Discover Teaching Website Brief

OVERVIEW
ERW is leading on a national ‘Discover Teaching’ campaign to recruit and retain teachers in Wales on behalf of the four regional educational consortia, CSC, EAS, ERW and GwE.

Carmarthenshire County Council (CCC) has been employed to lead on the communications on behalf of all four regional educational consortia.

The website contract will run from December 2016 until March 2017.

Budget: Quotes of up to £15,000

BACKGROUND
The development of the Discover Teaching campaign for Wales will include the creation of a new website to provide important information for the campaign. The overall project will provide the destination’s website with new digital and editorial content, eye catching imagery and innovative video footage to use across all digital and social platforms as well as for general promotion including PR and corporate documents. In essence, to build a fully bilingual campaign, which will reach out to all market segments.

Recruiting and retaining enough teachers to serve growing numbers of pupils is one of the key challenges currently facing the education profession.
CCC’s Marketing and Media team was approached to lead on this national recruitment campaign to attract more teachers/headteachers to Wales as there is a shortage of teachers applying for positions, with local authorities having to re-advertise these positions in many cases.

THE NEED FOR A CAMPAIGN
The main objective for this national campaign is to encourage more people to train to become teachers, to retain teachers and also to encourage teachers to return to Wales in a bid to fill an increase in vacant posts which schools and local authorities are finding increasingly difficult to fill.

Data shows that there are low numbers in terms of uptake of headteachers and more people leaving the profession than coming in, especially middle and senior leaders.

There are three main audiences to target:
- Encourage students into the profession by promoting the benefits of teaching in Wales
- Retain current teachers – promoting flexible career pathways available, including Leadership
- Focus on the positives of teaching as a profession and living in Wales
PROJECT OUTLINE  The main output for this project and the contracted supplier will be to develop a bilingual website using Umbraco CMS (at least version 7.5).

The scope includes:

- Front end design – building and contributing to the design mock-ups created to date by CCC to reach an approved final design
- Design implementation – to implement the front end design in a fully responsive manner for desktop, tablet and mobile. To include 5 Page templates in both languages (Welsh and English) in addition to the homepage
- Forms – embedding use of CCC’s existing forms for data capture
- Google analytics (code will be provided)
- Social Media integration – Basic linking with social media feeds
- Content – Populate with the initial content to be supplied by CCC (in both Welsh and English)
- Testing – Full cross browser/cross platform testing for all commonly used browsers, browser versions and devices
- Meet WCAG 2.0 (AA) accessibility compliance
- Handover & Training – to include 1 training session for the site structure and admin tools.
- Hosting – CCC will host the site and content internally.
- Visual Studio solution file to be provided to CCC for future enhancements.

Progress reporting will include the following as a minimum:

- Inception meeting.
- Mid-term progress meeting.
- Monthly milestone update report.
- Regular contact with project officer whose time will be gifted to the project to aid communication.
- Contractor is advised to build a strong working relationship with Carmarthenshire County Council project staff and partners as communication and information flow throughout the duration of the project will be a key element of success and contractor must demonstrate how this will be achieved.

PROJECT SPECIFICATION

The successful company must address the following requirements:

- Bilingual website
- Expected to complete before January 31st, 2017
- Within the budget of £15,000.
THE CLIENT

The lead client for the purpose of this commission is ERW.

The project partners are:

CSCJES (partner)
Central South Consortium Joint Education Service
www.cscjes.org.uk

EAS (partner)
Education Achievement Service for South East Wales
www.sewales.org.uk

ERW (client)
Education through Regional Working
www.erw.wales

GwE (partner)
School Effectiveness and Improvement Service for North Wales
www.gwegogledd.cymru

TARGET TIMELINES

Closing Date for Quote Submissions: **midday December 8, 2016**
Notify Successful Company: **Friday, December 9, 2016**
Inception / Briefing Meeting: **W/B 12 December, 2016**
Completion: **Before 31st January, 2017**

THE CONTRACT

The contract will be awarded to the supplier who offers the best quality (based on experience and response to brief) and best value for money. ERW does not bind itself to accept the lowest proposal.
HOW TO SUBMIT A QUOTE

Your quote and proposal must include:

1. An indication that you have the ability to meet the deadline.
2. The total cost and breakdown by activity.
3. Any previous experience of delivering similar work, with references and examples where possible.
4. And any other information that you feel is relevant to your proposal.

Please send an email outlining your proposal to:

Admin@erw.org.uk with ‘Discover Teaching’ in the subject line, by no later than midday on Thursday, December 8, 2016.

If you have any questions recording the brief please email admin@erw.org.uk