St Helena Airport Website – Specification

Background	St Helena is a remote island in the South Atlantic Ocean. Currently access to the island is only possible via sea. The official opening of the St Helena Airport planned in May 2016 will mark a significant milestone in the island's history.
Requirement	Proposals are invited from parties with specific experience in the design and development of websites for international airports in order to design and implement a brand new website for St Helena Airport.
Purpose	To provide information about the Airport including services, opening times and live data (arrivals/departures, weather info), along with links to external websites of interest to users
Timescale	- Site needs to be developed and live on **1st May 2016** - The site needs to be ready to accept upload of content on **31st March 2016** to allow sufficient time for St Helena Government (SHG) to upload content <table><tr><td></td><td>**Deadline**</td></tr><tr><td>Advertise opportunity</td><td>Fri 08 Jan</td></tr><tr><td>Deadline for bidders to submit queries</td><td>Mon 25 Jan</td></tr><tr><td>Deadline for SHG to return responses to queries</td><td>Mon 01 Feb</td></tr><tr><td>Deadline for submission of proposals</td><td>Mon 08 Feb</td></tr><tr><td>Select preferred biddeer</td><td>Fri 19 Feb</td></tr><tr><td>Award contract</td><td>Mon 29 Feb</td></tr><tr><td>Site ready to upload content</td><td>Thu 31 Mar</td></tr><tr><td>Site goes live</td><td>Sun 01 May</td></tr></table>
Stakeholders	In order of priority / importance: 1. Members of the travelling public 2. Visitors to the airport 3. SHG – PR, IT administrators, Airport Contract team 4. Concessionaires 5. Pilots / airlines / aircraft owners 6. Others / general public / aviation enthusiasts
Site Style	Primary colours to mirror those found in Airport logo (branding guidelines for both SHG and the Airport logo will be provided)

	- Font should be standardised across the site wherever possible (Arial, minimum 11 point but 12 point preferred) - Title bar should contain Airport and SHG logos as well as airport code, current weather, and time of day (in St Helena), as well as search bar. - Title bar and navigation bar should remain consistent throughout site i.e. displayed on every page with a link to the Homepage. Mouse roll-over on navigation drop-downs – submenus to be kept to a minimum - Site should aim to have no more than three clicks to reach desired information - Site should be uncluttered – minimal use of animation.
Content	- Site content will be provided and administered by SHG staff - Dynamic data – will need to accept automatic 'pull' of information from weather systems which will be hosted on a webserver at the Airport. Information will need to transfer from this webserver to the one hosting the website, and in a universal format (e.g. using XML) - Embedded links to social media - Should be future-proofed to allow insertion of advertisements and marketing
Structure	- See Annex below
Usability	- Site needs to be Assistive Technology compliant (W3C) - The layout will need to allow for access using computers and mobile technology and will need to work with a variety of modern, popular browsers - Requires a search bar and intuitive search engine - Tabbing should be sequenced correctly to allow users to navigate through pages and fields in the correct order
Security	- Site must allow secure access to CMS, with different levels of security access for administrators, content authorisers, authors, etc… - Regular patching of servers (where hosted externally) for anti-virus and malware required - Patching for security or software updates should need no or minimal website downtime - Access to backups of site should be restricted to only those required to have access for administrative purposes e.g. Backup operators
Legal	- Site must have usual terms, conditions, disclaimers, privacy notice and copyright - Site can reference website developers details
Budget / Costs	- Not more than £35,000 - Capital and annual maintenance/support costs (including training) required; costs for additional (ad-hoc) changes should be detailed
Support	- Day-to-day content management – to sit with SHG but allowance for controlled 3rd party access (developer and other stakeholders e.g. concessionaires) - Content Management System (CMS) – needs to be easy to use for non-technical staff to be able to update the website. Restrictions on what SHG staff can and cannot update themselves need to be clearly defined. Password access and administration suite required to permit account management - Backup – site should be backed-up (method to be suggested and detailed by developer) - The developer should specify their support availability e.g. days and times, SLA for fixes, updates, etc…
Hosting	- To be confirmed, however please indicate possible hosting costs, options, etc…

Other	• Domain name – SHG have decided on a website address. The successful bidder will purchase it and recharge to SHG as part of their bid (WHOIS information should refer to SHG) • System specifications – minimum hardware, software and internet connection criteria to administrate the site is required. Note that slow internet connection on island will dictate the types, volumes and sizes of media to be uploaded to the site; site will therefore need to be able to make use of modern technologies but consider slow internet connections. Flash should be avoided given inherent security flaws (currently blocked by Mozilla Firefox for example) • Integrated to analytics sites e.g. Google Analytics • Training – the tender should detail the training to be provided, including length of training, number of attendees, competencies / pre-requisites for training to take place, and whether training will be provided on-site or on-line • **Note**: it should be remembered that St Helena is a remote island in the South Atlantic. Internet access is satellite-based and therefore both slow and expensive. This should be borne in mind when considering how the website is to be maintained by SHG staff and how a slow internet connection will affect communications between the successful bidder and SHG; for example, video teleconferences can be slow and subject to interruption, poor picture and drop-outs
Examples of similar websites	• Turks and Caicos : www.tcicaa.org – good aviation-related information http://provoairport.com – good customer information • Gibraltar : www.gibraltarairport.gi – good customer information • Cayman : www.caymanairports.ky – some good elements on homepage
Proposal Submission	The proposal should consist of the following information: 1. Company overview including history and services provided 2. A summary showing how your company will meet our requirements 3. Examples of previous websites that you have developed for international airports along with testimonials and contact details for those clients 4. Proposed project team and structure 5. Milestones / projected dates for each element of the design and build of the website, clearly indicating where SHG input is required 6. Requirements for training e.g. numbers of staff, level of IT competency required, length of training, etc… 7. Content Management System explanation and screenshots 8. Fee structure for the project and ongoing costs e.g. support, maintenance, ad-hoc changes, training, hourly rates 9. Sample Service Level Agreements / T&Cs 10. Any other information pertinent to your bid
Evaluation Criteria	Proposals will be evaluated on the following criteria:- Cost 40% / Technical & Quality 60% **Cost** Cost will be based on Capital and annual maintenance/support costs (including training) required; costs for additional (ad-hoc) 100% **Technical/ Quality** Proposal Meeting SHG Requirements 60%

	Experience & Track Record of Airport Website Design 20% Mobilisation and Delivery to Timescales 20% Please Note: Proposals will not be evaluated and will be rejected where no clear evidence exists of international airport website design.
Deadlines for Proposals	The deadline for submission of queries relating to the procurement is 4pm GMT on Monday, 25th January 2016. The deadline for submission of proposals is 4pm GMT on Monday, 8th February 2016. SHG expects to advise the preferred bidder by Friday, 19th February 2016 and to conclude award of the contract by Monday, 29th February 2016.
SHG Contact	Submissions and Queries to be sent to:- **Noleen Herne** **Corporate Procurement Assistant** **Corporate Services** **St Helena Government** **Tel + (290) 22470** **Fax + (290) 22598** **Jamestown, St Helena Island, STHL 1ZZ** noleen.herne@sainthelena.gov.sh

Annex

Below is a suggested site map which includes all of the elements required on the Airport website. Some fine-tuning and/or amalgamation of pages may be prudent. To be confirmed during detailed design phase with successful bidder.

1) Home page
- Simple, medium-to-large good quality images of the island – photos of the Airport and other main features of the island (similar to photo bar on SHG website)
- Major links to Flight Info, At the Airport, Weather, St Helena Info, Contact Us
- Latest news / tweets

2) Flight Information
- Airline schedule, including connectivity to Johannesburg
- Live Arrivals/Departures (with update on the home page on flight days – note these are likely to be updated manually in the absence of a live operations database to link to at the Airport)
- Ascension Island flights

3) At the Airport

- Location on island (simple map with major conurbations, or link to Google Maps)
- Getting to and from the Airport (including private and public transport options)
- Opening days/hours
- Terminal facilities (including map) – banking/foreign exchange, food and shop outlets, medical, internet/Wi-Fi, tourism, Lost and Found
- Air Travel information (with links to SHG website for immigration, customs, biosecurity and veterinary requirements)
  1) Security
  2) Baggage
  3) Passengers with reduced mobility
- Parking
- Legislation at the Airport – i.e. prohibited and restricted activities

4) Weather – current/forecast/historical data

5) St Helena Information

- Tourism Department (with hyperlink)
  1) Hotels/guest houses
  2) Restaurants
  3) Items of interest
  4) Special events
- Enterprise St Helena (with hyperlink)

6) Contact Us

- Contact numbers/e-mail addresses
- E-mail form
- Media Centre (latest news/tweets, images, press releases, etc.)
- Organisations involved at/with the airport (with brief summary of their roles and hyperlinks to their sites):
  1) Basil Read
  2) UK MET Office
  3) ATNS
  4) Penspen (including fuel price per litre)
  5) ASSI (including safety reporting form link)
  6) Customs
  7) Immigration
  8) Bio-security
- FAQs
- Comments, suggestions and complaints
- Career opportunities
- Pilot Information
  - Application forms
    1) Non-scheduled flights
    2) PPR
  - Aeronautical Information Publication
  - Disinsection and Disinfection policies
  - Airport Fees & Charges
- History of the project
- Site map

7) Major Incident Page

This page is only activated in the event of a major incident occurring (such as an aircraft crash or missing aircraft). This page should have subdued colours and should allow CMS authors

to enter contact details (and other pertinent information) for concerned families and friends to use in the event of an incident.

Therefore security levels on the CMS should permit both the re-ordering and activating/deactivating of top-level (and associated pages) menus when required.