

# WEBSITE TENDER INFORMATION

Wednesday 12 January 2022

**FORCES  
CHILDREN  
SCOTLAND**



## YOUTHFUL FREQUENCIES AND DIGITAL AMPLIFICATION

### About the Organisation

Founded in 1815, Forces Children Scotland's aim was to provide education and trade skills to the children and young people whose parents were killed or severely injured in the Napoleonic Wars.

Today, we support children and young people from serving, reservist and veteran families across the nation, through five specific areas:

1. Education and learning
2. Mental health and wellbeing
3. Youth participation
4. Research and policy
5. Family support services

Within these five key areas, we help children and young people to grow in confidence, develop skills and gain valuable experiences. What's more, we work directly with beneficiaries to co-produce impactful projects and services which help them overcome unique challenges to mental health, wellbeing, education, and learning.

Many beneficiaries feel that they are a seldom-heard group, and we strive to put their lived experiences on the radar of civilian audiences, too – amplifying their voices to bring about big changes at a local, regional, and national level.

Financial help is provided to children, young people, and their families. Whether that's to help care for loved ones, to cover the essential costs associated with day-to-day life, or to overcome financial obstacles to gain qualifications at college or university.

Forces Children Scotland (formerly known as Royal Caledonian Education Trust)  
Scottish Charity Number: SCO38722  
Patron: Her Majesty The Queen

Registered Address: 15 Hill Street | Edinburgh | EH23JP

# WEBSITE TENDER INFORMATION

Wednesday 12 January 2022

**FORCES  
CHILDREN  
SCOTLAND**



## What we need

Forces Children Scotland has received funding from the Armed Forces Covenant Fund Trust to deliver its Youthful Frequencies and Digital Amplification Project, and we seek an agency to design and build a range of digital services, which includes the following:

- An updated website, one that explains who we are, what we do and enhances the current user-experience of our stakeholders.
- A new platform for use by our service users and wider Armed Forces community, named Your Mind Matters.

All digital services will be co-produced with and tested by our internal team, service users and occasionally key external stakeholders (such as trustees). The involvement of the children and young people we support will be particularly important for the build of the Your Mind Matters platform.

## Stakeholder Involvement

We expect your agency to function as our strategic digital partners throughout the entire process. There should be heavy involvement from our internal team, service users and occasionally key external stakeholders (such as trustees). The involvement of the children and young people we support will be particularly important for the build of the Your Mind Matters platform.

## Dynamic Functionalities

The following list has been generated from the young people we work with, as well as our staff team at Forces Children Scotland. It covers all deliverables. We expect this list to grow as our co-production process progresses and our work with the winning agency begins.

- Dynamic homepage (to adapt, dependent on specific audience profile).
- Podcasts/videos/graphics/animation.
- Instant messaging.
- Webinar/professional learning activity hosting.

Forces Children Scotland (formerly known as Royal Caledonian Education Trust)  
Scottish Charity Number: SCO38722  
Patron: Her Majesty The Queen

Registered Address: 15 Hill Street | Edinburgh | EH23JP

# WEBSITE TENDER INFORMATION

Wednesday 12 January 2022

**FORCES  
CHILDREN  
SCOTLAND**



- Social media pull-through.
- Blog/news.
- Wellbeing quiz.
- Downloadable resources.
- Interactive wellbeing plan.
- Interactive calendar.
- Military dictionary.
- Accessibility standards (visual impairment, etc).
- Resource library.
- Analytics.
- Donate.
- Subscribe.

## Project timings

February -

- Kick-off.
- Goal setting complete.
- Research complete.
- Planning complete.
- Design begins.

March -

- Design ends.
- Build of deliverables begins.

April -

- Build of deliverables ends.
- Testing begins.

May -

- Testing concludes, report formed.
- Amends begin.

Forces Children Scotland (formerly known as Royal Caledonian Education Trust)  
Scottish Charity Number: SCO38722  
Patron: Her Majesty The Queen

Registered Address: 15 Hill Street | Edinburgh | EH23JP

# WEBSITE TENDER INFORMATION

Wednesday 12 January 2022

**FORCES  
CHILDREN  
SCOTLAND**

June -

- Amends finished.
- Website goes live.

## Submitting your bid

Stage one:

We're looking for one PDF presentation, covering:

1. Who you are, including your internal culture and the team you're putting forward for this project and their experience.
2. Process, including project management, timings, and co-production.
3. How you'll work with us, including stakeholder involvement, why you'd like to work with us and why you feel your agency would be a good fit.
4. Case studies, please include at least two similar projects.
5. Cost breakdown, please include a cost estimate for each of the three deliverables, detailed in the 'what we need' section.

Stage two:

We'll invite a shortlist of agencies to discuss their proposal over a videocall, giving us the opportunity to ask questions. From there, we'll select a winning agency.

## Scoring

Proposals will be scored on experience, budget, project management, case studies and creativity in equal weights.

## Key dates

Submissions open:

Date: 12/01/22.

Local time: 16:00.

Forces Children Scotland (formerly known as Royal Caledonian Education Trust)  
Scottish Charity Number: SCO38722  
Patron: Her Majesty The Queen

Registered Address: 15 Hill Street | Edinburgh | EH23JP

# WEBSITE TENDER INFORMATION

Wednesday 12 January 2022

**FORCES  
CHILDREN  
SCOTLAND**



Submission deadline:

Date: 24/01/22.

Local time: 12:00.

Presentations:

Date: 31/01/22.

Local time: 09:00 - 17:00.

Winning agency announced:

Date: 04/02/22.

Local time: 16:00.

## Questions?

Please submit all questions to Marketing, Communications and Development manager, Gary Seath at [gary.seath@forceschildrenscotland.org.uk](mailto:gary.seath@forceschildrenscotland.org.uk) by 20/01/22 at 12:00.

Forces Children Scotland (formerly known as Royal Caledonian Education Trust)  
Scottish Charity Number: SCO38722  
Patron: Her Majesty The Queen

Registered Address: 15 Hill Street | Edinburgh | EH23JP