

**Request for Quotation (RFQ)**

**For:** Design and development of website/s for media outlets based in North Macedonia

**Date:** 28 October 2021

**1 Overview of the British Council**

1.1 The British Council is the UK’s international organisation for cultural relations and educational opportunities. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust.

1.2 We work with over 100 countries across the world in the fields of arts and culture, English language, education and civil society. Each year we reach over 20 million people face-to-face and more than 500 million people online, via broadcasts and publications. Founded in 1934, we are a UK charity governed by Royal Charter and a UK public body

1.3 The British Council employs over 10,500 staff worldwide. It has its headquarters in the UK, with offices in London, Manchester, Belfast, Cardiff and Edinburgh. Further information can be viewed at [www.britishcouncil.org](http://www.britishcouncil.org).

**2 Introduction and Specification**

2.1 The British Council is recruiting vendors to support the delivery of ‘Media for All’ programme in the Western Balkans. The aim of ‘Media for All’ programme is to develop and strengthen the editorial independence of media, enabling them to provide more diverse range of media content more effectively, and thus to encourage open, informed and active discussion amongst target audiences across the Western Balkans countries.

2.2 British Council is seeking to hire a vendor or vendors for the following services that will be provided to five media outlets from North Macedonia:

* + 2 websites: Small scale support - to fine tune functionalities on a website and also to adapt design solutions
  + 3 website: Back-end and front-end development of a news / media website; Full design for a responsive news / media website; Ensuring basic accessibility of published content and general website structure for persons with disabilities (as explained in the [WW3 Web Content Accessibility Guidelines 2.1](https://www.w3.org/TR/WCAG/)).

Vendor is expected to fulfil their tasks with full awareness and respect of the following [Principles for Digital Development](https://digitalprinciples.org/principles/).

2.3 The list of basic and advanced features that are expected to be developed to media outlets news websites are given in the table below. Each media outlet should receive a tailor-made level of support based on their real needs. The following list will be used as a base of initial needs assessment with the media outlets that will be receiving the support of the vendors:

|  |
| --- |
| **Basic features** |
| Main page |
| Article page |
| Thematic focus page |
| Search functionality |
| Content is divided by categories |
| Content is tagged |
| Secure SSL (https) |
| Contact forms |
| DDoS mitigation |
| Application of Privacy and Cookies policy |
| Impressum section |
| Multilingual implementation |
| Accessible websites |
| Mobile first/responsive design |
| Application of Terms of service |
| Integration with Google Analytics or other analytics tool |
| Social media buttons integration (FB, TW, YT, IN) |
| Creation of a customizable website architecture with ability to add categories and sections in future |
| Ability of embedding third party content creation platforms such are data visualisation or interactive maps tools (Flourish, Knight Lab and etc.) |
| **Advanced features** |
| Comments section |
| Donations page |
| Subscription / membership |
| E-payment system integration |
| Other basic or advanced features deemed by a particular media outlet |

2.4 The support should be suited to the media that are deemed the least technologically equipped and need the most assistance in order to improve their level of technological security, their structure and information about their media content. The vendors support should at least include the following categories:

* Frontend developer
* Backend developer
* Designer
* Security expert
* System administrator

2.5 Contract commencement expected in November 2021.

2.6 All services to be delivered by end of March 2022.

**3 Quotation Validity**

3.1 Your quotation must remain open for acceptance by the British Council for a minimum of thirty days from the date that it is issued to the British Council in response to this requirement.

**4 Payment and Invoicing**

4.1 The British Council will pay in one tranche, after completed work and to the full satisfaction of beneficiaries, correctly addressed and undisputed invoice.

**5 Instructions for Responding**

5.1 Quotation must be submitted to [Nina.Trifunovic@britishcouncil.org](mailto:Nina.Trifunovic@britishcouncil.org)

by **2 p.m. CET on Friday, 5th of November 2021.**

5.2 Interested vendors are kindly invited to send us the quotation with the following information:

* All Indicative prices should be given in GBP with costs of VAT included.
* Suppliers should present separate budgets (with indicative prices) for:
* Small scale website service price
* From the scratch website design price
* Short portfolio of the agency/company - with key achievements, partners or clients listed. Experience of working in the media industry will be taken as an asset
* A list of the services that potential vendor is able to provide
* Contact details of the vendor

**6 Clarification Requests**

6.1 All clarification requests should be submitted to [Nina.Trifunovic@britishcouncil.org](mailto:Nina.Trifunovic@britishcouncil.org)

by **2 p.m. CET on Wednesday, 3rd of November 2021**.

**7 Award Criteria**

7.1 Responses from potential suppliers will be assessed and awarded based on the lowest cost.

British Council reserves the right to organize online meetings and seek additional information from the agencies/companies that have sent their quotations prior to finally selecting the vendor(s).

**8 Disclaimer**

8.1 By issuing this RFQ, British Council is not bound in any way to enter into any contractual or other arrangement with any potential vendor.