

2<sup>nd</sup> April 2019

## **REQUEST FOR EXPRESSIONS OF INTEREST**

### **EOI/2019: An influential website for FiMT**

#### **FiMT Background**

1. Forces in Mind Trust was founded in November 2011 by a £35 million endowment from the Big Lottery Fund. As a member of Cobseo – the Confederation of Service Charities and a voted member of its Executive Committee, the Trust works within the military charities sector, and much more widely, to support the United Kingdom’s Armed Forces Community. The Trust is unique within this sector, and last year launched its ‘Third Age’ strategic approach, which puts measurable impact at its core.
2. Our Vision is that all ex-Service personnel and their families lead fulfilled civilian lives. Our Mission is to enable them to make a successful and sustainable transition. Our Strategy is to use our spend-out endowment to fund targeted, conceptually sound, evidence generation and influence activities that will cause policy makers and service deliverers to support our Mission and to strengthen the Armed Forces charities sector through collaboration and leadership, and by building its capacity.
3. The engine of the Trust is the Grants and Commissioning Plan, which drives the award of £2.6 million each year to a variety of organizations in accordance with the Grants and Commissioning Plan. The Plan comprises a coherent set of Programmes, each with desired beneficiary outcomes and guiding priorities derived from a robust theory of change model, and encompassing an influence and exploitation plan.
4. For more information about FiMT and to view our current website, visit [www.fim-trust.org](http://www.fim-trust.org).

#### **Context**

5. After 7 years’ operation, the Trust is now looking to make a far greater impact with its grant funding. This will require: more proactive commissioning; better exploitation of the evidence we generate to change policy and service provision; and more robust evaluation. But the greatest change is our move to a ‘programmatic’ approach to all our work – we are sending a clear message that Forces in Mind Trust intends to build upon its highly successful early years, and now deliver the substantial benefit to the Armed Forces Community for which we were originally conceived. Whilst our reputation and ability to influence others have grown, we intend to substantially increase our capacity to lead real change.

#### **Scope**

6. As a key enabler of our mission, we are procuring a modern, multi-device compatible website with outstanding access to the existing body of resources, including published reports, other news and information, and the grant application process. Above all, we want a high quality website that demonstrates the impact of FiMT’s work and showcases our independence and credibility. The site must provide useful, accessible and relevant content to the following users:

- potential / current / previous grant holders
  - policy makers across the UK
  - the Armed Forces charities sector
  - organisations who work directly with ex-Service personnel
  - the broader voluntary sector
  - media
7. We wish to maintain our core branding (logo, colour scheme etc) in a recognisable format.
8. We expect to post and edit content within our own staff resources and welcome options on sustainability and more ongoing development.
9. We require a secure area in which to post sensitive information for our Trustees to access.
10. We expect the site to have appropriate security measures.
11. A number of other websites are critical to our own operation. Specifically these include but are not limited to vfrhub.com and cobseo.org.uk.

### **Timescale**

12. FiMT is seeking to commission this project in the next 3 months, with a completion date by the end of 2019. The timetable for the tendering process is as follows:
- Deadline for submission of EOIs: 2pm on Friday 26<sup>th</sup> April 2019
  - Invitation to tender issued: Early May 2019
  - Deadline for submission of tenders: June 2019
  - Interviews: Week commencing 15<sup>th</sup> July 2019 (at FiMT's offices in Victoria, London)
  - Project start: August 2019

### **Approximate value of the award**

13. The award is expected to be up to £50,000 (including VAT where chargeable), but is subject to negotiation.

### **Key functions**

14. Key functions expected of the new site:
- Provision of user-friendly access to FiMT content
  - Integration with the FiMT Research Centre and VFR Hub
  - Integration with the existing Microsoft Dynamics CRM system
  - Provision of on-line application process for organisations applying for FiMT funding
  - Provision of a Members Only area
  - Integration with broader communications strategy
  - GDPR compliance
  - Routine content management by FiMT staff
  - Other functions that might be deemed beneficial for the purposes of the new website

## **Project management**

15. The Project manager will be FiMT's Operations Manager, who will manage the day-to-day of the redesign and ensure that the deliverables come in on time and with the quality expected. FiMT's Chief Executive will be the person ultimately in charge of making the final calls on the project and the direction it takes, with support from the Communications Officer.

## **Intellectual Property**

16. In commissioning this project, the title to all intellectual property rights created or developed during the course of this project ("Foreground Intellectual Property") will pass to FiMT.

## **Future development and maintenance**

17. Following completion of the project FiMT staff must be able to update the website themselves through a content management system. A briefing document/training on the use of the website CMS must be provided.

18. Website hosting, servicing and maintenance options should be included in this EOI.

## **Application process**

19. All Expressions of Interest (EOIs) will be assessed by the deadline stated below. Any EOIs received after this deadline will not be considered. A detailed Invitation to Tender (ITT) will be sent to all those organisations invited to tender for this project.

## **Selection Principles**

20. FiMT will use the following selection criteria to determine which organizations will be invited to tender:
- The quality of the EOI. Robust and thorough plan for demonstrating impact is the primary selection criteria.
  - The clarity of the EOI in setting out how the project will be carried out.
  - The credibility, experience and expertise of the organization(s) seeking to deliver this project.

Feedback on unsuccessful EOIs will be at FiMT discretion.

## **Information to be included in the EOI and deadline for submission**

21. FiMT expects the EOI to be a maximum of 8 pages and to contain the following information:
- EOI reference number and title.
  - Name and details of the organisation, including: postal, email and website addresses, type of organisation (public, private, voluntary and community sector or other) with any registration numbers, telephone numbers, and details for the person point of contact.
  - Name and contact details of any other organisation involved.
  - An outline of how the project would be carried out and delivered.
  - Examples of other work you have already carried out on this subject or in this area and your expertise on this subject.
  - An indication of cost, a broad allocation of costs.

EOIs must be submitted via [applications@fim-trust.org](mailto:applications@fim-trust.org) by 2pm on Friday 26<sup>th</sup> April 2019. If you have any questions or wish to discuss any aspect of this project prior to submission, please contact Rodrigo Voss at [om@fim-trust.org](mailto:om@fim-trust.org)

A handwritten signature in black ink that reads "Ray Lock". The signature is written in a cursive style with a large, looping 'R' and 'L'.

Ray Lock CBE  
Chief Executive  
Forces in Mind Trust