



VeloCITY Growth hub website

Background

1. The VeloCITY growth hub is a one-stop-shop for business support serving the 141,000 businesses (67,000 VAT registered) that are located and trading within the South East Midlands Local Enterprise Partnership (SEMLEP) economic area.
2. The VeloCITY on-line portal will signpost existing national and local business support services, the work of the VeloCITY team (1 Director and 4 business advisors) and a series of projects currently being developed. The aim which is to provide a personalised service to each business that seeks support.
3. The VeloCITY portal will grow over time when funding and projects are approved but will probably field c.15,000 hits per year.

The project

4. The first stage is to establish a portal which incorporates existing content syndicated from the .gov.uk website with additional content from Business Innovation and Skills from the old Business Link website. Several LEPs have already established portals using this content:

Cumbria <http://www.cumbriagrowthhub.co.uk/>

Cheshire and Warrington <http://cheshirehub.whycheshire.com/>

Lincolnshire <http://www.businesslincolnshire.com/>

The first stage is in essence a rebranding exercise but we will need to be able to upscale for future phases. We are not asking for you to quote for future phases at this stage.

We would like a quote for the following:

- Design of the Velocity Branding
- Design of the template of the website
- Production of all site imagery including icons, photography etc.
- Incorporating existing content from .gov.uk, Business Link and SEMLEP

- A Content Management System
- Links to our existing CRM
- Hosting costs on a yearly basis
- SEO
- Monthly support
- Hourly rate for key personnel
- Any other costs associated with delivery

We would also like to see included in the proposal

- Examples of previous projects that are of a similar nature.
- Timeline for implementing the project
- Short biographies of the staff involved in delivering the project.

Intellectual Property

5. We require the service provider to assign all rights in IP, which includes all bespoke coding during the development of the site to SEMLEP. All the copyright, design and trademarks created during the works will be assigned to SEMLEP. Where bespoke code, systems or designs are to be used – this should be stated up-front and only used following approval by SEMLEP.
6. Where possible, existing software and platforms should be used and integrated with the site such as using Linked-in sign-in and discussions groups, Twitter, Skype, FaceTime, Live Chat, Mail Chimp etc... This is to ensure that businesses are familiar with the tools being used, the tools update automatically overtime and SEMLEP are not locked in to bespoke code from any one supplier.

Specifications

7. The site should look clean, run crisply with quick navigation in order to engage and be familiar to the SEM business community. There should be no distractions to the eye and an absence of overly complicated architectures and structures. Above all the site should be engaging and personal – emphasising that the VeloCITY team are a few clicks away.
8. The site should be branded as VeloCITY growth hub (logo design and basic branding to be included in the quote) – using the SEMLEP colour palette to give a 'tacit bleed' through SEMLEP branding. 'SEMLEP green' is C: 41, M: 0,

Y: 78, K: 0 with pantone reference 375c. The site should be responsive to all platforms (iOS, Android etc...) and be familiar to businesses in both its look and feel and its usability – one or two clicks and a few data entry points to access the information they're looking for. There should be a search box that searches site content and ranks hits based on geography and specifications. Please note we are not expecting any design work to be done for this project before we have appointed.

9. We would like to capture email addresses as soon as possible as we need to provide statistics on who we are helping through this site to government, so advise on how best to do this and at what point the information is best captured would be appreciated. This will then need to feed into our CRM.
10. SEMLEP have purchased Evolutive CRM software (<http://www.evolutive.co.uk/CRM>). The site should be capable of integrating with this i.e. user data entered on to the site should be automatically ported into the Evolutive CRM system. In addition, the site should also utilise and integrate Eventbrite or Eventpilot/phoenix for example.
11. Analytics should be in-built to track the customer journey through site.
12. The VeloCITY brand will be new but there will be some traditional marketing and events organized around both the VeloCITY brand and the associated URL. Businesses accessing the site will most likely key in search words such as 'Business support', 'Grants' and 'Business TimeBank'.
13. The site should 'draw down' information / data from gov.uk using the Government Digital Service Syndication API as well as RSS, XML and JSON. In addition, the site should 'draw up' information / data from Local Authorities, HEIs, Chambers of Commerce and Science, Business and Innovation Parks.
14. The CMS should be easy to use and be secure. We are aware of systems such as Drupal, Joomla!, SilverStripe and Wordpress that are relatively easy to use. A CMS that is well known, used widely and easy to use by both content managers and IT specialists is preferred over bespoke products. A hybrid platform whereby off the shelf products and bespoke coding / modules are used may be an option. The system needs to be flexible enough to adapt and change as VeloCITY grows through further funding and projects. Reliance on a single service provider using a bespoke, proprietary CMS where access is only available via licencing is not preferable.

Functionality (VeloCITY perspective) and Security

15. The VeloCITY team will need to be informed and provided with all the technical aspects (architecture, hosting, security information) of the site. They will need to be able to create and authorise content, create new pages, create new forms, move content around and upload documents. In addition,

VeloCITY will have an in-house IT provision therefore the site architecture and code needs to be accessible.

16. At present, the site needs to display information and collect basic geographical and business information from enquiries. Some of the data to be collected may be commercially sensitive and therefore the site needs to be secure.
17. This site and associated database is likely to contain personal user data and business information.

SEO and Hosting

18. SEO should be focused regionally and target the 141,000 businesses within the SEM area. VeloCITY may wish to modify search terms and page metatags independently therefore this capability should be setup and passed to the VeloCITY team. We would like advice on SEO for this site. We currently have a strong Twitter presence and are working to improve our LinkedIn however we would like advice on how to tie this together with our online marketing strategy.
19. Management and Hosting of the site should be rolled up and managed over a 24 month period where costs are up-front rather than ongoing.

Site management

20. We currently have no Web expertise in house although this may change in the future. Please could you indicate what a monthly support contract would cost and whether we could have a pay as you go service.
21. As suggested earlier we would like some help putting together the site map but the Home page will need to include links (big buttons) to the following :
 - Business Support
 - Business Information
 - Training and employment
 - Research and development
 - Velocity
 - Trade Export
 - Commercial premises
 - Events
 - Access to Finance

All of these will need to link to further sections. The only ones going live in phase 1 are the existing assets we will get from .gov.uk

It will also need to display the National Business Support Line: 0845 600 9006

It will also need our Twitter and LinkedIn links

There needs to be a disclaimer saying 'Velo CITY is a trading arm of SEMLEP Ltd. Support is provided to businesses currently trading or wishing to locate in the South East Midlands'

Delivery the project

22. We would like to deliver Phase 1 by the end of January 2014.

Submission of your proposal

23. Please submit your proposal electronically to gayle.pope@semlep.com by 11th December 2013 (anytime). If your submission is successful you will be invited in for interview on Friday 13th December at our offices in Cranfield. We will appoint a company the same day and ask the successful bidder to attend an inception meeting on 16th December at 9.30am at our offices in Cranfield.
24. If you require additional information please contact Gayle Pope, Partnership Services Manager on 01234 436100 or email gayle.pope@semlep.com