



**Invitation to Tender for  
Integrating age-positive image library**



The Centre for Ageing Better is pioneering ways to make ageing better a reality for everyone, including challenging ageism and building an Age-friendly movement, creating Age-friendly employment and Age-friendly homes. It is a charitable foundation funded by The National Lottery Community Fund and part of the government's What Works Network.

## Project Brief

### About us

Everyone has the right to a good life as they get older and our whole society benefits when they do. But stark and widening inequalities mean more and more people are going to live in poor health and face poverty and discrimination as they get older. This is unacceptable and has huge consequences for these millions of individuals and for all of us.

We have identified three main areas where we think we can make real progress.

#### **1. Challenging ageism and building Age-friendly movement**

We are confronting the pernicious ageism that exists across society. Ageism affects people of all ages, but it can limit people's lives profoundly as they get older, whether through discrimination in the workplace or being denied access to potentially life-saving healthcare. Ageism means we don't value older people or invest in ways to help people age well. Everyone, everywhere has a stake in changing this and we are building an age-friendly movement across the country, inspired by a new campaign to stamp out ageism.

#### **1. Creating age-friendly homes**

Most people want to live in their own home, in the communities they belong to, for as long as possible. But far too many older people are currently living in homes, that are endangering their lives. Much of the housing in England is dangerous or unsuitable for older people. Homes are not safe or warm. They have hazards and are inaccessible for anyone with a disability. This needlessly costs society millions each year in NHS and social care costs. We want to make homes more age-friendly so that more people can remain living independently, healthily and happily as they grow older.

#### **1. Fostering an age-friendly work culture**

There is no expiry date for workers, but as people get older many face discrimination on the basis of their age - or challenges accessing the work that works for them. Our country wastes a huge amount of talent, skills and experience by denying older workers the chance to stay in jobs or find new ones. This comes with a huge price tag for society, with hundreds of thousands of people in their 50s and 60s who want to work shut out of the labour market for good. With employers facing labour shortages and productivity challenges, they cannot afford to lose or ignore this part of the workforce. We are working with employers to create an Age-friendly Employment culture and workplace practices so that everyone can remain in good jobs for as long as they want and are able to.

## 1. Introduction

In January 2021, the Centre for Ageing Better launched the first free library showing positive and realistic images of older people in a bid to challenge negative and stereotypical views of later life. The images show a more realistic depiction of ageing and old age – to provide alternatives to the commonly used pictures of ‘wrinkly hands’ or walking sticks.

The library, which contains over 1,800 images and is being regularly updated by Ageing Better, offers organisations a wide selection of images that avoid stereotypes associated with older people. The focus of this project has been to promote diversity and inclusion with respect to age, but also in terms of gender, race, disability and sexuality.

We identified the age-positive image library as an initiative that can combat the mischaracterisation of older age, helping to portray ageing in an accurate and representative way. By making this stock image library free to use and open to everyone we hope to encourage a societal shift in the way we perceive and portray ageing.

The image library is entirely hosted and exists on the Digital Asset Management (DAM) system, [ResourceSpace](#). Ageing Better also uses ResourceSpace as its internal DAM to host other content that’s not publicly available. The differentiation is seen when a user logs in with the appropriate account permissions.

A [gallery](#) on the Ageing Better website showcases some of the images and directs users to ResourceSpace, where they can access the library and download the images. This currently exists separately to the image library itself and is purely a shopwindow to the library.

## 2. Scope of Project

The image library has been a huge success for Ageing Better, with more than 58,000 downloads via ResourceSpace in its first 18 months of its existence.

Our ambition is to fully integrate the image library with the existing Ageing Better website, moving away from using ResourceSpace for public access. This will hopefully ensure more control over the image library and its functionality, an enhanced user experience, and more integration between the image library, the Ageing Better brand and other content that sits on the Ageing Better site.

This project will require back-end and front-end web development work, to add DAM capabilities to the existing Ageing Better Drupal 9.3 website.

While the library should be integrated with the Ageing Better website from a front-end perspective, and made clear that this product is part of the website, it will likely exist as a sub-section of the site, with its own navigation and page templates.

We expect the project to be completed within three months of commencement. Bids should not exceed £30,000 excl VAT, for custom development and integration of Drupal or 3<sup>rd</sup> party features.

### **3. Key Requirements**

The requirements for the integrated image library should mostly be based on the functionality of the existing library on ResourceSpace – however, we have some extra requirements that are also listed below.

As the scope of work is developed – and if budget allows – it might be that more functionality is required than what is detailed below. As part of this work, concepts should also be developed, based on the requirements and on other image libraries, e.g., <https://images.all4ed.org/>

As a user:

- View and easily browse through all images in a gallery
- View collections/groups of photos, curated by admin. These should be presented on the image library landing page
- Search for photos (using the metadata, as below)
- Clear navigation, including filter by different areas/taxonomies, e.g. Area of Work and 'People'
- Sort by date uploaded and popularity
- Select photos that then appear in lightbox or pop-up
- Download photos in different (predetermined) sizes, as below
- View images that are related to one another (e.g. That are grouped by admin, as below)
- Select and download multiple photos at once, that are batch downloaded (as a Zip file)
- Be prompted for inputting an email and some other information such as the terms of usage guide, before downloading photos
- Share a specific photo or the whole image library with others, through sharing the page URL via social media or email
- When downloading an age-positive icon (as opposed to an image), do not get prompted for an email
- Inability to copy or click 'Save image as', so that the only option of accessing a photo is to download it

As an admin:

- Migrate existing content and metadata currently on ResourceSpace, to be imported into the new image library
- Bulk upload photos (PNGs and JPEGs)
- Bulk tag photos for different metadata (Title, Credit, Keyword)
- Create and edit taxonomy (e.g. Topics, 'People')
- Delete and remove photos for the user

- Set default image sizes (e.g. Users can download an image in full size or as 1MB max (or determined by ratio))
- Group images, e.g. Dictate that a set of photos relate to each other, so that they're recommended to the user
- Create two content types - photo and icon
- Generate user activity report (including email of user, date downloaded, image resource downloaded)

#### 4. Insurances

The Contractor shall take out and maintain in full force and effect with a reputable insurance company the following minimum insurances for the duration of the Contract:

- Public Liability insurance – £5 million
- Employer's Liability insurance – £5 million (if applicable)
- Professional Indemnity insurance – £1 million

#### 5. Evaluation Methodology

Bids will be evaluated on a quality/cost ratio of 70%/30%. The individual weightings for the 70% quality element are stated against each question in the Bid Proposal document.

The Bidder that submits the lowest Bid Total will receive the maximum score of 30%. All other Bidders' Bid Totals will be scored based on the following formula:

$$\frac{\text{Lowest Bid Total}}{\text{Bidder's Bid Total}} \times 30$$

#### 6. Timescales

The indicative timetable for the procurement is as follows:

Stage	Date
Issue ITT document	Monday 1 August
Deadline for clarifications	4pm, Thursday 18 August
ITT return deadline	4pm, Thursday 25 August
Bid evaluation completion	Thurs 1 September
Notification of result	Friday 2 September
Contract award	Monday 5 September

Ageing Better reserve the right to amend these dates.

**7. Terms and Conditions**

Below are the terms and conditions, to be signed at contract award. Suggested amendments or queries should be submitted in Section 14 of the Supplier Questionnaire. Ageing Better cannot guarantee adhering to proposed changes.

**Conditions of Contract**

**Total Price for this Quotation (excluding VAT)**

£.....

in words .....

## Supplier Questionnaire

**Note to purchaser – depending on the scope, value, complexity and required outcomes of the contract, a more detailed assessment of the Bidder’s technical ability and financial stability may be required (see Sections 10, 11, 12 and 13 of this questionnaire). This questionnaire may require tailoring to suit the specific circumstances of the procurement. You may require further professional advice when completing this questionnaire.**

<b>1</b>	<b>Bidder name</b>	Insert details
<b>2</b>	<b>Registered address</b>	Insert details
<b>3</b>	<b>Name of person completing the Invitation to Tender</b>	Insert details
<b>4</b>	<b>Telephone number</b>	Insert details
<b>5</b>	<b>E-mail address</b>	Insert details
<b>6</b>	<b>Company status (e.g. Ltd, Plc, sole trader, Charity, Community Benefit Society, etc.)</b>	Insert details
<b>7</b>	<b>VAT registration number</b>	Insert details
<b>8</b>	<b>Company registration number and/or charity number</b>	Insert details
<b>9</b>	<b>Date of incorporation</b>	Insert details

10	<b>Please attach a latest copy of the Bidder's latest audited accounts</b>
	Accounts enclosed – Yes/No
11	<b>Please provide evidence of the following levels of insurance cover:</b> <ul style="list-style-type: none"> <li>• Employer's liability</li> <li>• Public liability</li> <li>• Professional indemnity</li> </ul>
	Insurance evidence enclosed – Yes/No
12	<b>Please provide details of any relevant industry accreditations held by the Bidder.</b>
	Insert accreditation details
13	<b>Please provide the organisation name, contact details and a brief description of 2 contracts of a similar nature which demonstrate the Bidder's experience in relation to Ageing Better's requirements. Any contract award will be subject to a satisfactory reference being provided by one or both of the named companies.</b>
	Insert details
14	<b>Whilst Ageing Better cannot guarantee agreeing to amendments in its Terms and Conditions (listed in Section 7 of the Quotation Form), please list any queries or suggested changes below.</b>
	Insert details



## Bid Proposal

### **Quality (weighting 70%)**

Reflecting the requirements set out in the Project Brief, please submit your responses to the following:

#### **1. Experience (weighting 30%)**

Please evidence your experience of successfully delivering projects of a similar nature, detailing the quality, experience and technical skills of the delivery team who will deliver against this contract (maximum 800 words).

#### **2. Delivery of Outcomes and Objectives (weighting 30%)**

Please demonstrate your approach to the project, and how you will go about delivering the requirements as set out in the Project Brief (maximum 800 words).

#### **3. Risk Management Analysis (weighting 10%)**

Please identify the risks to achieving the stated outcomes and objectives and your proposals for mitigating them (maximum 500 words).

### **Price (weighting 30%)**

Please provide your proposed cost for delivery of the contract. This shall be broken down to show the cost of each individual milestone, the proposed number of days allocated to the contract, the day rates of each allocated staff member, and any applicable expenses. All costs are to be stated exclusive of VAT, and confirmation if VAT is applicable.

### **Declaration**

I/We, having read and understood the Invitation to Tender hereby offer to supply the Supplies in accordance with the Project Brief at the stated cost, and that this offer remains valid for a period of ninety (90) days.

Duly authorised to submit Tenders for and on behalf of the Company:

Name: .....

Signature: .....

Date: .....

Company: .....

Telephone: .....

E-mail: .....