

## Request for Quote: Developing Multiple Map Functionality on the Small Business Charter Website

### Outline of the brief

This document illustrates requests for quotations (RFQ) relating to the development of the Small Business Charter (SBC) website.

A UK map is already displayed in this webpage <http://smallbusinesscharter.org/find-a-business-school/>

We are looking for a map that provides an integrated option to display the research and statistical data relating to our award holding schools.

The existing map provides the primary contact details for each Charter Award holding business school. This map should remain. We would like to develop an integrated map page or an alternative solution which a developer may propose. We want to be able to showcase the following information:

1. Contact details
2. Location and numbers of Student Consultants
3. SME Applied Research

This could happen in one or two ways:

1. One integrated map which allows the user to choose which information to display
2. Three maps on three different pages

The map could potentially use similar functionality to the following map, however we are open to alternative innovative forms <http://www.managers.org.uk/campaigns/growing-smes/growing-smes-heatmap>

Once built the map and its contents should be easily editable by Chartered ABS staff with administrative access to the website's CMS.

### About 'Student Consultants'

'Student Consultants' refers to a number of students studying at business schools that may be available to undertake projects, internships and placements with small businesses.

Clicking on 'Student Consultants' will display content that is to be provided by Chartered ABS within this scope of work. This webpage will display the UK map from illustrating the geographical population of student consultants.

The following text could also be displayed when the 'Student Consultants' icon is clicked:

"The current 31 award holding business schools have a potential 85,000 student consultants to be deployed in SMEs. It is acknowledged that SMEs are often resource constrained and these student consultants could be a vital resource for SMEs while providing a unique opportunity for them to apply their skills".

### **About 'SME Applied Research'**

'SME Applied Research' refers to case study content which will be provided by business schools to demonstrate the impact of their research and their work with SMEs.

'SME Applied Research' is a working title and may need to be given a name which resonates more with an SME audience.

Clicking 'SME Applied Research' will display content that is to be provided by Chartered ABS within this scope of work.

The 'SME Applied Research' map must support:

- For each piece of SME Applied Research:
  - a 200 word summary
  - a 2 minute video
- Each Charter Award holding business school will have multiple pieces of SME Applied Research
- The quantity of applied research will increase with time
- The number of Charter Award holding business schools will increase with time
- Provision is required to continually expand the quantity of applied research and the quantity of Charter Award holding business schools within the webpage framework
- Consideration should be given to current applied research and archived applied research should it not be possible to display all applied research from the business school icon
  - The website user must be able to access all applied research regardless of it being actively displayed or archived. This may require a separate page on the website to give users an alternative way to access this content
- The priority here is easy access to concise expert information encouraging the SME to contact the business school

### **Proposals Invited:**

Proposals are invited from agencies, independent developers and also from university students as course related project work.

The deadline for receiving proposals is Friday 5 February 2016 @ 12:00.

The Small Business Charter team at the Chartered ABS will assess all proposals and, subject to discussing proposals with applicants, will select the successful proposal by Friday 12 February, with the intention of commencing the work by Monday 29 February 2016.

Proposals are required to document the length of time required to develop and test the website scopes of work. Proposals should also document a fixed cost against the RFQ scope of work.

Proposals and queries should be sent to:

Barney Roe, Director of Communications & External Relations

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020 7634 9589