

Invitation to tender and statement of requirement

October 2023

Website Redevelopment Project

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1. Purpose of document

- 1.1 The purpose of this document is to invite proposals for redeveloping the website for the Professional Standards Authority (PSA).
- 1.2 This document contains the following sections:
 - Introduction to the Authority
 - Statement of requirement
 - Tender proposal and evaluation criteria
 - Procurement procedures.

2. Introduction to the PSA

- 2.1 The PSA promotes the health, safety and wellbeing of patients, service users and the public by raising of regulation and voluntary registration of people working in health and care. We are an independent body, accountable to the UK Parliament.
- 2.2 We oversee the work of ten statutory bodies that regulate health professionals in the UK and social workers in England. We review the regulators' performance and audit and scrutinise their decisions about whether people on their registers are fit to practise.
- 2.3 We also set standards for organisations holding registers for people in unregulated health and care occupations and accredit those organisations that meet our standards.
- 2.4 To encourage improvement, we share good practice and knowledge, conduct research and introduce innovative ideas including our concept of right-touch regulation. We monitor policy developments in the UK and internationally and provide advice to governments and others on matters relating to people working in health and care.
- 2.5 We also undertake some international commissions, which are paid for by the commissioners, to extend our understanding of regulation and to promote safety in the mobility of the health and care workforce.
- 2.6 We are committed to being independent, impartial, fair, accessible and consistent. More information about our work and the approach we take is available at www.professionalstandards.org.uk.

Our Values

- 2.7 Our values act as a framework for our decisions. They are at the heart of who we are and how we would like to be seen by our partners. Our values are:
 - Integrity
 - Respect
 - Transparency
 - Fairness
 - Teamwork
- 2.8 Our values are explicit in the way we work: how we approach our oversight of the registration and regulation of those who work in health and social care, how we develop policy advice and how we engage with all our partners. We strive to be consistent in the way we apply our values.
- 2.9 We are independent but hold ourselves accountable to the public and to the parliaments and assemblies of the UK for what we do and how we do it.

- 2.10 We listen to the views of people who receive care. We seek to ensure that their views are considered in the registration and regulation of people who work in health and social care.
- 2.11 We develop and promote right-touch regulation¹. This is regulation that is proportionate to the risk of harm to the public and provides a framework in which professionalism can flourish and organisational excellence can be achieved². We apply the principles of right-touch regulation to our own work.

Supplying the PSA

- 2.12 The PSA is responsible for purchasing the goods and services necessary to achieve its role as the health and social care authority.
- 2.13 Therefore, we aim to achieve the following values:
- To provide a modern, efficient, transparent and responsible procurement service
 - To achieve value for money by balancing quality and cost
 - To ensure contracts are managed effectively and outputs are delivered
 - To ensure that processes have regard for equality and diversity
 - To ensure that procurement is undertaken with regard to law and best practice.

Small and Medium Enterprises

- 2.14 The PSA will aim to flag up tendering opportunities which are thought to be suitable for SMEs or consortia of SMEs. The purpose is to encourage competition and provide SMEs with access to public sector contracts. It is not intended to give SMEs an advantage, but to level the playing field so that SMEs have opportunity to compete with larger firms. Flagging certain contracts does not mean that SME's cannot bid for non-flagged contracts, or that larger firms cannot win flagged opportunities.
- 2.15 Please note that this only applies when the PSA is letting advertised contracts, it does not apply when using our own frameworks or those let by other public bodies.
- 2.16 If this contract is suitable for SMEs, then the following wording should be included:
- 2.17 The PSA considers that this contract may be suitable for economic operators that are SME's and voluntary organisations. However, any selection of tenderers will be based on the criteria set out for the

¹ Professional Standards Authority, 2010. *Right-touch regulation*. Available at www.professionalstandards.org.uk/policy-and-research/right-touch-regulation

² Organisational excellence is defined as the consistent performance of good practice combined with continuous improvement

procurement process, and the contract will be awarded based on the most economically advantageous tender.

Small and medium enterprises and voluntary organisations:

Enterprise Category	Headcount	Turnover	or	Balance Sheet Total
Micro	<10	≤ € 2 million		≤ € 2 million
Small	<50	≤ € 10 million		≤ € 10 million
Medium	<250	≤ € 50 million		≤ € 43 million
Large	>251	> € 50 million		> € 43 million

- 2.18 Please ensure that you indicate how your organisation is categorised on the form of tender document which should be submitted along with your proposal.

3. Statement of Requirement

Background to the project

The PSA website [www.professionalstandards.org.uk] has a vital role to play for the organisation in communicating timely and accurate content to a range of audiences and stakeholders. The website is a public window to PSA and as such needs to effectively reflect what we do, who we are and our priorities as well as adhere to relevant regulations, guidelines and good practice including accessibility.

Currently the website is busy, challenging for users to navigate, contains templates which are rigid, out-of-date for modern digital usage and does not fully meet accessibility requirements. This project is intended to modernise our website and make it work more effectively as a useful and engaging communication channel. The website will be redeveloped to make it more user-friendly and better tailored to our various audiences, allowing us to highlight how we discharge our statutory duties and reflect our impact. A redeveloped website will support the new communications and stakeholder engagement strategy.

Existing Website

The current website is a key communications, engagement and compliance tool for the organisation. It conveys information to a range of stakeholders, includes information about regulation and registration, promotes our values and demonstrates how we help to protect the public and encourage improvement.

Once revamped, it should help us better engage our key audiences. These audiences include the regulators and accredited registers we oversee, government bodies, parliament, politicians, professional bodies, healthcare professionals and practitioners, academics, legal sector, patients and service-users, suppliers and potential recruits.

Our website operates on a Sitefinity platform. We have a quarterly e-newsletter and an active blog. We host a small number of videos on our website.

The website has an English version (the main site) and a Welsh version with reduced content (the Welsh site). Our website must comply with the Welsh Government's Welsh Language Standards and all relevant legislation, including Data Protection Act 2018 (amended in 2021 following UK departure from the EU), the Equality Act 2010, and the Public Sector Bodies (Websites

and Mobile Applications) (No. 2) Accessibility Regulations 2018. Our website developer must be able to advise on other relevant legislation.

We have additional URLs, including www.checkapractitioner.com which acts as a portal allowing the public to access registers held by various organisations comprising ten regulators (e.g. the General Medical Council) and, at present, 26 Accredited Registers (e.g. the British Association for Counselling and Psychotherapy).

Feedback from the public and other stakeholders about the performance of the regulators and registers is invited through our 'share your experience' function (www.professionalstandards.org.uk/share-your-experience). The PSA is not, however, a complaint-handling organisation.

Our in-house communications resource to support the website consists of a publication officer who also acts as web content editor and an IT manager who oversees technical aspects including hosting and information security.

Project Objectives & Scope

Requirement

The PSA is inviting tenders from service providers interested in delivering a redevelopment of the PSA website by June 2024 (with the possibility of a slight extension to that timeline, if needed). We are seeking a website developer to advise, oversee and deliver the website redevelopment project from end-to-end. We expect the developer to assess our current website and advise on the most cost-effective way to enhance and build from there.

We are a small organisation (about 50 staff) and have no full-time web staff so it is important that our revamped website is easy to upload new content onto and to manage.

We have an existing contract with an organisation for our ongoing website maintenance services so that falls outside the scope of this requirement.

Objectives

This project is designed to deliver a website that:

- Is compliant with accessibility and legal requirements in terms of the design and usability and Welsh Language translation functionality
- Is easy to navigate for our users including those who access the site on mobile devices
- Allows us to showcase priority or new content more effectively
- Is more useful, attractive and reflects the diverse, modern organisation we aspire to be

- Is more flexible to our needs with a back-end that makes uploading content simpler
- Is more energy-efficient and contributes to meeting our environmental commitments
- Provides the option for a closed online collaboration space [cost-permitting]
- Will see the organisation through the next decade

Scope

The project is to design and deliver a website which looks and operates quite differently from what we have currently. This could involve a spectrum of levels of change to the back-end (applications, databases, architecture) of the website as well as to the front-end (the part the user interacts with). Part of the project will be to clarify the scope and extent of work involved given our time and budget parameters.

We anticipate that this project will have two phases. The first phase of work will be to develop the specification and the second phase will be delivery of the design and build. In your tender response, we invite suppliers to make recommendations for the scope of the work to be undertaken based on their initial assessment of our existing site.

The project will involve:

- Redesign of architecture and site-map to better support customer journey (user research to be conducted as part of the process)
- Amendments and upgrades to Content Management System, databases and templates
- In-built Welsh translation functionality and cookie management solution
- Redesign of look and feel of website including sourcing of new set of inclusive imagery
- Review and revision of all website content
- Consideration of addition of closed collaboration space (with ability for external parties to log-in, join forum discussions, upload resources and promote events etc).

There are three main areas for consideration:

1. Website development (including compliance and accessibility)
2. Migration
3. Training

Under these main areas we have identified the following points for consideration and outlining in your tender response:

- Assessment of existing website and initial recommendations regarding scope of requirements.
- Platform/technical upgrade requirements
- Licensing and subscriptions
- Website design and content improvements including: content audits, home page review, wire framing, template creation, new and upgraded components to improve user journey and conversion, Welsh Language translation and cookie management, closed space for collaboration, online forms
- CMS training or knowledge transfer to support in-house content management
- Project management outlining the proposed phased project delivery lifecycle with clear sign-off points
- Account management approach, project team details
- Risks, budget and timing

Across all of this priority must be given to meeting accessibility requirements and ensuring the revamped website reflects a diverse and inclusive organisation.

It should be noted that the PSA will shortly be undertaking a limited refresh of our brand. This is being handled as a separate piece of work which will inform the website look and feel. The outputs and guides from that work will be available ahead of the design and build stages (phase 2) of this website redevelopment project.

Project Outputs, deliverables and contract management

Outputs and deliverables

The supplier is to deliver:

- Scoping workshop (to interrogate the requirements)
- User research findings
- Scope of requirements and recommendations (for sign-off)
- Project plan with timing and milestones

- Design
- Site map and wire frame
- User-testing
- Content production, drafting and refinement
- Training & knowledge transfer

Contract management requirements

We expect the supplier to provide a named account manager who will be the main project manager for this work. Once the scope of work is signed-off, a dedicated project manager will be provided to support the work from the PSA side. That individual will be responsible for the main liaison with the supplier and for overseeing the input needed from PSA.

We propose to hold contract review meetings every 2 months to assess progress, relationship management and make any adjustments required. These will be separate from the project management meetings/updates which will be more regular.

Project timescales

The provisional project timetable is as follows:

- Start-up meeting and commencement – December 2023
- Monthly updates on progress and any issues
- Presentation of findings of user research and outlining of scope of requirements – January/February 2024
- Design agreed and signed off – February 2024
- User-testing – May 2024
- New website go-live by June 2024 (or shortly afterwards)
- Training/knowledge transfer

Part of the requirements will be for the supplier to outline a full project plan with timelines and milestones with the above as guidance.

Extension option:

Subject to agreement between the two parties the contract of this tender may be extended for the provision of similar or complimentary goods or services, up to 3 month(s).

Budget and Payment Schedule

The budget for this piece of work is £100,000 (inclusive of expenses and VAT).

Payment options

The payment schedule is to be agreed with the selected supplier.

Further project related information for bidders

Intellectual Property Rights

The PSA will own the intellectual property rights for all project related documentation and artefacts.

Confidentiality

All consultants working on the project are required to abide by the Cabinet Office's protective marking guidelines, which the PSA uses to protectively mark a proportion of its information.

Sub-Contractors

Contractors may use sub-contractors subject to the following:

- That the contractor assumes unconditional responsibility for the overall work and its quality
- That individual sub-contractors are clearly identified, with fee rates and grades made explicit to the same level of detail as for the members of the lead consulting team.

Internal relationships between the contractor and its sub-contractors shall be the entire responsibility of the contractor. Failure to meet deadlines or to deliver work packages by a subcontractor will be attributed by the PSA entirely to the contractor.

4. Tender response and evaluation criteria

The tender response

The proposals for this project should include an outline of how bidders will meet the requirement outlined in section (ii) "Statement of Requirement". The following information should be included:

a) Understanding of customer's requirements

- Demonstrate an understanding of the requirement and overall aims of the project.

b) Approach to customer's requirements

- Provide an explanation of the proposed approach and any methodologies bidders will work to
- Details of your assumptions and/or constraints/dependencies made in relation to the project
- A project plan to show how outputs and deliverables will be produced within the required timescales, detailing the resources that will be allocated
- An understanding of the risks, and explain how they would be mitigated to ensure delivery
- Support bidders will require from the PSA.

c) Proposed delivery team

- Key personnel including details of how their key skills, experience and qualifications align to the delivery of the project
- Project roles and responsibilities
- Some relevant examples of previous work that bidders have carried out (e.g. case studies) and/or details of at least two relevant reference projects along with contact details of clients.

d) Pricing

A fixed fee for the project inclusive of all expenses. This should include a breakdown of the personnel who will be involved with the project, along with associated charge rates and anticipated time inputs that can be reconciled to the fixed fee.

Evaluation Criteria

Tenders will be assessed for compliance with procurement and contractual requirements which will include:

- Completeness of the tender information

- Tender submitted in accordance with the conditions and instructions for tendering
- Tender submitted by the closing date and time
- Compliance with contractual arrangements.

Tenders that are not compliant may be disqualified from the process. We reserve the right to clarify any issues regarding a bidder's compliance. It will be at the PSA's sole discretion whether to include the relevant bidder's response in the next stage of the process.

The contract will be awarded to the bidder(s) submitting the **'most economically advantageous tender'**. Tenders will be evaluated according to weighted criteria as follows:

Methodology (15%)

The proposal should set out the methodology by which the project requirement will be initiated, delivered and concluded. It must:

- Explain the methodology and delivery mechanisms to ensure that the requirements of this specification are met in terms of quality
- Explain how your organisation will work in partnership with the PSA's project manager to ensure that the requirement is met
- Explain how your organisation will engage with external stakeholders and conduct user-testing

Delivery (35%)

The proposal should set out how and when the project requirement will be delivered. It must:

- Explain how this work will be delivered to timescale and how milestones will be met, detailing the resources that will be allocated to each stage
- Demonstrate an understanding of the risks, and project dependencies and explain how they would be mitigated to ensure project delivery
- Explain the resources that will be allocated to delivering the required outcomes/output, and what other resources can be called upon if required.

Experience (15%)

The proposal should set out any experience relevant to the project requirement. It must:

- Provide profiles of the consultants who will be delivering the project;
- Highlight the organisation's relevant experience for this project, submitting examples of similar projects.

Cost / Value for money (35%)

A **fixed fee** for delivery of the project requirement (inclusive of all expenses), including a full price breakdown for each stage of the project and details of the day rates that will apply for the lifetime of this project.

Name of consultant	Grade	Role	Day rate	Number of days	Total cost (ex VAT)

Please note that consultancy grades should align with the following definitions:

Grade	Requirement
Junior consultant	Demonstrable experience in a wide range of projects in their specialist field. Evidence of client facing experience and support services to wider consultancy projects.
Consultant	Notable experience and in-depth knowledge of their specialist field. Evidence of a wide range of consultancy projects and client facing experience. Support work in process and organisational design and leading workshops and events.
Senior Consultant	Substantial experience in their specialist field and in a consultancy/training role. Previous experience in project management and working in a wide range of high quality and relevant projects. Familiarity of the issues/problems facing public sector organisations.
Principal Consultant	Substantial experience in their specialist field and in a consultancy/training role. Sound knowledge of the public sector and current policy and political issues affecting it. Previous experience in project management on at least three major projects, preferably in the public sector and using the PRINCE2 or equivalent method.
Managing Consultant	Substantial experience in their specialist field and in a consultancy role. In depth knowledge of the public sector and of current policy and political issues affecting it. Previous experience in project management on at least 5 major projects, preferably in the public sector and using PRINCE2 or equivalent methods.
Director / Partner	Extensive experience in their specialist field, in which they are nationally or internationally renowned as an expert. Extensive experience of leading or directing major, complex and business critical projects; bringing genuine strategic insight. In depth knowledge of the public sector and of current policy and political issues affecting it.

Marking Scheme

Score 0	Unanswered or totally inadequate response to the requirement. Complete failure to grasp/reflect the core issues
1	Minimal or poor response to meeting the requirement. Limited understanding, misses some aspects
3	Good understanding and interpretation of requirements, providing clear evidence of how the criterion has been met
5	Excellent response fully addressing the requirement and providing significant additional evidence of how the criterion has been met and how value would be added

5. Procurement procedures

Tendering Timetable

- 5.1 Tenders are required to be open for a minimum of 10 working days.
- 5.2 The timescales for the procurement process are as follows:

Element	Timescale
Invitation to tender issued	2 October 2023
Deadline for the submission of all relevant forms	30 October 2023
Deadline for submission of proposals	30 October 2023
Shortlisted suppliers notified	9 November 2023
Interviews and presentations*	16 November, if required
Award contract	27 November 2023
Project Inception Meeting	11 December 2023

*Please ensure that the Project Manager and other key consultants who will be delivering this work are available to give presentations on the interview date.

Tendering Instructions and Guidance

Amendments to ITT document

- 5.3 Any advice of a modification to the invitation to tender will be issued as soon as possible before the tender submission date and shall be issued as an addendum to, and shall be deemed to constitute part of, the invitation to tender. If necessary, the PSA shall revise the tender date to comply with this requirement.

Clarifications and queries

- 5.4 Please note that, for audit purposes, any query in connection with the tender should be submitted via email and should be saved accordingly. The response, as well as the nature of the query, will be notified to all suppliers without disclosing the name of the supplier who initiated the query.

Submission process

- 5.5 Tenders will be accepted no later than the submission date and time shown above. Tenders received after the closing date and time may not be accepted. Bidders have the facility to email later versions of tenders to the relevant member of staff until the closing date/time.
- 5.6 Please submit the supplier questionnaire along with your proposal.
- 5.7 An evaluation team will evaluate all tenders correctly submitted against the stated evaluation criteria.

- 5.8 By issuing this invitation to tender the PSA does not undertake to accept the lowest tender, or part or all any tender. No part of the tender submitted will be returned to the supplier

Cost and pricing information

- 5.9 Tender costs remain the responsibility of those tendering. This includes any costs or expenses incurred by the supplier in connection with the preparation or delivery or in the evaluation of the tender. All details of the tender, including prices and rates, are to remain valid for acceptance for a period of 90 days from the tender closing date.
- 5.10 Tender prices must be in sterling.
- 5.11 Once the contract has been awarded, any additional costs incurred which are not reflected in the tender submission will not be accepted for payment.

References

- 5.12 References provided as part of the tender may be approached during the tender stage.

Contractual information

- 5.13 Following the evaluation of submitted tenders, in accordance with the evaluation criteria stated in this document, a contractor may be selected to perform the services and subsequently issued with an order.
- 5.14 Any contract awarded, as a result of this procurement will be placed with a prime contractor who will take full contractual responsibility for the performance of all obligations under the contract. Any sub-contractors you intend to use to fulfil any aspect of the services must be identified in the tender along with details of their relationship, responsibilities and proposed management arrangements.
- 5.15 The proposal should be submitted in the form of an unconditional offer that is capable of being accepted by the PSA without the need for further negotiation. Any contract arising from this procurement will be based upon the PSA's standard procurement terms and conditions. You should state in your proposal that you are willing to accept these terms and conditions.
- 5.16 The PSA does not expect to negotiate individual terms and will contract based on terms that will be outlined by the PSA. If you do not agree to the conditions of a contract, then your tender may be deselected on that basis alone and not considered further.
- 5.17 The PSA may be prepared to consider non-fundamental changes to the standard terms and conditions in exceptional circumstances. If there are any areas where you feel you are not able to comply with the standard PSA terms and conditions, then details should be submitted as a separate annex to the proposal using the following format:

<i>Clause Number</i>	<i>Existing Wording</i>	<i>Proposed Wording</i>	<i>Rational for amendment</i>

- 5.18 Any services arising from this ITT will be carried out pursuant to the contract which comprises of:
- The PSA terms and conditions
 - Service schedules
 - This invite to tender and statement of requirement document; and
 - The chosen supplier's successful tender.
 - The PSA's transparency obligations and the Freedom of Information Act 2000 (FOIA)
- 5.19 The PSA complies with the Government's transparency agenda and as a result, there is a presumption that contract documentation will be made available to the public via electronic means. The PSA will work with the chosen supplier to establish if any information within the contract should be withheld and the reasons for withholding it from publication.
- 5.20 Typically, the following information will be published:
- Contract price and any incentivisation mechanisms
 - Performance metrics and management of them
 - Plans for management of underperformance and its fiscal impact
 - Governance arrangements including through supply chains where significant contract value rests with subcontractors
 - Resource plans
 - Service improvement plans.
- 5.21 Where appropriate to do so information will be updated as required during the life of the contract, so it remains current.
- 5.22 In addition, as a public authority, the PSA is subject to the provisions of the FOIA. All information submitted to a public authority may need to be disclosed by the public authority in response to a request under the FOIA. The PSA may also decide to include certain information in the publication scheme which it maintains under the FOIA.
- 5.23 If a bidder considers that any of the information included in its proposal is commercially sensitive, it should be identified and explained (in broad terms) what harm may result from disclosure if a request is received and the time applicable to that sensitivity. Bidders should be

aware that even where they have indicated that information is commercially sensitive the PSA may be required to disclose this information under the FOIA if a request is received. Bidders should also note that the receipt of any material marked “confidential” or equivalent by the public authority should not be taken to mean that the public authority accepts any duty of confidence by that marking. If a request is received the PSA may also be required to disclose details of unsuccessful bids

5.24 Please use the following matrix: to list such information:

Para. No.	Description	Applicable exemption under FOIA 2000