Request for Proposals – Website, Branding & Data Analytics Digital Support Services

Tender Questions & Answers

Question	Response
Is the Centre requesting a migration from Squarespace to another platform?	No, the Centre is not requesting a migration from Squarespace. We are satisfied with the current platform and are seeking a supplier to host, maintain, and support the existing site. However, suppliers may propose a migration if they believe it offers clear benefits—such as improved impact, cost-effectiveness, security, or user experience. Any such proposal should include estimated costs and a plan for managing the transition with minimal disruption.
Is the max. 2-page limit for "A description of how the supplier meets each of the experience and evaluation criteria listed above" 2 pages in total or per criteria?	2 pages in total.
Is the £70,000 a total budget?	The £70,000 total on the Contracts Finder page is an indicated contract value – we welcome competitive proposals for cost from suppliers. Please provide a breakdown of cost rates for the proposed team and their positions – we welcome a suggested BaU cost per annum, and the day rates for ad hoc/special projects.
What is the scope for hosting support?	We are looking for a supplier to provide ongoing support for our website, including routine maintenance, performance monitoring, and technical assistance, while ensuring reliable hosting and adherence to best practices for site security, accessibility and function.
What is the limit for examples of previous work and how they are presented?	The description of how the supplier meets each of the experience and evaluation criteria is limited to 2 pages. Examples of previous work relevant to the scope are not limited to this page count or a word count but should be presented concisely and clearly to support the application.
What is the URL for the website?	[Centre for Disaster Protection](#)
Are you open to a consortium response?	Yes, we are open to a consortium response for this procurement.

Can you provide a list of the checks and queries that form the MCAT assessment?	The MCAT review is tailored to reflect the size and type of supplier, ensuring proportionality in the assessment process. While we cannot provide a definitive list of all checks and queries in advance, the assessment typically includes areas such as financial due diligence, have suitable professional indemnity insurance, technical capability and relevant compliance standards. We recommend that suppliers ensure they meet baseline standards appropriate to their sector and scale.
What are the insurance and compliance requirements for consortium applications?	We accept submissions from organisations that work with consortium partners, however dependent on how the partners are contracted by the lead organisation, all partners within the supply chain would need to be compliant to our MCAT assessment. This would include having all the relevant required documentation including Professional Indemnity Insurance. The only exception to this would be if the partners are contracted as individual consultants.
If the main bidder possesses all certifications, insurance, and eligibility criteria mentioned in the tender documentation, is it mandatory for subcontractors to hold similar certifications and insurance? If so, can the subcontractors obtain these certifications and insurance after the project is awarded but before its commencement?	We are able to proceed with contracting with a clause in the contract that the supplier must provide evidence of professional indemnity insurance ahead of starting the project.
Have you established any financial conditions, such as a minimum turnover requirement, applicable to both the main bidder and subcontractors?	The Financial conditions are dependent on the size of the organisation and level of compliance required. These conditions are applicable to the lead organisation and all subcontractors.
Do you have a specific accessibility benchmark (e.g., WCAG 2.1 AA) that needs to be maintained or achieved?	We aim to meet public sector accessibility standards where practical.
What analytics tools are currently integrated into the website? Are you open to transitioning to Matomo or GA4?	We use Squarespace analytics and Google analytics. Bidders are free to propose a different approach although this is not a requirement of the tender.
Is there a preferred frequency (monthly/quarterly) and format (PDF, dashboard, live report) for analytics reporting?	Bidders are welcome to propose an approach that meet the objectives of the ToR.

Will you be providing existing GDPR documentation/policies, or is the supplier expected to create and maintain them?	Existing GDPR documentation and policies are in place. However, the specific responsibilities regarding data protection documentation and compliance will be clarified during the technical handover with the selected supplier.
Do you have existing brand guidelines (logos, typography, color codes), or should the supplier develop new visual identity assets from scratch?	Brand guidelines are in place. The supplier is expected to support their application and continuous improvement, but we are not undertaking a fresh branding exercise.
Are there preferred tools or formats for design deliverables (e.g., Figma, Adobe, Canva)?	The bidders are welcome to use any tools they require to deliver the work to the expected standard of quality.
Can you provide a ballpark estimate of how many days per month are typically expected for support (e.g., 6–8 days, 10–12 days)?	Suppliers are expected to propose a resourcing model they believe is appropriate to deliver the services outlined in the tender documentation.
What is the expected turnaround time for approval of new tasks and proposals under the ad-hoc support section?	Turnaround times for approvals under the ad-hoc support section will depend on the nature and urgency of the request. While we aim to respond promptly, specific timelines will be agreed upon with the selected supplier during project initiation and may be refined as part of the working arrangements.
Who will be the primary point of contact for day-to-day collaboration and approvals (Head of Communications or delegated person)?	As outlined in the ToR, this will be the Project Lead or, if a Project Lead is not yet identified for a piece of work, the Head Of Communications.
Will invoices be submitted monthly or based on milestone/task delivery?	Invoices should be submitted monthly. We anticipate a structure of a monthly retainer for BaU and itemised task delivery for special/ad-hoc projects.
Is there a planned onboarding period before the August 1, 2025 start date for knowledge transfer or transition?	We anticipate a technical handover/onboarding period towards the end of July if required.
could you please give an indication as to the balance of your preferences for a creative web-agency type partner or a technical development partner?	We are looking for a balanced contribution of both strong technical support (hosting and development) and creative branding expertise. The ToR details the weightings of qualities/expertise we are looking for, and we would recommend you refer to this for further information.

What analytics tools are currently in use (e.g., Google Analytics)? Are there existing baseline metrics or regular reports being produced?	We currently use Google Analytics, with monthly reports provided by our current supplier. We welcome suppliers to propose reporting methods and analytics strategies as part of their proposal.
Could you provide an estimate of how many ad-hoc projects are expected per year or month? Are there examples of the types of technical or design tasks typically assigned?	Ad hoc projects vary throughout the year, and could range from large projects, such as the development of a standalone site to support specific projects, video development, or smaller projects such as team photography or the printing of business cards.
Could you share the performance indicators or success criteria that will be used to assess supplier delivery over the 2-year contract?	The performance indicators and success criteria for supplier delivery over the 2-year contract are still being finalised. These will be aligned with the overall project objectives and agreed upon in collaboration with the selected supplier during the initial phase of the contract.
What is your anticipated timeline for reviewing proposals and making a decision after the submission deadline?	Following the application period closure on 17th June, we aim to have reviewed proposals and interviewed suppliers by early July. We are planning for a technical handover period in the final 2 weeks of July if required, with contract start date at the beginning of August.