

Invitation to quote: Re-design CXC web

ClimateXChange is Scotland's centre of expertise on climate change. We support the Scottish Government through research evidence and expert advice as it develops policies for the transformation to a low carbon economy and tackling the impacts of climate change.

We are inviting quotes for re-designing our website www.climatexchange.org.uk

About ClimateXChange

ClimateXChange helps create smart climate and energy policy. We do research and provide evidence based recommendations for actions.

The research network acts both as a knowledge broker between researchers and policy, and as a research provider to the Scottish Government and its agencies. The Centre seeks to deliver the best ideas, knowledge and evidence to policy teams as they develop policies for Scotland to be low carbon and ready to deal with the impacts of climate change. We do this through:

- Research
- Synthesis, translation and packaging of evidence
- Giving expert advice and recommending action

We work with a network of research providers across Scotland and beyond. Our collaborators are both national, European and international.

From our base at the Edinburgh Centre for Carbon Innovation we have close links with a range of initiatives across work on climate change in Scotland, including initiatives like the 2020 Group and Adaptation Scotland. This places us at the heart of creating the evidence base for decisions across all levels of government, business and civil society.

Having developed our approach since we were established in 2011, we have created a unique model of engagement between policy and research. This model has generated significant international interest, and we believe we have know-how that is transferrable across all policy portfolios and to decision-makers beyond public policy.

The need for a web re-design

ClimateXChange has developed from a largely responsive research resource to a co-developed programme of research and support. The current website is built around the former - presenting as a repository for single reports. We believe it would add substantially to the use-friendliness of the website to offer the visitor to examine issues in the way they present themselves as policy challenges, e.g. the relationship between tackling fuel poverty and making Scottish homes more fuel efficient, comfortable and healthy in a changing climate.

We also have a number of areas where we have delivered several reports over time, e.g. peatlands or low carbon vehicles. It is currently difficult to search on general policy issues.

Our web stats for the year August 2016-August 2017 show an average 68% bounce rate for new visitors. Half the total number of visitors spend less than 10 seconds on the site. This could be indicative that they do not find links/call to action intuitive and therefore don't engage with the site.

To add to this the current site does not have a clear call to action for different audiences, and is not mobile responsive.

Our audiences

Audience	Why might they want to engage with us	Examples of content on our website that could engage them
Scottish Government policy teams	Our core purpose, website 'sell our services' and be archive for those working with us.	News items and blogs on current work areas Archive How to initiate projects/themes Find our experts/what expertise we have Status on climate change in Scotland (indicators and trends)
Other decision makers, e.g. Scottish Parliament, UK Parliament, trade bodies, NGO's	Gathering evidence in policy scrutiny	Current policy focus through blogs linked to reports etc, Status on climate change in Scotland (indicators and trends) Find our experts/what expertise we have
Researchers with expertise in our work areas	Looking for new funding stream in relation to impact agenda, initiate collaborations	REF case studies based on our work News items and blogs on current work areas Status on climate change in Scotland (indicators and trends)
Organisations in other policy areas looking for knowledge exchange lessons	Interested in our methodology	Case studies and resources on facilitating dialogue
Existing and former ECCI staff, residents, associates and masters students/alumni	Keep up with ECCI offer on evidence/decision support	News items and blogs on current work areas Status on climate change in Scotland (indicators and trends)

What we need online

We need a website that shows how our work helps the Scottish Government to create the most effective low carbon policies and make Scotland's economy, environment and society able to thrive as our climate changes. In other words the website needs to have a greater outcome/impact focus.

These are some of the issues a new website will need to improve on. As a starting point we think a website re-design should focus on:

- Our contribution to the Scottish Government's policy challenges – what are the issues they are grappling with?
- Showcase our expertise across these issues
- Showcase our skills in knowledge exchange – a demonstrably successful mechanism for connecting research and policy for the benefit of both.

Our working areas include:

- Low carbon food production
- Energy efficient homes and transport
- Sustainable energy generation
- Infrastructure that can cope with rising temperatures and extreme weather
- Better resource efficiency
- Resilient local communities
- Improving health and well-being
- A healthy natural environment
- Developing methods for knowledge exchange between research and policy

We would like this to be done by setting out current policy issues and our on-going work – a site for learning and striving to be a 'one-stop-shop' for climate change in Scotland, while also showing our extensive network and enabling search for specific expertise.

Our new website needs to enable:

- Archive with search function for reports and projects
- Search for specific expertise
- Mobile responsive
- Calls to action
- Integration with social media
- Feed contact database with newsletter sign-ups and other interaction with the site (e.g. noting interest in projects/registering expertise)

The CXC website is managed by a very small communications team. We need a flexible and easy to use CMS and a website that is 'future-proofed' for the next 5 years.

Project timeline and milestones

Milestone	Completed by
Project kick-off meeting, to agree <ul style="list-style-type: none">• Overall approach• Resolution of any outstanding questions/ exceptions• Roles and responsibilities	Mid October 2017
Stakeholder workshop(s)	Early November 2017
Draft sitemap, wireframes and styles	Early December 2017

Site ready for population	Mid January 2018
Go live	End January 2018

Award Criteria

Price		30%
Quality		70%
	1. Team members' CV and their role in the team for this project.	Not scored
	2. Understanding of the project specification, including the role of CXC and the website's role in achieving our objectives	30
	3. Proposed approach the bidder will take to deliver on our needs, including project management	30
	4.Examples of relevant work	5
	5. Risk assessment and how the bidder will mitigate these risks	5

Submitting a proposal

Please send a **brief** proposal (no more than six pages of substantive text) and work plan responding to the award criteria above and with deadlines, CVs for the proposed delivery team (including applicable day rates, relevant experience and the number of person days' work proposed) and an outline of the proposed CMS. Please also include a hosting and maintenance agreement if applicable.

Proposals need to be submitted to lee.callaghan@ed.ac.uk and cc'd to annemarte@sniffer.org.uk for evaluation **by noon on 26 September 2017**. We aim to notify the successful bidder by 6 October in order for work to commence by mid October 2017. Please contact CXC Communications Manager Anne Marte Bergseng on annemarte@sniffer.org.uk /0131 6514642 if you would like clarification of any of the above.

Depending on the quality of proposals received, CXC may chose not to appoint any contractor.

CXC Secretariat

6 September 2017