

# **WESTON-SUPER-MARE TOWN COUNCIL**

## **Expressions of Interest for Design, Build and Maintenance of Visit Weston Destination Marketing Website**

Weston-super-Mare Town Council is seeking Expressions of Interest from suitably experienced and qualified companies for the design, build and ongoing provision of the Visit Weston Destination Marketing Website for Weston-super-Mare Town Council. The contractor will need to have proven and demonstrated experience in similar projects and the wide ranging skill base to achieve the various elements of the contract which include ongoing maintenance of the site with support service provision available along with SEO experience and the capacity to advise the Town Council of SEO recommendations, along with full delivery of WCAG compliance to AA standard.

Companies from whom Weston-super-Mare Town Council procure goods and services must demonstrate that all practicable steps are being taken to allow equal access and equal treatment in employment and service delivery, as appropriate to the nature of the contract and will have regard for social value.

Companies from whom Weston-super-Mare Town Council procure goods and services must be able to demonstrate an excellent Health and Safety record, accordingly contractors that cannot demonstrate an excellent record, free from enforcement action, will not be considered.

The Town Council has budget provision for ongoing maintenance and will need to understand the value of set up works as part of this provision. Submission must demonstrate how any funding will be spent; to include initial designs. It is essential that you are able to meet the deadline of April 2022 for completion of the website, recognising that maintenance to support will be ongoing, so we have no disruption of current service.

Weston-super-Mare Town Council will evaluate the Expression of Interest submissions received, and shortlist qualifying companies to invite tenders for the project. Registration of interest does not imply inclusion on the tender list. Tender documents will be issued early September 2021.

### **EVALUATION & ASSESSMENT OF EXPRESSION OF INTEREST**

The evaluation will be in accordance with the following criteria, a fail under the Health and Safety criteria will automatically result in exclusion from the tender list.

An aggregate of 3 or more fails will automatically result in exclusion from the tender list.

<b>Evaluation Criteria</b>	<b>Pass / Fail</b>
Proven experience in the supply and management of destination website provisions including WCAG compliance to AA standard	Pass / Fail
Financial capability	Pass / Fail
Proven experience in support service provision, SEO support and recommendations	Pass / Fail
Evidence of an excellent Health & Safety Record (no enforcement action under current legislation)	Pass / Fail
Resources and availability to tender and commence in December 2021	Pass / Fail

Interested parties are asked to submit Expressions of Interest to include their:

- Company name, address, contact name and registration number
- Company bankers name and account number
- Details of any enforcement action under Health & Safety Legislation
- Brief details of two recent (within last 36 months) similar projects undertaken by the company (Max 1000 words)
- Confirmation that the company will be able to submit a tender and should they be successful, commence work December 2021

Expressions of Interest should be sent no later than **12 noon on Friday 31<sup>st</sup> August 2021** to:

Sarah Pearse  
Deputy Town Clerk  
Weston-super-Mare Town Council  
Grove House  
Grove Park  
Weston-super-Mare  
BS23 2QJ

[development@wsm-tc.gov.uk](mailto:development@wsm-tc.gov.uk)