



FIGHTING FOR
CHILDREN'S RIGHTS
IN INSTITUTIONAL SETTINGS

INVITATION TO TENDER FROM ARTICLE 39 CHILDREN'S RIGHTS CHARITY

Deadline **26 November 2017**

1. About us

Article 39 fights for the rights of children living in state and privately-run institutions¹, a population of around 80,000 in England. We take our name from the part of the United Nations Convention on the Rights of the Child (UNCRC), which entitles children and young people who have been abused or neglected to recover in environments where their health, self-respect and dignity are nurtured.

We formed in 2015 and achieved registration with the Charity Commission in March 2016 (registration number 1166092).

2. Online resource

We have secured funding to develop an innovative online resource² which will inform children and young people³ about their rights and offer advice about expressing their views and challenging mistreatment if this ever occurs. The online resource must be compatible with mobile phones and tablets.

We are in the process of consulting children and young people who have experience of living in institutional settings about content and design preferences. Their advice is directly informing the development of this unique resource. Children and young people will be involved in the selection process for this work.

On the basis of consultation undertaken to date, together with past research, our online resource will include content under the following headings:

- Staying in touch with your family
- Being listened to
- Your education
- Feeling and being safe
- Bedrooms, your private space and belongings

¹ Boarding and residential schools, children's homes, mental health units, prisons and immigration detention.

² We are calling the resource 'Rights to Protect' on an interim basis. We are consulting children and young people to find a better name.

³ Up to age 18 years.

- Information about you and your life
- Feeling good about yourself
- Pocket money
- Your right to complain (incorporating child protection; setting-specific statutory complaints procedures; Children’s Commissioner for England; Local Government Ombudsman; Parliamentary and Health Service Ombudsman)
- Food and special diets
- Your religion and beliefs
- Your medication
- Restraint and use of force
- Taking cases to court
- Rules and punishments
- Staying fit and healthy
- Going home
- Holidays.

Children have told us that content should be first organised and presented by age rather than setting, with one part of the resource clearly identified for users aged 13 and over; the other for those aged 12 and below.

Once children enter the age-appropriate part of the resource, information will be available under different topic headings (e.g. Staying in touch with your family) and then, within each of these topics, there will be setting-specific content. Downloads will be available within each topic area giving legal and other references.

3. What we are looking for

We want to commission an individual or organisation who has a track record of designing excellent online resources for children and young people.

Our resource must:

- Appeal to children and young people (under 18s), including disabled children and young people and younger children
- Be fun and interactive to use, as far as the budget permits (see below)
- Communicate respect to children and young people (images must be realistic, diverse and non-patronising; we do not want children and young people to be presented as victims)
- Be easy to navigate
- Uses a CMS and is therefore easy for Article 39 staff to update

- Be responsive to different devices, including tablets and mobile phones
- Allow visitors to create an account and login, so they can subscribe to updates
- Have a dashboard which customises views of the site so, for example, a child who is 13+ always sees the 13+ content
- Have the capacity for online videos
- Be able to run short surveys where we can obtain feedback from visitors to our site
- Integrate with social media like Twitter and Facebook
- Have the capacity for adding more tools and features as further funding becomes available.

4. Budget

We have a £10,000 budget (including VAT) for the initial build and launch of the resource.

5. Time frame

Date	Event
Sunday 26 November 2017, 6pm	Deadline for tenders
Monday 4 December 2017	Article 39 notifies shortlisted individuals / organisations
Thursday 7 or Friday 8 December 2017	Interviews
By 15 December 2017	Selection completed
Wednesday 28 February 2018	Prototype developed and ready for consultation with children and young people
Tuesday 3 April 2018	Feedback provided on prototype, changes made as required
By end May 2018	Online resource goes live

6. Submitting a tender

Your bid for this work should be sent to carolyne.willow@article39.org.uk by 26 November 2017, 6pm.

The **written part** of your bid must contain:

- Name of lead contact and who you are
- Your experience of designing and building online resources for children and young people
- URLs of relevant online resources you have designed and built
- Why you want to undertake this work
- How you will meet the deadlines in Section 5 above, and what date you expect the site to go live
- Detailed costings including VAT
- How you will ensure the resource complies with accessibility standards developed by the Web Accessibility Initiative
- Name and contact details of two organisations you have designed and built similar resources for within the past three years. (We will ask these for a written reference should we wish to contract you to carry out this work).

The **video part** of your bid must be aimed at children and young people (aged 10 and over). It should last no more than 5 minutes and show:

- Why you want to undertake this work

- Your experience of designing and building other online resources for children and young people
- A mock-up of the Rights to Protect home page (using illustrative text below), and how you see the online resource working.

ILLUSTRATIVE TEXT FOR HOME PAGE

All children and young people have the right to be listened to and taken seriously.

No matter where you live, you should feel respected and that you are important.

You should get lots of chances to have a great life.

Help should be there when you need it.

Here you will find out about your rights when you live in a boarding or residential school, a children's home, mental health unit, a prison or immigration detention.

Information is based on the things children and young people tell us are important to them. Find out more by entering the section for your age group. [SPLIT: 12 & younger / 13 & older]

Also on the home page, we need a facility for children to enter the following sections of the resource:

- 'Log in'
- 'What's new'
- 'About us'
- 'Get in touch'
- 'Search'

Any questions about this tender should be sent to carolyne.willow@article39.org.uk using the subject head 'Rights to Protect tender'.