



Invitation to Tender

Redevelopment of AONTAS Website

June 2021

Closing Date: Monday, 21st June 2021

Introduction

AONTAS is a long established (1969), non-governmental membership organisation that promotes that value of adult learning and advocates for the rights of all adult to quality learning across the tertiary education system.

AONTAS has built a strong reputation over 50 years. We are experts in community education, supporting learners to have a voice, and advocating for educational equality for adults in Ireland. Through this expertise we have developed networks at regional, national, European and International level, to share knowledge and address the issues of our members.

Our Strategic Plan: [A Vision for Educational Equality \(2019-2022\)](#) is informed by principles of: **social justice, feminism, partnership, valuing diversity, advancing equality and supporting social inclusion.**

In early 2016, AONTAS developed a communications strategy and engaged design consultancy services to develop new branding guidelines and a new logo for AONTAS, aimed at ensuring consistency of appearance and style across all AONTAS communications outputs. At this time we also engaged a website developer to work on the re-development of our website www.aontas.com. Since then AONTAS has developed and expanded its work in a number of areas which include a stronger focus on research, advocacy and learner voice.

In line with these developments, AONTAS now wishes to engage the services of a website developer to:

1. Create a website that adequately reflects the key areas of AONTAS' work
2. Enhance the appearance, functionality and accessibility of the organisation's main website, www.aontas.com
3. Establish clear processes and guidelines for staff to follow when updating the website
4. Provide ad hoc technical support

The successful tenderer will work closely with AONTAS Head of Communications.

AONTAS Online Communications Platforms

As the National Adult Learning Organisation, AONTAS leads a number of diverse initiatives and activities. The organisation has its own online communications channels – branded under the generic AONTAS brand – as follows:

- www.aontas.com
- www.twitter.com/aontas
- www.facebook.com/AONTASAdultlearning
- www.youtube.com/user/aontasireland
- <https://www.instagram.com/aontasireland/>
- <https://ie.linkedin.com/company/aontas-the-national-adult-learning-organisation>

Aside from its generic brand, AONTAS has developed an offshoot online communication platform for 'One Step Up', an initiative to promote the EU agenda for adult learning and raise awareness about education and training options through a website, www.onestepup.ie, an online calendar of events and a free-phone helpline.

Both websites are currently under two separate content management systems. Our main website www.aontas.com is currently managed through MODX, and One Step Up through a bespoke system. Whilst this tender specifically focuses on www.aontas.com, there may be scope in the future to migrate www.onestepup.ie to the same content management system.

The current website is integrated with Salesforce.

Website Redevelopment Services

As part of the work on developing a new communications strategy for AONTAS, an extensive audit of the www.aontas.com website has been undertaken. This resulted in the identification of certain issues and an approximate structure / layout for the redeveloped site, as described below.

Practical / Technical Issues

- AONTAS staff must have easy access to make changes, both content and visual aspects on the back end of the website (add new images, embed videos, change headings)
- Include current key activities and events on the homepage
- Site needs to be made mobile-friendly and accessible
- Back-end should easily facilitate search-engine optimisation
- Easy to embed images and video footage into pages
- Responsive automatically adapting to different screen sizes
- Site must be accessible for users and use 'Plain English' font and size
- Ensure that AONTAS publications/articles are accessible, visually pleasing and easy to navigate
- The website must integrate with the CRM Salesforce

General Points

- The website must showcase the work of AONTAS
- House style must be implemented across the website – including use of language 'adult learning' etc
- Easy to navigate with minimal primary navigation
- Subtle and clear infographics to communicate
- Strong use of imagery in line with the AONTAS branding guidelines

Redeveloping the Existing Site

The redeveloped site should have the following (approximate) structure, with the ability to easily add/amend in response to our expanding work:

Home

- Simple explainer of what we do and why it is so important

- Strong and attention-grabbing imagery / infographics linked to key areas of AONTAS's work. Eg: Learner Voice, Advocacy, Community Education
- Scrolling Twitter feed
- Menu at the top with tabs to all other sections, as follows...
- Ability to promote current key activities and events on the homepage

1. About AONTAS

- Our Story – Why AONTAS and some history (including timeline of key policy milestones)
- Our Team – Staff and AONTAS Board
- Strategic Plan
- AONTAS Constitution
- Contact Us

2. What we Do

- Research – Introduction
 - National Further Education and Training (FET) Learner Forum
 - Adult Learner Journal
 - Community Education Network (CEN) Census
 - Partner Research Projects
- Advocacy – Introduction
 - Key focus of advocacy work
 - Submissions
 - NALAB
- Communications – Introduction
 - Adult Learners' Festival
 - Promotional Campaigns
- Capacity Building - Introduction
 - Community Education Network (CEN)
 - Learners as Leaders Project
 - EU Projects

3. Get Involved

- AONTAS Membership Section
 - Benefits of Membership
 - List of Members
 - Link to Newsletters and other resources
 - Membership Spotlight
 - Become a Member
- Adult Learners' Festival/STAR Awards
- Learner Voice

- “Current Opportunities” – link to events like the forums, surveys, calls for stories, calls for input to projects
- Learner Stories
- Learner Podcast

4. News and Events

- Press releases
- Latest news
- Blog
- Events

5. Publications and Resources

This is an important part of our website as our outputs are extensive each year. It is essential that this section is accessible, visually pleasing and very easy to navigate.

Instructions to Tenderers

Tenderers are asked to submit a short written proposal by email to include the following:

Tenders for this work must include:

- About your company/team
- Description of proposed project approach and timeframe, including headline ideas for developing the AONTAS website
- Examples of two relevant previous projects along with a separate referee, including contact details, for each project
- Costs – detailed per day cost and any associated costs, including VAT
- Notification of any potential conflicts of interest
- An up to-date copy of the tenderer’s Tax Clearance Certificate and relevant insurances

No	Requirements / Criterion	Weighing Criteria
1	Understanding the Brief	20%
2	Relevant Knowledge, Expertise, Experience, Project Management and Resources Allocated	40%
3	Content and Quality of Website Redevelopment Proposal	20%
4	Cost	20%
Total Marks		100%

Minimum scoring required for requirements/criterion is 60% for each.

Tenderers must achieve a minimum score of 60% of the total marks available for each of the individual qualitative criteria (1-4). Any Tender which does not meet this minimum threshold shall be excluded from further consideration.

The lowest cost tender which also meets all of the minimum requirements of the qualitative award criteria, will receive the maximum score achievable under this criterion. The scores of the other valid Tenders will be calculated by using the following formula: Number of marks = the cost of the lowest valid tender divided by the cost of the valid tender in question and multiplied by the maximum score achievable.

1. Understanding the brief

Those tendering should demonstrate in their proposals a good understanding of the brief.

2. Relevant knowledge, expertise, experience and resources allocated

The highest scores will be awarded to the tenderers with the most appropriate knowledge and experience in delivering similar projects.

3. Content and quality of website redevelopment proposal

This refers to the proposed approach to the design and development given the content in this Request for Tender.

4. Cost

This must include all costs and expenses for the work.

5. Quotations should be inclusive of VAT, and should be quoted in Euro.

All prices quoted must remain valid for the duration of the work.

The panel does not commit itself to accepting the lowest cost tender and will not accept any responsibility for any expenses incurred in the preparation and submission of a tender. The panel may cancel the process at any time. AONTAS will not engage in any discussions or negotiations in advance of adjudication. AONTAS is not in a position to provide feedback on unsuccessful tenders.

Shortlisting Meetings

Shortlisted tenderers will be asked to attend a short pitch / interview during week commencing 28th June 2021. The contract will be awarded to the successful supplier/company by Friday, 2nd July 2021. Work is expected to begin week commencing Monday, 5th July 2021.

Tax Clearance Certificate

Before the contract is awarded, the successful tenderer will be required to produce a valid Tax Clearance Certificate, and if the certificate should expire within the course of the contract, a new certificate will be required. All payments under the contract will be conditional on the person/organisation being in possession of a valid certificate at all times.

Insurance

The successful tenderer must produce evidence of professional indemnity as part of the tender submission and this cover needs to be in place for the duration of the contract for work.

Conflicts of Interest

Any conflicts of interest involving a tenderer must be fully disclosed to AONTAS. Failure to disclose a conflict-of-interest may disqualify a bidder or invalidate an award of contract, depending on when the conflict of-interest comes to light.

Account Management

AONTAS requires the successful supplier/company to nominate a dedicated Account Manager who will act as the main point of contact with AONTAS for the duration of the project. This person shall have the authority to deal with all matters in relation to the contract and be responsible for the satisfactory delivery of the services required.

Closing Date and Time for Receipt of Tenders

The deadline date for receipt of Tenders is Monday, 21st June at 5pm. Tender responses should be emailed to Barry Dolan, bdolan@aontas.com. Please use the subject line: **Tender Submission for Redevelopment of AONTAS Website.**

Queries

All queries regarding this tender must be emailed to Barry Dolan, bdolan@aontas.com. Queries must be in question format and must be submitted by email.