

**MARKET ENGAGEMENT EXERCISE**

**NEW SSRO WEBSITE**

**Project Reference:** **SSRO-C-149**

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# INTRODUCTION

* 1. The SSRO wishes to have a new website in place by 1 April 2025 so there would be a short design and development window of approximately two months (February and March 2025) to successfully complete the development. We would like some pre-market engagement to assist us ensure our requirements are comprehensive and accurate.
  2. An important statutory function for the SSRO is the provision of guidance to support users of the regulatory framework. We want to use this as an opportunity to ensure that the SSRO’s digital presence and public facing information is as accessible, usable and engaging as possible. Any supplier would need to be able to advise on this aspect of the development.

# OUR AIMS - WHAT WE WANT TO ACHIEVE

**Scope**

* 1. The scope of the requirement includes design, development and maintenance of a new SSRO website, training for SSRO staff to maintain the website and to access technical support when required. It also covers the management of the SSRO’s public facing data ensuring that it is kept safe, secure, and available.

**What we are asking you to provide**

* 1. A virtual demonstration of solutions you have previously provided to other organisation and discussion of the SSRO’s requirements. This should take the format laid out below. The sessions should not take longer than **45** minutes.
  2. During your demonstration we would like to understand how you would design and build a website. We would also like to share our thoughts on what we think it needs to look like.
  3. You will be able to use this form to request sessions for your virtual demonstrations. See the timetable of dates and times in SECTION 5. We will only invite demonstrations from organisations who can fulfill the full range of requirements. You can request sessions if you work with a partner organisation or subcontract some elements to another organisation and can demonstrate your solution. However, we do not wish to see demonstrations from organisations who can only cover some of the elements. You would be expected to demonstrate functionality that covers all requirements.
  4. Please select the sessions you would like to attend, ranked in order of preference.
  5. Virtual demonstrations can be arranged via Teams. If you have an alternative meeting platform this can be considered.

**Virtual Demonstration**

**Requirements**

* 1. We have identified a list of initial requirements and would like to discuss each of these with you. There may also be requirements which we have not identified which you think need to be included – please do raise these with us.

| **Ref** | **Requirement** | **Description** |
| --- | --- | --- |
| **General** | | |
| 1.1 | Content audit | The supplier needs to undertake an audit of existing content so that there is a record of what has been transferred across to the new website. |
| 1.2 | Migration of existing content | Some content needs to be in place on the new website at the go live date. |
| 1.3 | Domain name | The new website needs to continue to use the [www.ssro.gov.uk](http://www.ssro.gov.uk) address which the SSRO owns the domain for. |
| 1.4 | Must meet Web Content Accessibility Guidance (WCAG) 2.2 | The website must meet these accessibility standards. This must include a cookie mechanism in line with Web Content Accessibility Guidelines (WCAG) 2.2 criteria. |
| 1.5 | Administration | Administration of the website must be simple and require little to no specialist technical knowledge.  There must be a minimum of two Administration accounts and these people need to be trained in the administration of the website. |
| 1.6 | Managing content | Content must be easy to edit, delete and archive.  It must be simple to add new content to the website especially as we are likely to start with a Minimum Viable Product which we then add to. |
| 1.7 | Automated publication | There must be functionality that allows pages to be scheduled for publication in advance at defined times. |
| 1.8 | Share draft content | It must be possible to share draft content internally for comment in advance of publication. |
| 1.9 | Html content | The website needs to be able to deal with html content and attachments. |
| 1.10 | Graphics | The website must be able to display charts and images on pages. |
| 1.11 | Categorisation | There should be functionality which allows the categorisation or grouping of content types. |
| 1.12 | New stories | There must be the ability to publish news stories. |
| 1.13 | Featured stories | There must be the ability to feature and prioritise stories on the home page. |
| 1.14 | Embedded attachments | It must be possible to embed attachments on pages. |
| 1.15 | Analytics | It must be possible to get some basic analytics of page views, downloads etc. Ability to exclude SSRO IP addresses from analytics would be helpful. |
| 1.16 | Searchability | It must be possible to search the website by key word or content. There must also be Search Engine Optimisation (search engines must be able to pick up relevant content from searches). |
| 1.17 | User experience | Users must be able to navigate the website easily with easy-to-use filters and accessibility features. The SSRO’s information presented through the website should be as engaging and accessible as possible. It must also be possible to gather user feedback from the website. |
| **Technical requirements** | | |
| 1.18 | Server location | The server for the website and the data associated with it must be located within the United Kingdom. |
| 1.19 | Supplier security accreditation | Suppliers need to be SC cleared, hold Cyber Essentials Plus accreditation and ISO27001. |
| 1.20 | Must work on mobile services | The website must be capable of being viewed and navigated on a mobile device and different browsers. |
| 1.21 | Penetration testing | The SSRO undertakes an annual ITHC which will include the website within its scope. |
| 1.22 | Privacy | The website must meet all required privacy standards. |
| 1.23 | Video and images | The website must be able to host video content and images. |
| 1.24 | Intellectual Property | The SSRO will want to retain ownership of the intellectual property to its website and its content. |

**ICT and Security Requirements**

* The SSRO takes the security of the information it holds seriously. The information contained within reports may be subject to the restrictions contained in Schedule 5 of the Defence Reform Act 2014, for which unlawful disclosure may be a criminal offence. The ultimate contract entered into with the successful supplier will contain the relevant Security Requirements with which the successful supplier must comply, including for information classified as OFFICIAL-SENSITIVE.
* The successful supplier will be required to hold a relevant and current ISO27001:2013 certification and commit to maintaining this for the entire contract period.
* The SSRO maintains Cyber Essentials Plus certification and the successful Supplier shall have and maintain Cyber Essentials Plus (or equivalent) accreditation for the Contract Period.

**Training and Ongoing Support**

* The supplier will be required to train up to 2 members of the SSRO’s staff on the functionalities and use of their technology/software solution, prior to roll-out of the website.

**What we do not require**

* The SSRO does not conduct financial transactions with stakeholders via the website.
* The SSRO’s website is not the route to accessing other SSRO information systems.

**APPENDIX 1 DRAFT SPECIFICATION**

# INSTRUCTIONS FOR VIRTUAL DEMONSTRATIONS

Please complete the timetable in SECTION 5 (Response to the Market Engagement Exercise) as far as you are able.

You must be able to provide a virtual demonstration for one or more of the dates.

All organisations are required to complete the declaration within SECTION 6.

**Return of response**

Your completed response must be submitted electronically to: [procurement@ssro.gov.uk](mailto:procurement@ssro.gov.uk).

Completed forms (SECTION 5 and SECTION 6) should be uploaded to [procurement@ssro.gov.uk](mailto:procurement@ssro.gov.uk).  (Project reference: **SSRO-C-149 New SSRO website** no later than 5pm on the 6 January. Suppliers are encouraged to respond as soon as possible to enable planning/scheduling to take place. The SSRO will confirm all booked sessions by **7 January 2025** and the bookings will be confirmed by **Debbie Hewitt –** [**debbie.hewitt@SSRO.gov.uk**](mailto:debbie.hewitt@SSRO.gov.uk)

OUR TIMETABLE

|  |  |
| --- | --- |
| **DATE** | **ACTIVITY** |
| 19 December 2024 | Publication of the Market Engagement Documents |
| 3 January 2025 | Deadline for Supplier Clarification questions |
| 6 January 2025 (10am) | Response to Supplier Clarification questions |
| 6 January 2025 (5pm) | Deadline for Supplier Response |
| 7 January 2025 | Confirm next steps to Market Engagement Documents Respondents |
| 8 and 9 January 2025 | Demonstration workshops with suppliers |

**PLEASE NOTE – whilst specific or commercial information provided will not be used in any future procurement process, the feedback provided through this market engagement exercise may be used to shape or refine service specifications.**

**Completion of this response and any involvement in the market engagement exercise does not confer any right or expectation that a formal procurement process will be undertaken and/or the organisation will be selected to enter into the contract. Please read and complete the Declaration in SECTION 6 of this document.**

1. QUESTIONS AND CLARIFICATIONS

Suppliers may raise questions or seek clarification regarding any aspect of this market engagement exercise by **Friday 3 January 2025**. Questions must be submitted to [procurement@ssro.gov.uk](mailto:procurement@ssro.gov.uk).

To ensure that all suppliers have equal access to information regarding this procurement, responses to questions raised by suppliers will be published in a questions and answers document, which will be published on Contracts Finder on the date noted in the timetable above.

Responses to questions will not identify the originator of the question.

If a supplier wishes to ask a question or seek clarification without the question and answer being published in this way, then the supplier must notify us and provide its justification for withholding the question and any response. If we do not consider that there is sufficient justification for withholding the question and the corresponding response, the supplier will be invited to decide whether:

* the question/clarification and the response should in fact be published; or
* it wishes to withdraw the question/clarification.

1. GENERAL CONTACT POINT FOR THIS MARKET ENGAGEMENT EXERCISE

|  |  |
| --- | --- |
| **Market Engagement Lead** | |
| Name: | Debbie Hewitt |
| Telephone Number: | 02037714780 |
| Email Address: | procurement@ssro.gov.uk |

5. RESPONSE TO THE MARKET ENGAGEMENT EXERCISE

Please complete this timetable as far as you are able and please rank your selection on order of preference:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Session 1** | | **Session 2** | | **Session 3** | | **Session 4** | |
| **Date & Time** | **Rank** | **Date & Time** | **Rank** | **Date & Time** | **Rank** | **Date & Time** | **Rank** |
| Wed 8 Jan am |  | Wed 8 Jan pm |  | Thu 9 Jan am |  | Thu 9 Jam pm |  |

**5.1 - Platform for virtual demonstrations**

|  |
| --- |
| 1. Can you provide your virtual demonstrations via Teams? |
| **YES/NO** |
| 1. Do you prefer an alternative to Teams? If so, please provide details. |
|  |

**5.2** - **ORGANISATION DETAILS**

|  |  |
| --- | --- |
| **Name and Address**  Please provide the name, address, and contact details for your organisation: | |
| **Organisation Name:** | |
| **Address:** | |
| **Contact Name:** | **Email:** |
| **Phone:** | **Website (optional):** |
| **Organisation Status:**    Sole Trader  Partnership  Limited Company  Public Limited Company  Not-for-Profit    Other (please specify) | **YES / NO**  **YES / NO**  **YES / NO**  **YES / NO**  **YES / NO** |

# 6. DECLARATION

By sending this completed response to the SSRO you are undertaking that you are authorised by the under mentioned organisation to supply the information given above, and that you understand and agree that:

1. Participation in this market engagement exercise will not affect or preclude any organisation from participating in any future procurement process.
2. The SSRO reserves the right to enter into dialogue with any of the organisations which provide details as part of this market engagement process, prior to conducting a procurement exercise, to clarify the information provided in this submission and/or gain further information.
3. The SSRO is not obliged to enter into further dialogue with any party that responds. This will be undertaken at the sole discretion of the SSRO.
4. Information provided in response to this market engagement exercise may be used to help shape the service specification and may be released into the public domain (albeit without attributing responses to any specific organisation).
5. Any and all costs associated with the production of such a response to a market engagement exercise must be borne by the supplier. The SSRO will not contribute in any way to meeting the production costs of any response.
6. The SSRO expects that all responses to this market engagement exercise will be provided by suppliers in good faith to the best of their ability in the light of information available at the time of their response.
7. No information provided by a supplier in response to this market engagement exercise will be carried forward, used, or acknowledged in any way for the purpose of evaluating the supplier, in any subsequent formal procurement process.

|  |  |
| --- | --- |
| **Before returning this document, please complete the following:**  *Information in this document was provided by:* | |
| **Name:** |  |
| **Position:** |  |
| **Tel number:** |  |
| **Email address:** |  |
| **For and on behalf of:** |  |
| **Date:** |  |