information including last five years' experience with at least three relevant samples of past productions, understanding of local authority services and changes and how they would ensure that this project would deliver high quality, value for money on line services. At least one example should demonstrate experience working with the public sector.

Bidders should be aware that if their application is shortlisted, they will be asked to create and present a presentation on their website suggestions to West London Waste Authority.

Appendix 1



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