

Invitation to tender and statement of requirement

Website maintenance, hosting and development services

PO number: **TBC**

Contract owner: Christine Braithwaite

1. Invitation to tender

The Authority is looking to appoint a digital agency for the ongoing delivery of website maintenance and development services. The length of the contract will initially be for two years from April 2022, with a possible one-year extension point.

The successful agency will be creative and strategic and able to work with us proactively and continually improve our website and better engage our audiences. They must be Sitefinity approved and well informed regarding cyber-security. Ideally, they would have experience of developing user-centred and content rich websites for public sector organisations.

This contract is suitable for SMEs.

This document contains the following sections:

- Introduction to the Authority
- Statement of requirement
- Tender proposal and evaluation criteria
- Procurement procedures.

2. Introduction to the Authority

The Authority 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.

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.

We also set standards for organisations holding registers for people in unregulated health and care occupations and accredit those organisations that meet our standards. This is called the Accredited Registers programme.

To encourage improvement, we share good practice and knowledge, conduct research and introduce new 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.

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.

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

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. They are:


- Integrity
- Transparency
- Respect
- Fairness
- Teamwork.

We strive to ensure that our values are at the core of our work.

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.

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

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



which professionalism can flourish and organisational excellence can be achieved². We apply the principles of right-touch regulation to our own work.

Supplying the Authority

When procuring services, we aim to aim to achieve the following values:

- To achieve value for money by balancing quality and cost
- To ensure that we have regard for equality and diversity
- To ensure that procurement is undertaken with regard to law and best practice
- To ensure contracts are managed effectively and outputs are delivered

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

2. Statement of Requirement

Background to the project

We require a supplier to provide website and digital services. The length of the contract will initially be for two years from April 2022, with a possible one-year extension.

The successful agency will be creative and strategic and able to work with us proactively and continually improve our website and better engage our audiences.

They must be Sitefinity approved but well-informed on other content management systems as well as cyber security. They must be ISO 2700 compliant. Ideally, they will have experience of developing user-centred and content-rich websites for public sector organisations.

Our website operates on a Sitefinity platform. It will require updating over time. Our business year cycles operate a year in advance which means development must be planned well in advance and we have limited scope for in year changes. Therefore, our web partner must look ahead to identify and advise us of changes we may be required to make to our website either to comply with legislative requirements or changes in the digital environment.

We are a small organisation (about 40 staff) and have no FTE web staff. Our communications resource consists of a publication officer who also acts as web content editor; a part-time communications manager who oversees web content management; a communications assistant and an IT manager who oversees technical aspects including hosting and information security.

We are active on social media with a presence on Twitter, LinkedIn and Facebook. We have a quarterly e-newsletter and an active blog. We host a small number of videos on our website.

Our website www.professionalstandards.org.uk is our main communication and publishing channel. It conveys information to a range of stakeholders about our organisation and our work. It includes information, about regulation and registration, promotes our values and demonstrates how we help to protect the public and encourage improvement.

The website has an English version (the main site) and a Welsh version with reduced content (the Welsh site). Our website must currently comply with our Welsh Language Scheme. We expect at some point to have to comply with the Welsh Government's Welsh Language Standards but are not yet required to do so.

Our website must be compliant with all relevant legislation, including the 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 provider 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 around thirty organisations comprising ten regulators (e.g. the General Medical Council) and, at present, 23 Accredited Registers (e.g. the British Association for Counselling and Psychotherapy).

Our audiences include government, parliament, regulators, health and care professionals and the public. Feedback from the public and other stakeholders about the performance of the regulators and registers is invited through our 'share your experience' function. The Authority is not however a complaint handling organisation.

Objectives & Scope

The Authority is inviting tenders from service providers interested in providing web maintenance and development services, digital marketing advice and support, and web hosting to ensure the continued effective operation of the Authority's website

The contract will be awarded for a period of two years, subject to satisfactory performance.

There are three main areas for consideration:

- Hosting and technical support (including website security)
- Website maintenance and optimisation
- Website development (including compliance with relevant public sector legislation)

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

- Sitefinity upgrade will be required (currently on version 10.4)
- Core Web Vitals development work anticipated (improved metrics from Google for measuring user experience and site speed)
- Annual audits to be conducted e.g. SEO, site accessibility, others tbc
- Data capture/transfer review (in line with our Information Security policy)
- Website design and content improvements including, but not limited to: content audits, home page review, additional template creation
- End to end regression testing for all new functionality deployments
- Licensing and subscriptions

Hosting and technical support

Hosting and SLA will include:

- Business hours support for website (site, components, CMS), database, hosting and interfaces, including technical support for

Authority IT Manager to fix software issues affecting the site's ongoing functionality and speed

- Advice on security issues
- Obtaining Sitefinity and SSL licenses
- Shared Load balanced enterprise class firewalls

Server spec (minimum):

- 6 vCPU
- 8GB RAM
- 100GB System Partition
- 50GB Data Partition
- Daily off-site database backups
- Overnight VM snapshot
- Windows Server 2016 R2
- SQL Server Express standard
- Setup and hosting of build and UAT environments.
- 24x7x365 monitoring and alerting
- Anti-virus protection
- Maintaining UAT website to provide backup
- Weekly website snapshot backup

Website maintenance

It is envisaged that monthly on-going maintenance support will be required. This is currently managed under retainer – we welcome your thoughts on the size of this retainer.

NB: Any hours paid for and not undertaken would carry forward to the following month.

Maintenance will include:

- Assisting Authority staff with Sitefinity user requests
- Undertaking limited change requests such as configuration changes to improve functionality to the site
- Monitoring analytics and feeding back monthly, suggesting enhancements and improvements to improve accessibility and use of published content
- SEO optimisation
- Advice on meeting web good practice guidelines or requirements including accessibility

- Advice on improved functionality, on request
- Providing support for digital campaigns if requested

Website development

The Authority expects to carry out additional development work from time to time to improve user experience and engagement, for example:

- Content and design reviews
- New template creation
- UX audits
- Site optimisation projects

Outputs, deliverables and contract management

Outputs and deliverables

The supplier will provide an account manager, who is able to work effectively with non-IT staff.

The supplier will work with the Authority to ensure that:

- The website is operational and accessible 365 days of the year
- Technical issues are managed as follows:
 - Critical issues e.g. site outage or site hack: supplier responds within one hour (to agree action)
 - Non-critical issues: supplier responds within 4-8 hours (to agree action)
- SEO ranking is maintained and improved
- The website is secure
- The website is compliant with equality legislation for public bodies
- The website is compliant with accessibility legislation for public bodies

Contract management requirements

Monthly meetings which may be face-to-face or remote to review progress against the deliverables and review analytic reports on performance and use of resources. Ad-hoc telephone catch ups and advice as required. On a quarterly basis these meetings will be extended to include Contract governance.

Timescales

Set out details of any relevant dates and deadlines **For example:**

The provisional timetable is based on our contract with our current supplier ending on 30 March as follows:

- Start-up meeting and commencement of contract by 1 April 2022
- Migration of site to new hosting environment by 1 April 2022
- Monthly updates on progress and any issues – dates tbc

Budget and Payment Schedule

Budget

We estimate the total budget available for the project to be in the region of £25,000 per annum. There may be additional budget made available for digital campaigns.

Payment options

Payment of the annual charge may be staged on agreement with the Authority.

Further related information for bidders

Intellectual Property Rights

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

Confidentiality

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

3. Tender response and evaluation criteria

The tender response

The proposals for this work 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 bidders will work to
- Details of your assumptions and/or constraints/dependencies made in relation to the project
- A plan to show how outputs and deliverables will be produced, detailing the resources that will be allocated
- An understanding of the risks, and explain how they would be mitigated to ensure delivery
- What support bidders will require from the Authority.

c) Proposed delivery team

- Key personnel including details of how their key skills, experience and qualifications align to the delivery of the contract
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- 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 annual fee for delivery This should include any 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 Authority'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 (25%)

The proposal should set out the methodology by which the requirement will be initiated, delivered and concluded. In particular, 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 Authority to ensure that the requirement is met
- Explain how your organisation will engage with external stakeholders
- Outline how the proposed approach utilises innovative consultation methodologies to develop a diverse and comprehensive evidence-base.

Delivery (25%)

The proposal should set out how and when the requirement will be delivered. In particular, 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
- Explain the resources that will be allocated to delivering the required outcomes/output, and what other resources can be called upon if required.

Experience (25%)

The proposal should set out any experience relevant to the requirement. In particular, it must:

- Highlight the organisation's relevant experience for this precontract , submitting examples of similar work carried out .

Cost / Value for Money (25%)

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.

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

3. Procurement procedures

Tendering Timetable

Tenders are required to be open for a minimum of 10 working days.

The timescales for the procurement process are as follows:

Element	Timescale
Invitation to tender issued	27 January 2022
Deadline for submission of proposals	14 February 2022
Shortlisted suppliers notified	28 February 2022
Interviews and presentations*	1 March 2022
Award contract	15 March 2022
Project Inception Meeting	21 March 2022

*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

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 Authority shall revise the tender date to comply with this requirement.

Clarifications and queries

Please note that, for audit purposes, any query in connection with the tender should be submitted via email and should be saved in the relevant procurement folder. 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

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.

Please submit the supplier questionnaire along with your proposal.

An evaluation team will evaluate all tenders correctly submitted against the stated evaluation criteria.

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

Cost and pricing information

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.

Tender prices must be in sterling.

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

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

Contractual information

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.

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.

The proposal should be submitted in the form of an unconditional offer that is capable of being accepted by the Authority without the need for further negotiation. Any contract arising from this procurement will be based upon the Authority's standard procurement terms and conditions. You should state in your proposal that you are willing to accept these terms and conditions.

The Authority does not expect to negotiate individual terms and expects to contract on the basis of those terms alone. 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.

The Authority 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 Authority 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>

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Any services arising from this ITT will be carried out pursuant to the contract which comprises of:

- The Authority terms and conditions
- Service schedules
- This invite to tender and statement of requirement document; and
- The chosen supplier's successful tender.

The Authority's transparency obligations and the Freedom of Information Act 2000 (FOIA)

The Authority 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 Authority 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.

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 financial impact
- Governance arrangements including through supply chains where significant contract value rests with subcontractors
- Resource plans
- Service improvement plans.

Where appropriate to do so information will be updated as required during the life of the contract so it remains current.

In addition, as a public authority, the Authority 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 Authority may also decide to include certain information in the publication scheme which it maintains under the FOIA.

If a bidder considers that any of the information included in its proposal is commercially sensitive, it should identify it and explain (in broad terms) what harm may result from disclosure if a request is received and the time period applicable to that sensitivity. Bidders should be aware that even where they have indicated that information is commercially sensitive the Authority may be required to disclose it 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 virtue of that marking. If a request is received the Authority may also be required to disclose details of unsuccessful bids

Please use the following matrix: to list such information:

Para. No.	Description	Applicable exemption under FOIA 2000