

## **BFC WEBSITES BRIEF**

### **PROPOSAL CONTEXT**

The British Fashion Council's purpose is to harness the collective power of the industry to enable sustainable growth. We strive to drive excellence, excitement and business opportunities for the sector, building the reputation of British fashion and designers globally, focusing on creativity, innovation and business.

We are seeking a web agency to run our websites.

### **BRITISH FASHION COUNCIL WEBSITE**

The British Fashion Council is a not-for-profit organisation that aims to strengthen British fashion in the global fashion economy, promoting excellence in creativity, business and education to a global audience.

### **INSTITUTE OF POSITIVE FASHION**

Celebrating industry best practice and encouraging future business decisions to create positive change.

### **THE FASHION AWARDS**

A fundraiser for the BFC charities, focusing on celebrating excellence within the fashion industry.

### **FASHION TRUST**

The Fashion Trust is a BFC charitable initiative which offers selected designers business support through mentoring and financial awards to promote the art and business of fashion.

## **FASHION FORUM**

BFC Fashion Forum is a think tank to debate the important issues of the sector; an invite-only event bringing together a carefully curated group of leaders in the global fashion industry.

## **PROJECT SUMMARY**

- Consultancy for digital channels, including websites, databases & applications
- Management of BFC Membership database
- Procurement of BFC domains and SSL
- Maintenance of BFC hosting environment, including security & backups
- Fashion Awards voting portal
- Management of member data and invites for the Fashion Trust
- Email marketing platform
- Legacy LFW & LFWM including seasons and catwalks back to 2008
- SEO across all sites
- Google Analytics set up
- Management of the following websites:
  - British Fashion Council, including applications for events & initiatives
  - Institute of Positive Fashion
  - The Fashion Awards
  - Fashion Forum

## **OUR AUDIENCE**

The make-up of our audience is varied and multidisciplinary. Some key groups consist of:

- Designers
- Media & Press
- Retailers & Buyers
- Sponsors & Partners
- Patrons
- Consumers

Your proposal should demonstrate an understanding of these groups and their respective needs. It should be mindful that our audience are visually elite and typically characterised by an understanding of the creative spheres. It's important that the execution of our all digital presences reflects this.

## **SOME OF THE KEY PROBLEMS WE FACE**

- Tight deadlines
- Varied and international audiences
- Data storage and application forms
- Members / Restricted access
- Complex UX

## **PROJECT AMBITION**

To create a comprehensive, easy to use suite of websites that are informative and flexible.

## **KEY PRINCIPLES**

### CREATIVITY, BUSINESS & INNOVATION

- The campaign should have aspirations to be as progressive as our organisation and the designers we represent. We should position ourselves as thought leaders, delivering a best-in-class creative execution.

### DISCOVERY

- Our mission is to inform, educate and inspire.

### POSITIVE FASHION

- Positive Fashion is integral to all aspects of our activity, and consists of three key pillars; Environment, People, Craftsmanship & Community.

### DESIGNERS

- The British Fashion Council exists as a global platform for British designers. They should be front and centre of the work that we do.

### DIGITAL

- British Fashion Council should be at the forefront of technological innovations to engage audiences and provide new and effective methods for interaction.

## **YOUR PROPOSAL SHOULD DEMONSTRATE**

- A strong understanding of digital technologies to effectively capture a global audience
- Ideas for engaging and relevant content across multiple websites and digital platforms
- How to tap into new audiences to increase brand awareness, engagement and encourage sharing
- An understanding of our audiences and their requirements
- Meaningful consideration of the KPIs across all events and initiatives, including user journey and digital interaction, guest experience and reach

## DIGITAL CHANNELS

BFC Instagram

@britishfashioncouncil

511k Followers

Top territories – UK, US, Spain, France, Russia

Pinterest

/britishfashion

47.9k Followers

Top territories – UK, US, India, Mexico, Germany

BFC Twitter

@bfc

309k Followers

Top territories – UK, US, India, Mexico, France

Facebook

/londonfashionweek

590k Followers

Top Territories - UK, US, India, Italy, Brazil

YouTube

/britishfashioncouncil

27.9k Subscribers

Top territories – UK, US, Hong Kong, Singapore

Snapchat

Top Territories – UK, US, Canada, India, Australia

WeChat

1.3k Followers

Top Territories – China

BFC Websites

- British Fashion Council, [www.britishfashioncouncil.co.uk/](http://www.britishfashioncouncil.co.uk/)  
The British Fashion Council is a not-for-profit organisation that harnesses the collective power of the industry to enable sustainable growth and strengthen British fashion in the global fashion economy.
- The Fashion Awards, <https://fashionawards.com/>  
A fundraiser for the BFC charities, focusing on celebrating excellence within the fashion industry.
- Fashion Forum, [www.bfcfashionforum.com/about](http://www.bfcfashionforum.com/about)  
BFC Fashion Forum is a think tank to debate the important issues of the sector; an invite-only event bringing together a carefully curated group of leaders in the global fashion industry.
- Fashion Trust, [www.bfcfashiontrust.com/](http://www.bfcfashiontrust.com/)  
The Fashion Trust is a BFC charitable initiative which offers selected designers business support through mentoring and financial awards to promote the art and business of fashion.
- Institute of Positive Fashion, [www.britishfashioncouncil.co.uk/BFC-Initiatives--](http://www.britishfashioncouncil.co.uk/BFC-Initiatives--)

### Support/Positive-Fashion

Celebrating industry best practice and encouraging future business decisions to create positive change.

#### **KEY DATES**

- London Fashion Week 12th – 14th June 2020
- London Fashion Week 18th – 22nd September 2020
- London Fashion Week Men's 9th – 11th January 2021
- London Fashion Week February 19th – 23rd 2021

#### **CONTRACT & BUDGET**

We are seeking quotes from £35k to £70k for this two-year contract.

The BFC reserves the right to change the length of contract and value should there be a change in our requirements. The BFC reserves the right to terminate the contract after one year and will formally notify the supplier of our decision to proceed with the second year.

#### **TENDER PROCESS**

Please submit a short tender response to the above project summary. Submissions should be kept concise but should include the following:

- Budget overview, including pricing structures should our requirements change and an estimate of production costs
- Overview of company
- Examples of previous work
- Overview of team and resources
- A snapshot of your response to the above project summary

The procurement of this contract and invitation to pitch will be via a one-stage invitation to tender process (with no pre-qualification questionnaire stage). However, tenders received will be tested against minimum essential selection criteria on a pass or fail basis. Those that pass will then be scored against the award criteria set out below. The selection will be based on:

- Examples/testimonials from previous work
- Previous experience in and understanding of the fashion industry

Tenders that pass the selection process will then be considered against the following award criteria:

<b>Award criteria</b>	<b>Maximum Score</b>	<b>Weighting</b>
Your understanding of the aims of the brief, overall quality of response and previous work examples	5	40%
Value for money – please submit a concise budget	5	30%
Your capabilities to deliver on this brief, including staffing, contacts with sub- contractors	5	30%
<b>Total score</b>	<b>15</b>	<b>100%</b>

Maximum total score = 15 Weighting:

1 = Poor 5 = Excellent

All tender submissions must be received by **10am Friday 5<sup>th</sup> June 2020**. Responses received after this deadline will not be accepted.

We often receive several tenders just before the deadline; we recommend that you submit your response an hour beforehand, to give us time to check it and alert you of any technical problems with files.

Responses should be emailed to [stephanie.harrison@britishfashioncouncil.com](mailto:stephanie.harrison@britishfashioncouncil.com)

Please note that in order to maintain fairness in the tendering procedure we are unable to answer any questions relating to this ITT.

#### **ADDITIONAL INFORMATION**

The British Fashion Council (BFC) has been awarded funding through the European Regional Development Fund to support promoting London's creative fashion design talent to key international audiences.

ERDF funding is being used to support London Fashion Week and London Fashion Week Men's, biannual showcases of brands and businesses to support them to increase their international sales. Further information can be found at:

[www.londonfashionweek.co.uk](http://www.londonfashionweek.co.uk) and [www.londonfashionweekmens.com](http://www.londonfashionweekmens.com)

The BFC aims to ensure that the purchase of goods/services/works using public (ERDF) funds is fair, open, transparent, objective and non-discriminatory, in order that taxpayers' money is utilised properly. Opening opportunities to competition promotes efficiency and effectiveness in the use of public funds, whilst ensuring that value for money is achieved not just by looking at price, but also other criteria such as quality and innovation.

The process applied to the award of this contract will:

- Include processes to manage potential conflicts of interest
- Impartially assess each tender against the criteria outlined in this invitation to tender
- Select the winning bidder on merit and in accordance with the procedure laid down at the outset
- Provide feedback to all bidders on the outcome of the process
- In accordance with best practice, ensure a standstill period before issuing contracts

All complaints will be handled in a fair and transparent manner, in accordance with the BFC's Complaints Policy.

Tenderers should note that their responses will be retained and may be inspected under audit by officers from ERDF and DCLG.