

The Cohesion and Integration Network (COIN)

A multi agency response to cohesion.

COIN Brand and Digital Platform Tender Brief The Cohesion and Integration Network (COIN)

Creating connections and sharing learning for a more integrated and less divided society

About the COIN

Introduction

COIN is a new Network which will be a charity and an independent national organisation, under a new brand and banner. It will provide a digital platform, working with policy makers and practitioners in the UK and internationally, to build the capacity and confidence of all organisations working to improve cohesion and integration. For more details visit our interim website at www.cohesionintegration.net and follow us on Twitter @cohesionintegr1

We are seeking an agency which can work with the COIN to create our first stage branding and a 'skeleton' website for our new Network by March/April 2019. As our support grows, we will then develop our brand and digital platform further, offering the opportunity for further work later in 2019. This Tender Brief outlines what we aim to achieve with an agency and our team during the COIN's start-up phase, and to share and test publicly from April 2019. This start-up phase work is funded by the Ministry for Housing, Communities and Local Government (MHCLG) and Savannah Wisdom Foundation.

What COIN will do

Based in Manchester and working across the UK and internationally COIN will bring organisations and individuals from across different sectors and localities together - to share ideas, knowledge and experience in order to build the capacity, skills and resources for more cohesive, integrated and peaceful neighbourhoods. For the first time, the thousands of individuals and organisations involved in this vital work will have access to practical guidance and easily accessible resources driven by the needs of members – from the theory of integration to the practice of measuring cohesion and 'what works'.

Our new Network will be a champion of change, demonstrating that community tensions can be reduced and that a positive programme that encourages integration and cohesion can succeed, even in the most difficult times. Many positive schemes already exist, but are generally small and little known, rarely

scaled up to maximise impact and almost always fail to be replicated. The ethos of the Network is one of self-help, sharing of knowledge and expertise and helping to build the capacity of others. Most of all, COIN will develop a new era of professional practice to build the confidence and capacity to deliver the ambition of a more integrated and less divided society.

Building support and membership of COIN

We have already begun to build support as a new organisation, but we need voices from the voluntary, private and public sectors to provide leadership, innovation and commitment tackling some of the most deep-seated challenges that are sometimes put in the 'too difficult' box. COIN is also supported by the UK Government, as the recent Integrated Communities Strategy Green Paper made clear: "Government will provide funding to the network to support its development and to enable government departments to access the leadership and best practice resources it will develop."

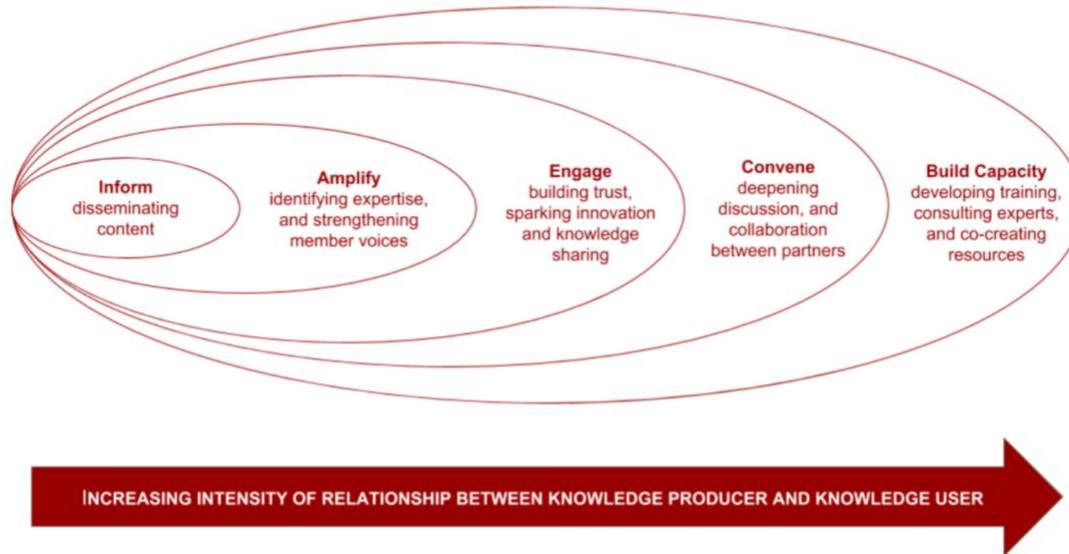
We are seeking founding members from the voluntary, public and private sectors to benefit from our Network. Members will benefit from hearing from and seeing the work of experts, policy makers and practitioners, and also sharing ideas and good practice. COIN membership will offer development opportunities and easily accessible online tools and guides.

Registered charity no. 1180761

Overview of the COIN

NETWORK VISION + AIMS

COIN aims to build the capacity of the sector - working with members to accelerate change. A Network which will connect partners, develop leaders, breakdown silos, create resources and amplify the voice of members to create more a more skilled and capable force to tackle divided communities.



COIN Brand Tender Brief

We are seeking an agency to create the COIN's first brand, taking us from an interim look to a forwarding thinking, bold and relevant brand for our innovative national work. There are no national competitors in our field of work as a national cohesion and integration network, however, we are in competition with other membership offers to Local Authorities, eg. Intercultural Cities, or to the voluntary sector, e.g. NCVO.

We want our brand to appeal across sectors, and to our primary target audiences detailed below. We want it to promote and celebrate the benefits of communities and neighbourhoods where diversity is seen as an opportunity for building greater understanding and integration, strengthening trust and social peace so that difference is valued not feared.

We want to offer an online space and forum where individuals, professionals and organisations involved in this vital work can collaborate, share good practice, and obtain resources and toolkits for tackling social segregation and divisions and addressing the underlying root causes, ultimately influencing policy to build stronger integrated and cohesive neighbourhoods, workplaces and social spaces.

We aim to create and offer resources and expertise of what works, and improve the confidence of everyone involved in cohesion and integration. We wish to begin by creating a network, and move in the future to building a social movement. We also aim to transform the policy and practice of cohesion and integration to influence or facilitate the delivery of an impactful change.

Our Board aims for the COIN to: Facilitate – Educate – Convene – Challenge - Support

Values to be demonstrated in our Brand

- Being bold
- Having difficult conversations
- Being curious
- Being open and honest – sharing successes and failures
- Learning and working together
- Dignity and respect

The Look & Feel of our Brand

- 21st century
- Is for everyone – cross sectoral
- Inclusive
- Exciting, bold, forward-thinking, innovative
- Relatable and relevant
- Professional, but accessible to everyone
- Independent of the Government's agenda

Primary Target Audiences

- Voluntary, community, faiths and social sector organisations from across England
- Local Authorities across England, including the 5 MHCLG Integration Areas and cities leading in cohesion, such as Manchester and Birmingham
- Government departments based in London with a remit for England who will have multiple log-ins across Government departments as a collective member of COIN
- Academics, researchers, policy makers in the field of cohesion and integration

Other Audiences

- Regional and national media interested in news events and the topic of cohesion and integration
- International partners and policy makers working in the field of cohesion and integration.

Outputs for this Work

- Proposed name for the organisation, supported by the description of the 'Cohesion and Integration Network (COIN)'
- Proposed strap-line
- Brand guidelines
- Logo options and proposal for future sub-brands, e.g the COINmap
- Colour scheme/guidance
- Mock-up example or template materials, e.g a flyer, business card etc

Digital Platform Tender Brief

We wish to encourage our digital platform users to learn more, exchange practice, develop networks and gain a sense of pride in belonging to a wider social movement for change. Our intentions for our digital platform are outlined below.

Key Principles for the Platform:

- Simple, fast and easy to navigate
- Reading age of about 12 – it needs to be accessible in design and language
- Facilitate, educate, convene, challenge, support and build capacity and understanding

General Approach to the Platform:

- Ability to sign-post to good examples/stories in written format, short films, podcasts etc
- Navigable by sector (public, private, voluntary/social) and specialist interest group (schools, community, policy, research)
- Excellent and easy search using key words across the site
- The Platform needs to support our content and communications plans
- Platform to be particularly accessible to everyone and partially behind a pay wall for members only
- Ability for COIN team to self-update content
- GDPR/Data Protection compliant (of course!)

We will be holding regional consultation events in England, such as Manchester, London and South Yorkshire, and can adapt these events to include potential user consultation and testing opportunities.

During our start-up phase we have been gifted our office space at The Federation in Manchester, supported by Luminare and the Co-Op Foundation. Being part of The Federation gives the COIN access to networks of professionals, meeting/social spaces and expertise which is welcomed during our early stage. For example, The Federation offers a podcast hub and training at a small charge, and offers COIN the opportunity to create its early digital platform content with an appointed agency and partners. We would plan to hold one of our consultations and/or user testing events at The Federation.

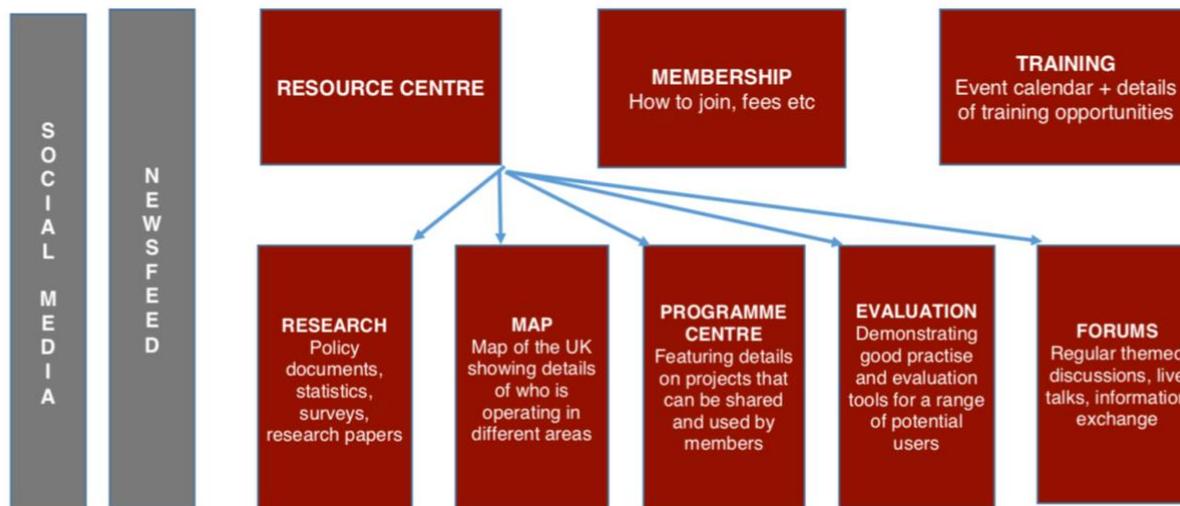
We are currently exploring CRM system options. We would welcome the 'skeleton' website to be designed to link to our future CRM system, such as an enquiry form, to have a means of exporting data from the website and importing it into a CRM system. In the future we also need to consider and decide upon a payment provider for online transactions for membership and events, such as SagePay, WorldPay or PayPal.

About the COIN's Digital Platform

DIGITAL PLATFORM

The Network's website will act as its Online Resource Hub - providing users access to the latest research, programme information, organisation details, forums, and much more.

- Membership login will be required to access 'paid-for' resources.
- The site will be self-tagging - enabling members to upload programmes / research in a set format.
- The platform will be monitored - information will need to comply with site guidelines before it is published.



About the COIN's Training Offer

Training & Leadership: A core aspect of the Network's aims will be to build the capacity of individuals and organisations working on integration and cohesion. The Network will seek to develop a more consistent approach to cohesion and integration, informed by theory and good practice, as well as improving the quality, and level of success, of existing interventions. Initially, we anticipate developing three training programmes (see below) - tailored by organisation and sector.



Elements of the Digital Platform – Starting with a ‘skeleton’ website

Accessible to everybody:

- About COIN
- Contact Us
- Membership – How to join, overview of packages, about the community of members, quotes/stories of existing members, option to sign up, option to request info
- Supporters & Funders
- Case studies of cohesion and integration activities across England/UK from our membership
- General guidance for cohesion and integration work to encourage best practice (toolkits sit behind pay wall).
- News page on the work of COIN, its members and partners
- Events page on events for networking, peer exchanges, COIN and partner events
- Training and professional development page for paid for and free to members opportunities
- National, regional and local specialist interest groups – details on each with a film or podcast – what’s available for members and non-members
- Policy & Research – general overview from COIN

Accessible to members behind a pay wall:

- About the community of COIN members – principles of membership, stories of members etc
- Map of cohesion and integration activities across England/UK, including interactive content (films, podcasts), evaluation reports, research/policy documents from the projects and organisations who are members
- Interactive toolkits for specialist interest areas, by geography and generally, e.g evaluation planning for members
- Programme centre on projects and organisations to share best practice and share learning, including interactive content (films, podcasts), evaluation reports, research/policy documents from the projects and organisations who are members
- Research centre of sources of research and policy work by geography and specialist area (schools, voluntary sector, young people etc)
- Forum for members to exchange best practice, resources, undertake peer exchanges, discuss news items etc
- Sections for MHCLG Integration Areas and Innovation Fund projects

Imagery

- We wish to avoid typical photography and imagery of cohesion, such as holding hands or shaking hands
- We are open to abstract and distinct imagery to give a new view on the representation of cohesion and integration
- We wish for photography to be authentic and genuine, and appreciate collecting a library of real images will take time by creating them ourselves or relying on partners

Outputs for this Work

- A digital platform that begins with a 'skeleton' website ready to go live by 31 March 2019 to be tested in April 2019
- A digital platform which promotes and 'sells' the COIN's membership offer
- A digital platform which profiles/showcases the work of COIN to encourage sign-ups to mailing, membership and training
- A digital platform that provides COIN's founding members which sufficient content to offer benefits to them
- A digital platform designed from the start to have bolt-ons/additions for more interactive content, such as a project planning/evaluation tool, when more funding is secured, and when a CRM system is in place in the future.

Budget & Timetable

Timetable for this Work

- Brief issued: Wednesday 23 January 2019
- Tender Deadline: 10am on Monday 11 February 2019
- Interview with short-listed tender agencies or with selected agency: by week commencing 25 February
- COIN Consultation activities with potential platform users: 25 February – 22 March 2019
- Initial brand and skeleton website plans proposed and approved: week commencing 18 March 2018
- Skeleton website ready for sign-off: week commencing 25 March 2019
- Skeleton website live for testing: week commencing 1 April 2019
- User testing events: week commencing 8 April 2019
- Brand and skeleton website finalised: week commencing 29 April 2019

Budget

- Initial budget of £10,000 for brand development and a 'skeleton' initial build of the website for an agency to deliver during February – April/May 2019. Further budget allocation of an additional £30,000 can be considered for Phase 1 and/or subsequent phases, depending on tenders received and COIN's start-up funding plans.
- 3 to 5 user consultation and/or testing events funded by the COIN
- Authoring content and research & case study gathering funded by the COIN

Funding for this overall work is provided by MHCLG and Savannah Wisdom Foundation.

As a start-up organisation we welcome hearing from agencies and companies, especially based in Manchester, on additional elements that could be offered by them or their partners to enhance the COIN's brand and digital platform. These additional elements might carry a financial cost or could be offered on a pro bono/in-kind basis perhaps as part of your corporate social responsibility (CSR).

When further funding is secured, COIN can offer the opportunity to extend the brand and digital platform work later in 2019/20.

How to Tender

Please submit tenders to tenders@cohesionintegration.net by 10am on Monday 11 February for review.

Please provide in your tender the following:

- Your company profile and track record in delivering digital platforms for the voluntary sector or for social purpose
- Your proposal for the creation of our brand and related budget
- Your proposal for the creation of our initial 'skeleton' website and related budget
- State whether you propose to subcontract, and any conditions affecting the budgets you have proposed
- An initial outline of a proposed schedule indicating high level milestones or delivery dates
- Intellectual property rights where relevant
- Your proposal for any added extras during Phase 1, for future phases and/or added elements, such as website maintenance & hosting, IT support, interactive tool development, training and on-going digital marketing, and any related financial cost or what is offered on a pro bono/in-kind basis perhaps as part of your CSR
- Your contact details, proposed account manager, if selected, and your availability to meet in late February/early March, if selected.

For any queries in advance of submitting a tender, please contact Jo Broadwood, COIN Chief Executive at jo@cohesionintegration.net

You can follow our activities on Twitter @cohesionintegr1

Thank you for your interest in working with the COIN.