AN INVITATION TO TENDER FOR THE YOUTH ENDOWMENT FUND TOOLKIT WEBSITE DESIGN

September 2020

The Youth Endowment Fund

The Youth Endowment Fund (YEF) is a ten-year investment of £200m with the mission of preventing children and young people from getting caught up in crime and violence. The YEF does this by:

- Funding and evaluating promising interventions;
- Building an easy to understand evidence base of what works by synthesizing existing research;
- Developing a 'place-based' approach to working with local community partnerships in selected areas where youth crime is particularly high; and
- Building partnerships with other funders in order to share evidence and best practice, directing more resources to tackling serious violence, and building a legacy beyond the ten-year life of the fund.

The Toolkit

The Toolkit is a core part of the YEF's strategy. It will be an online and freely available resource which provides an overview of existing knowledge and research on approaches to preventing youth crime and violence. The Toolkit will be:

- Accurate. It will provide a rigorous synthesis of the best available research.
- Accessible. It will present findings in plain English and without jargon.
- Applicable. It will address salient and practical topics in violence prevention.
- Actionable. It will provide practical information to support professional decision making.

The Toolkit cannot provide definitive claims about what will work in every context. Instead it aims to provide an indication of the 'best bets' for reducing crime and violence based on the existing evidence.

Our working model for the Toolkit is informed by existing evidence tools developed by other What Works Centres. Existing Toolkits include the EEF's [Teaching and Learning Toolkit](#) and the College of Policing's [Crime Reduction Toolkit](#).

We will test this model with our users, but the starting point is that:

- The Toolkit will be organised around different approaches to reducing youth crime and violence. For example, the Toolkit could cover approaches like police in schools, mentoring, sports participation, or social skills interventions.
- The Toolkit will have a front page which presents a list of approaches and summary information. The front page will provide a quick, visual summary of the impact of approaches, and the security of the relevant evidence. For example, see the front page of the EEF's Teaching and Learning Toolkit.
- Users will be able to click on an approach to arrive at a second layer of the Toolkit which provides much more detail. This second layer is likely to include more information about impact, strength of the evidence, implementation, context, practice guidance, relevant programmes, and cost. For example, see this summary of one to one tuition in the EEF Toolkit.

Toolkit Audience

There is a large potential audience for the Toolkit. There are people and organisations working on violence reduction across youth services, policing, children's social care, education, public health, and services with a specific focus on violence reduction.

For this first version of the Toolkit we are likely to focus on meeting the needs of people and organisations who work directly on violence and crime prevention. This audience might work directly with most or all of the interventions in the Toolkit. This includes:

- Violence Reduction Units (VRUs)
- Police and Crime Commissioners
- Ministers and civil servants who focus on preventing crime and violence
- Youth Offending Teams
- Intervention developers, including potential applicants for funding to the YEF

Toolkit role and responsibilities

The Toolkit will be a collaboration between three partners:
- The YEF team

- A web development team will lead the creation of a website for the Toolkit (in response to this tender).
- In a separate ITT, the YEF is commissioning a research team to conduct an evidence review to inform the writing of Toolkit content.

Team	Roles and responsibilities
YEF	- Overall leadership and project management of the Toolkit development - Writing of content for the Toolkit
Evidence review partner	- Production of a literature review of existing research to inform the writing of Toolkit content - Creation of rating systems to communicate the impact of approaches and the security of evidence.
Design partner	- Design of the Toolkit website - Design of the logos and web functionality for communicating the impact and security ratings created by the evidence review partner. - User testing of Toolkit design elements

Developing the Toolkit

Discovery phase (July – September)	The YEF is part way through a discovery phase focused on: - Mapping the Toolkit audience and understanding its needs - Creating a team to work on the Toolkit - Planning the Toolkit development process
Alpha phase (October – December 2020)	The successful team will be expected to attend a series of initial set up meetings with the YEF. In these meetings we will agree the approach, budget and timelines. During this phase, the web design team will:

	• lead the development of different approaches to presenting Toolkit content. • conduct user testing to support informed decisions about the most effective design options. This phase will focus on the key question: how will we make the Toolkit easy, intuitive and enjoyable to engage with while also reassuring users that it is highly credible? This will involve tackling some tackling design questions, such as: • How do we communicate the impact of approaches? • How do we communicate the security of related evidence? • What information do we provide in Toolkit summaries?
Beta phase (January – April 2021)	This phase aims to test a full working model of the Toolkit. The web design team will lead on the development of a full prototype Toolkit and user testing.
Launch (April 2021 onwards) (N.b. This phase is included for information but is not part of the current tender. Please bid for the work up to April 2021.)	The Toolkit will be a live resource that is updated regularly to reflect the latest research. We will continue to update the Toolkit and expand: • Breadth. We will continue to add approaches, practice guidance and programmes. • Depth. We will continue to add content to approach summaries • Functionality. We will continue to add new functionality to increase the usefulness of the Toolkit.

Toolkit website requirements

The YEF will require the following from our web developer:
- Development of core functionality
- Agile project management
- Flexible and responsive support
- Integration of the Toolkit with the existing YEF website and Content Management System (on Wordpress)
- User testing to inform key Toolkit design decisions.

The YEF will not require the web design team to produce content for the Toolkit. Our web-developer will not be responsible for writing or inputting any text copy.

The Toolkit website should have the following characteristics:
- The Toolkit can have an independent design but it must be congruent with design elements, colours and logos on the wider YEF site.
- SEO. The Toolkit website should be designed with SEO in mind.
- Navigation. Website navigation should be straightforward and intuitive to use.
- Accessibility. We want everyone to be able to use our website regardless of their computer knowledge or ability. The design of the website needs to remain as accessible as possible, in accordance with guidelines laid down by the Web Accessibility Initiative (WAI).
- Usability. The Toolkit must be easy to use and understand. Users must be able to find the information they need and quickly and accurately interpret it.
- Users should be able to download printable PDFs of Toolkit content

We expect the Toolkit to be a live resource, which will be updated regularly with new evidence, additional approaches, and based on the feedback of users. This tender is for the development of the first version of the Toolkit by April 2021. Beyond April 2021 we will commission a web development team to provide ongoing support for Toolkit development and updates.

Developer specification

We are looking for a web development team with the following essential characteristics.

- Experience of delivering similar projects (for example, other What Works Centre toolkits or similar evidence tools)
- Experience of managing Agile projects
- Experience building custom web applications
- Capacity for conducting user testing and experience of delivering UX projects

How to apply

Please prepare a proposal of no more than 4,000 words. In the proposal, please include the following:

- A description of how you meet the developer specification. Please provide information about the team who will work on the project, their experience and roles and responsibilities.
- A description of how you will undertake the work, including the timeline and the approach you would take to user testing to inform key design decisions. Please refer to the draft timeline above and provide suggested amendments and additional detail. This tender is for the creation and launch of a Toolkit in April 2021.
- Risks to the project and your proposed mitigations.
- A brief description of two recent and similar pieces of work that you have undertaken.
- A quote for the development of the Toolkit.

The deadline for bids is 5ᵗʰ October 2020. Please send your proposals to Peter Henderson (peter.henderson@youthendowmentfund.org.uk). All proposals will be reviewed by the YEF, using the criteria provided in Annex 1.

Annex 1: Application scoring criteria

1. **Extent to which the team meets the developer specification (30%)**
   a. Experience of creating highly accessible and actionable online evidence summaries for practitioners (for example, other What Works Centre toolkits or evidence tools)
   b. Experience of managing Agile projects
   c. Experience building custom web applications
   d. Capacity for conducting UX testing and experience of delivering UX projects

2. **Proposed approach to developing the Toolkit (30%)**
   a. The extent to which the proposed methodology and approach demonstrates an understanding of the Toolkit aims and objectives.
   b. The extent to which the approach to user testing is appropriate for informing key decisions about the Toolkit design

3. **Value for Money (40%)**
   a. The cost of the proposal and whether this demonstrates value for money

Scoring criteria		
0	Totally fails to meet the requirement - information not available
1	Meets some of the requirements with limited supporting information
2	Meets some of the requirements with reasonable explanation
3	Fully meets the requirements with detailed explanation and evidence
4	Exceeds the requirements with extensive explanation and evidence