seafish

Invitation to tender

CMS migration, site improvement and support (corporate website)

Version 1.1
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1 Summary

1.1 Background

Our corporate website (www.seafish.org) was refreshed in 2018/2019 to reflect our brand and latest corporate strategy, and to consolidate many disparate websites into a single location and platform. This was the first of many phases in the redevelopment of our web channel, and is the only phase to have been implemented to date. The supplier who delivered the refreshed website, built a simple bespoke content management system upon the Angular framework to manage site content.

Around the same time, the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018 came into force. The legislation encourages public sector websites to be more accessible by requiring that they comply with WCAG 2.1 AA standards. Existing public sector websites had to meet the regulatory standard by September 2019.

Whilst non-governmental departments are generally excluded, those providing a single source of high value public information such as Seafish, are not. We must therefore update the website to comply with these regulations as soon as possible.

We've now been using the CMS to manage our corporate website for several months and we've identified that it won't adequately support our web channel aspirations or our evolving digital transformation. We must therefore implement a commercial web content management system and migrate the website onto this new platform.

We're unable to implement all of the business requirements during the original website refresh project and we'd like those requirements to be delivered as part of this project.

We've recently embarked upon a digital transformation programme, in which this project plays an important role. We ask that you consider the potential dependencies and interactions between the work we're asking you to deliver and the programme.

1.2 Project scope

We are pleased to invite you to tender for the migration of our website from the current bespoke content management system, the completion of missing functionality from phase 1 of our corporate website refresh and the associated work to make it compliant with public sector digital accessibility regulations.

Our detailed requirements are specified in appendix A, but in summary, we're looking for you to provide the following:

- Select, implement, configure and host a commercial web content management system along with any associated products or plug-ins necessary to meet our requirements.
- Design new page templates and components based upon the current site design, but improved so that they are compliant with accessibility regulations.
- Build these page templates and components on the new CMS, sufficient for you to migrate the current website content.
- Migrate the current website content (around 2,500 pages) to the new CMS using the templates and components you've developed, ensuring that search engine rankings are not adversely impacted.
- Implement any redirects, changes to Google webmaster and site map amendments necessary to ensure continued link and page operation after the migration has taken place.
- Implement a replacement on-site search mechanism that delivers a best-practice search experience.
- Provide a mechanism for creating gated content within the website and managing user access to that content (from registration through to account closure). You should also replicate and migrate the gated content areas available on the current website.
- Integrate ClickDimensions forms into the relevant website pages (around half a dozen forms).
- Migrate our library of publications (currently around 12,000 PDFs) into a searchable digital asset library (using a DAM) that can be properly indexed by search engines, and devise a mechanism for staff to manage this information.
- Rebuild and improve the bespoke features currently implemented in the TESS, RASS, Aquaculture Profiles, Gear Database, RFS and Market Data (a hierarchical folder structure within which we store market data) areas of the site and migrate the associated data.
- Provide tag and metadata management facilities.
- Implement a content management workflow. This must include a user dashboard of content actions and review, authorisation and publication stages with user or group privileges.
- Implement outstanding changes from phase 1 of our website refresh (see detailed requirements).

- Configure the site so that we can obtain accurate and useful analytics using the Google Analytics platform, in accordance with best practice.
- Host, support and maintain the website using a UK-based hosting provider. Support must include problem resolution, backup/recovery, availability management, server management and patching, account management and reporting, etc.
- Provide ongoing SEO performance and analytics reporting.
- Project and technical management.
- Testing (security, performance, accessibility, functional, mobile, cross-browser and operational).
- CMS training (general and specific to our templates, pages and bespoke site features).
- Documentation (page design, implementation architecture, system design, administration/operations manual and standard project reporting).

1.3 Scope exclusions

We do not want you to redesign the website, except insofar as it is necessary to meet our accessibility obligations, deliver our requirements or to make minor improvements to existing site features.

We will conduct security penetration testing and provide the results to you so that you can resolve any issues.

1.4 Objectives and success criteria

We'd judge the project to be a success if the following outcomes have been achieved:

- The website is compliant with accessibility regulations, all content and features have been successfully migrated and the features remaining from phase 1 have been completed – delivering an enhanced user experience.
- The website is stable, performant, resilient and secure.
- We can modify all site content, create new sections, pages, gated areas and microsites using flexible page templates and components, and do so using a fully managed content workflow built to support federated content production. The content management experience must be exceptional and intuitive as measured by stakeholder and user satisfaction.

- The website has been constructed on a commercial web content management system and associated tools/plug-ins, that are fully supported and maintained. The CMS must represent value-for-money and be proportionate to our size and budget.
- Users are able to access enhanced versions of our tools (TESS, RASS, etc.) and internal stakeholders are satisfied with the performance and flexibility of those tools.
- The design and implementation of the website, CMS componentry, CMS and associated components is such that it provides us with long-term flexibility to modify and enhance all of these components as necessary.
- The architecture shall not preclude us from further integrating with internal or external systems, in support of our evolving digital transformation.
- There are no on-site or off-site broken links or adverse impacts to search engine equity.
- We are able to accurately judge the performance of our website by having implemented best-practice analytics, available through the Google Analytics platform.
- We have established a trusted and productive partnership with you, to support and maintain the website and CMS to the highest standards.
- The project has created a platform upon which we can go on to build an exceptional, integrated and personalised customer experience.

2 About Seafish

2.1 Who we are

We're a UK non-departmental public body (NDPB) established by the Fisheries Act 1981 and sponsored by DEFRA, the Scottish Government Marine Directorate, the Welsh Assembly Government and the Department of Agriculture, Environment and Rural Affairs in Northern Ireland.

We're funded by levy paid on all seafood landed or imported into the UK (excluding salmon, trout, bottled and canned products). Our work cuts across all segments of the seafood value chain – from catching and farming; through primary and secondary processing, importing and distributing through to retail and foodservice operators.

We have two main offices located in Edinburgh and Grimsby, with approximately 35 staff in each. A further 30 staff are home based at various locations around the UK. We have an annual turnover of approximately £11m.

More information is available on our website www.sesfish.org.

2.2 Our purpose

We know that seafood is the way forward for business, for our communities, our environment and for our health and personal wellbeing.

Our vision is to have a truly thriving seafood industry. This is only achievable when all of the sectors within the industry – from catch to plate – are supported in business, employment, training and legislation.

Our purpose is to provide this support to our many stakeholders, including the tens of thousands employed in our industry and the 97% of British households who purchased seafood last year, contributing over £6.6Bn to the economy.

2.3 What we do

We support the UK seafood industry and, where possible, support government policy to best meet the needs of our stakeholders.

Working with sector panels and government departments, we're committed to collaborating to make a difference on the issues and challenges that matter most to the UK seafood industry.

With the panels, we've identified five key areas in which we support the UK seafood industry:

- Changing landscape: A changing political, economic and regulatory landscape as the UK exits the EU.
- Seafood consumption: Stagnant consumer demand and strong competition from other protein and non-protein foods.
- A safe and skilled workforce: Competing with other food production sectors for access to a suitably skilled workforce, while addressing complex challenges around workplace safety
- Ensuring sustainable supply: Sourcing sustainable seafood in an increasingly competitive global market, alongside continued public concern over practices that compromise human welfare and the environment.
- Innovation and data: Successfully accessing the data, information and knowledge that will ensure the sector is equipped to understand and respond innovatively to a changing environment.

As our core remit is to support the seafood industry, we take a huge interest in the end consumer – the people across the country who buy, cook, eat and love seafood in all its forms. One of our highest priorities is to ensure consumers continue to receive a high-quality, safe, and sustainable source of seafood across the UK.

3 About our website

3.1 Website

Our current corporate website has around 2,000 pages, built from over 40 page-templates and over 100 page-components. There is an unnecessary diversity in both templates and components, which should be rationalised as part of this project.

Page templates generally fall into one of 3 categories

- **Content pages** – these templates are used for almost half of the pages on the website. They are basic content pages used to display news, articles, events, etc.
- **Section pages** – these templates are used for gateway pages within sections of the site (typically any page linked to a top-level menu item)
- **Application pages** – our website includes several applications/tools (e.g. TESS, RASS, Aquaculture, RFS, Gear Database, Publications and Market Insights) which provide features and layout unique to each application. Specific page templates have been created for each application.

The broad distribution of pages is as follows:

Section	No of pages
Homepage	1
About us	20
Changing landscapes	20
Promoting seafood	20
Responsible sourcing	10
TESS	200
Aquaculture profiles	20
RFS	200
RASS	400
Gear database	120
Enjoy fish and chips	20

Section	No of pages
Safety and training	10
Insight and research	10

Additionally, 700 article pages are spread throughout the site.

We have approximately 100,000 new sessions on the site per month, most of which are PDF downloads, but we estimate around 20,000 are page-related. We have around 100 new visitors per month and up to 10,000 returning visitors, with a 55% bounce rate. 2,500 sessions each month are 404 pages.

3.2 Technical architecture

The current website (and CMS) is an Angular application built with PHP and Node. It operates on Apache running on Linux with a MySQL database. Other technical components include:

- PHP SLIM micro framework
- PHP Composer
- NPM
- Webpack
- Bootstrap
- Illuminate including Eloquent ORM

The publications section of the website is populated using documents held elsewhere in our organisation, using RSynch to pull documents onto the web server and a custom data-loading script to load document metadata into the MySQL database.

All site content is stored in the MySQL database, along with the component, page template and page on which it is located. Resources (e.g. documents, images, videos, etc.) are stored as references to a file location, linked to the page on which the resource is used.

The site and CMS search capability is bespoke and completely integrated with Angular and the underlying database.

All current issues are stored in JIRA. All code is stored in a BitBucket repository.

4 Tender process

4.1 Summary

We operate a fair and transparent procurement process, led by our procurement officer and supported by a tender-specific evaluation board. We'll operate the process to a strict timetable and will communicate with you throughout. The key steps in the process are as follows:

- You'll register to receive this invitation to tender document and will have to submit a proposal within a specified time period, during which you may ask clarification questions.
- Our procurement officer will use selection criteria to determine whether your proposal should be evaluated. Proposals which pass the selection stage will be evaluated by our evaluation board.
- Three bidders with the highest score after evaluation will be shortlisted and invited to present in person. Scores will be updated following evaluation of your presentation. We'll notify you if you've been successful or unsuccessful.
- If you are successful, we'll meet with you in person to provide detailed feedback and begin the contract negotiation stage. We'll only start the project once a duly executed contract is in place.
- You will be expected to start the project within 1 week of contract award.

4.2 Conditions

By registering to tender and engaging in the tendering process, you agree to be bound by these conditions:

- You are not entitled to recover any costs or expenses incurred in responding to this invitation to tender, whether or not you are successful.
- We reserve the right to cancel the tender process at any time, at our own discretion and without notice.
- We will not accept proposals submitted after the closure date.
- We may reject your proposal if you fail to follow the instructions provided in this invitation to tender.
- You agree that we may publish any questions you ask during the clarification period along with our responses to those questions, to all bidders.

4.3 Procurement contact

You must direct all communication to our procurement officer. Communication should be made in writing unless we agree otherwise.

Michael Dick
Finance Manager
michael.dick@seafish.co.uk
+44 (0)131 524 8672

4.4 Clarification questions

Whilst we have attempted to express our instructions and requirements unambiguously, we acknowledge that you may have questions about the information we've provided.

You may ask questions from the point you receive this invitation to tender, during the clarification period and until the clarification period has closed.

Should you wish to ask questions, you **must** do so by sending an email to our procurement contact. If you submit your questions in any other form, we will not respond. You may either write your questions directly in the email, or within an attachment in Microsoft Word or PDF format. You may ask one or more questions within the same request. There is no limit to either the number of requests you can make, or the number of questions in each request. We'll direct your questions to the most appropriate people within our organisation.

We'll attempt to respond to your questions within 2 working days, subject to the appropriate person being available and having the capacity to answer them.

All questions and responses will be published to all bidders.

4.5 Your proposal

Your proposal must be submitted in PDF format. You are free to structure your proposal however you like, so long as the following information is included:

Area	Description
Company information	The information specified in appendix B

Area	Description
Approach	Describe how you intend to approach and deliver the project, including how you will collaborate and communicate with us.
Technology	Tell us what technologies you will use and deploy, and why you've chosen those technologies.
Plan and milestones	Provide a project plan showing tasks, milestones and resources. Please indicate when and how we will be involved in project delivery. Clearly identify who is responsible for each task in your plan.
Team and capability	Provide a team organogram showing the resources you'll use on this project, along with a short biography for each explaining their experience and capabilities.
Experience	Describe your experience in delivering similar projects, or solving similar problems, including the length of your experience. You must include a minimum of 2 reference projects and provide customer contact details for those projects.
Risks	Identify project risks and explain how you will manage them.
Assumptions	Clearly define any assumptions you've made in preparing your proposal and explain how those assumptions have influenced approach, timescales and price.
Exclusions	Describe anything you consider out-of-scope.
Compliance	Confirm whether your proposal complies with each of the requirements in appendix A. If you're proposal does not comply or partially complies with a requirement, please explain why. It is acceptable for your proposal to partially comply with our requirements.
Price	Provide a price breakdown using the following cost categories: labour, materials, expenses, licenses, sub-contract, capital expenditure, other. Labour must be specified as a number of days and day rate for each resource type. Your pricing should be as granular as possible, allowing us to understand how our individual requirements have influenced price. You should provide separate costs for initial project delivery, ongoing support, hosting and licenses/subscriptions. Separately identify net price (excluding VAT), VAT and gross price (including VAT).
Uniqueness	Highlight any aspects of your proposal that you believe are unique or different to those of your potential competitors.

There is no word or page limit, but we ask that you make the proposal as short as possible whilst conveying the information we've requested above.

4.6 Submitting your proposal

You must submit your proposal to our procurement contact via email. At our discretion we may reject any proposal that has been submitted by another route or incorrectly formatted, and disqualify you from participating further in the tender process.

If you have any problems, please contact our procurement contact immediately so that we can help you resolve them.

4.7 Selecting and evaluating proposals

We will only evaluate your proposal if you meet our selection criteria, which are as follows:

Criteria	Description
Exclusion	You have not been excluded from this competition because you are in any of the situations referred to in regulation 58 of the Public Contracts (Scotland) Regulations 2015.
Economic and financial standing	You can demonstrate a good financial track record over the previous 3 years, are and will continue to be a going concern, and have the required insurances. Bidding for this tender would not over-commit your economic resources.
Technical and professional ability	You can demonstrate experience of similar projects and have the correct tools and staff to deliver the project. Bidding for this tender would not over-commit your human resources.

Our procurement lead will check that you meet the selection criteria using the answers you provide to the questions in the Company Information questionnaire (appendix B).

If you are selected, our evaluation board will evaluate your proposal using the following criteria:

Criteria	Description	Weighting
Compliance with requirements	The extent to which you comply with the requirements we've specified in appendix A.	30%
Response to brief	The extent to which you understand the objectives of the project and the quality of your approach.	20%

Criteria	Description	Weighting
Delivery capability	Your ability to deliver, the quality of your plan and resources, and your management of risk.	20%
Price	The overall cost of delivering the project and ongoing support.	20%
Individuality	How you have differentiated yourself from the other bidders and the individuality or innovativeness of your proposal.	10%

We will award the work to the company which offers the most advantageous proposal in terms of value-for-money, experience, and other factors as specified within this document.

The **maximum** budget for this work is £175,000 (including VAT). This budget excludes support and maintenance, which will be agreed separately. You must provide a price of ongoing support and maintenance in your tender response.

We'll invite you to present at our offices if the score we give your proposal is in the top 3 scores from all bidders.

4.8 Presentation

We invite you to present to our evaluation board in person, so that:

- we can get to know the team we'd be working with;
- you can explain the key points in your proposal and present the reasons why you should win; and
- we can each ask any outstanding questions, so that everyone is clear on the scope of the project and your proposal.

There will be three 2-hour presentation slots on the day: 9-11am, 12-2pm and 3-5pm. We'll allocate you a slot and include this in the information we provide when we notify you that you've been chosen to present.

You are free to structure your presentation and its content however you'd like, but we ask that you include the following information somewhere within it:

- Why are the individuals on your team the best people to deliver the project and how will you communicate and collaborate with us to ensure success;

- Why does your approach guarantee success and how have you applied it with other customers on similar projects;
- In your experience, what could go wrong and how do propose to prevent that from happening;
- Explain how your costs and plan were built, and persuade us that they are accurate/realistic;
- What do you need from us, to ensure the project is a success;
- What assumptions have you made; and
- What differentiates you or your approach from the other bidders?

You must send your presentation to us in PDF format by 5pm the business day before you present. Electronic presentation facilities are available in our office and both SVGA and HDMI connectors can be used. Tea, coffee and water will be provided.

You may bring up to 6 people to your presentation. Please notify us in advance of any special requirements you may have. Our evaluation board comprises at least 5 people representing key stakeholders from across the organisation.

You may present for up to 1 hour, leaving the remaining hour for questions and discussion. Presentation slots will start and finish promptly.

If you have problems either with submitting your presentation or getting to our office on time to present, please contact our procurement contact immediately so we can help you. At our discretion, we may disqualify you from participating further in the tender process if you don't submit your presentation on time or in the correct format, or fail to arrive within 15 minutes of your presentation start-time.

4.9 Evaluating your presentation

Our evaluation board will update the score we gave you for your proposal, based on the additional information made available during your presentation. We will use the same evaluation criteria:

Criteria	Description	Weighting
Compliance with requirements	The extent to which you comply with the requirements we've specified in appendix A.	30%
Response to brief	The extent to which you understand the objectives of the project and the quality of your approach.	20%

Delivery capability	Your ability to deliver, the quality of your plan and resources, and your management of risk.	20%
Price	The overall cost of delivering the project and ongoing support.	20%
Individuality	How you have differentiated yourself from the other bidders and the individuality or innovativeness of your proposal.	10%

The winning bidder will be the one with the highest score at the end of the presentation phase.

4.10 Bidder notification

We'll notify the successful bidder and unsuccessful bidders in writing within one business day of the presentation phase.

4.11 Successful bidder meeting

If you are the winning bidder, we'll invite you to meet with us in person so that we can provide detailed feedback that informs contract negotiation and project start-up.

We want to make sure that the project is successful, and we believe the best way to do this is with a fair and frank exchange of information in advance of the contract being awarded.

4.12 Contract negotiation and award

If you have any issues with the form of contract (see appendix C), we expect you to raise these in your proposal or during your presentation, should we invite you to present. Consequently, we've only allocated a short period for any outstanding negotiations or contract clarifications, before we award the contract.

A duly executed contract must be in place before the project can begin. We expect you to mobilise within 1 week of concluding the contract with us.

4.13 Evaluation board

Applications will be reviewed by a panel of experts, representing the following business functions:

- Finance and procurement
- Communications
- Executive team
- Information Technology
- CMS and web channel stakeholders

Additionally, an external technical expert will participate throughout the process and advise the board on all technical, digital operations and project delivery matters. This expert is also a member of the evaluation board.

The evaluation board will be objective, impartial and fair at all times.

4.14 Timetable

Date	Time	Milestone
30 September 2019	5pm	ITT published
18 October 2019	5pm	Clarification period closed
28 October 2019	5pm	Proposals submitted by bidders
7 November 2019	5pm	Shortlisted bidders notified and invited to present
15 November 2019	9am to 5pm	Bidder presentations
18 November 2019	5pm	Winning bidder selected and all bidders notified
19 November 2019	10am to 12pm	Post-tender bidder meeting
26 November 2019	5pm	Contract agreed and signed
3 December 2019	9am	Project starts

A Requirements

A.1 Selection

A.1-1	You must have a minimum annual turnover of **300,000 GBP** for each of the last **3 years**. If you cannot provide turnover for the previous three years, please state the start date on which you were established or began trading.
A.1-2	You must have an acid test ratio of **1:1 or better**, calculated as follows, for **each of the last 3 years**: (current assets – stock) / current liabilities
A.1-3	You must be able to provide **3** references within the **last 5 years**, who can attest to the quality of your work and the professionalism of your organisation in respect of work that is materially similar to the requirements of this tender.

A.2 Project delivery

A.2.1 Project and delivery management

A.2.1-1	You must manage the project from end-to-end, beginning with kick-off and ending with transition into service and support.
A.2.1-2	You must describe your project management approach, including (but not limited to): • Project planning and control • Risk and issue management • Quality management • Communications and stakeholder management • Progress management • Financial management • Change management and scope control
A.2.1-3	You must describe your delivery approach (e.g. PRINCE2, SCRUM, Agile, etc.) and why it's appropriate.

A.2.2 Engagement and communication

A.2.2-1	You must adopt an open and collaborative approach, involving us where possible throughout the project. Describe your approach to engagement and communication.
A.2.2-2	We consider stakeholder and user satisfaction of paramount importance. Describe your stakeholder and user management approach.
A.2.2-3	You must make clear the tasks, roles and responsibilities associated with each contributor to the project.
A.2.2-4	You must involve task owners in the planning process, give them sufficient advance notice to perform their tasks, confirm in advance that they accept the tasks and are able to complete them, then monitor progress.
A.2.2-5	We are a small organisation and we expect a large proportion of our key staff will be involved in this project. Please describe how your delivery approach will minimise business impact during the project.

A.2.3 Design

A.2.3-1	You'll design modifications to our existing site, so that it complies with public sector accessibility regulations as described in A.4 Accessibility. You'll also design new features and improve the design of existing features as described in A.2 Project delivery. Please describe your design approach.

A.2.4 Installation and configuration

A.2.4-1	You must procure, install and configure all elements of your proposed solution.
A.2.4-2	You must create and configure all user accounts, groups and permissions.
A.2.4-3	You must create and configure all standing/reference data.
A.2.4-4	You must create and configure the CMS workflow and other elements of the CMS required for operational use.

A.2.5 Site construction

A.2.5-1	You must build a replacement website that uses the page templates, page components and other solution components you have introduced in your proposal, in accordance with the accessible designs you have created.
A.2.5-2	Additionally, you must integrate content from up to 3 microsites into the new website.
A.2.5-3	You must migrate content to the new site in accordance with A.2.6 Content migration and A.2.7 SEO migration.
A.2.5-4	You must transition to the new site in accordance with A.2.9 Site transition.
A.2.5-5	You must implement analytics in accordance with best practice.

A.2.6 Content migration

A.2.6-1	You must migrate all of our website content and data to the new website. This includes any relevant metadata, hyperlinks, images, videos or linked documents/files. It also includes any user data, passwords, necessary configuration or data stored in databases.
A.2.6-2	The integrity of all site links, whether internal or external, must remain intact when the migration is complete. The migration must not break any links and any links which are broken prior to migration must be corrected by you before migration begins.
A.2.6-3	You must provide a content migration and mapping plan, prior to migration, so that we can verify you are migrating the correct site data to the correct location. We must accept this document before you can proceed.
A.2.6-4	You must manage the content migration process. Please describe your approach.

A.2.7 SEO migration

A.2.7-1	You must ensure that there is no adverse impact on search engine ranking or search engine results, caused by the site migration activity. We anticipate that in the process of migrating, our search engine position and results should improve.

A.2.7-2	You must generate a new sitemap and ensure it has been correctly identified and used by the appropriate search engines.
A.2.7-3	You must add or amend any canonical or navigation metadata in accordance with best practice, to ensure the site is optimised for crawling.
A.2.7-4	You must add any redirects necessary to ensure that links are not broken, and search engine equity is maintained or improved.
A.2.7-5	You must provide an SEO migration plan, prior to migration. We must accept this document before you can proceed.
A.2.7-6	You must manage the SEO process during and immediately after the transition. Please describe your approach.

A.2.8 Testing and acceptance

A.2.8-1	You must perform functional testing on the website, developed or configured aspects of the CMS, page templates, components, bespoke functions and other aspects of your solution, to ensure there are no defects. You must permit us to witness and accept the results of these tests, should we desire.
A.2.8-2	You must perform performance testing on the website, CMS and other aspects of your solution, to ensure they comply with the requirements in A.5.5 Performance. You must permit us to witness and accept the results of these tests, should we desire.
A.2.8-3	You must perform load testing on the website, CMS and other aspects of your solution, to ensure they comply with the requirements in A.5.3 Capacity. You must permit us to witness and accept the results of these tests, should we desire.
A.2.8-4	You must perform cross-browser testing on the website, CMS and other aspects of your solution, to ensure they comply with the requirements in A.5.7 Browsers. You must permit us to witness and accept the results of these tests, should we desire.

A.2.8-5	You must perform cross-platform testing on the website and other aspects of your solution, to ensure they comply with the requirements in A.5.6 Platforms. You must permit us to witness and accept the results of these tests, should we desire.
A.2.8-6	All documents must be reviewed and accepted by us.
A.2.8-7	We will perform security penetration testing, but you must resolve any resulting defects.
A.2.8-8	We will perform acceptance testing, but you must resolve any resulting defects.
A.2.8-9	Please describe your testing approach.

A.2.9 Site transition

A.2.9-1	You must manage the transition from our current website and microsites to the new website. Please describe your approach.
A.2.9-2	You must ensure there is no service interruption when the new site is brought online.
A.2.9-3	You must prepare a plan, which details the steps needed to successfully transition to the new website without disruption to service. It must identify risks and mitigation measures, responsibilities, tasks, success measures and a backout/recovery plan. We must accept this document before you can proceed.
A.2.9-4	We'll produce a plan that details how we'll communicate the new site and the transition thereto, to our stakeholders and users. You must provide input to that plan, as necessary.

A.2.10 Documentation

A.2.10-1	You must provide CMS (and any associated components or plug-ins), template and component training documentation, including image guidelines.
A.2.10-2	You must provide page template and component designs for us to approve prior to implementation.

A.2.10-3	You must provide a technical design document that describes the architecture and design of the CMS, website, associated systems, components, databases, interfaces and software.
A.2.10-4	You must provide an operations manual that describes how each component has been configured, any regular tasks required to maintain that component, and how to administer each system component of the CMS and website. The operations manual must include details about any software development, testing, deployment, source code management, issue management, dependency management or other systems used to create bespoke software components during the project.
A.2.10-5	You must provide a disaster recovery plan for both the CMS and website.
A.2.10-6	You must provide documented test plans, test specifications and test results. It is acceptable for this to be provided electronically within any web-based test management system, to which we must be given access.
A.2.10-7	You must provide a living document, containing a description of the defects raised and resolved through the testing process, or thereafter. It is acceptable for this to be provided electronically within any web-based issue management system, to which we must be given access.

A.2.11 Training

A.2.11-1	You must provide CMS training to our user community (up to 30 staff). This must include any additional CMS components or plug-ins, whether procured or built, that form part of the solution.
A.2.11-2	You must train our user community (up to 30 staff) how to use the page templates, components and any bespoke website or CMS functions that you provide.
A.2.11-3	Please describe your training approach.

A.3 Functional

A.3.1 Site

A.3.1.1 On-site search

A.3.1.1-1	You must provide a best-in-class site search tool, to be located on the new website.
A.3.1.1-2	The tool must periodically and automatically index all site content, including resources such as documents, images, videos, etc.
A.3.1.1-3	The tool must provide autocomplete, typographic error tolerance, synonym management, stemming and in-line suggestions.
A.3.1.1-4	The tool must provide the option to display search results on a separate page.
A.3.1.1-5	Search results should include a relevancy indicator, a results summary and the option to click-through to the result destination.
A.3.1.1-6	It should be possible to filter, facet, order and paginate results.
A.3.1.1-7	It should be possible to promote content or adjust ranking behaviour using query rules.
A.3.1.1-8	All visual aspects of the search tool must be configurable, so they can be made consistent with the site visual identity.

A.3.1.2 Gated content and user management

A.3.1.2-1	Gated areas and login • You must provide up to two gated areas on the website. A gated area will provide access to one of our information products (content for which a user must register). Market Data is an example of one of these products. • These areas must require a valid username and password and the content within these areas must only be visible to authorised and authenticated users.
A.3.1.2-2	Registration • It will be possible to add a user registration component to a web page, using the CMS.

	• It will be possible to specify a product name within the user registration component, which is the product to which a user wishes to subscribe. • The user registration component will display a form into which the user may enter their first name, surname, contact telephone number, email address, postcode and business sector (which they will select from a list of predefined business sectors). • The first name, surname, email address and postcode will be mandatory. • Underneath the form will be a checkbox and alongside the checkbox a GDPR-compliant consent statement. • When a user submits their registration, the website will submit the details - including the product name and product login page to an authentication service (to be provided by you). • The authentication service will check whether the user has already registered for the product using the first name, surname, email address and postcode as the unique key - and the product code associated within the registration form. If they have already registered, an error response will be returned to the website along with an appropriate, actionable error message explaining that they are already registered and providing them with links to log in or to reset their password. • The authentication service will check whether the user has already registered for another product (but not this one) using the first name, surname, email address and postcode as the unique key. It will send a response back to the website explaining that their registration is being processed, providing a timescale by which their account will be authorised, explaining next steps and providing contact information. If their registration is approved then it will add the subscription to their existing account and send them an email explaining that they can now access the product using their existing login details (a link to the product login page should be provided, along with a link to reset their password) • If the user is not registered, then it will create a new user record using the details provided by the user and it will associate the product with that user account. It will send a response back to the website explaining that their registration is being processed, providing a timescale by which their account will be authorised, explaining next steps and providing contact information. If registration is approved, it will add the subscription to the account and a confirmation email will be sent to the user containing a link to set their password. When they click this link, they will be taken to an authentication portal page where they set a password. When they have successfully set their password, they will be taken to the login page for the product to which they have subscribed.

	• It will be possible to designate a product as requiring approval for registration requests, or not. • If the product requires registration requests to be approved, then whenever a new request is processed, an email will be sent to the product approver list asking for the request to be actioned. • If the product doesn't require registration approval, then the request will be automatically approved. • When the request has been approved the user shall be notified by email, which will contain a link to the login page for the product and a reset password link.
A.3.1.2-3	Reset password • It shall be possible for a user to reset their password
A.3.1.2-4	User administration • It will be possible to view a list of users, their user details (but not their password) and their associated products. • It will be possible to search for a user • It will be possible to filter and sort users • It will be possible to revoke a user's access to one or more products • It will be possible to give a user access to one or more products (which triggers the approval actions above) • It will be possible to change a user's details • It will be possible to delete a user • It should be possible for authorised users to access the user administration area using a valid username and password. • It should be possible for administration area users to reset their password • It should be possible to add, change or remove administration users
A.3.1.2-5	Your solution for gated areas must not preclude us connecting to an alternative single sign-on solution using restful web services or URL redirection, in future.

A.3.1.3 Form integration and registration using ClickDimensions

We use ClickDimensions to manage data integration between our website and Microsoft Dynamics. This typically operates in two ways:

- Forms for questionnaires, polls, etc.

- Subscription and registration forms

A.3.1.3-1	You must migrate the existing ClickDimensions forms, ensuring they are placed in-page and that they are consistent with the look and feel of the website. There are around half a dozen of these forms.

A.3.1.4 Secondary navigation

As a website visitor I want to use consistent site-section navigation so that I understand where I am in the site and can browse to content. The site doesn't currently have a consistent secondary navigation mechanism. You must correct this by delivering the following requirements:

A.3.1.4-1	It should be possible to define a secondary navigation menu for each menu item in the primary navigation menu (top of site), containing up to 2 sub-levels of navigation (e.g. I click an item in the secondary nav menu and it displays a number of items indented underneath that item - I then click one of these items and it displays a number of items indented under that item)
A.3.1.4-2	If a secondary navigation menu has been defined for a section, each page in that section will display the secondary navigation menu, expanded to show the parent section in context with the other pages at that level (peers of the parent page), and other pages in that section (peers of the current page), with the current page highlighted in some way.

A.3.1.5 Career map

We provide information, support, and guidance on careers and training in the seafood industry. To help steer candidates on the career opportunities and paths to take, we created a career infographic map that shows the types of jobs/roles available within the industry in business services, fish farming, food services, processing, sea fishing, etc.

The map is available as a printed document, but we would like it to be incorporated into the Career Paths page on our website. We've included images from the printed document below, for reference.

A.3.1.5-1	You must build an interactive career map on our website, which can be maintained using the new CMS
A.3.1.5-2	CMS

	• It should be possible to add, change or delete a career path. • It should be possible to specify a career path name and description. • It should be possible to add, change or remove a role. • It should be possible to associate a role with a career path. • It should be possible to specify a role name, role description, role avatar, role quotation and role order. • The role avatar should be an image selected from the image library. Facilities should exist to upload an image to the image library and select it, should a suitable image not already exist. • The role order should be used to determine the next and previous roles when moving forward and backwards through the roles on the website.
A.3.1.5-3	Website • It should be possible to view a list of career routes and see a description of each. • It should be possible to select a career route and see the roles available on that route. • It should be possible to select a role and see more information about that role. • Each role will have an avatar, a description and a quotation. • It should be possible to move backwards and forwards through the roles within a career route. • It should be possible when viewing a role or a list of roles, to select an alternative career path.

Figure 1: Career paths

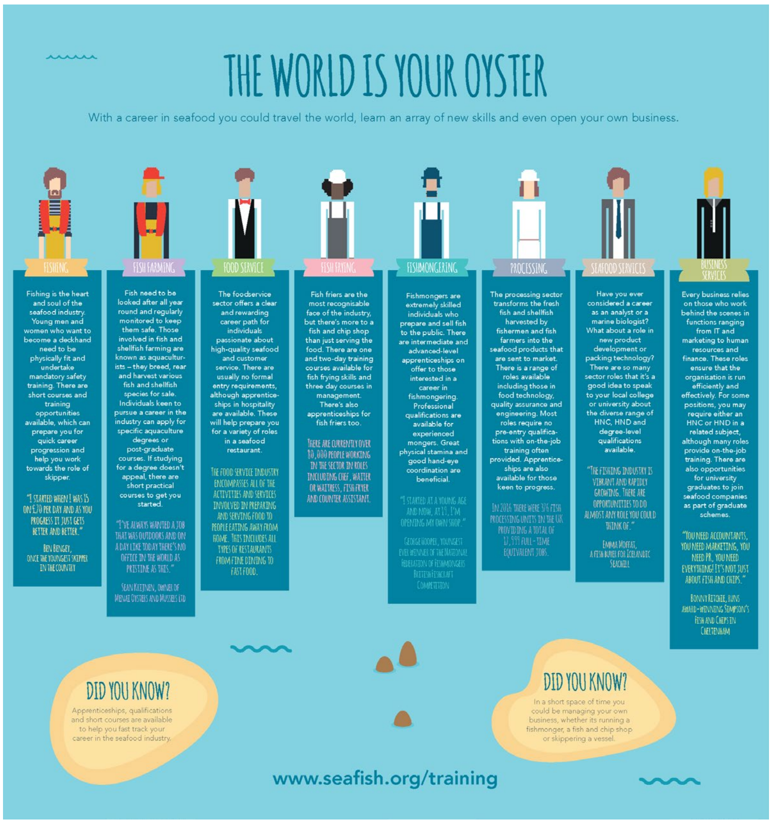

Figure 2: Career roles

A.3.1.6 Sharing

A.3.1.6-1	• It should be possible to share any page or document from the Seafish website onto Facebook, LinkedIn or Twitter • When sharing, the social channel should take its data from the OpenGraph or specialist social media metadata

A.3.1.7 Practice tests

The Seafood Academy is an initiative in which we participate as a partner organisation. It has its own website (http://seafoodacademy.org/) and online testing portal (http://onlinetesting.seafoodacademy.org/). We want to move the online testing portal onto our website, leaving the remaining content on the Seafood Academy website.

Seafood Academy is one of three online training sites that we own/use. We are currently writing a new training strategy and it's possible that all three will be consolidated onto a single training and test platform. For that reason, the test portal should be a 'light touch' and temporary solution.

Manage practice tests (CMS)

A.3.1.7-1	Homepage • It should be possible to change the practice tests homepage • It should be possible to add/change a title, preamble and (optional) usage instructions. The number of characters in these fields will be limited by a specified maximum. • It should be possible to add, change and remove a contact using the existing contact component. • Changes to the homepage can be saved, but won't be reflected by a change to the website until they are published.
A.3.1.7-2	Feature area • It should be possible to add, change and remove a feature area on the homepage • When adding/changing the feature area it should be possible to specify a title, description and add a list of tests. The number of characters in the title and description fields will be limited by a specified maximum.

	• When adding a test to the list of tests, it should be possible to select all the required tests from the list of all available tests). Duplicates should be ignored. • It should be possible to remove tests from the list. • It should be possible to manually alter the order of tests by selecting, dragging and dropping into the desired location in the list of tests
A.3.1.7-3	Topics • It should be possible to add, change and remove a test topic • When a new topic is added, if the topics are ordered manually then it will be added to the top, otherwise it will follow the alphabetical order. • For each topic it should be possible to specify a topic name and description. The number of characters in these fields will be limited by a specified maximum. Both fields are mandatory. • It should be possible to alphabetically order topics by title (ascending or descending) • It should be possible to manually alter the order of topics by selecting, dragging and dropping into the desired location in the list of topics • It should be possible to remove a topic, which deletes the topic from the list without changing the order of the list (but removing the gap created when the topic is deleted). When a topic is removed, the tests associated with that topic are automatically disassociated, but will remain for association with a different topic
A.3.1.7-4	Tests • It should be possible to create, change and remove a test • If should be possible to associate or disassociation a test from a single topic. The former will add the test into the list of tests for the topic. The latter will remove the test from the list of tests for the topic. Tests will be added to the top of the list if manually sorted, otherwise they will appear alphabetically. • It should be possible to easily see which tests are associated with which topics, and to see those not yet associated with a topic. • It should be possible to order the tests within a topic alphabetically using the test name, either ascending or descending • It should be possible to manually change the order of tests within a topic by selecting, dragging and dropping the testing into the desired location within the list.

	• It should be possible to specify and change the test name and description, both of which are mandatory, and usage instructions (which are optional). The number or characters for each will be limited by a specified maximum • It should be possible to specify/change the estimated time to complete a test, which will be an integer number of minutes • It should be possible to specify/change the pass mark for a test. The pass mark is the total number of points required from correctly answered questions, to pass the test. It is a mandatory field and an integer. The maximum pass mark is the total number of points available for answering all questions in the test correctly. • It should be possible to add, change and remove questions from a test • It should be possible to remove a test (and consequently the questions in that test). When a test is removed it is also disassociated from the topic to which is belongs.
A.3.1.7-5	Questions • It should be possible to add, change or remove a question from a test • When a question is added/changed it should be possible to specify the question text, (optionally) add/change/remove an image, specify the number of points, specify the reference description and add answers. • The number of characters in question text (mandatory) and reference description (optional) will be limited be a specified maximum • Adding, changing and removing an image will use the existing image manager component, linked to the image library. • The number of points will be an integer. • New questions will be added to the bottom of the list of questions • Questions will be automatically numbered, beginning at the top of the list (with the number 1) and increasing by one for each question, progressing towards the bottom of the list. • It will be possible to manually change the order of questions by selecting, dragging and dropping a question into the desired location in the list of questions. The questions will be automatically renumbered when this happens, so that the numbering is sequential (starting at 1) from the top to the bottom of the list. • When a question is removed, the answers for that question are also removed.
A.3.1.7-6	Answers

	• It will be possible to add, change or remove answers from a question. • When an answer is added/changed it will be possible to specify the answer text and indicate whether the answer is correct. The number of characters in the answer text will be limited to a specified maximum. • Answers will be automatically allocated a letter, starting at 'A' and moving through the alphabet to 'Z' sequentially, from the top of the list of answers to the bottom. • New answers will be added to the bottom of the list of answers • It will be possible to manually change the order of answers by selecting, dragging and dropping an answer into the desired location in the list of answers. The answers will be automatically renumbered when this happens, so that the numbering is sequential (starting at A) from the top to the bottom of the list.

Complete practice tests (website)

A.3.1.7-7	Homepage and test selection • There should be a testing portal homepage displaying a title, preamble (explaining the purpose of the portal), usage instructions (explaining how to take the tests) and contact details (in case users have a problem) • It should be possible to feature tests in a feature area. The feature area will have a heading, description and (optionally) a list of links to tests (link text is the test name). The purpose of this area is to highlight new tests, support training campaigns, etc. • It should be possible to view a list of pre-defined training topics, along with a description of each topic. • It should be possible to select a training topic. Selecting a topic will display a list of tests relating to that topic along with (for each test) a description, the number of questions and the time it should take to complete. • It should be possible to select a test. Selecting a test will display the questions relating to the test on a separate page
A.3.1.7-8	Test • When a test has been selected, the test will be displayed on a separate page • It should be possible to return to the testing homepage from the test page

	• The test page will contain a title, description, number of questions currently answered, total number of questions, estimated time to complete, pass mark and list of questions. • A question contains a question number, a question, (optionally) an image, a list of possible answers, the number of points for a correct answer, and a reference description (that links the question to the learning material to which it relates). • When the page is first loaded, none of the questions should be answered • Each answer in the list of answers for a question contains an answer letter (e.g. A, B, C) and an answer (e.g. 'People with long hair', 'People with dandruff', etc). • It should be possible to select a single answer to each question and to change the answer at any point • When an answer is selected, the question should be highlighted to indicate that an answer has been given and the number of questions answered incremented by 1 • When all questions have been answered, it should be possible to submit the test
A.3.1.7-9	Test results • When a test has been submitted, the number of correct answers should be totalled and displayed, the number of incorrect answers should be totalled and displayed, the percentage of correct answers should be displayed and the user should be told whether they have passed (number of correct answers >= number of required correct answers) or failed. • Incorrect answers should be highlighted on the test • It should be possible to change answers and resubmit the test

A.3.1.8 Improve RASS

The RASS profile tool delivers a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.8-1	Filtering and searching • It should be possible to filter search results by a small number of relevant filters and those filters should be presented in the most appropriate form for the data type (e.g. doesn't always have to be drop-down lists?) • It should be possible to sort search results and to change the sort order

	• The number of profile summaries should be limited to 20 at any one time on desktop and loaded in groups of 20 results on mobile • It should be possible to page through search results on desktop and scroll through search results on mobile • Search and filter controls should be sticky, or easily accessible without excessive scrolling
A.3.1.8-2	Profile summary • It should be possible to view the most important information about a profile in the profile summary • The layout of profiles should be suitable for display on a mobile, with all information fitting correctly on a single 'page' - it may be necessary to limit the amount of information used on a profile
A.3.1.8-3	Full profile • The amount of information displayed in the full RASS profile should be appropriate for the device format • RASS full profile information should be of a consistent quality, length and format • Profile information should be easy to read even on a mobile device • Consideration should be given to whether it's appropriate to show a full profile on a mobile device, or whether to use an alternative approach (e.g. downloadable PDF) • A content section should only be displayed when it contains information • A profile should not use nested accordion controls - instead the information within a content section should be of appropriate length and relevance • A profile should have a balanced, consistent look and feel that is consistent with the visual style guide for the website
A.3.1.8-4	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.9 Improve TESS

The TESS profile tool delivers a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.9-1	Filtering and searching • It should be possible to filter search results by a small number of relevant filters and those filters should be presented in the most appropriate form for the data type (e.g. doesn't always have to be drop-down lists?) • It should be possible to sort search results and to change the sort order • The number of profile summaries should be limited to 20 at any one time on desktop and loaded in groups of 20 results on mobile • It should be possible to page through search results on desktop and scroll through search results on mobile • Search and filter controls should be sticky, or easily accessible without excessive scrolling
A.3.1.9-2	Profile summary • It should be possible to view the most important information about a profile in the profile summary • The layout of profiles should be suitable for display on a mobile, with all information fitting correctly on a single 'page' - it may be necessary to limit the amount of information used on a profile
A.3.1.9-3	Full profile • The amount of information displayed in the full TESS profile should be appropriate for the device format • TESS full profile information should be of a consistent quality, length and format • Profile information should be easy to read even on a mobile device • A profile should have a balanced, consistent look and feel that is consistent with the visual style guide for the website
A.3.1.9-4	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.10 Improve RFS

The RFS database tool delivers a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.10-1	Pagination and default data • When the full search page is displayed, a list of matching RFS profile summaries should be displayed in alphabetical order, with a maximum of 20 profiles displayed at any one time on the page. • If a search hasn't been executed, there should be no results. • The number of profiles being displayed, and the total number of matching profiles should be visible • It should be possible to move backwards and forwards through the profiles, 20 profiles at a time using pagination. • It should be possible to go to the first and last page of results. • It should be possible to see the number of pages and to go directly to any page of results.
A.3.1.10-2	Search • It should be possible to input into a search field, the text you wish to locate within an RFS profile. • It should be possible to execute the search. • Search should use a full-string word match (SQL 'LIKE' function) against all summary profile fields. • When the search is executed, filters should be removed and a list of profile summaries matching the search criteria returned in ascending alphabetical order • Autocomplete should be used
A.3.1.10-3	Filtering • It should be possible to filter the list of profiles by any categorisation-based field in the profile summary (e.g. not by Name - which isn't a categorised field - but by something like Species - which is a categorisation) or combination thereof. • It should be possible to remove each filter individually or all filters
A.3.1.10-4	Ordering • It should be possible to sort the list of profiles by one field o the profile summary • It should be possible to alternate freely between descending order or ascending order

A.3.1.10-5	Profile summary • Each profile summary should contain the same subset of the fields from the full profile
A.3.1.10-6	Clickable map • As a website visitor I want to locate RFS vessels based on their location by clicking regions on a map, as I often know the geography rather than the exact location • When the RFS database page is loaded, in addition to being able to search by other criteria, I should be able to filter by geography - achieved using a clickable map. • The map will display the regions and the number of vessels in each region, for all UK regions • When I click a region on the map, I will see a list of RFS summary profiles for vessels with a location in that region. The map will then zoom into the region and I will see the sub-regions within that region and the number of vessels in each sub-region. • When I click a sub-region on the map, I will see a list of RFS summary profiles for vessels with a location in that sub-region. • It will be clear at all times which region and/or sub-region I have chosen • It will be possible to reset the map and remove the region/sub-region filter
A.3.1.10-7	Export • As an RFS Database User I want the option to export less information from the database so that it is easier to consume the information. • In addition to 'Export Results to CSV' it should be possible to' Export Simplified Results in CSV' from within the Full Search screen of the RFS section of the website. This will be achieved using a button below the existing export button. • The simplified export (attached) will operate in exactly the same manner as the existing export, but will export fewer columns. The Size, Other, Skipper Phone, Skipper Email, Owned Since, Fishing Since and Pre-Audited columns will not be present in the simplified export (but all other columns will be included).
A.3.1.10-8	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.11 Improve Aquaculture

Aquaculture profiles suffer from similar user experience issues to RASS, TESS, RFS and Gear database.

A.3.1.11-1	You must make provision for general design and implementation updates to this area of the site, in line with RASS, TESS, RFS and Gear DB areas. You must identify this separately in your price.

A.3.1.12 Improve Market Insights

As a market insights user, I want to find market data I'm looking for quickly so that I don't have to traverse the deep folder hierarchies of the raw content.

The current implementation doesn't allow this and provides a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.12-1	• The content of market data files should be indexed so they can be searched • It should be possible to add metadata to market data files so that in the absence of indexed content, it is still possible to search for the appropriate content • It should be possible to add a category and tags to a market data file • It should be possible to search the content, metadata, categories and tags of market data files • It should be possible to sort search results by relevant metadata attributes and category - and to change the sort order • It should be possible to filter market data files by category and by relevant metadata attributes • It should be possible to view a thumbnail of a market data document along with document metadata, category and tags • It should be possible to click a document's category to see all documents of that category • It should be possible to click one of the document's tags to see all documents with that tag • It should be possible to download a market data file

A.3.1.12-2	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.13 Improve Gear Database

As a Website User I want to find gear (gear. selective devices and technical information) so that I am informed about the latest fishing gear and how to use it.

The current implementation doesn't allow this and provides a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.13-1	Search • It should be possible to input into a search field, the text you wish to locate within the gear database • It should be possible to execute the search • Search should use a full-string word match (SQL 'LIKE' function) against words within the profile title, summary, species, category and gear classification. • When the search is executed a list of profile summaries for gear matching the search criteria returned in descending alphabetical Title order • When search results are displayed, the search criteria and filter value should be retained and displayed
A.3.1.13-2	Pagination and default data • When the Gear search page is first displayed, the search box should be blank • The number of profile summaries being displayed, and the total number of profile summaries should be visible • It should be possible to move backwards and forwards through the profile summaries, 20 at a time using pagination. • It should be possible to go to the first and last page of profile summaries • It should be possible to see the number of pages and to go directly to any page of profile summaries
A.3.1.13-3	Filter

	• It should be possible to filter search results by one or more categories and/or one or more species • If the search results have been filtered by the gear category, then it should be possible to further filter search results by one or more gear classification • Consideration should be given to using a faceted search mechanism
A.3.1.13-4	Sort • It should be possible to sort search results (profile summaries) based on Title or Category • It should be possible to switch freely between descending and ascending order
A.3.1.13-5	Profile summary • If an entry has an associated image then it should be displayed, otherwise a placeholder image should be used • Images should be the same size to promote balance to the page • When you click on an image a larger version of the image should be displayed in an overlay. It should be possible to close the overlay • The textual summary of the item should be limited to a specific number of words or characters to prevent lengthy descriptions unbalancing the page and stopping the user from scanning results to find what they want • An appropriate amount of whitespace should be used (current use of space is inefficient) • The result category (Gear, Device, etc) is currently very prominent and disassociated from the title (causing the user to scan left and right constantly as they move down the page). Consideration should be given to relocating it closer to the title and reducing font size • A list of applicable species should be shown within the profile summary for all profile categories • It should be possible to click on any species tag within a profile summary to filter the search results by that species • A list of applicable gear classifications should be shown within the profile summary for profiles with a gear category • It should be possible to click on a classification tag within the profile summary to filter the search results by that gear classification • It should be possible to display the full profile page from a profile summary

	• If a list-style results page is used, elements within a profile summary should be top-aligned vertically within a profile summary to provide balance • Consideration should be given to a card-based layout so that the title, category, image, summary, tags (species and gear classification where appropriate) and view button are vertically aligned and closer to one another to aid visual scanning - also so that the search experience is better on mobile devices
A.3.1.13-6	Search component • It should be possible to search the gear database from any page in the website, by placing a Gear Search Component on the page • It should be possible to move the component anywhere on the page • It should be possible to remove the component from a page • The gear search component will contain a title, description, search field and a way to execute the search. • It should be possible to configure the title, description and button/link text (for executing the search) within the component. • Changes to the component will take effect only when the page is published • When the search is executed, the search results page will be displayed as specified above
A.3.1.13-7	Return to search results • It will be possible to go back to the search results page from within a gear profile page, if and only if, the page was reached via the search results page (it is possible to go directly to a gear profile without searching). • When you return to the search results, the search criteria and filters will be re-applied to create a fresh page of results and the page will automatically scroll to the profile summary of the profile you've just returned from. • In the event that the profile is no longer available, you will return to the top of the list.
A.3.1.13-8	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.14 Improve news and events

As a Website User I want to be able to search, filter and order news articles in a variety of ways so that I can easily find the article I'm looking for and identify other related articles that might be of interest.

The current site doesn't allow this. You must correct this problem by delivering the following requirements:

A.3.1.14-1	Pagination and default data • When the News page is displayed, a list of article summaries is displayed in descending date order (latest articles first), with a maximum of 20 articles displayed at any one time on the page. • The number of articles being displayed, and the total number of articles should be visible • It should be possible to move backwards and forwards through the articles, 20 articles at a time using pagination. • It should be possible to go to the first and last page or articles • It should be possible to see the number of pages and to go directly to any page of articles
A.3.1.14-2	Search • It should be possible to input into a search field, the text you wish to locate within an article • It should be possible to execute the search • Search should use a full-string word match (SQL 'LIKE' function) against words within the article title, category, summary, full article text, spokesperson, contact and date. • When the search is executed, filters should be removed and a list of article summaries matching the search criteria returned in descending Publication Date order
A.3.1.14-3	Filtering • It should be possible to filter the list of articles by one, many or all of the following: one or more Category, one or more Spokesperson or a date range within which the Publication Date falls. • It should be possible to add and remove a Category from the filter • It should be possible to add and remove a Spokesperson from the filter

	• It should be possible to remove each filter or all filters
A.3.1.14-4	Ordering • It should be possible to sort the list of articles by one of the following: Publication Date, Title, Category and Spokesperson • It should be possible to alternate freely between descending order or ascending order
A.3.1.14-5	Article summary • Each article contains the article title, article summary, contact, spokesperson (if available), publication date and news category • When you click on the article title, the news article is displayed in place of the news page • The contact is a mail-to link and when you click on it the local mail application creates a new mail to the address in the mail-to link, with the article title as the subject • When you click on the spokesperson, a contact overlay is displayed showing the name, picture, title, telephone number and email address of the spokesperson. It should be possible to close the overlay. The email address should be a mail-to link which uses the local mail application to create an email to that email address, with the article title as the subject. • When you click on the category, only article summaries with that category are shown (i.e. it activates the Category filter for that category)
A.3.1.14-6	News and events components • If the Latest News component is configured to display a news article, it should have the title 'Featured news', the Featured Image, Title, Published Date, Sub-Header and a link that takes you to the full news article. • If it has been configured to display the latest global news, then it will display the news article with the latest date regardless of category. • If it has been configured to display the latest category news, then it will display the news article with the latest date within the page category. • If it has been configured to display a particular news article, then it will display that news article. • If the Latest News component is configured to display an event, it should have the title 'Featured event', the Featured Image, Title, Start and End Date, Sub-Header, Location Venue and Map (side-by-side) and a link that takes you to the full event article.

	• If it has been configured to display the latest global event, then it will display the event with the latest date regardless of category. • If it has been configured to display the latest category event, then it will display the event with the latest date within the page category. • If it has been configured to display a particular event, then it will display that event. • In all cases, if a field is not available then neither the field nor any placeholder/container will be displayed (i.e. don't leave a blank space for event start date if one has not been specified)
A.3.1.14-7	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.1.15 Improve publications

The publications section of the site provides a poor user experience. You must correct this problem by delivering the following requirements:

A.3.1.15-1	Pagination and default data • When the publications page is displayed, a list of publication summaries is displayed in descending date order (latest publication first), with a maximum of 20 publication displayed at any one time on the page. • The number of publications being displayed, and the total number of publications should be visible • It should be possible to move backwards and forwards through the publications, 20 publications at a time using pagination. • It should be possible to go to the first and last page of publications • It should be possible to see the number of pages and to go directly to any page of publications
A.3.1.15-2	Search • It should be possible to input into a search field, the text you wish to locate within a publication • It should be possible to execute the search • Search should use a full-string word match (SQL 'LIKE' function) against words within the publication title, category, summary, full article text and any other attribute available from the publications database.

	• When the search is executed, filters should be removed and a list of publication summaries matching the search criteria returned in descending Publication Date order
A.3.1.15-3	Filtering • It should be possible to filter the list of publications by one, many or all of the following: one or more Category, a date range within which the Publication Date falls. • It should be possible to add and remove a Category from the filter • It should be possible to remove each filter or all filters
A.3.1.15-4	Ordering • It should be possible to sort the list of publications by one of the following: Publication Date, Title, Category • It should be possible to alternate freely between descending order or ascending order
A.3.1.15-5	Publication summary • Each publication contains the publication title, summary, publication date and category • When you click on the category, publication summaries with that category are shown (i.e. it activates the Category filter for that category)
A.3.1.15-6	Publications are currently stored in a bespoke SQL Server database, including those which do not appear on the website. The database is our only centralised repository of publications. RSynch is used to move the publications to a directory on the web server and store publications metadata in a local database. This approach is currently unreliable. You must consider whether publications should be moved into a DAM and managed using DAM asset management tools. You must provide for implementing this change and identify it separately in your price.
A.3.1.15-7	You must make an additional small provision for general design and implementation updates to this area of the site. You must identify this separately in your price.

A.3.2 CMS

A.3.2.1 General

A.3.2.1-1	The CMS should provide features common to commercial off-the-shelf web content management software.
A.3.2.1-2	The CMS should be provided by a reputable vendor, with a track record of stability and security.
A.3.2.1-3	The CMS should allow an extensive range of pre-packaged integrations with common third-party products, as part of a rich partnership landscape.
A.3.2.1-4	Using the CMS, it should be possible to modify any part of any web page on the website – including content, attachments, data and metadata.
A.3.2.1-5	Multisite support It should be possible to create, change, manage, archive and delete multiple websites and microsites using the same CMS. Sites may share templates and components, or have their own.
A.3.2.1-6	It should be possible for anyone with knowledge of HTML, CSS and JavaScript to amend components or templates.
A.3.2.1-7	The CMS must either incorporate website personalisation, or not preclude us adding personalisation later using alternative third-party components.
A.3.2.1-8	It should be possible to add, change, archive and delete pages on a website using the CMS. Pages should use page templates and components.
A.3.2.1-9	It should be possible to browse the site structure of an individual website or microsite using the CMS and to change site structure using drag-and-drop controls.
A.3.2.1-10	It should be possible to add, edit and delete text within a page, page template or component using rich text controls.
A.3.2.1-11	It should natively support a number of content-block types (e.g. text, data, list, file upload, table, filter, forms, search, search results, menus, Google maps, feed reader, etc.)
A.3.2.1-12	It should be possible to generate a sitemap

A.3.2.1-13	It should be possible for suitably authorised users to add, change and remove CSS and JavaScript files for a particular site or microsite.
A.3.2.1-14	You must populate and configure the CMS and associated system components.

A.3.2.2 Page templates

As a CMS User I want to create web pages from page templates so that pages have a consistent structure and the site has visual and behavioural cohesion

CMS features

A.3.2.2-1	Page template library • Page templates should be stored in a template library that is accessible within the CMS • It should be possible to browse the template library and find the template you want to use • It should be possible to search the template library and find the template you want to use • It should be possible to sort and filter templates in the template library • It should be possible to group templates in the template library (e.g. articles, blog, news, profiles, etc.) • It should be possible to organise templates into hierarchies (templates within template groups, but also template groups within template groups) • It should be possible to add new templates to the template library (code only - no UI) • It should be possible to change templates already present in the template library (code only - no UI) • It should be possible to remove unused template from the template library (but not in-use templates) • It should be possible to create a page from a template in the template library
A.3.2.2-2	Templates • A template must have a unique name and a description, both of which will be limited to a predefined maximum number of characters.

	• It should be possible to define metadata for a template, including title, description and guidance - or require that metadata be defined when a page is created that uses this template. • It should be possible to define who can use and configure a template, using the CMS user permissions model.
A.3.2.2-3	Components • A placeholder can have many components, which will be stacked vertically within a placeholder. • It should be possible to configure a component within the page template • It should be possible to lock a configured component, so that the configuration and/or location cannot be changed on pages created from the template. • It should be possible to unlock a component (whether configured or not), so that the configuration and/or location can be changed on pages created from the template. • It should be possible to specify whether a component is mandatory or optional (i.e. whether it can be removed or not when a page is created using the template) • It should be possible to remove an unused component from the page template • It should be possible to define which components can be used in a placeholder (i.e. added by a user when they create a page using the template)
A.3.2.2-4	Using a template • It should be possible to create a page using a template from the template library • It should be possible to define page metadata, including title and description. • Any components that were already added to a placeholder in the template will appear in that location within the page along with any component configuration. If the location is locked, the component cannot be moved within the container. If the component is mandatory, then it cannot be removed. If the component configuration is locked, then the configuration (excluding location) cannot be changed.

	• It should be possible to add a component to the placeholder from the list of allowable components (for that placeholder). Components within a placeholder will be stacked vertically. • It should be possible to save a page once you have finished configuring it. Until that point, changes will not be saved and could be lost.
A.3.2.2-5	Displaying a page • When a page is displayed on the web site it should use the stored configuration for that page (components and their configuration, metadata), along with any relevant configuration from the page template (layout, structure, metadata).

Project deliverables

A.3.2.2-6	You must create a library of page templates from which you will build the new website and into which you will migrate data and content.

A.3.2.3 Page components

As a CMS User I want to add, configure and remove components from a web page so that I can quickly and flexibly create pages without requiring developer or agency support

A component is a self-contained structural element on a web page. A component has content, layout, behaviour and a visual style both for use in the CMS (i.e. fields to configure the component, etc.) and on the web page (e.g. a carousel that displays one of 10 images every 5 seconds, with backwards and forwards buttons to move between them, a text overlay and a hyperlink on each image that takes you to a particular destination). It also has metadata. It is configured within the CMS.

CMS features

A.3.2.3-1	Component library • Components should be stored in a component library that is accessible within the CMS • It should be possible to browse the component library and find the component you want to use • It should be possible to search the component library and find the component you want to use

	• It should be possible to sort and filter components in the component library • It should be possible to group components in the component library (e.g. Image Components, Media Components, Form Components, List Components, etc) • It should be possible to organise components into hierarchies (components within component groups, but also component groups within component groups) • It should be possible to add new components to the component library • It should be possible to remove unused components from the component library (but not in-use components) • It should be possible to select a component from the component library for use on a page
A.3.2.3-2	Component • It should be possible for a professional software developer to build a new component and add it to the component library for use on a web page. • It should be possible for suitably authorised CMS users to configure all aspects of a component (content, behaviour, layout, visual style) within the CMS. The configuration should be stored with the instance of the component that is being used. • It should be possible for suitably authorised CMS users to configure the default configuration of a component (i.e. the configuration used when a CMS user adds it to a page template or page) • It should be possible to prevent certain aspects of a component from being configured, either within the underlying code or using the standard CMS user permissions model • It should be possible for a component to be configurable on a page template, but not on a page (i.e. all pages that use that component, inherit the component properties from the template) • It should be possible for a component to be configurable both on a page template and on the page (i.e. to inherit some or all configuration from the page template) • It should be possible for a component to be configurable on the page, but not the page template (i.e. require that the component be present on the page template, but the properties of that component are defined when a page is created using the template) • It should be possible to find out which page templates and pages a component is being used on

	• It should be possible to add guidance to each component and to each element of a component, which will be displayed to a CMS user when configuring a component • It should be possible to define component metadata, which isn't used to affect content, layout, behaviour or style, but is informational (for use in the CMS, for example) • Each component will have a name and a description. It will be possible for a suitably authorised CMS user to configure these fields. The name must be unique. Both fields will be limited to a maximum number of characters.
A.3.2.3-3	Using a component • It should be possible to select a component from the component library and add it to any allowable area on a page or page template (an allowable area being an area within the page template configured to accept the addition of this component or components in this component group). • It should be possible to 'drag and drop' components. • It should be possible to add many components, including many instances of the same component, to a page template or page. • It should be possible for a suitably authorised CMS user to restrict how many components and how many of each component type can be added to a page template, an allowable area within a page template or page. • It should be possible to position the component on the page or page template (within the constraints of the page template). Note that the template may or may not allow control over size, positional behaviour (e.g. text wrapping around it, full width or height control, etc), etc. This is defined by a software developer when building the component. • It should be possible to move a component within the constraints of the page template by selecting, dragging and dropping the component. • It should be possible to remove the component from the page or page template • It should be possible to disable the component within the page or page template (when a component is disabled, it is not displayed on the web page, although it is still configurable within the page template or page in the CMS) • It should be possible to lock a component into a particular location within a page template or page. • It should be possible to uniquely identify a component within a page template or page

	• It should be possible to add guidance to a component within a page template, so that it is used appropriately on a page (i.e. instructions on what information to use when populating a component)
A.3.2.3-4	Displaying a component • When a component is displayed on a web page it should use the stored configuration for that instance of the component on that page where it is available and where not (because it is defined in the page template) it should use the stored configuration for that page template. It should be possible to have a mix of both. • A component will not be displayed if it doesn't contain any content or has been disabled

Project deliverables

A.3.2.3-5	You must create a library of page templates from which you will build the new website and into which you will migrate data and content.

A.3.2.4 Scheduled publish and unpublish

As a CMS User I want to schedule a page (and any related resources, content or consequent changes to the site such as inbound links) for publication or unpublication (removal from the live site) at a specific future date and time so that I can publish outside working hours.

A.3.2.4-1	Page publish • It should be possible to request that a page be published at a specific future date and time (hour and minute), from within the page • When this request is made, it should be possible to specify the date using a date-picker component (it should not be possible to choose a date in the past, choose a non-existent date, or specify the date in an invalid format) • When this request is made, it should be possible to specify a time • It should not be possible to schedule publication for a date and time in the past • It should be possible to change the data and time at which the page is due to be published at any point prior to the start of the publication process

	• It should be possible to cancel the scheduled publication at any point prior to the start of the publication process so that the page and its related content/resources are not published onto the live site • When the page is published all dependent data and resources (documents, images, videos or files referenced by the page) will also be published, if they are different to those already on the live environment
A.3.2.4-2	Page Unpublish • It should be possible to request that a page be unpublished (removed from the live website) at a specific future date and time (hour and minute), from within the page • When this request is made, it should be possible to specify the date using a date-picker component (it should not be possible to choose a date in the past, choose a non-existent date, or specify the date in an invalid format) • When this request is made, it should be possible to specify a time • It should not be possible to schedule the page to be unpublished at a date and time in the past • It should be possible to change the date and time at which the page is due to be unpublished at any point prior to the start of the unpublishing process • It should be possible to cancel the scheduled unpublication at any point prior to the start of the unpublication process so that the page and its related content/resources are not unpublished from the live site • When the page is unpublished all dependent data and resources that aren't used by other pages will also be unpublished • It should not be possible to unpublish a page and its related data or resources unless the page is published or will be published prior to the date when the page and its related data and resources are scheduled to be unpublished
A.3.2.4-3	Publication dashboard • It should be possible to see a list of the pages that are due to be published or unpublished in the future (the page name and a link to edit the page in the CMS) along with the date and time they are due to be published/unpublished (scheduled date) and whether they are being published or unpublished (publication type). • It should be possible to order this list by page name, scheduled date and publication type and for the order to be changed freely between ascending and descending order.

	• It should be possible to filter this list by publication type • It should be possible to filter this list by date, by specifying either a specific date, a from date (in which case only items due to be published on or after that date will be shown), a to date (in which case only items due to be published on or before that date will be shown) or a date range (in which case only items due to be published between the two dates inclusive, will be shown) • It should be possible to find a page by name, which will filter the list and only show pages that contain the text specified in the search criteria • It should be possible to select one or more page from the list and cancel the scheduled publication/unpublication (and to abandon this action if desired). If any of the items were due to be published, they will no longer be published to the live site. If any of the items were due to be unpublished, they will remain as they were on the live site.

A.3.2.5 Metadata

As a CMS User I want to define metadata for each page on the website using the CMS so that I maximise SEO/Social rankings and present metadata in the appropriate format within search/social platforms.

A.3.2.5-1	• It should be possible to specify all key metadata fields for the web (e.g. title and description), including SEO and social tags. • The Canonical tag should be automatically added to a page to ensure that both the https and http versions of a page are considered to be the same • It should be possible to specify all key OpenGraph metadata fields (title, description, image) • OpenGraph URL and site name tags should be automatically populated without user input • OpenGraph Type should be populated automatically based on the page template (article-type pages being given the article type and all others being website) • It should be possible to specify key Twitter Card metadata (title, description, image) • Twitter Card Type should be Summary Card with Large Image and non-editable • Twitter Card Site should be the organisation's Twitter handle and non-editable

A.3.2.6 Social sharing component

As a Website User I want to share pages and documents from the Seafish website on social media so that it's easy to notify my social network about interesting content.

As a CMS User I want to define social metadata for a page or document so that I can control what's displayed when the information is shared.

A.3.2.6-1	• You must create a social sharing component that can be inserted into every relevant page (or page template)
A.3.2.6-2	• It should be possible to share any page or document from the Seafish website onto Facebook, LinkedIn or Twitter using a sharing component • When sharing, the social channel should take its data from the OpenGraph or specialist social media metadata

A.3.2.7 Issuu component

As a CMS User I want to embed Issuu snippets into a webpage, so I can share Issue documents with website visitors.

A.3.2.7-1	• You must create an Issuu component that can be inserted into every relevant page (or page template)
A.3.2.7-2	• It should be possible to add an Issuu snippet as a component onto any page within the website. • The HTML and JavaScript (taken from the Issuu website, once the first snippet has been configured) will be secured in software code and hidden from the CMS user, who cannot change the code. • The Issue snippet will be responsive (this has to be configured in Issue before the first snippet is generated); the size of the Issuu document as it appears on the website will be governed by the enclosing container in HTML. • It should be possible to specify the maximum width and height of the enclosing container in the CMS, so that the Issuu document is displayed in proportion to the surrounding content. • It should be possible to specify the ID of the Issuu document within the CMS, which will change the snippet to load an Issuu document with that ID

	• When the page is published or saved, the component settings will be saved • After being published, the Issuu component will appear in the desired location on the web page, with a maximum width and height as specified and will reduce in size responsively as the browser window is reduced.

A.3.2.8 YouTube component

As a CMS User I want to embed YouTube videos into a webpage, so I can share Issue documents with website visitors.

A.3.2.8-1	• You must create a YouTube component that can be inserted into every relevant page (or page template)
A.3.2.8-2	• I should be able to add one or more video components anywhere within the main body of a page. When I add a component, I must specify the YouTube URL for the video and turn on/off autoplay • I should be able to remove any video component from a page • I should be able to move any video component within a page • I should be able to change the YouTube URL for any video component on a page and turn on/off autoplay • When adding, changing, moving or removing video components, those changes will not be reflected on the website until the page is published.
A.3.2.8-3	• If one or more video components have been added to the page, each will use the YouTube embedded video player to load and play the video, using the URL saved within the component, at the selected position within the page • If autoplay is enabled, the video will play automatically on loading • If autoplay is disabled, the video will not play automatically on loading • If the YouTube URL for a video component was changed, the new video should display on the page • If a video component was moved, it should display in the new location on the page • If a video component has been removed from a page, it will not be displayed. If the page contains other video components, they will not be affected.

A.3.2.9 ClickDimensions component

As a CMS User I want to embed ClickDimensions forms into a webpage, so I can gather information from website visitors.

A.3.2.9-1	• You must create a ClickDimensions component that can be inserted into every relevant page (or page template)
A.3.2.9-2	• It should be possible to add a ClickDimensions snippet as a component onto any page within the website. • The HTML and JavaScript will be secured in software code and hidden from the CMS user, who cannot change the code. • It should be possible to specify the maximum width and height of the enclosing container in the CMS, so that the form is displayed in proportion to the surrounding content. • It should be possible to specify any information required by ClickDimensions to display the form, as an attribute of the component. • When the page is published or saved, the component settings will be saved • After being published, the form component will appear in the desired location on the web page, with a maximum width and height as specified and will flow responsively as the browser window is reduced.

A.3.2.10 Tag component

As a CMS User I want to embed tags into a webpage, so I can track user behaviours, or extend the features of the website using embedded external components.

A.3.2.10-1	• You must create a tag component that can be inserted into every relevant page (or page template)
A.3.2.10-2	• It should be possible to add a JavaScript and/or HTML snippet as a component onto any page within the website. • When the page is published or saved, the component settings will be saved. • Only users with specific tag management permission can add, amend or remove tag components.

A.3.2.11 Workflow

As a Website Product Owner, I want a rigorous produce-review-approve-publish process to be systematised within the CMS, so that a federated content management approach can be used, enforced and efficiently administered.

A.3.2.11-1	Basic operation • It should be possible for users with sufficient privilege ('authors') to create content, change or mark content for deletion within the CMS. • It should be possible for authors to submit (or resubmit) content for review by users with sufficient privilege ('reviewers') and to specify a review completion date. • It should be possible for authors with sufficient privileges ('self-reviewers') to approve changes without submitting to another person for review. • It should be possible for reviewers to examine the changes submitted for review and approve or reject the changes (providing comments and a resubmission date back to the author). • It should be possible to submit to a group of reviewers ('reviewer group') and to require all reviewers in that group to approve changes • It should be possible to submit to a reviewer group and to require only one of the reviewers in that group to approve changes. • It should be possible for a reviewer to make further changes and then approve the page for publication/archival/deletion. • It should be possible for authors or reviewers to submit an approved page for publication/archival/deletion by users with sufficient privilege ('publishers'), along with a desired publication date. • It should be possible for authors or reviewers to submit an approved page for publication/archival/deletion by any user in a group of publishers ('publisher group') • It should be possible for publishers to publish, schedule for publication, archive, schedule for archiving, delete and schedule for deletion, the changes that have been approved. • It should be possible to restrict the scope (permission) of authors, reviewers and publishers to one or more areas of the website or CMS and for review and publication submissions to be automatically routed to the correct users or groups for that area. • It should not be possible for anyone else to make changes to a page whilst it is going through a content workflow.

	• It should be possible for an author, reviewer, publisher or administrator to abandon the changes and stop the workflow at any time. • It should be possible for an author, reviewer, publisher or administrator to require that a change be re-reviewed at any time (cancelling any approved status) prior to publication/archival/deletion. • All actions within the workflow will be initiated from the page/area that is being changed (e.g. an approve button on the page, a submit for approval button, etc.).
A.3.2.11-2	Notifications • When a change is submitted (or resubmitted) by an author for review, the reviewer group or reviewer should be notified (providing the author details, the CMS area/page details and the review completion date). • When a change has been approved or rejected, the author and other reviewers in the reviewer group should be notified (providing reviewer details, the CMS area/page details and the re-submission date). • When a change has been submitted for publication/archival/deletion, the publisher or publisher group should be notified (providing author and reviewer details, the CMS area/page details and the publication date). • When a change has been published/archived/deleted the author, reviewer (or reviewer group) and publisher (or publisher group) should be notified (providing author/reviewer/publisher details, the CMS area/page details and the publication date).
A.3.2.11-3	Auditing • Every action in the content management workflow should be recorded along with the user who took the action, the date/time the action occurred, the CMS area/page details and a description of the change (before and after values, comments, etc).
A.3.2.11-4	Dashboard • It should be possible to see a list of notifications (see section above) from the CMS workflow in a dashboard/activity feed within the CMS along with the date on which the notification was made, from whom, the status of the notification (actioned or not) and the date on which the notification must be actioned. • It should be possible to hide notifications that have been actioned. If they are not hidden, they should be less prominent than those requiring action.

	• It should be possible to search, filter and sort notifications. By default, the notifications will be sorted based on notification date. • From a notification it should be possible to go directly to the page/area where changes have been made. • When the action required by the notification is complete (e.g. reviewer authorises the changes from within the relevant page in the CMS), the notification should be automatically marked as such. • If a review requires one reviewer from a reviewer group, it should be possible for that reviewer to notify all reviewers in that group (and the author) that they will review the change ('take possession'). It should also be possible for them to relinquish that possession. The status of possession and the user who has acquired possession will both be shown against the original review notification. It should be obvious when nobody has taken possession.

A.3.2.12 Versions

As a CMS user I want to be able to roll back page changes to a previous point in time so that I can quickly remedy any content mistakes.

A.3.2.12-1	• It should be possible to save a page within the CMS as a version, and/or to autosave changes to a new version. • It should be possible to view previous versions of a page. • It should be possible to create a new version from a previous version of a page. • It should be possible to publish a previous version of a page. • It should be possible to delete a page version.

A.3.2.13 Managed links

As a CMS user I want any link (no matter what the resource type) within the website that connects to a destination within the website (i.e. an in-site link) to be managed automatically by the CMS so that it doesn't break.

A.3.2.13-1	• It should be possible to insert, change or remove a 'managed link' within any editable field in the CMS. This should be the ONLY way of inserting an in-site link.

	• When a link is inserted or changed, it should be possible to search for the page/resource within the website and then select the page from the search results. • It should be possible to change the link text for a selected link or to set the name of the link to be the page/resource name/title. The name of the link will default to the page/resource name/title. • When a link is selected, the CMS will store the page or resource identity within the CMS database along with the link text. • When the link is displayed on the website, the page or resource identify will be used to construct the link destination (a relative path URL to the selected page/resource) and the link text will be the text that is stored in the database for that link.

A.3.2.14 Users and groups

As a Website Product Owner, I want one or more users to perform one or more distinct content-related roles with respect to the website (and to manage those users/roles), so that I can distribute content management workload.

A.3.2.14-1	• It should be possible to manage CMS users - including adding, removing, disabling and modifying user details. • It should be possible to set a password policy and to reset passwords for one, many or all users and for users to reset their own password. • It should be possible to apply 2-step authentication. • It should be possible to give or revoke a user's authority to read content, modify content, add content, delete content, archive content, publish content and approve content for publication, based on areas of the website/CMS or to the whole website/CMS. • It should be possible to add/remove users to one or more groups and to give or revoke a group's authority to read content, modify content, add content, delete content, archive content, publish content and approve content for publication, based on areas of the website/CMS or to the whole website/CMS. • It should be possible to give users or groups restricted user management permissions - allowing them to assign permissions to other users or groups, but only up to the same level and in the same areas as the grantor has already been assigned permission

	• It should be possible to give users or groups administrative permissions - allowing them to manage users, manage audit logs, control fundamental aspects of the website (e.g. navigation, structure, etc.), etc. • It should be possible to manage users, groups and their permissions in bulk (e.g. giving several groups access to the same site section, resetting all user passwords, disabling all users, etc).

A.3.2.15 Activity feed

As a CMS User I want to see who has been changing pages or data within the CMS so that I can direct any queries to them regarding those changes

A.3.2.15-1	Global activity feed • It should be possible to see a global 'activity feed' within the CMS. The activity feed will list all activities for every record in the CMS in reverse date order (from latest to earliest). • An activity should be added to the activity feed whenever a CMS user saves changes to a record • An activity should list the name of the user, the date and time they saved the change, the area of the CMS where they made the change, the record type on which they made the change and a link to the record they modified • It should be possible to view more information about an activity. This will display a list of the before and after values for each field in the record that was edited. Those values that were changed, will be highlighted to make it easier to find them. • It should be possible to filter the activity feed by user, date range (pertaining to the date on which the record was changed), site area and record type • It should be possible to search the activity feed to locate specific pages or page values that have been changed. • It should be possible to click on the URL of the record that was modified, and be taken to that record.
A.3.2.15-2	Area activity feed • It should be possible to see a global 'activity feed' within the CMS. The activity feed will list all activities for every record in the CMS in reverse date order (from latest to earliest).

	• An activity should be added to the activity feed whenever a CMS user saves changes to a record • An activity should list the name of the user, the date and time they saved the change, the area of the CMS where they made the change, the record type on which they made the change and a link to the record they modified • It should be possible to view more information about an activity. This will display a list of the before and after values for each field in the record that was edited. Those values that were changed, will be highlighted to make it easier to find them. • It should be possible to filter the activity feed by user, date range (pertaining to the date on which the record was changed), site area and record type • It should be possible to search the activity feed to locate specific pages or page values that have been changed. • It should be possible to click on the URL of the record that was modified, and be taken to that record.
A.3.2.15-3	Record activity feed • It should be possible to see an activity feed on a record within the CMS. The record activity feed will list all activities for that record in reverse date order. • It with otherwise have the same functions as the global activity feed.

A.3.2.16 Audit records

As a CMS Administrator I want every change to CMS data to be recorded so that if necessary, I can audit and report upon changes to website content.

A.3.2.16-1	• Whenever data is changed in the CMS, the date and time of that change, the identity of the user who made the change and the data value before and after the change must be recorded. If a single change cascades across a number of records, then all affected records must have an audit record created. • The information stored in an audit record must be immutable

A.3.2.17 Page preview

As a CMS User I want to preview a page before I publish it so that I can ensure it is correct in advance of it appearing on the live site

A.3.2.17-1	It should be possible to preview a page in a separate browser window
A.3.2.17-2	The page will be displayed as it would appear on the live site, were it to be published, including any data or interactions

A.3.2.18 URL redirects

As a CMS User I want to redirect URLs so that previously used (but now unused) URLs point permanently to new and useful content, so that I can provide a short URL alternative to visitors and so that I can temporarily direct visitors to alternative URLs.

A.3.2.18-1	Managing redirects • It should be possible to view a list of redirects, including title, user, date the redirect was last updated, source, destination, date the redirection began, date the redirection ended, status and type • It should be possible to sort a list of redirects based on title, user, date the redirect was last updated, source, destination, date the redirection began, date the redirection ended, status or type • It should be possible to search for redirects based upon the title, user, date the redirect was last updated, source, destination, date the redirection began, date the redirection ended, status or type of redirects • It should be possible to create, amend and delete redirects • During the creation or editing process it should be possible to cancel without saving the redirect, or to save the redirect • It should be possible to specify a title for the redirect - free text that allows the redirect to be uniquely identified - it shouldn't be possible to save a redirect with a duplicate title • It should be possible to specify a reason for the redirect - free text explaining why the redirection is necessary • It should be possible to specify a source and destination URL - it shouldn't be possible to save a redirect without valid, fully qualified URLs in the source and destination fields • It should be possible to specify the date and time on which the redirect becomes active and the date and time on which the redirect becomes inactive

	• If the redirect has been saved but is not yet active, then the status should be 'PENDING ACTIVATION'. If the redirect is active, then the status should be 'ACTIVE'. If the redirect is no longer active or has been deleted, then the status should be 'INACTIVE' • It should be possible to select the type of redirection from a drop-down list (301 permanent redirect, 302 temporary redirect and vanity URL) • When a redirect is created or amended, the name of the user who made the change should be recorded along with the date and time the change was made • When a redirect is created, amended or deleted the values associated with that record after the change should be written to an audit log • Users should be prevented from saving a redirect without completing all fields • Users should be prevented from saving a redirect with errors in a field
A.3.2.18-2	Redirection • When a redirection has been created or amended, going to the source URL in the web browser between the start date (inclusive) and end date should instead take you to the destination URL • When a redirection has been deleted or is pending activation, going to the source URL should take you to the source URL

A.3.2.19 Digital asset management (DAM)

As a CMS User I want to manage common digital assets (images, videos and files) within a media library so that I only need to publish information once and can easily locate that information when necessary

A.3.2.19-1	General • It should be possible to store digital assets in a media library. As a minimum, when I store an asset, I must upload the asset and provide a name and a description. I can optionally provide a category and a number of tags. • A category is a value from a pre-defined taxonomy of values that allows me to identify my asset as belonging to a branch or node of a hierarchy (e.g. Brand -> Logos, Reports -> Economic, Images -> People -> Board Members, etc.).

	• A tag is a value that I can create or select from a pre-defined list of values, that allows me to identify the asset as belonging to one or more groups of items (e.g. News, Fishermen, Fish, Brexit, etc.) • It should be possible to change an asset's attributes, or to upload a new version of the asset. • It should be possible to delete digital assets within the media library. It will not be possible to delete an asset that is being used by a record in the CMS. • It should be possible to archive/deactivate assets within the media library. Assets that are archived/deactivated cannot be used.
A.3.2.19-2	Audit • When an asset or its attributes are changed, the identification of the user who made the change, the date and time of the change and the before and after values should be stored in an audit record. • It should be possible to view an activity feed showing every asset that has been changed, the user who made the change, the date/time on which the change was made, the asset type, asset category and a link to the asset. This feed will be organised in descending date order. • It should be possible to filter the activity feed by user, asset type, category and date (by specifying a date or a range) • It should be possible to search the activity feed on asset name, user, type, category, tag or date • It should be possible to order the activity feed by name, user, type, category or date • It should be possible to click on an activity to see the before and after values associated with the asset • It should be possible to click on the asset link to view the asset and its attributes • It will be possible to store YouTube references within the library and these references will be treated as assets (i.e. you don't need to load a video into the library, you can reference the video in YouTube but specify the asset's attributes within the media library)
A.3.2.19-3	Browse, search and filter • It should be possible to browse all assets • It should be possible to search for an asset. The search will operate on the asset type, name, description, category and tags.

	• It should be possible to filter assets by type (or types), category (or categories), tag (or tags) date created (by specifying a date or date range), date last modified (by specifying a date or date range) or user/users • It should be possible to sort assets by type, category, date or user • When browsing assets, or search results, only a certain number of assets will be shown at any one time using pagination.
A.3.2.19-4	Use • It should be possible to link an asset to a record in the CMS and to place the asset and a precise location within the content flow. • When linking an asset, it will be possible to search, filter, sort and paginate within a dialog window in the CMS, without having to leave the CMS page to go to the media library. • When a record is published to the website, the asset and its data will be loaded from the central media library • It will be possible to see which records in the CMS are using an asset and to navigate to those records directly from the media library

A.3.2.20 Image manipulation

As a CMS User I want to store a single version of an image and then manipulate how that image is displayed on a page, so that I can reuse images on a number of different pages and in different contexts (without having to create and store alternative/new images in the asset library).

A.3.2.20-1	General • It should be possible to crop, fit or stretch an image by selecting an image from the image library, applying an image transform and saving the change to the page. The transform will create a new image by applying the transform settings to a copy of the original image and will reference that new image from within the page • It should be possible to change the existing transform, which deletes the current transformed image, creates a new one and associates it with the page • It should be possible to remove a transform, which deletes the current transformed image and links the original image to the page • Transformed images should not be available in the image library (as they are a specific instance of an image on a page).

A.3.2.20-2	Size • It should be possible to specify the size (width and/or height) of the image (as it appears when the page is rendered on the website) • It should be possible to maintain or ignore the original image proportions. If the original proportions are maintained, then when you enter a width the height is automatically calculated using the original image proportions (and vice versa)
A.3.2.20-3	Quality • It should be possible to adjust the image quality from 100% (the original image resolution) to 1%. This should reduce the image resolution (dots per inch) to the percentage specified.
A.3.2.20-4	Stretch • If you choose to **stretch** the image, the image width will be set to the width you have specified and the image height will be set to the height you have specified, effectively **stretching** the image and ignoring the original image proportions
A.3.2.20-5	Fit • If you choose to **fit** the image, the image width and height will remain in the same proportions as the original image and the image will be resized to fit **within** the width and height you have set
A.3.2.20-6	Crop • If you choose to crop the image, then the image will be cropped to the specified width and height. The maximum width and height you can use is the width and height of the original image. • You can choose which part of the image to crop - bottom-left, middle-left, top-left, bottom-middle, middle-middle, top-middle, bottom-right, middle-right, top-right.

A.3.2.21 In-line search

As a CMS User I want to find text within any part of a record that has been published onto a single page of the website, so that I can quickly make any content corrections.

A.3.2.21-1	• It should be possible to find a keyword, partial keyword or phrase within any field that will eventually display on the website, whether it is obfuscated or contained in a linked record. • If the search phrase is within an obfuscated field, any obfuscation will be removed (e.g. the accordion will expand to show its contents) and the matching phrase will be highlighted. • If the search phrase is within a linked record (e.g. a list of content toggles, where the toggle content is hidden), the record in which the text is contained will be highlighted and it will be possible to open that record, wherein the matching phrase will be highlighted. • All visible matches to the search phrase will be highlighted. • It should be possible to cancel the search; in which case any highlighted matches will be unhighlighted (i.e. the page returned to its state before the search was executed) and the search phrase will be cleared from the search field.

A.3.2.22 CMS search

As a CMS User I want to search pages, components, page templates, lists, etc. within the CMS, so that I can efficiently manage a website.

A.3.2.22-1	• It should be possible to find a keyword, partial keyword or phrase within any record in the CMS. • Matching search results should be displayed. They should be sortable and filterable. • Selecting a search result should display that record. • It should be possible to return to search results having navigated to a specific record. • It should be possible to cancel a search. • Search should operate across all sites within the CMS.

A.4 Accessibility

A.4-1	You must update the design and implementation of the current website by implementing new CMS page templates and components, to comply with WCAG 2.1 level AA, as directed by GOV.UK guidelines for understanding new accessibility requirements for public sector bodies and The Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018. This must include all design, site metadata and technical modifications. The current website isn't compliant with any accessibility standards.
A.4-2	You should follow the GOV.UK guidelines on making your website or app accessible and consult with us to determine what changes are necessary and proportionate prior to implementation.
A.4-3	You must perform an accessibility audit of our website, to the WCAG 2.1 level AA standard. You must provide us with a report detailing our level compliance and all necessary and proportionate remedial actions. The audit itself must be proportionate, given that you will rebuild the site using new, accessible templates and components.
A.4-4	You should identify web content, or content structure (e.g. information hierarchy, page flow, etc.), that does not comply with WCAG 2.1 level AA, and advise us how to correct it. You are not required to implement content or content structure changes, unless it is required to satisfy any other requirements within this tender.
A.4-5	You are not required to produce an Accessibility Statement for us, but must provide us with content relevant to your specific implementation of WCAG 2.1 level AA on our website, should we require it.

A.5 Operational requirements

A.5.1 Availability

A.5.1-1	The website, associated services and components must be 99.95% available (unavailable no more than 22 mins per month)
A.5.1-2	The CMS, associated services and components must be 99.95% available (unavailable no more than 22 mins per month)

A.5.2 Backup and recovery

A.5.2-1	You must take a full backup of all data and any developed software code (including version histories, comments, etc.) at least once per month and retain that backup for 1 year.
A.5.2-2	You must take a nightly incremental backup of data and any developed software code (including version histories, comments, etc.) and retain that backup for one month.
A.5.2-3	You must take a snapshot of each server image when it is created and each time the configuration of the image, operating system, software or components changes materially. You must retain the current snapshot and the previous 2 snapshots.
A.5.2-4	Before you make any significant change to the applications, operating systems, software or components, you will create a snapshot image and full back up.
A.5.2-5	When requested to by us, you will back up our data or take a snapshot of our server configuration and retain it until instructed otherwise.
A.5.2-6	You will securely dispose of backups and snapshots.
A.5.2-7	You must adopt a 3-2-1 approach to data backup (three copies of our data, on two types of storage, at least one of which is 'offsite').
A.5.2-8	It must be possible to retrieve and restore a backup or snapshot within 4 hours.
A.5.2-9	The system must provide a facility to restore the system to a known state in the event of any software or hardware failure.
A.5.2-10	You must demonstrate that you can successfully make a full backup, incremental backup and a snapshot, then successfully restore them, at least once per annum.
A.5.2-11	The process of creating a backup must have no material adverse operational impact upon the website or CMS.
A.5.2-12	You must describe your approach to backup and recovery.

A.5.3 Capacity

A.5.3-1	It must be possible to accommodate 100 CMS users, of which 20 are using the system concurrently, without adversely impacting the operational performance of the system.
A.5.3-2	Any website/microsite created within the CMS and deployed on the website infrastructure must be capable of servicing at least 250,000 visitors per month at the performance levels specified herein.
A.5.3-3	Any website/microsite created within the CMS and deployed on the website infrastructure must be capable of servicing at least 250 concurrent sessions at the performance levels specified herein.
A.5.3-4	The CMS and website infrastructure must support up to 2 concurrent websites of up to 5,000 pages each
A.5.3-5	The CMS and website infrastructure must support up to 20 concurrent microsites at 250 pages per site (in addition to the websites above).
A.5.3-6	It must be possible to retain all audit, change and component/page version histories.

A.5.4 Audit

A.5.4-1	The CMS must keep a record of all changes, the date/time of the change and the person who made that change.
A.5.4-2	It must be possible to examine and extract change records.

A.5.5 Performance

A.5.5-1	On average, the website and CMS should have a ‘time to first contentful paint’ of no more 1 second.
A.5.5-2	On average, the website and CMS should have a ‘time to interactive’ of no more than 3 seconds.
A.5.5-3	On average, the website and CMS should fully load a page within 5 seconds.
A.5.5-4	No single instance of a full-page load can take more than 10 seconds.

A.5.5-5	It should be possible to publish an average of 250 pages per month using the CMS
A.5.5-6	It should be possible to publish up to 5000 pages (an entire website) in a single batch using the CMS

A.5.6 Platforms

A.5.6-1	You must design and build the website and associated components using mobile-first responsive principles.
A.5.6-2	The website and associated components must operate and scale appropriately on phone, tablet and desktop device formats, using responsive breakpoints where possible.
A.5.6-3	The CMS and associated components must operate on desktop device formats.

A.5.7 Browsers

A.5.7-1	The CMS and related solution components must be web-based and operate correctly with the latest (and two previous) published versions of the Microsoft Edge and Google Chrome browsers on Microsoft Windows.
A.5.7-2	The website and related solution component must operate correctly with the latest (and two previous) versions of the following browsers: • Microsoft Edge or Internet Explorer on Microsoft Windows (any operating system version that supports the browser) • Google Chrome on Microsoft Windows, MacOS, Android and iOS (any operating system version that supports the browser) • Mozilla Firefox on Microsoft Windows, MacOS, Android and iOS (any operating system version that supports the browser) • Safari on MacOS and iOS (any operating system version that supports the browser) • Opera on Microsoft Windows and MacOS (any operating system version that supports the browser) • Opera Mini on Android and iOS (any operating system version that supports the browser)

A.5.7-3	You must use a progressive enhancement approach to website feature development.

A.5.8 Usability

A.5.8-1	The CMS must be intuitive, easy-to-learn and easy-to-use by a user community of mixed IT ability having had sufficient training. You must describe how you have assessed the usability of the CMS and how you will determine whether it is usable by our initial user cohort.

A.5.9 Flexibility

A.5.9-1	It should be possible for us to extend the website, the CMS or any components thereof either ourselves, or through alternative suppliers of the necessary services. You should not propose a solution or approach that requires us to procure products or services from a single supplier.
A.5.9-2	Your solution and approach must use commonly adopted and widely available technologies and methodologies. It should support open standards. Please describe these thoroughly in your proposal.
A.5.9-3	Your solution should not prevent us from integrating the website or CMS with any other product, technology or service. We're seeking a fully flexible solution that we can integrate with other aspects of our IT and digital estate, as required. Please describe your approach.
A.5.9-4	Your solution should not prevent us from adding new designs, features, components, data, content or technology to the website or CMS. We're seeking a fully flexible solution that can adapt to our evolving needs, without the need for replacement or extensive software development/customisation. Please describe your approach.

A.5.10 Scalability

A.5.10-1	It must be possible to scale the capacity of the website or CMS by 10% per annum over a 10-year period without materially altering the architectural design of the solution (e.g. adding a new server would be acceptable, replacing the CMS with an alternative product would not).

	You should indicate whether your solution is capable of scaling to this capacity with or without cost, and provide an estimate of any additional costs.

A.5.11 Portability

A.5.11-1	It should be possible to easily extract the content and data from the website and CMS, so that it could be migrated to another website and/or CMS using different page templates, components and mark-up if necessary.
A.5.11-2	It should be possible to easily extract page templates, component templates and individual page mark-up, with or without content/data, so that it could be migrated to another website and/or CMS if necessary.
A.5.11-3	It must be possible to migrate the CMS and website onto a different hosting platform if necessary.

A.5.12 Data

A.5.12-1	All data must be encrypted during transfer and whilst at rest.
A.5.12-2	The project, solution and ongoing supply of services must be compliant with the most recent version of the EU General Data Protection Regulation. Please describe how you'll achieve this.

A.5.13 Security

A.5.13-1	Your solution, including any products or services implemented therein, must be secure and protected from vulnerability or attack. You should describe your approach to security and the mechanisms you will use to ensure that anything implemented or supplied as part of this procurement has been (and will continue to be) secured.
A.5.13-2	Your hosting solution must be compliant with ISO27001 and (for cloud-based services) ISO27017, or equivalent.
A.5.13-3	The website, CMS, hosting and your implementation of our requirements must be compliant with the principles and guidelines described in ISO27032.

A.5.13-4	Where possible (by using applications, services or technology) you should automatically defend against security threats and minimise consequent disruption to user and services. Please describe how you will achieve this.
A.5.13-5	You will keep software and operating systems up to date (and you will update them in a controlled and timely manner), so as to minimise security vulnerabilities and maximise operational resilience. This applies during the project and for the duration of any subsequent support and maintenance contract.
A.5.13-6	We may test all aspects of your solution for vulnerabilities using security penetration testing, at least once per year. You and your supply chain must give us permission to do at the outset of this project and for the duration of any subsequent support and maintenance agreements.
A.5.13-7	If we identify vulnerabilities during our annual security penetration testing, you must resolve them at no additional cost. You should ensure that your proposed project, support and maintenance costs take account of this requirement.

A.5.14 Hosting

A.5.14-1	You must provide an annual cost for hosting the CMS and website, taking account of the other requirements within this tender.
A.5.14-2	You must provide details of your proposed hosting solution and the reasons why this is appropriate for our needs.
A.5.14-3	Hosting must be provided using a Tier 4 data centre (as defined by the Uptime Institute).
A.5.14-4	Our CMS and website environment must be hosted in a single-tenant environment, separated securely from any other customer's data or intellectual property. Cloud hosting is acceptable.
A.5.14-5	You must provide separate development, testing and production environments and we must have access to and own all of the environments. You should describe your approach to minimising the cost of non-production environments.
A.5.14-6	You must host our CMS, website, data and intellectual property in the UK.

A.5.14-7	The hosting environment must be compliant with ISO14001, with a PUE rating of 1.8 or less.
A.5.14-8	We may require you to host on our Azure environments. Please confirm this is acceptable and describe any constraints, restrictions, costs or other implications should we proceed on this basis.
A.5.14-9	We must be able to move the CMS, website and any corresponding data to an alternative hosting provider should we desire. Please describe how you will meet this requirement and describe any constraints, restrictions, costs or other implications should we proceed on this basis.
A.5.14-10	We must be able to move the CMS, website and any corresponding data to an alternative hosting provider should we desire. Please describe how you will meet this requirement and describe any constraints, restrictions, costs or other implications should we proceed on this basis.
A.5.14-11	You must provide for all the storage requirements of the solution. Your proposal should identify any practical limits relating to storage capability, how these limits may be increased at what cost.

A.5.15 Monitoring

A.5.15-1	You must monitor key characteristics of the hosting environment such as compute, memory, storage and network performance against acceptable performance benchmarks. Please describe how this will be achieved and which characteristics you will monitor.
A.5.15-2	You must monitor all aspects of the solution, including the hosting environment, for evidence of security vulnerabilities and/or attack. Please describe your approach.
A.5.15-3	You must monitor website and CMS performance in terms of the time it takes to respond to user requests and the time taken to perform key actions (e.g. publishing a page, searching the website, searching the digital asset library, etc.) against acceptable performance benchmarks. Please describe how this will be achieved and which characteristics you will monitor.

A.5.15-4	You must monitor website, CMS and key service (e.g. login to gated areas, interfaces to other systems, etc.) availability against a service level agreement. Please describe your approach.
A.5.15-5	You must provide a monthly report summarising all monitored statistics. You must identify all instances where there has been a breach of service level agreement or expected performance, along with the cause and resolution.
A.5.15-6	You must monitor backups and snapshots to ensure they complete successfully.

A.6 Warranty, support and maintenance

A.6.1 Support and maintenance

A.6.1-1	You must provide support and maintenance for a period of 12 months following acceptance of the CMS, website and associated components. Please describe a support and maintenance package that meets the requirements below.
A.6.1-2	It must be possible for us to migrate support and maintenance to an alternative provider, preferably without incurring additional cost against our support and maintenance contract with you. Please describe your approach.
A.6.1-3	You must ensure the solution that was delivered during the project continues to meet the operational requirements specified in A.5 Operational requirements.
A.6.1-4	You must perform support and maintenance tasks that could potentially disrupt business operations, between 6pm and 8am or at weekends, unless agreed otherwise between us.
A.6.1-5	You must propose and agree with us, key performance indicators and service level agreements against which the support and maintenance service will be monitored. Please describe the typical SLAs and KPIs you use.
A.6.1-6	You must provide a price for support and maintenance and separate this from the other pricing aspects in your proposal.

A.6.2 Incident management

A.6.2-1	You must provide a service desk facility that can accurately log incidents, resolve problems, give advice, provide status/progress reports, work proactively and communicate effectively. Please describe your incident management approach.
A.6.2-2	Your service desk must be available between 9am and 5.30pm
A.6.2-3	You must provide an option for the service desk to be available outside normal working hours.
A.6.2-4	You must provide an incident escalation procedure, so that we can escalate incidents to the appropriate level within your organisation. Please describe your incident escalation procedure.
A.6.2-5	We must be able to log incidents electronically or via telephone and you must make all incident information available to us, through an online service desk solution that we may access at any time.
A.6.2-6	You must provide us with a facility to extract all information for all incidents, should we need to provide this information to a new service provider.
A.6.2-7	You must provide monthly incident management reports or make these available to us using an online service desk solution. Please describe your incident management reporting procedure and outputs.
A.6.2-8	You must provide a quarterly service performance report that describes the effectiveness of your support and maintenance service against KPIs and SLAs.
A.6.2-9	You must present the quarterly service performance report to us at a quarterly service review meeting that you must arrange and chair. Please describe your service management approach.
A.6.2-10	Please describe your incident response and resolution timescales, for incidents in the following categories: • Severe incident (e.g. the website or CMS is completely inoperable). • Major incident (e.g. a significant component of the website or CMS is completely inoperable, or a sever incident is about to occur if the problem is not resolved).

	• Minor incident (e.g. a component of the website or CMS is inoperable, but a workaround exists, or the majority of the user community can still use the systems). • Minor incident (e.g. a cosmetic defect). • Advice and guidance (e.g. a user requires assistance with a CMS function, or our digital channel manager requires additional metrics/reporting).

A.6.3 Warranty

A.6.3-1	We expect many of the defects raised during testing and acceptance to be resolved before we transition into the support phase of the project. However, you must provide a warranty period where residual or new defects are resolved at no additional cost to us. Please describe the length and conditions of warranty.

A.6.4 Analysis reports

A.6.4-1	You must provide technical, on-site and off-site SEO reports on a monthly basis. Please describe your SEO reporting approach.
A.6.4-2	You must provide site quality reports (e.g. broken links, missing redirects, etc.) on a monthly basis. Please describe your site quality reporting approach.

A.6.5 Minor change

A.6.5-1	You must provide an ongoing provision for minor change. Please describe your approach and propose a number of hours/days per month.
A.6.5-2	You must show this provision separately within your price.

A.7 Brexit

A.7-1	You must describe how your proposal may be impacted by Brexit and how you are mitigating this impact.

B Company information

B.1 Company

Company name:	
Company registered address:	
Company registration number:	
VAT registration company:	
Website:	
Trading status: • public limited company • limited company • limited liability partnership • other partnership • sole trader • third sector • other (please specify your trading status)	

B.2 Primary contact details

Name:	
Address:	
Email:	
Telephone:	

B.3 Finances

Revenue for each of the previous 3 years:	
Acid test ratio for each of the previous 3 years:	
If financial information is not available for the previous three years, please state when your company was established or began trading:	
Please confirm that you are currently, and you expect for the duration of the project to be, a going concern:	

B.4 Resources

Number of people employed by you each year, for each of the previous 3 years:	
Number of full-time equivalent resources you intend to deploy on this project:	
Number of full-time equivalent resources you intend to deploy on this project, expressed as a percentage of the total number of current employees:	
Please identify the gender balance within your organisation:	

B.5 Insurance

Please self-certify whether you already have, or can commit to obtain, prior to the commencement of the contract, the levels of insurance cover indicated below:

Professional indemnity insurance - £2m:	Y/N
Value of employer's liability insurance - £5m:	Y/N
Value of public liability insurance - £5m:	Y/N

B.6 Mandatory exclusion criteria

The detailed grounds for mandatory exclusion of an organisation are set out on this webpage, to which you should refer before completing these questions.

Please indicate if, within the past five years you, your organisation or any other person who has powers of representation, decision or control in the organisation been convicted anywhere in the world of any of the offences within the summary below and listed on the webpage. If you answer yes to any of these questions, please also provide:

- Date and reasons for conviction
- Identity of who has been convicted
- If the relevant documentation is available electronically, please provide the web address, issuing authority and the precise reference identity on the document(s).

Participation in a criminal organisation:	Yes/No If you have answered yes, please provide details.
Bribery or corruption:	Yes/No If you have answered yes, please provide details.
Fraud:	Yes/No If you have answered yes, please provide details.

Terrorist offences or offences linked to terrorist activities:	Yes/No If you have answered yes, please provide details.
Money laundering or terrorist financing:	Yes/No If you have answered yes, please provide details.
Slavery, compulsory labour (including in respect of children) or human trafficking:	Yes/No If you have answered yes, please provide details.
Offences in connection with the proceeds of drug trafficking:	Yes/No If you have answered yes, please provide details.
Breach of the Employment Relations Act 1999 (Blacklists) Regulations 2010:	Yes/No If you have answered yes, please provide details.
If you've answered yes to any of the above questions, describe any measures you've taken to demonstrate the reliability of the organisation despite relevant ground for exclusion?	Yes/No/Not applicable If you have answered yes, please provide details.

B.7 Discretionary exclusion criteria

The detailed grounds for discretionary exclusion of an organisation are set out on this webpage, to which you should be refer before completing these questions.

Please indicate if, within the past three years, anywhere in the world any of the following situations have applied to you, your organisation or any other person who has powers of representation, decision or control in the organisation.

Has it been established by judicial or administrative decision having final and binding effect, that you are in breach of obligations related to the payment of tax and social security contributions?	Yes/No If you answered yes, please provide details and confirm you have paid, or have entered into a binding agreement to pay, the outstanding sum along with accrued interest and/or fines.

Has it been established by any other means, that you are in breach of obligations related to the payment of tax and social security contributions?	Yes/No If you answered yes, please provide details and confirm you have paid, or have entered into a binding agreement to pay, the outstanding sum along with accrued interest and/or fines.
Breach of environmental obligations:	Yes/No If you have answered yes, please provide details.
Breach of social obligations:	Yes/No If you have answered yes, please provide details.
Breach of labour law obligations:	Yes/No If you have answered yes, please provide details.
Bankrupt or is the subject of insolvency or winding-up proceedings, where the organisation's assets are being administered by a liquidator or by the court, where it is in an arrangement with creditors, where its business activities are suspended or it is in any analogous situation arising from a similar procedure under the laws and regulations of any State?	Yes/No If you have answered yes, please provide details.
Guilty of grave professional misconduct:	Yes/No If you have answered yes, please provide details.
Entered into agreements with other economic operators aimed at distorting competition:	Yes/No If you have answered yes, please provide details.
Aware of any conflict of interest due to participation in the procurement procedure:	Yes/No If you have answered yes, please provide details.
Been involved in the preparation of the procurement procedure	Yes/No If you have answered yes, please provide details.

Shown significant or persistent deficiencies in the performance of a substantive requirement under a prior public contract, a prior contract with a contracting entity, or a prior concession contract, which led to early termination of that prior contract, damages or other comparable sanctions	Yes/No If you have answered yes, please provide details.
Are you guilty of serious misrepresentation in supplying the information required for the verification of absence of grounds for exclusion or fulfilment of the selection criteria, have you withheld this information or are you not able to submit the information	Yes/No If you have answered yes, please provide details.
Have you influenced the decision-making process of the contracting authority to obtain confidential information that may confer upon the organisation undue advantages in the procurement procedure, or have you negligently provided misleading information that may have a material influence on decisions concerning exclusion, selection or award.	Yes/No If you have answered yes, please provide details.
If you've answered yes to any of the above questions, describe any measures you've taken to demonstrate the reliability of the organisation despite relevant ground for exclusion?	Yes/No/Not applicable If you have answered yes, please provide details.

B.8 Technical and professional ability

Please provide details of up to three contracts, in any combination from either the public or private sector; voluntary, charity or social enterprise (VCSE) that are relevant to our requirement. VCSEs may include samples of grant-funded work. Contracts should have been performed during the past three years.

The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided below.

B.8.1 Reference 1

Name of customer:	
Contact details:	
Description of contract:	
Start date:	
Completion date:	
Approximate value:	

B.8.2 Reference 2

Name of customer:	
Contact details:	
Description of contract:	
Start date:	
Completion date:	
Approximate value:	

B.8.3 Reference 3

Name of customer:	
Contact details:	
Description of contract:	
Start date:	
Completion date:	
Approximate value:	

C Sample contract

SUPPLIER AGREEMENT Between:

XXXX, (the **"Supplier"**) and the **SEA FISH INDUSTRY AUTHORITY** (a statutory body established under the Fisheries Act 1981), with its head office at 18 Logie Mill, Logie Green Road, Edinburgh EH7 4HS ("**Seafish**")

IT IS AGREED between the Supplier and Seafish as follows:

1 **Work** – Seafish has requested the Supplier to undertake ________________, further details of which are contained in part 1 of the Schedule attached to this Agreement (the "Work"). The Supplier has agreed to undertake the Work in accordance with the terms of this Agreement.

2 **Term** - The Work will commence on ______ and will be completed by ______.

3 **Fee** - The fee for the Work will be £X,XXX inclusive of VAT at the standard rate (where applicable) and shall be payable in accordance with the payment provisions set out in part 2 of the **Schedule** attached to this Agreement. Seafish agrees to make payment within 30 days of receipt of a valid invoice. The fee set out in this clause is a fixed sum and may only be varied in accordance with the terms of this Agreement.

4 **Expenses** - All expenses (including travel costs) must be agreed in advance and will only be payable by Seafish subject to the Supplier: (a) obtaining Seafish's prior written consent to such expenses; and (b) providing evidence to prove such expenditure.

5 **Taxes** - The Supplier shall pay all taxes and other outgoings or expenses payable in consequence of the Agreement and shall fully indemnify Seafish in respect of any demand, costs or expenses suffered by Seafish in relation to any tax or employer's National Insurance contributions or expenses payable in respect of the Supplier, its employees, agents or permitted sub-contractors or in relation to the provision of the Work.

6 **Standard** – The Supplier agrees to undertake the Work: (a) with all reasonable skill and care and in accordance with best practice in the industry; (b) in a proper, diligent, expeditious and professional manner; and (c) in accordance with any reasonable policies or guidance supplied by Seafish.

7 **Materials** - The Supplier shall provide all materials and equipment necessary to carry out the Work.

8 **Failure** – In addition to the rights set out in clause 9, in the event that the Supplier fails to perform the Work to a satisfactory standard, Seafish may request that the Supplier remedy the failure by providing the Supplier with details of the nature of the complaint. If, after reasonable notice the complaint remains unremedied, Seafish may:

8.1 suspend all further payments to the Supplier until the complaint is remedied to the reasonable satisfaction of Seafish; and/or

8.2 make any or all further payments to the Supplier subject to such reasonable conditions as Seafish may specify.

9 **Termination** – Seafish may terminate the Agreement by written notice if the Supplier: (a) commits a material breach of this Agreement; (b) fails to rectify a complaint notified to it in accordance with clause 8 within a reasonable period of notice; (c) ceases to carry on business; or (d) becomes insolvent, apparently insolvent, has a receiver, manager, administrator or liquidator appointed in respect of its assets or business, or suffers any similar action.

In the event that Seafish terminates the Agreement in the manner described above, Seafish is entitled to demand immediate repayment of (in which case the Supplier shall immediately repay) the whole or part of any payments already made to the Supplier which relate to the Work which has not been satisfactorily performed.

Seafish may also cancel any part of the Work due to unforeseen circumstances beyond Seafish's control, by giving the Supplier notice to that effect. In such circumstances the parties shall use its reasonable endeavours to agree the amount by which the fees payable by Seafish under this Agreement shall be reduced on a pro rata basis, to take account of the fact that the part of the Work is no longer required.

10 Limits on Liability

10.1 Subject to clause 13 and the provisions of this clause 10, the aggregate liability of either party for any breach of the terms of this Agreement (including delict, tort, negligence or otherwise) shall be limited to twice the amount of the fees payable under Clause 3.

10.2 Subject to clause 13 and the provisions of this clause 10, neither party shall be liable to the other for any: (a) indirect, special or consequential losses or damage; or (b) loss of profit, business, or revenue; which arise out of or in connection with this Agreement.

10.3 Nothing in this Agreement excludes or limits the liability of either party for death or personal injury caused by that party's negligence or from fraudulent misrepresentation.

11 **Confidentiality** – Both parties undertake to treat any confidential and proprietary information disclosed to it by the other party as secret and confidential and will not use it for its own benefit or the benefit of any other party, other than for purposes required or permitted by this Agreement or as are otherwise required to make use of the Work. Neither party will disclose the other party's confidential information without the prior written consent of the disclosing party, other than to such of its employees who reasonably require to have same and are bound by duties of confidentiality.

For the avoidance of doubt, the obligations set out in this clause will not apply to any information: (a) which is or enters the public domain (other than as a result of a breach of the Agreement); (b) that has been developed by the receiving party independently of disclosure; and/or (c) which requires to be disclosed by law, (including disclosures under the Freedom of Information Act 2000).

The Supplier agrees to assist and co-operate with Seafish in connection with any request for information made to Seafish under the Freedom of Information Act 2000 or any other relevant statute.

12 **IPR** - All intellectual property rights, (including but not limited to patents, copyrights (including copyright in any software), design rights, trade marks, database rights, moral rights, domain names, rights in and to trade or product names, inventions, discoveries and know how), created, developed or otherwise arising from the performance of the Work (the "Resultant IPR") shall belong to and from their creation become the exclusive property of Seafish.

The Supplier hereby assigns to Seafish (and insofar as it is not competent for the Supplier to currently assign, hereby undertakes and agrees to assign to Seafish, all future rights from the date of creation), free from any encumbrances, its whole right, title and interest in all Resultant IPR without any additional charge. The Supplier irrevocably waives in favour of Seafish: (i) all moral rights it may have in terms of Chapter IV Part I of the Copyright, Designs and Patents Act 1988; and (ii) any similar rights in any part of the world, in and to the Resultant IPR. The

Supplier shall procure that all employees, third parties and sub-contractors used in the creation or development of the Work shall similarly waive such moral rights in and to the Resultant IPR.

The Supplier shall, at Seafish's discretion, execute any further documents, forms and authorisations anywhere in the world and perform any such acts or things as Seafish may require to enable Seafish to secure full legal title to the Resultant IPR. The Supplier warrants to Seafish that the Work is its own original work and the Resultant IPR is not subject to any third party claims, liens, charges or encumbrances of any kind and that the Supplier is free of any duties or obligations or liabilities to third parties which may conflict with the terms of this Agreement.

13 **Indemnity** - The Supplier shall indemnify Seafish in respect of: (a) any breach or non-observance of the obligations incumbent upon them in this Agreement; (b) from any breach of the warranties provided; and (c) from any claim that the Resultant IPR infringes (or allegedly infringes) the rights of any third party.

14 **Insurance** – The Supplier shall effect and maintain at all times during the term of this Agreement, adequate insurance cover (including professional indemnity insurance) to cover liabilities under this Agreement, with a reputable insurer.

15 **Property** - The Supplier will not have any rights to Seafish property (including but not limited to information and data) and will promptly return all such property belonging to Seafish in its possession when asked to do so by Seafish or on the expiry or termination of this Agreement.

16 **Data Protection** – Both parties agree to comply with their respective obligations under the applicable data protection laws, including the General Data Protection Regulation ("Data Protection Laws") at all times during the duration of this Agreement.

The parties agree that Seafish is the controller and the Supplier is the processor of any personal data processed by the Supplier on behalf of Seafish under this Agreement (**"Seafish Personal Data"**).

Part 3 of the Schedule attached to this Agreement sets out certain information regarding the Supplier's processing of Seafish Personal Data.

The Supplier shall:

16.1 only process Seafish Personal Data on Seafish's instructions and in accordance with its obligations under this Agreement;

16.2 implement appropriate technical and organisational measures to protect Seafish Personal Data against unauthorized or unlawful processing and accidental loss or damage;

16.3 ensure that the individuals processing Seafish Personal Data are subject to a duty of confidence;

16.4 only engage a sub-processor with the prior consent of Seafish and a written contract;

16.5 assist Seafish in meeting its obligations under Data Protection Laws in connection with this Agreement;

16.6 delete and return all Seafish Personal Data to Seafish as requested at the end of the Agreement;

16.7 maintain complete and accurate records and information to demonstrate its compliance with this clause 16 and allow for audits by Seafish or Seafish's designated auditor;

16.8 notify Seafish if asked to do something in contravention of Data Protection Laws;

16.9 notify Seafish without undue delay on becoming aware of a Seafish Personal Data breach; and

16.10 not transfer any Seafish Personal Data outside of the European Economic Area unless the prior written consent of Seafish has been obtained and an adequate level of protection is in place.

17 **Sub-contract/Assignation** - The parties hereby agree that no sub-contracting is permitted by either party without the prior written approval of the other. Neither party shall be entitled to assign any part of the burdens or benefit of this Agreement without the prior written consent of the other party.

18 **Waiver** - The failure of either party to exercise or enforce any right conferred upon it by this Agreement shall not be deemed to be a waiver of any such right or operate so as to bar the exercise or enforcement of such right at any time or times in the future.

19 **Publicity** - No announcement or communications concerning the terms or conditions of this Agreement shall be made by either party without the prior written

consent of the other party except to the extent any statement or disclosure may be required by law.

20 **Independent Contractor** – The parties are independent contractors and nothing in this Agreement shall constitute, nor imply the constitution of, any partnership, association, joint venture or any relationship of principal and agent between the parties.

21 **Entire Agreement** - This Agreement supersedes all prior agreements and arrangements and sets out the entire agreement and understanding between the parties relating to the provision of the Work.

22 **Variation** - No variation of any of the terms of this Agreement shall be effective unless it is agreed in writing and signed by both parties.

23 **Force Majeure** - If either party is prevented from or delayed in performing any obligations under this Agreement by reason of any circumstances beyond its reasonable control it shall be excused performance to the extent affected by such circumstances, so long as it shall both give prompt notice to the other party and use all reasonable commercial endeavours to remove or avoid such circumstances cause or effect.

24 **Governing Law** - This Agreement is made under and governed by Scots Law and the Scottish courts will have exclusive authority to settle any dispute arising under or in connection with it. IN WITNESS WHEREOF this Agreement together with the Schedule is executed as follows:

Signed for and on behalf of **SEA FISH INDUSTRY AUTHORITY** by

______________	Signature	In the presence of this witness:	
______________	Full name	______________	Signature
______________	Place of signature	______________	Full name
______________	Date of signature	______________	Address

Signed for and on behalf of ___________________________ by

______________	Signature	In the presence of this witness:		
______________	Full name		______________	Signature
______________	Place of signature		______________	Full name
______________	Date of signature		______________	Address

This is the Schedule referred to in the Agreement between SEA FISH INDUSTRY AUTHORITY and XXXX.

SCHEDULE

Part 1. - Work

The Work to be provided by the Supplier to Seafish in relation to this Agreement comprises:

Part 2 - Payment Provisions

The fee for the Work will be **£XXXX** inclusive of VAT at the standard rate (where applicable).

Payment for the Work will be made by Seafish to the Supplier on the payment dates and proportions set out below.

[Payment Date/Milestone Date]	Amount Payable (inclusive of VAT)

Payment shall be made by bank transfer to the following account:

Bank:

Account Name:

Account Number:

Sort Code:

Part 3 – Details of processing Seafish Personal Data

1. Subject matter and duration of the processing of Seafish Personal Data

The subject matter and duration of the processing of Seafish Personal Data are set out in the Agreement.

2. The nature and purpose of processing Seafish Personal Data

The Supplier shall process Seafish Personal Data in the following ways:

[PLEASE ADD A DESCRIPTION OF THE WAYS IN WHICH SEAFISH PERSONAL DATA WILL BE PROCESSED HERE – EG. STORED, USED TO OPERATE PAYROLL SERVICE]

3. The types of Seafish Personal Data to be processed

The Supplier processes the following types of Seafish Personal Data

[PLEASE ADD A DESCRIPTION OF THE TYPES OF SEAFISH PERSONAL DATA THAT WILL BE PROCESSED HERE - EG. NAMES, EMAIL ADDRESSES, NATIONAL INSURANCE NUMBERS]

4. The categories of data subject to whom Seafish Personal Data relates

The Supplier processes Seafish Personal Data relating to the following categories of data subjects:

[PLEASE ADD A DESCRIPTION OF THE CATEGORIES OF INDIVIDUALS WHOSE PERSONAL DATA YOU WILL PROCESS – EG SEAFISH EMPLOYEES, SEAFISH CUSTOMERS]

5. The obligations and rights of Seafish

The obligations and rights of Seafish are set out in the Agreement.