

## **EXPRESSION OF INTEREST**

This an expression of interest for a contractor to: design and build a website offering training courses and support for foster parents and care professionals.

**Closing date:** September 30th 2021

**Completion date for the build** January 12th allowing 5 weeks for content upload.

### **Who are we?**

'Enable' is a consortium of skilled partners including Youthworks Consulting, Kingston University and local authority care teams, private fostering.

This project is led by Dr Aiman El Asam of Kingston University Department of Psychology and Adrienne Katz of Youthworks Consulting. We have identified a lack of training among carers and children's services as an urgent issue in our published research and reports about vulnerable children. Our project is to create a new model of online safety training for foster carers so that they can understand and respond to the digital life of the children they care for.

**1. This site needs to:** Provide an online learning platform to manage courses and course materials, using a suitable existing Learning Management System.

**AIM: A dynamic online learning platform to develop the digital knowledge, skills and confidence of foster carers.** They will access information, resources, and training to help them support and safeguard looked after young people when they are online. The site will be a space for online talks, blogs, podcasts, videos and discussions with other foster parents. To ensure we meet their needs, we are consulting foster carers and young people in care.

### **Requirements:**

- The learning platform should be capable of handling two to three hundred trainees at any one time with a learning management system tracking progress and information on each trainee. An outline of what we need from a LMS is given on a separate sheet.
- The choice of the right LMS is vital and we need help and advice to select this, with some ongoing support. We have identified several that offer our requirements. Ongoing costs vary and should be taken into account.
- The site will carry multiple pages and we should be able to add or edit pages ourselves. This is why we have used Word Press in our Knowledge Library site. The two sites will need to link easily and seamlessly with similar branding.

### **2. Why is this issue important?**

**The situation now:** Foster carers carry an enormous responsibility to protect vulnerable or traumatised children. Yet these carers are not trained in the digital life of vulnerable children/teenagers. They may not be very digitally expert themselves.

### **'What is the challenge we want to address?'**

*There are three main challenges:*

1. Many foster carers are over 55 years old, and not comfortable in the teen digital world.
2. Whilst they receive training around their duties and safeguarding children, few have received specialised training to understand, support and manage the online lives of children and young people.
3. Looked after young people are at considerable risk online, more so than many other vulnerable children. That is why it is vital we deliver our research messages to foster carers in a way that is attractive and easy to train with us, or to find useful resources and tools.

In addition, among children in care, the percentage with special educational needs or other difficulties is high, so accessible design is required.

### **3. Who are our users and how will they use this site?**

Foster parents looking after children and young people who use mobiles and the internet, as well as professionals around the child in care.

#### **What do we need users to do on this site?**

Modular course completed in their own time allow them to save their work in their account. They can select and save case studies that interest them, find resources to use with children in their care and link to a library of guidance and resources beyond their course. They should be able to save their work and their chosen case studies or resources in a Personal Learning Pocket.

They will also be offered blogs, podcasts, and regular sector updates.

### **4. Design needs**

- Clear information architecture with a user experience design facilitating registration sign ups, auto emails to sign ups and course participation.
- An inviting interface design with lively graphics, making the best use of our existing brand and images, plus new graphics. We have a photo library of bought photos and continuous line drawings. We have a logo.
- Images and infographics should show wide diversity (no cartoons)
- Accessibility by design is essential.

### **5. REQUIREMENTS SUMMARY**

Online training platform:

- To deliver accredited courses for foster carers and the professionals who review and support them such as social workers, care managers, therapists.
- **LMS.** A Learning Management System for us to manage their learning by providing feedback so that they can progress to the next modules and eventually achieve the certificate.
- **User journey:** Upon registration each user should be able to decide whether or not to become a trainee or sign up to receive a newsletter. If they are

trainees already, they should be recognised by the system each time they log in, and have access to their training, tools and resources.

- **Differentiated access.** Registered users will have access to more of the site than casual visitors.
- A newsletter sign up is needed.
- **Trainees:** Each trainee's progress through the modules of their course will need to be tracked and managed via a learning management system. We need to mark their work, give feedback and manage a number of trainees at once. We will be hold trainees' personal details and must comply with GDPR.
- **Learning pockets.** Trainees must be able to work on a module in their own time and save it in their Learning Pocket to submit to us when ready.
- **Tools: registered users and trainees can use: The enable pathway tools** created by our research team, such as assessment decisions or flow charts
- **A calendar of events.** A way to embed podcasts and videos

#### **Content:**

- Provide well displayed and searchable resources, briefings and case studies
- A way for users to save and bookmark content to their Learning Pocket
- Have a high level of accessibility and a clean, open uncluttered design
- Sources of help and support
- Information on regular events prominently displayed
- Blogs, news, podcasts and updates about new resources, government guidance or technological developments
- Resources to use with children

#### **Easy add for admins:**

- The site must be built with a view to us being able to add new material, news, podcasts, blogs, or resources at any time in a fairly easy way ourselves.

#### **Data**

- A GDPR compliant way of storing data of trainees and reviewing on a dashboard.

### **6. What do we want from a partner?**

#### **Timeline**

Provide Expressions of interest by 30<sup>th</sup> September 2021

1. Interested parties notified by 7<sup>th</sup> October.
2. Tenders in by 18<sup>th</sup> October. 2021.
3. Build: October to January 12<sup>th</sup> 2022

This is to include all discovery, design, build, training in the CMS, content upload and testing. Five-six weeks to upload the course content is to be accounted for in the timeline. Our estimated launch date of the training programme is 24th January 2022.

## **7.Budget**

23k including VAT to include LMS subscription, hosting and ongoing support after handover, such as problem solving once a month. This includes graphic design.

## **8.What does good look like?**

A **seamless journey** for the foster carer would take them from registration to a look around, then feeling encouraged, sign up for a course. While on that course, they would have access to the course modules, can save their own work, and move seamlessly on to the next module. The LMS must remember where they were in the course when they return. We need to track their progress and stay in touch with them while they study, then mark their work at the end of their course. They should be able to access the library of resources and select what they need, storing them for later use, in what we are calling a Learning Pocket.

Some tools on the site will only be accessible once a user has been trained to use them in a short webinar. This includes the **enable** pathway tool. Other tools may be made available without prior training.

We want to create a sense of community. To do this we need to display a calendar of events – fortnightly free ‘meet the trainer’ sessions in which trainees can meet other foster carers and ask any questions, or simply be in a Zoom chat with others in their situation. We will upload images of meetups and news of other activities such as podcasts, blogs, or short videos to create this sense of community.

The design should be very clean, modern and accessible. We want it to become the ‘go to’ site for foster carers and eventually care home staff.

## **9.How to apply:**

Please briefly set out your approach to this build, explaining how you would deliver the requirements we need and make the site easy to use and simple for us to update ourselves day to day, with some regular help from yourselves going forward.

Explain how you will help us meet high AA+ levels of accessibility. and how the learning management system chosen will meet the needs described above.

Describe any features, plugins or third parties you recommend, in particular learning management systems or registered user systems.

Applications can be on PowerPoints or pdfs with links to some sites you have built. Please register your interest with us by September 30th to receive an invitation to tender.

To:

admin@youthworksconsulting.co.uk

We look forward to hearing from you.