



Centre for Co-production in Health Research

Invitation to Tender

Co-creation of the UCL Centre for Co-production name/logo/brand and website

20 July 2020

GENERAL INFORMATION

A. Tender context

There is growing recognition of the role that people and communities have in helping tackle health and social care challenges. Many funders are increasingly asking for evidence of public involvement and engagement and showing their support for co-production. However, there are currently only a few initiatives, like the UCL Centre for Co-production in Health Research, which explicitly aim to explore new ways of working with people to transform the way health research is conducted. The Centre wants to utilise co-production and allied methods to create new links and partnerships; the overarching aim is to encourage UCL, and the broader Higher Education sector, to include diverse groups and communities that are not traditionally part of research in their work.

In Oct 2017, work started to co-create/co-produce the UCL Centre for Co-production in Health Research – this name is very much a working title (we are looking for your help to develop our name/logo/brand and our future website together with many of our Centre co-producers). The Centre is funded by the Wellcome Trust Institutional Strategy Support Fund (ISSF), a fund focussed on culture change within universities. The Centre work is building on existing strengths such as the high quality research already taking place within UCL, the UCL Hospitals and the body of evidence that we have been gathering as to ‘what works when co-producing’ to support people to work in this way and to amplify the co-production movement nationally.

By co-production, we mean:

“An approach to research in which researchers, practitioners and public work together, sharing power and responsibility from the start to the end of a research project, including the generation of knowledge” (INVOLVE, 2018).

Co-production is an approach to setting up the UCL Centre for Co-production that goes beyond traditional funder requirements and conventional university strategy; it embraces involvement of members of the community in the development of, and decision making in relation to, research, products, interventions or innovations from the outset and throughout. It is a way of working that is new to many people within UCL and the university sector generally and indeed many other sectors.

Anything that the Centre does is with a mixed group members of the local community, patients, carers, healthcare practitioners, researchers and students, anyone who wants to get involved is very welcome. All work is underpinned by our ‘Principles to live by’ (as outlined below) – this includes the

work we would like to do with you. We regularly check and challenge ourselves, and reflect during and after we take decisions, to ensure that we are living up to these principles and involving a mixed group of people in everything that we do.

UCL Centre for Co-production 'Principles to live by':

- Respect for diversity of experience and perspective
- Collective decision-making
- Commitment to addressing power imbalances
- Understanding the meaning of and fostering authentic co-production
- Commitment to challenge the status quo
- Be accessible to and inclusive of all
- Ensure mutual benefit for all
- Be open, transparent and honest - yet pragmatic and real
- Check & challenge throughout
- Encourage innovative practice
- Ensure sufficient resourcing & sustainability

The Centre is currently being co-produced and still under development, due to launch (virtually) on 22 October 2020. By this time we would like to have a name/logo/brand finalised and a draft website to share with attendees at the launch. Following the launch event the Centre has a remaining year of Wellcome Trust funding. This funding source expires in September 2021, so we are currently working towards securing a sustainable financial future for the Centre.

By co-created we mean that, members of the Centre network are involved in the development of the Centre name/logo/brand and an accessible website either during a workshop or in an online or offline way, as outlined below. We would then like the company/individual chosen to develop the outputs in an iterative way, with the Centre team and co-producers (the client) involved throughout.

B. Timeline

The opportunity to get involved in this work is from Friday 14 August 2020 to Friday 5 February 2021.

Table 1: Brand, logo and website development Timeline 2020-21

	Work required	
	Section 1 – name/logo/brand	Section 2 – website
Co-creation session(s) – usually 25-30 attendees	1. Wednesday 26 August 2020	1. Tuesday 1 September 2020 2. Thursday 22 October 2020 (mini session) 3. Tuesday 24 November 2020
Draft 1 due	Tuesday 15 September 2020	Tuesday 15 September 2020
Draft 2 due	N/a	Friday 6 November 2020
Draft 3 due	N/a	Thursday 10 December 2020
Draft final version due (final round of changes if required)	Friday 16 October 2020, 10:00	Friday 29 January 2021
Final version due	Wednesday 21 October 2020	Friday 5 February 2021
Work ends	Wednesday 22 October 2020 (welcome to attend our launch event if you would like to)	Friday 5 February 2021

C. Requirements & scope of work

We require:

- **Section 1:** a co-created name/logo/brand for the Centre which includes:
 - a. **Co-facilitation** (with the Centre) **1x Co-creation session** to start co-creation work on the Centre name/logo/brand (the co-creation will also include online/offline work outside of these sessions) – session content to be developed in partnership with the Centre
 - i. Aim of session - to explore the Centre values/what the brand is about, possible names and how these could be represented in logo form
 - b. **Share minimum 3 possible draft design ideas** with the Centre
 - c. **Final logo design** supplied in jpeg and eps form, in colour and black and white (if applicable) versions
 - d. **Designed up versions of the brand values and brand guidelines** (including the new logo/name)
- **Section 2:** a co-created accessible website for the Centre which includes:
 - a. **Co-facilitation** (with the Centre) **3x Co-creation sessions** to start co-creation work on the Centre website (the co-creation will also include online/offline work outside of these sessions) – session content to be developed in partnership with the Centre
 - i. Aim of sessions – to explore what the website should look like, who it is for and what it needs to be able to do
 - b. **Develop a wire frame** for the website to be shared with the Centre
 - c. Share minimum **3 possible overall draft design ideas** with the Centre

- d. **Fully designed up, operational and accessible website** (Wordpress, Drupal or something similar off the shelf is suitable). The website requires:
 - i. A searchable resource bank – content already collated by the Centre to be sorted, categorised and put into the resource bank
 - ii. A chat function built into the website – we are looking for a basic chat function that allows members to talk to each other, something of the shelf is fine
 - iii. A backend content management system that the Centre can use themselves to update content (including imagery and the resource bank) and manage the chat function
 - iv. If possible, the ability to be able to further develop the website capabilities over time

Please note: Pre-reading work will be required by the successful organisation/individual to understand the Centre and how we work, prior to a phone conversation with the Centre team to check evolving understanding of the Centre vision and mission, and how this informs the brand development.

The outputs required are outlined in detail below.

Section 1 – Name/logo/brand development:

Work required		Notes	ACTIONS - successful organisation	ACTIONS - the Centre - actions
Aug 2020	Virtual Co-creation session (Zoom video call)	Session date - Wednesday 26 August 2020, 14:00-16:00	Minimum 1x designer from the successful organisation to be present at session plus 1x account manager (or similar) if applicable. Support with session facilitation	Admin for the session (planning, attendees etc.), facilitate the session (with support from successful organisation)
Sept 2020	Mock up development	Phase 1 Ideas & direction from co-creation session on 26 August to be developed into minimum 3 draft designs	Draft designs developed to share with the Centre by Tuesday 15 September 2020	
Oct 2020		Phase 2 Online/offline feedback from Centre co-producers		The draft designs will then be shared (by the Centre) with Centre co-producers in order to gather feedback. Centre will share this feedback with the successful organisation by Tuesday 6 October 2020
		Phase 3 Feedback from Centre co-producers to inform development	Develop the final logo design in consultation with the Centre	
		Final design	Final logo design supplied in jpeg and eps form, in colour and black and white (if applicable) versions	Final design to be shared with the Centre by 10am Friday 16 October 2020 Any final round changes to be made by COP on Wednesday 21 October 2020
	Additional elements	Graphic designed versions of the brand values, and the brand guidelines	Draft version to be given to Centre by Wednesday 7 October 2020 Draft final version to be supplied by Friday 16 October 2020 Final version to be supplied by Friday 23 October 2020	Centre to provide any feedback on draft by Friday 9 October 2020 . Final round of feedback to be allowed if required – feedback to be given by Wednesday 21 October 2020

Section 2 - Website development:

Work required		Notes	ACTIONS - successful organisation	ACTIONS - the Centre - actions
Sept/Oct/Nov 2020	Virtual Co-creation sessions (Zoom video calls)	<p>Session One – Tuesday 1 September 2020, 14:00-16:00 – Co-creating our website: Part One</p> <p>Session Two – Thursday 22 October 2020 (Centre launch event), time TBC likely 14:00 – 17:00 – (mini Co-creation session as part of the launch)</p> <p>Session Three – Tuesday 24 November 2020 – Co-creating our Website: Part Two</p>	<p>Minimum 1x designer from the successful organisation to be present per session plus 1x account manager (or similar) if applicable</p> <p>Support with session facilitation</p>	Admin for the session (planning, attendees etc.), facilitate the session (with support from successful organisation)
Sept 2020	Mock up development	<p>Phase 1 After Co-creation Session One - the ideas shared to be taken away and a draft with options for layout and design ideas to be developed.</p>	Draft number one ideas to be shared with the Centre <u>by Tuesday 15 September 2020</u>	
Nov 2020		<p>Phase 2 After Co-creation Session Two (Centre launch event) - the ideas shared to be taken away for further development</p>	Draft number two with more developed options for layout, wire frame and design ideas to be shared with the Centre <u>by Friday 6 November 2020</u>	
Dec 2020		<p>Phase 3 After Co-creation Session Three - the ideas shared to be taken away and a final draft design with the layout and design ideas fully developed to be share with the Centre.</p>	Draft number three ideas to be shared with the Centre <u>by Thursday 10 December 2020</u>	Feedback to be provided by the Centre <u>by Friday 8 January 2021</u>
Jan+ 2021	Final design	Final draft design to be utilised to develop an accessible website with resource bank, blog and members chat function built in and with back end content management system so that the Centre can update content.	<p>Draft due with the Centre <u>by Friday 29 January 2021.</u></p> <p>Final design (final round changes) with Centre <u>by Friday 5 February 2021</u></p>	Centre to be able to have 1 more feedback round to further refine the design if required – changes to be with organisation <u>by COP Tuesday 2 February 2021</u>

FURTHER INFORMATION

1. Current situation

Strategic context:

The Centre has been under development since October 2017. We are currently gearing up for the official launch on 22 October 2020. As well as our name/logo/brand and accessible website we are co-creating our strategy and evaluation framework, and our governance structure (i.e. the way we set up the Centre and how we make decisions including a policy for payment of co-producers). We have already co-created numerous elements of the Centre including a training package about 'How to co-produce' and funded two rounds of pilot projects which helped us to learn what works and what doesn't when co-producing. Please have a read of our webpage and blogs outlined in Section 7 to find out more.

Staffing and resource context:

The Head of the UCL Centre for Co-production (Niccola Hutchinson-Pascal) will be your main point of contact. She manages day-to-day Centre development whilst working closely with a group of internal and external collaborators. She will provide the link for you to Centre collaborators with which this piece of work will be co-produced.

Evaluation to inform the continuing development of the Centre will be embedded within all co-creation work; contribution will be required from all parties involved.

2. Conditions

The consultant(s) or organisation would work with UCL Culture staff but also with other UCL academics and professional services staff, healthcare professionals and community collaborators (individuals) and community partners (organisations). The consultant(s) will use his/her own office materials and computer in the execution of the work. The consultant(s) will be responsible for covering his/her own travel and all other costs from within the available budget if applicable (however, UCL will provide a room/virtual meeting support as appropriate and administration support for the Co-creation Sessions outlined as required). The Consultant(s) agrees to be actively involved in evaluation processes and assigns to UCL all existing and future intellectual property rights in the works, resources and all materials produced for this project.

3. Payment and Timing

The consultant(s) or organisation commissioned will be paid by UCL Culture, upon approval of outputs as agreed in writing between the appointed consultant(s)/organisation and nominated UCL Culture contact. The UCL Centre has an approximate budget as outlined below:

Table 1: Tender budget outline

Tender Phase	Budget available
Section 1: Name/logo/brand development	£1,500 <i>(if not all required this would be moved into website development line)</i>
Section 2: Website development	£23,500
Totals	Total - £25,000

**All budget amounts are exclusive of VAT.*

4. Tender application process

There is the opportunity (recommended) to have an informal chat with Niccola Hutchinson-Pascal to inform your subsequent formal applications – please email n.pascal@ucl.ac.uk to organise this. A full list of deadlines are outlined in the Table 2 below.

Table 2: Tender process timeline

Deadline for submission of tender application	Midnight Sunday 2 August 2020
Outcomes of tender	Monday 3 August 2020
Applicant interviews	Monday 10 August 2020
Kick-off Meeting	Friday 14 August 2020
Start of tender	Monday 17 August 2020
End of tender	Friday 5 February 2021

5. Tender specifications

The strategy utilised and structure of the work is very much up for discussion. Ideally, we are looking for someone who has an understanding of name/logo/brand and website development in complex community based projects as well as both experience of, and commitment to, co-production/co-creation and or design thinking principles. We are looking for a consultant, organisation or collaboration of consultants/organisations with relevant expertise to work with Higher Education Institutions and/or similar institutions, not-for-profit sector organisations and the health and social care sector in the UK.

An individual applicant or organisation is expected to:

1. Have proven experience of developing name/logo/brand designs and websites from scratch for complex organisations undertaking community engagement programmes
2. Embrace and champion the principles of working in co-production/co-creation/design thinking and have put this into action
3. Understand the importance of working in co-production, co-creation, co-design and or using a design thinking approach to work
4. Have the ability to think creatively and adapt in response to the institutional context in which they are working
5. Have the ability to work efficiently within budget and timescales
6. Have awareness of diversity and equal opportunities issues, and their specific relevance to UCL

6. Format of submission

To apply please email the following to Niccola Hutchinson-Pascal (n.pascal@ucl.ac.uk) **by 12 midnight on Sunday 2 August 2020:**

1. Short individual biography/ies for those you propose should be involved in the work
2. Introduction to why you want to undertake the project and what interests you about it
3. Outline of the proposed methodology to complete this project, demonstration of your understanding of the brief
4. Outline of how you would structure the time you spend on the project
 - a. How much of your time would it take?
 - b. What would you hope to achieve and by when?
 - c. What type of outputs would you anticipate?
5. Budget breakdown by Section 1 and 2

7. Useful information

Our website

[The Centre for Co-production webpage](#)

Some of our blog posts

General co-production

[Reflections on a changing world: the importance of co-production](#)

[Virtual co-production sessions](#)

[Human relationships make authentic co-production happen](#)

Equality and diversity

[It's not enough to say black lives matter! Time for academia to show it](#)

[Space Wars: exclusion from research](#)

Virtual co-creation sessions

[Learning from our virtual co-creation: accessibility and adaptability](#)

[Locked down but not out of co-production](#)

If you would still like to read more...

[All Centre blogs](#)