

**South Kesteven District Council**

**Soft Market Testing Approach**

**August 2020**

**1 Why are we doing Soft Market Testing?**

Soft Market Testing is a method of gathering market intelligence on a given subject area by engaging with the providers of the goods / services required. The aim of the soft market test is to gain a deep insight into the marketplace. At the same time the authorities are looking for efficiencies and best value. We specifically need to know:

1. Likely timescales such a project will take
2. Scope and scalability of a solution
3. Indicative costings

**2 Soft Market Testing Process**

South Kesteven District Council wish to undertake a soft market testing exercise to canvass external providers of Umbraco CMS software and website hosting as our current support arrangements are up for renewal.

**Intended outcome of this document**

For the Council to gain insight of the potential scope that a new CMS system would cover by investigating solutions in the market place. Once we have evaluated the various options, we will then issue a tender for our requirements.

**Process**

1. The soft market testing will take place from Monday 10th August 2020 until Monday 24th August 2020. Please contact Gary Andrew for any of the following:
* **Questions** regarding the soft market testing approach document (must be submitted **before Wednesday 19th August 2020**)
* Any **responses** to the soft marketing testing (must be submitted to Gary Andrew before 12 Noon on **Monday 24th August 2020**)
1. Neither the intention nor the purposes of this soft market testing exercise is to confer any advantage upon its participants in any future procurement process.
2. **This is NOT a call for tenders and responses.**
3. All information gathered from the Soft Market Testing will be carefully considered and analysed by the working group for this commissioning process. All providers’ responses will be anonymised and not shared with competitors for these services.
4. An appropriate technical specification will be designed using any appropriate information provided and from wider consultation with stakeholders. We may contact organisations with further questions to assist this process.

**Methodology for soft market testing**

* The template within the Contracts Finder advert invites all parties interested to fill out the questionnaire at the end of this document and return to us via the email address specified above.

**3 Context for the replacement of our Website and CMS software.**

**Context**

South Kesteven District Council covers the four market towns of Grantham, Stamford, Market Deeping, and Bourne in Lincolnshire. There is a population in excess of 135,000.

Google analytics data shows that: -

* Total visits are averaging 35,719 per month
* Access is 60% from a computer and 40% mobile or tablet
* Length of average visit is 3m 2s
* Views per session is averaging 6.62 pages
* 94% of visitors are from within the UK

Most common pages visited are: -

1. Find my bin collection day
2. Search for a planning application
3. General Search
4. Garden Waste Collection
5. My Account Login

South Kesteven District Council is seeking a supplier to provide a new website for South Kesteven District Council based on the details below. Development of the website should be deployed on the Umbraco CMS system. Hosting of the website for the duration of the contract in compliance with Government legislation. We are seeking to go to the marketplace and explore the timescales to implement a new solution and likely costs.

The current Website is hosted onsite. Support and development of the current CMS is provided by Goss.

A key consideration for the Council is to understand the various options around the deployment of Umbraco CMS. The Council would like to understand and explore the strengths, weaknesses, risks, costs and implications around a range of solutions including a Customer portal for accessing account information and potential usage of the same CMS system for a corporate intranet.

Key milestones in relation to the Project that require planning and resolution for are:

* Website Accessibility Directive comes into force on the 23rd September

**Indicative Procurement timetable.**

|  |  |  |
| --- | --- | --- |
| Date | Milestone | Detail |
| 10th Aug 2020 | Soft Market Testing (SMT) | Details published for soft market testing |
| 19th Aug 2020 | SMT Questions | Deadline for submitting questions regarding SMT |
| 24th Aug 2020 | SMT End | Closing date for SMT submissions |
| 7th Sept 2020 | Tender Publication | Opportunity advertised on Contract Finder and Pro Contract |
| 21st Sept 2020 | Tender Closing date  | Closing date for submissions |
| 1st October | Start Date | Possible start date for the project |

**Statement of Requirements**

We require:

* Detailed project plan
* User interface design – A design compliant with the GDS service Standards
* Prototyping – Development of interactive prototypes to enable testing and proving of customer usability and accessibility.
* Design Review – This will include testing and feedback from internal and external test groups to validate design decisions.
* Deployment using Umbraco CMS.
* Page templates for deployment of further content after handover completion.
* Detail of data storage locations and business continuity for hosting.
* A test environment for further development
* Support agreement with relevant SLA’s.

|  |  |  |
| --- | --- | --- |
| Req Ref | Detailed Requirement | Essential/Desirable |
| 1 | The Website must achieve WCAG 2.1 level AA as part of meeting [Government Accessibility Requirements](https://www.gov.uk/service-manual/helping-people-to-use-your-service/making-your-service-accessible-an-introduction#meeting-government-accessibility-requirements) | Essential |
| 2 | Project must follow the GDS service standards for website design | Essential |
| 3 | Website must comply with current GDPR and cookie consent legislation | Essential |
| 4 | Website styling must be available to be applied to 3rd party portals including but not limited to Victoria Forms and Modern.gov to ensure a seamless transition between sites. | Essential |
| 5 | Top level structure should include but not be limited to the follow items: Homepage, Services (A-Z),  | Essential |
| 6 | Top level structure must include a ‘My Account’ facility which will be developed to link to back office systems providing customers with bespoke information.Systems include – Northgate Revs and Bens, Northgate OHMS (Housing), Mayrise (Waste), Civica APP (Environmental Health) & Civica 360 (CRM) | Essential |
| 7 | Homepage to include a postcode search facility for searching local services including but not limited to Bin Collections, Council Tax Banding and Local Councillor information | Desirable |
| 8 | Homepage should include connections to the Councils social media accounts either by links or direct feeds | Desirable |
| 9 | Website footer must include but not be limited to ‘Contact us’ and ‘Jobs’. Legal information such as ‘Data Protection’ and ‘Privacy Policy’; and also ‘Accessibility’ and ‘Language’ information | Essential |
| 10 | Hosting of the site must include SLA for uptime of at least 99.9%, 24 hours a day, 365 days a year. | Essential |
| 11 | The website and content data must be hosted in the UK or EEA for all data centres including any replica or backup sites. | Essential |
| 12 | Future expandability for additional feature such as eForms, Case Management, chat functionality and micro sites  | Desirable |

**Soft Market Questions for potential suppliers**

|  |  |
| --- | --- |
|  | **Company Name: Mr Gary Andrew** |
|  | **Contact details for further questions / potential demonstrations (***if required***): G.ANDREW@southkesteven.gov.uk** |
|  | **Product & Service details** |
| Q1 | Looking at the SOR Is the Council proposal feasible? |
| A1 |  |
| Q2 | Are you able to provide a solution compliant with all the essential criteria?  |
| A2 |  |
| Q3 | What timescales do you recommend with regards to implementation? |
| A3 |  |
| Q4 | Are you able to provide customers and/or case studies you have implemented for other local authorities? |
| A4 |  |
|  |  **Technical** |
| Q5 | What would you need from the Council to deliver the project in the most efficient way? |
| A5 |  |
| Q6 | Is there an alternative solution to the Council’s needs?  |
| A6 |  |
|  | **Implementation** |
| Q7 | What do you recommend in order to minimise disruption to business as usual during implementation testing and integration? |
| A7 |  |
| Q8 | What project / implementation methodology you do apply and what progress reporting mechanisms? |
| A8 |  |
|  | **Procurement &Costs** |
| Q9 | Are you able to provide a rough estimate of the upfront and annual cost of your solution (We will not be sharing this with any competitors but are trying to assess potential costs). |
| A9 |  |