Activity Alliance workforce platform

Activity Alliance is the leading voice for disabled people in sport and activity.

Established in 1998 (previously known as the English Federation of Disability Sport), Activity Alliance is the national charity dedicated to achieving fairness for disabled people in sport and activity. We exist to close the gap between disabled people's inactivity levels and that of non-disabled people.

We believe nobody should feel excluded from sport or physical activity. However, disabled people participate less than non-disabled people and are also twice as likely to be inactive. Our strategy focuses on changing attitudes towards disabled people in sport and activity and embedding inclusive practice into organisations. With our partners, we make a real difference by gathering insight, sharing expertise, and delivering programmes and events.

Workforce platform overview

Activity Alliance has identified a need for a digital platform to synchronise the various workforce and training elements across the organisation. The hope is that through developing a platform we will be able to provide greater consistency, offer an improved user journey and maximise access to our sector leading resources.

In the long-term we believe this platform has the potential to be pivotal to the delivery and income generation approaches of Activity Alliance.

Purpose

- Support the administration processes associated with delivery of Activity Alliance education and training offers.
- Create a 'go to' place for individuals to access learning content and training opportunities linked to inclusion in sport and physical activity.
- Improve the visibility of Activity Alliance's training and learning solutions across the disability, sport and health sectors.
- Increase Activity Alliance's income generation potential through delivery of charged for content.

Audience

When we talk about 'workforce' Activity Alliance means all the people involved in enabling sport and physical activity to happen. Therefore, our workforce platform has a very broad target audience. It includes everyone from disabled participants to coaches and volunteers, to communications and event professionals to local and national organisations. Examples include, National Governing Bodies of sport, Active Partnerships, charities, sport and physical activity leaders, coaches and volunteers, local community and voluntary sector organisations, local authorities, health practitioners.

As a national charity in receipt of Sport England funding, our primary focus is the workforce in England. However, we deliver UK-wide programmes and so the platform must cater for individuals across the UK. Whilst they are not a specific target audience, we will not prevent users from outside the UK accessing the platform.

Workforce platform scope

Below we have identified key areas and functionality for our workforce platform development. These have been identified through cross-organisation discussions and aim to provide a broad overview of our requirements. However, as we are not technical experts, we are aware there may be areas we have not considered and therefore would take guidance from developers accordingly.

Design

- Accessibility is central to everything we do as an organisation. As a result, the platform and its content administration system must conform to at least WCAG AA accessibility standards. We will factor time and budget for areas of accessibility testing into the development.
- Whilst the workforce platform will sit separate to the main Activity Alliance website (activityalliance.org.uk), from a user perspective it should feel like a seamless link. This includes the platform look and feel. Our Inclusion 2024 microsite is an example of this: education.activityalliance.org.uk
- The platform should be easy to update, including adding new content to ensure it remains feeling current. Ideally, most updates should be able to be done in-house.
- The platform must conform to our website requirement and digital communication expectations This includes but is not limited to privacy and accessibility statements, GDPR, PECR, safeguarding and security etc.

Functionality

- Support workshop and event booking processes. In the first instance, this platform should support administration of our Inclusive Activity Programme, but the intention is to add further training and events over time. This will require:
  - Workshop organisers to be able to request workshop delivery.
  - Workshop organisers to receive automated emails confirming event booking and tutor details.
  - Learners to be able to book onto workshops.
  - Learners to receive automated emails confirming event information.
  - Learners to receive automated emails post event with evaluation and follow up information.
  - Learners to receive automatically generated certificates following workshop attendance.
  - Learners to receive CPD points following workshop attendance and be able to show evidence of these points as needed.
  - Tutors to receive automated emails confirming learners, specific learner needs and workshop organiser details.
  - Tutors to be able to complete register of attendance, automatically generating learner certificates and CPD points.

  The Inclusive Activity Programme has an associated eLearning module and hub of resources which sit on a third-party site. This content will remain on the external site for at least the next 12 months, but we may wish to move this fully to the workforce platform in the future.

- Support Activity Alliance tutor workforce. In the first instance, this platform should support our Inclusive Activity Programme tutor workforce, but we intend to expand our tutor workforce and training offer in the future. This will require:
  - A secure area for tutors to access relevant resources and materials.
  - An area for tutors to share ideas and discuss approaches with one another.
- Ability to host a range of Activity Alliance content, including recorded webinars, eLearning modules and podcasts. All content should be easy to access, with a clear user learning journey. This content will be developed and added to the platform over time.
  - We have a piece of [customer service eLearning training](#) which currently sits on a third-party site. We would be interested in moving this to the workforce platform sooner rather than later. This is a costed piece of eLearning with set individual and bulk buy price points, which would need to be able to be processed via our workforce platform.
- Accessible and easy to use user dashboard function for users and administrators. Learners must easily be able to see what content they have access to, their progress through it and any certificates, CPD points or outstanding tasks e.g. evaluations. Automatic reminder emails should also be sent to learners to encourage them to move through the content.
- Customer service. Users must be able to easily receive support for access issues such as forgotten passwords etc.
- Understanding impact. Users must be able to easily provide feedback regarding the platform and its content, as well as complete post learning evaluations.
- For some learning offers e.g. the Inclusive Activity Programme, it would be beneficial for learners and tutors to separately be able to pose questions and share effective practice with one another.

Technical functionality
- Ability to capture user data. Users will be required to register on the platform to access learning content. We anticipate a short registration page collecting some personal information, including whether a learner has a disability or long-term health condition.
- Ability to process financial payments securely. An ecommerce solution will be required to enable learners to pay for access to content and for workshop organisers to request a workshop. This solution should also enable bulk buy or member discounts and for organisations to request an invoice when appropriate.
- Connection to Activity Alliance CRM system. Activity Alliance has a Salesforce CRM system which is used internally. Subject to appropriate consent, learners on the workforce platform should be added to our CRM system. We will also need to ensure their details are removed from Salesforce if their consent changes.
- Ability for Activity Alliance to add accessible new content or different formats, and associated learning journeys to the platform with ease and at minimal cost.

Reporting
- We will need to be able to access live reporting information of learners, their site usage and feedback. This will include:
  - Site analytics of learners' and their platform use.
  - Bespoke, in-built evaluation processes for each piece of learning.
  - Data / reports of learners' evaluation questionnaire responses.
  - Ability to link some of this data to the Activity Alliance evaluation dashboard.

Project timescales

- Mid-September 2023 developer appointed.
- End of September 2023 initial scoping meeting taken place.
- October 2023 finalised scope and development project plan.
- Early November 2023 development work begins.
- January 2024 first review.
- February and March 2024 further review, user and accessibility testing.
- 1 April 2024 launch.

Budget

In the region of £50,000-£75,000 including VAT, expenses, hosting and maintenance costs for 12 months. Please include detail and costs for financial payments. E.g. paywalls or security licences.

If you are going to consider a contingency figure in your proposal, please identify exactly what this figure is.

Please also supply the annual hosting and maintenance costs for ongoing years.

Proposal requirements

Please email your proposal by **5pm on Friday 18 August** to Chloe Studley, Programme Manager (Workforce), chloe@activityalliance.org.uk.

Your proposal should include:

- Your organisations experience developing platforms with functionality like those outlined in this brief.
- How your development will provide the functionality outlined in this brief.
- Any areas of functionality outlined that cannot be addressed.
- How you will ensure accessibility is considered throughout the platform, development and ongoing support work.
- Your timeline for the development work.
- Your cost breakdown for all the work.
- A clear breakdown of your annual/ongoing costs for the platform.
- References or testimonials from current or past customers.
- Your requirements or expectations of Activity Alliance.

Accessibility is central to the project and should be considered throughout. In addition, we shall assess proposals based on the following criteria:

- Meeting the tender brief – 40%
- Value for money (development and ongoing costs) – 30%
- Experience in design and development of similar platforms – 20%
- References – 10%.

Proposal timeline

Date	Details
31 July 2023	Project brief sent out
18 August 2023	Proposals returned
21-25 August 2023	Panel to review proposals and shortlist
31 August	Shortlisted developers notified
6/7 September 2023	Online interviews with shortlisted developers
14 September 2023	Successful developer notified

Further information

For any questions you have which will help support the development of your proposal, please contact Chloe on chloe@activityalliance.org.uk. Responses to queries will be emailed to all interested organisations.

Please visit our website www.activityalliance.org.uk for more information.