



**European Union**

European Structural  
and Investment Funds

**Clarifications for TEN 436 – Community Led Local Development Website and Maintenance  
07.12.18**

Q1: Please confirm the link for Contracts Finder and the relevant reference number in order for us to access and review the clarification answers. The documentation contains conflicting instructions about the process, the table of dates states Contracts Finder and the written sections outline contacting you, could you please confirm the process for clarification and submitting of final tender responses – is this through a system or via email to you?

Apologies for the confusion. Clarification questions should be submitted to [natasha.downing@cornwalldevelopmentcompany.co.uk](mailto:natasha.downing@cornwalldevelopmentcompany.co.uk). These will be answered and uploaded to Contracts Finder. Final tenders should be submitted according to the details in section 9.

Q2: What levels of traffic (users) per month or per year does your current website achieve?

No analytics have been used on the current site so unfortunately this information is not available.

Q3: The marketing activity that you have conducted was any feedback gathered to support the development or design of the website? If available, can this be shared with tenders?

The marketing activity was at the start of the programme. This new website will fulfil a slightly different purpose and therefore any relevant materials will be shared with the winning organisation.

Q4: Are you looking to making the application forms online within the website to drive completions? This would mean no downloading of forms, the form will be part of the website for completion and submission? How many application forms would you envision for this type of approach?

The application forms would be downloadable and not completed online. General enquiry form would be completed online.

Q5: Do you have Google Analytics enabled on the current site and will this data be made available to the successful tenderer?

Any information about current website performance will be made available to the winning tenderer

Q6: Do you have a preference for the CMS to be used, WordPress has been mentioned, can you confirm if there is a preference?

There is no preference, so long as the CMS is user friendly. Wordpress has been used by some members of the team but others will be considered. The choice of CMS will not factor in the tender decision process.

Q7: The CMS requirements listed such as drag and drop page builder, SEO plug ins, can you confirm that this is just a figure of speech? That as long as the capability is present within the CMS you are not concerned if the action is drag or drop versus add/move component etc.? The language appears to be geared towards WordPress which is fundamentally a blogging platform therefore has plug-ins to support broader capability versus CMS's that are built for website management do not have for example, SEO plug-in due to the fact that capability such as this is already present and available within the platform to use.

As with our previous response, we require a user friendly CMS that allows us the functionality to both build/alter and move content, create, edit and delete pages as well as having good SEO features. This may or may not be Wordpress.

Q8: Do you have bespoke imagery available to support the new website? If it is not currently available is this something your marketing team can source? Or is the preference to use stock imagery where applicable?

We will be creating bespoke imagery (our current stock is limited) but will require stock imagery as a starting point. It is the intention to create and use more bespoke imagery as the programme develops.

Q9: You mention a copywriter, will you be supplying all the content for the website including capturing the key messages for the call to actions?

We shall be supplying the content

Q10: What are you looking to be included in the support service package over the 3 year period? Is first line support sufficient which involves general issues and then anything over and beyond such as enhancements to features and new capabilities being charged at an hourly rate?

Please see section 4.2. We will require first line support for general issues and to enable general housekeeping and tidying up/additions. If there are large developments this would be open to negotiation.

Q11: Do we need to include the training of staff for the CMS? If so how many users? Has this been accounted for within your budget?

Yes we will require training on the CMS. There are 8 members of the team of which 4 should be trained. This is included in the total tender value.

The scope stipulates that the site should be built in WordPress or a similar CMS framework. We moved away from using open source CMS packages some years ago because of potential security risks and instead build our own CMS to manage specific areas of the solutions we build. Access is hierarchically based so certain areas will can only be managed by those with the corresponding security access. This provides a lighter weight deployment without impacting on the editing functionality. Would this be an acceptable approach for your members to update the content of the site?

This is absolutely acceptable. Wordpress was mentioned as it is a p[ackage that some of the team are aware of, but what is more important is the functionality and the ability to update pages in a dynamic way. The hierarchical approach sounds entirely appropriate.

Please confirm the expected date for content to be delivered to the approved tender including new copy and imagery if any is available.

This will be agreed as part of the inception meeting; much of the copy is currently ready.

Please confirm the time required for approvals of final design proposals and website completion acceptance for launch.

The final design will be approved by the Programme Manager who will inform the Local Action Groups about progress. This should make decision making swift.