

# Office of Police and Crime Commissioner for North Yorkshire

## Invitation to Quote – Website

14 January 2013

### Background

#### *Why is this project being commissioned?*

On 22<sup>nd</sup> November 2012, 41 new Police and Crime Commissioners took up their posts throughout England and Wales. Each Commissioner is responsible for overseeing the performance of the police force in their local area on behalf of the public and for working with the wider community of agencies and organisations to develop and implement strategies to reduce crime. They are accountable to the electorate and have a duty to involve and inform their local communities on the development of their strategic Police and Crime Plan and to report back to the public on its delivery.

You can find out more on the following websites:

<http://www.homeoffice.gov.uk/police/police-crime-commissioners/>

<http://www.apccs.police.uk/page/Role%20of%20the%20PCC>

<http://www.northyorkshire.police.uk/nypcc/index.aspx?articleid=9554>

In North Yorkshire, the successful candidate was Julia Mulligan and her office now wishes to commission a website for the Office of Police and Crime Commissioner for North Yorkshire.

### Objectives

#### *What do we want to achieve?*

- Primarily the site needs to be a tool to aid effective community engagement
- Top three ‘natural search’ (SEO) rankings for key search terms (to be analysed and defined as part of the site development)
- An easy-to-use online resource where people can find out about the Commissioner’s work, access tools, search for documents / information and find statutory / scrutiny and other information
- Demonstrate to the public that the Commissioner is there for them – that she is focused on making a difference in their communities
- The Commissioner is representative of all communities of North Yorkshire – urban, coastal, rural, BME, etc
- That the Commissioner is committed to working in collaboration with people and partners

### Deliverables

#### *What are required?*

- A website powered by an opensource CMS, for example Wordpress
- Up to eight page templates plus home page design and (simple) contact form including:
  - Section landing page
  - Sub-section landing page able to incorporate images
  - News / event listing page
  - Meet the team page – with pictures of key personnel and brief description of role
  - Content page with document database search function
  - Flexible content page template – able to incorporate images, bulleted lists with/without internal and external links, tables, pull out quotes, quick polls, headings and sub headings, simple forms with captcha spam blocks
- Social media
  - Links to / feeds from Twitter and Facebook on home page and to share content throughout the site
  - RSS feeds
- Search
  - Key word analysis
  - Well constructed site for SEO to give content best chance of high rankings in search results
  - Initial optimisation of the site via internal links and integration of key words into supplied content
  - Half a day’s training for internal staff to maintain basic SEO and simple ‘how to’ guide, plus what NOT to do
- Content
  - Copy writing for the home page, primary nav pages and into pages for each strategic theme of the Police and Crime Plan (x6)
  - Royalty-free imagery (as appropriate)

- Functionality / features
  - Call to action buttons that allow the user to give feedback on specific content, eg. consultations in the ‘Have your say’ section
  - Simple contact form and ‘instant’ feedback forms throughout
  - Newsletter sign up call to action and functionality
  - Interactive map of North Yorkshire linking to events database and postcode search function that displays events, meetings, surgeries, etc nearest to where you live (please itemise postcode search functionality separately)
  - Document database with search functionality for agendas, minutes, decisions, scrutiny reports, etc
  - Quick polls and other interactive features
  - Website search
  - Google analytics
  - Cookie policy and notice
- System administration
  - Super administrator – only to be used by developers/web technicians
  - Administrator – for the primary manager of the site, can manage other users, add/delete/edit pages, upload resources and publish live
  - Editors – as administrators but without the ability to publish live and contributors who have designated content only
- Website structure
  - See Appendix 1 for sitemap
  - See Appendix 2 for navigation and content
- Annual hosting recommendations and basic maintenance costs to maintain security, etc – these costs should be itemised and are in addition to the project budget

## 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 Commissioner and the Commissioner herself, 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.

## Mandatories

### *What must/must not be included*

- Opensource platform and CMS
- New branding (to be supplied to shortlisted agencies prior to pitch along with creative guidance – tone of voice, etc)
- General imagery of Yorkshire (including North Yorkshire) can be found at <http://www.yorkshire.com/mediacentre/images--films>  
Please check usage rights with Welcome to Yorkshire.
- Imagery of Julia and other relevant images will be supplied but some royalty free stock imagery will be needed

## Project budget

### *What is the maximum spend allocated to this project?*

£20,000 + VAT

The budget must cover all fees and expenses incurred during the delivery of the project including travel and other expenses, copy writing as specified and royalty free imagery (some photography is available but it is limited).

Annual hosting to be specified and itemised separately (this will be in addition to the project budget of £20,000)

Please also provide a monthly charge for maintenance over the course of 12 months to cover CMS patches, etc.

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

## The process

### What are you required to do and by when?

1. Invitation to quote – issued to 5 selected companies – Wednesday 16<sup>th</sup> January
2. Questions – can be submitted by email to [pcc@northyorksire-pcc.gov.uk](mailto:pcc@northyorksire-pcc.gov.uk) and there will be an opportunity for a 15-minute discussion by conference call on Tuesday 22<sup>nd</sup> January (times to be agreed with each agency)
3. Quotations – to be submitted by email to above email address by 12 noon on Friday 25<sup>th</sup> January
4. Shortlisting to 2 or 3 agencies – agencies will be notified of the shortlisting outcome by end of play Monday 28<sup>th</sup> January
5. Pitch presentations – Friday 8<sup>th</sup> February
6. Successful agency appointed – Friday 8<sup>th</sup> February
7. Site to be live by 26<sup>th</sup> March 2013 – please note that it is a statutory duty for the Police and Crime Plan (which is included in this site) to be published by Tuesday 30<sup>th</sup> March so there is no flexibility on this live date. We recognise that this is a tight timescale and agencies should be realistic in their scheduling. We also understand that there will be significant work for the client in terms of content generation and the timescales for this should be indicated in your schedule

Your quotation needs to include the following information:

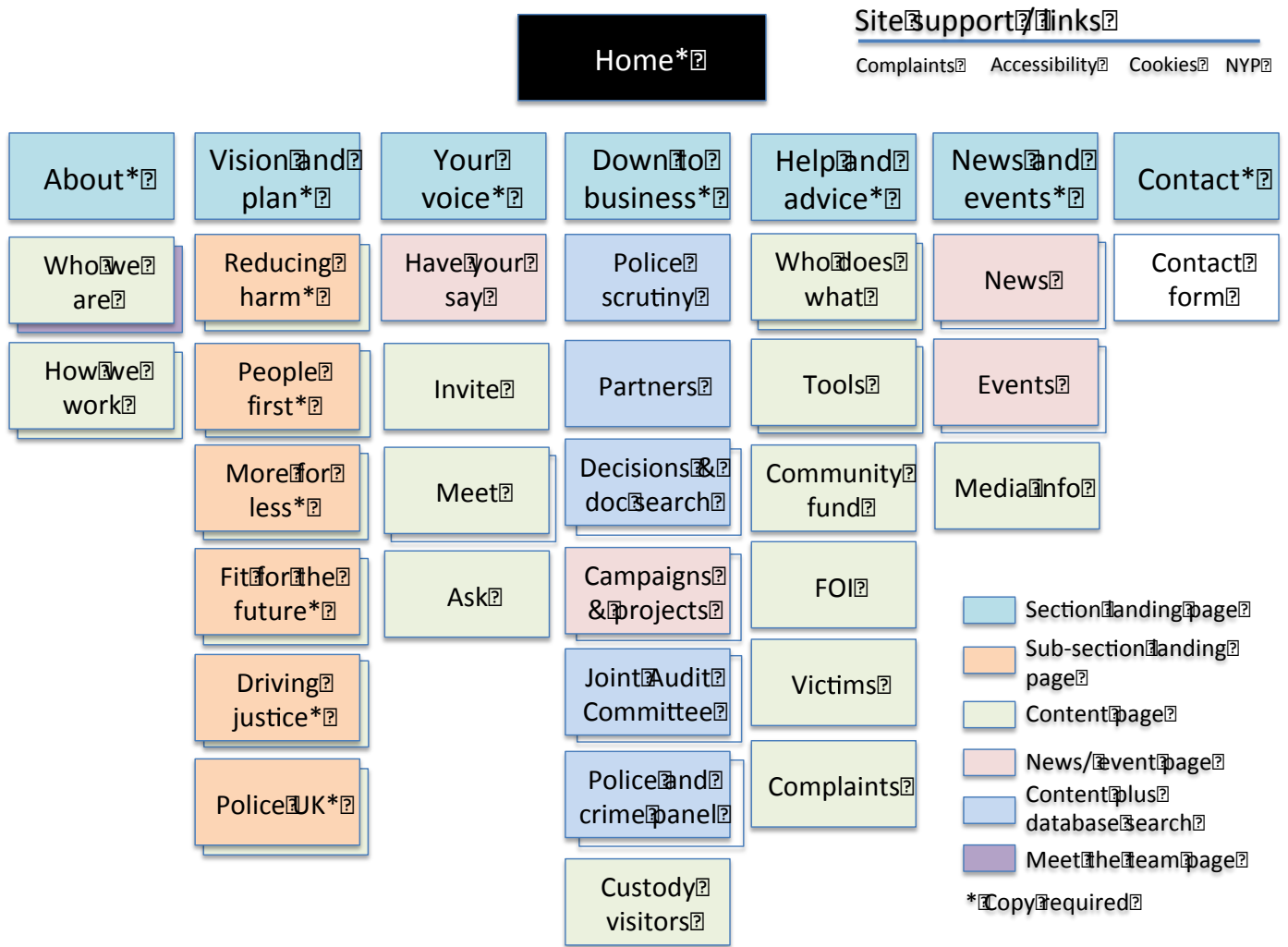
- Your understanding of the role of Police and Crime Commissioner – in summary – and how this would shape your approach to the brief
- At least three links to examples of your work, including for public sector clients. (It is recognised that the Office of Police and Crime Commissioner is new.)
- Your proposed process, way of working and a project schedule / timings (bearing in mind the non-negotiable live date)
- A breakdown of the budget – how you will allocate the fees and any expenses within the total budget amount
- Your standard day rates for the people who would be involved in delivering this project
- Any discounts / added value you are prepared to offer bearing in mind that value for money will be important during the evaluation process

Pitch presentations on 8<sup>th</sup> February to include:

- Credentials and why we should work with you
- Your thinking and rationale for your suggested approach, process, technology / hosting recommendations and a schedule with key dates for client decisions and content generation
- Initial wireframes for home page, section header page and content page
- Creative concepts for the home page
- You should be prepared to answer questions on your quotation but will not be required to present costs at the pitch
- Presentations (including questions) should last no more than 60 minutes and the meetings will be held in York (off the ringroad, near Clifton Moor) at the following times:
  - a. 9-10am
  - b. 10.30-11.30am
  - c. 3-4pm

Pitch evaluation criteria:

CRITERIA	POINTS
▪ Demonstration of value for money	30
▪ 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	10
▪ Effectiveness of the approach, your proposed wireframes and home page concepts to meet the primary objective of the site being an effective community and public engagement tool, whilst also taking into consideration the other information requirements and overall user experience	50
TOTAL	100



## APPENDIX 2 – SITE CONTENT

### Home page\*

#### Content

- Live consultations – call to action to participate (maximum of 3 specific consultations at any time plus link to others)
- Latest news, events and opportunities to meet Julia
- Newsletter sign up
- Picture of the Commissioner and headline quote
- Facebook and Twitter links
- Link to live campaigns and projects

#### Footer

- Signposting to North Yorkshire Police – 999 and 101 numbers, NYP website link
- Address, phone and email contact details
- Links to:
  - Accessibility
  - Sitemap
  - Cookies
  - Legal notices

### Primary navigation

#### *About – introduction to the OPCC and its role\**

- Who we are
  - Julia Mulligan – the Police and Crime Commissioner introduction
    - Julia Mulligan’s biography
    - Julia Mulligan’s Oath of Impartiality
    - Julia Mulligan’s manifesto pledges
    - Memorandum of understanding between the Commissioner and the Chief Constable
  - Staff
    - Chief Executive
    - Chief Financial Officer
    - Solicitor
    - Director of Partnerships
    - Head of Policy and Projects
    - External Relations Manager
    - Administration Manager
    - Support Officer
  - Jobs
    - Description of each vacancy and form to register interest/apply for a pack
- How we work
  - Decision making (link to decisions)
  - Governance (link to scrutiny of NYP)
  - Partnerships (links to external partners)
  - Equalities and diversity

#### *Vision and plan\**

- Reducing harm
  - Reducing crime
  - Reducing anti-social behaviour
  - Reducing reoffending
  - Protecting vulnerable people
  - Reducing road casualties
- People first
  - Reassurance and visibility
  - Victim support and charter
  - Quality of service
  - Officer and staff development
- More for less
  - Value for money
  - Productivity
  - Collaboration
  - Market testing
  - Procurement
  - Funding plan

- Fit for the future
  - Estate renewal
  - People skills and mix
  - Information technology
  - Energy efficiency
- Driving justice
  - Offenders and charging
  - Effective investigation
  - Restorative justice
  - Witness care
  - Lobbying
- Police UK
  - National policing
  - Funding and income
  - Best practice and compliance

#### *Your voice\**

- Have your say
  - Live consultations – description and invitation to participate
    - Page for each consultation
  - Invite (Julia to a meeting or event via a request form)
  - Meet (calendar of events and surgeries via a clickable map and postcode search)
  - Ask (a question via a form and note about/link to complaints)

#### *Down to business*

- Scrutiny of North Yorkshire Police – how it's done
  - Performance monitoring
  - Budgets and finance monitoring
- Decisions and decision-making process
  - Live and awaiting decision (link to consultations)
  - Archive (search)
- Partners
  - North Yorkshire County Council (links to relevant parts of website)
  - City of York Council (links to relevant parts of website)
  - District and Borough Councils (links to each)
  - Fire and Rescue (link to website)
  - Probation (link to North Yorkshire Criminal Justice Board)
  - Health (links to Health and Wellbeing Boards, links to key providers)
  - Mental health
  - MAPPa (link to MAPPa site)
  - Community Safety Forum (links to Community Safety Partnerships)
  - Prisons – links to Askham Grange, HMP Northallerton, Wetherby YOI
- Independent Custody Visitor scheme
- Campaigns and projects
  - Page for each live campaign / project with 'have your say' feedback mechanisms (link to home page)
- Joint Audit Committee
  - Agendas and corresponding minutes
  - Dates of future meetings (link to calendar)
  - Independent Auditors (names and brief biography)
- Police and Crime Panel (link to North Yorkshire County Council page)

#### *Help and advice\**

- Who does what (links to partners)
- Tools
  - Page on each tool / topic eg. how to get a flashing speed matrix sign and links to partners
- Community fund
  - Live projects
  - How and when to make a bid
- Freedom of information – form to make a request, link to NYP
- Victims
  - Have your say (form)
  - Support – charter
  - Victim Support and other providers (with links/contact details)
- Complaints
  - How to complain and guide to the process
  - Surgeries (link to map)
  - North Yorkshire Independent Police Complaints Panel (link to microsite)

*News and events\**

- Summary of news story / event with 'more' button – allow for thumbnail image
- Page / pop up for each story/event with images as relevant and 'come along' button if appropriate, plus contact details and images for each event
- News archive (searchable)
- Media info – contact details and form for media enquiries

*Contact\**

- Form with links to Facebook, Twitter and newsletter sign up – includes drop down menu for subject areas (incl FOI)

*\* Page to be copywritten by agency based on content supplied*