

## Website Tender Questions & Answers:

Given one of the requirements is to ensure content is easy to update and manage, are you 100% fixed on Drupal being the CMS for the new site? Whilst we appreciate that the current CMS is Drupal, we may want to suggest implementing (or considering) WordPress as our clients seem to prefer the interface and process for managing content. We are true believers in delivering the optimal user experience and then the technology can be chosen based on the ideal experience. We aren't against Drupal, but would like to be clear on whether there is scope to switch as the Discovery and Design phases progress, should it seem suitable.

While we know that switching from Drupal 7 to Drupal 9 is like building a completely new website, we want to keep with the CMS platform we have, and not switch to a Wordpress site, because of the wider functionality and flexibility of Drupal as a platform as a whole.

With a wider range of content types and views that can be bespoke, A wider range of access controls and user permissions, a superior taxonomy system, can offer multi-lingual functionality built in and Drupal is overall a much more secure system. Finally, Drupal is much better in terms of API functionality and the potential way we want the website to grow as a platform.

Are ALL of the current sites in the NMRN collective planned to be brought under one umbrella Drupal? Or is the expectation that they will be content managed as separate sites?

They are all to be brought under one umbrella apart from the PHD website which will remain separate. Each 'Museum' section should be able to be accessed by individuals and only the whole site accessed by Admins. Each museum is to follow the same site architecture and is to keep its identity, however be recognised as part of the group.

Is it expected that the NMRN sites will share a consistent set of templates, or are there more bespoke requirements for each that may require unique consideration?

A bit of both – the site architecture is to be the same for each museum and, although each museum has its own identity, it is to be clear that it is part of a group.

To what extent is the supplier expected to be involved in the development content? Is it more from a guidance & structure document point of view, or is the actual creation of web copy (image sourcing) considered to be in-scope? Our lead UI designer actually worked on the Royal Navy website revamp a few years ago.

Very little – we will be working alongside our Digital Marketing agency to review and refresh what content we have and we will expect the winning agency to upload and identify any areas that are missing.

Does the submission format have to be an exact copy of your tender document forms? As it's a PDF, we assume that you are happy with the document being recreated to fit the content to be supplied.

Yes, happy for it to be recreated and you can supply a supporting document if you wish

Do you need the 'Appendix 1' signed at this point in time? We assume that this is only for the successful supplier?

Yes

Please could you let us know if you would consider a complete redevelopment as stated above and can we submit our tender basis the same.

We recognise that moving from Drupal 7 to 9 will be a big undertaking and will require almost a new site, and we are happy for you to tender to how you see the project best being completed. Please note that if you tender for a new site, you would need to include budget for content migration.

Regarding the 'Upgrade Over New' points in the brief. If we could deliver a new WordPress website with: all of the features required, improved SEO and within budget would this be worth providing a proposal for?

While we appreciate the offer to submit a wordpress site, our organisation feels that sticking to a Drupal based solution will offer us a more robust platform which is more secure. While Wordpress is a simpler system for a user to manage, with the type of development we wish to do in the forthcoming years, alongside the many APIs we want to build into it, we feel a Wordpress site is not the right way for us to go at this time.

In terms of the broad scope for this project, are we correct in assuming that this tender covers the core NMRN 'umbrella' website and the digital presence for each individual attraction / museum.... But **not** the shop, online collection or ticketing elements?

That is correct – the online shop, ticketing platform and online collection are all separate platforms that are publically accessed from the website and each require wider functionality than the base website needs to function.

We ask because all ticket transactions currently seem to be handled on Portsmouth Historic Dockyard's website, which was mentioned not to be included in the tender. We assume therefore that this site will live on for now, with the plan of linking users off to those relevant sections when it comes to purchasing tickets?

Portsmouth Historic Dockyard is a separate website that is not included within this tender. The ticketing URLs come from one webstore with our ticketing provider, hence why there are not NMRN URLs for the ticketing options, and not part of the scope of this tender to address or fix.

**Section 4.4. states:** [We plan to upgrade from Drupal 7 to Drupal 9 instead of building out a new website on a new CMS platform for the following reasons:]

I just wanted to check how committed you are to this path and whether an alternative solution is something you would be prepared to look at.

Although we have been involved with Drupal projects we are primarily Wordpress specialists and have made this transition for a number of reasons. When publishing core content, landing pages and most content, Wordpress is handsdown much easier to use (for ourselves and for clients) and much more effective. For organic SEO, we've found that Drupal far underperforms the same type of site built in Wordpress.

While we acknowledge that switching from Drupal 7 to Drupal 9 is like building a completely new website, or will require exactly that, we believe that Drupal is the better content based CMS platform and would not be interested in moving to a wordpress site.

With a wider range of content types and views that can be bespoke, a wider range of access controls and user permissions, a superior taxonomy system, offering multi-lingual functionality built in and being a much more secure system, Drupal fit our core purpose and 3 year development plan. Drupal is much better in terms of API functionality and the potential way we want the website, and the business, to grow as a platform.

Although there are more plug ins and developers who can help with future developments, we feel that with the right agency and right website from the get go, the new NMRN website will benefit from the initial pain of a slightly more complex system.

Will all the sites mentioned in the column D to be merged as a single website in the new build? Are these sites part of the scope - [www.fleetairarm.com](http://www.fleetairarm.com), [www.HMS-Victory.com](http://www.HMS-Victory.com), [www.HMSWarrior.org](http://www.HMSWarrior.org), [www.newroyalmarinesmuseum.co.uk](http://www.newroyalmarinesmuseum.co.uk), to be included on the nmrn.co.uk website?

The websites that will form a single website will be:

- [www.NMRN.org.uk](http://www.NMRN.org.uk)
- [www.nmrnportsmouth.org.uk](http://www.nmrnportsmouth.org.uk)
- [www.fleetairarm.com](http://www.fleetairarm.com),
- [www.HMS-Victory.com](http://www.HMS-Victory.com),
- [www.HMSWarrior.org](http://www.HMSWarrior.org),
- [www.newroyalmarinesmuseum.co.uk](http://www.newroyalmarinesmuseum.co.uk),

Need more details on the digital learning programmes. The Learning section on the current has quite a lot of content and PDFs. Will it be the same on the new site as well?

The learning programme within the website will need to accommodate a multitude of multimedia resources for learning both for families at home and also as a school resource.

We would require the site to be able to tag in specified groups, be able to archive resources and be able to be ordered in latest/most important etc

There will be an element of some of the content on the current website but is subject to review as we go through this process.

Fundraising will be managed outside the [nmrn.co.uk](http://nmrn.co.uk)? Please confirm

Yes

Are the specific external sources from where news and events need to be pulled?

Not included in this scope

We assume the videos will be from youtube/vimeo. if otherwise please specify

These are our main sources of video as well as potential direct upload of mp4 to the site

Clarity on preference centre

We would like a customer preference centre where a customer can select their communication preferences and change their details. This may be separate functionality or a way of integrating with our CRM Platform MS Dynamics. To be investigated as part of the project.

Do we need to scope accessibility and compliance integration now? If yes, need more details

We need to be compliance as per the new WC2 standards that came into effect in September 2020. Drupal has an accessibility plug in that we would want to investigate that allows an end user to change font size, colour contrast etc. Please investigate and include as part of your tender.

What are the workflows to be implemented?

Workflows are to be permission based so that only certain people have permission to access parts or sections of the website. There should also be approval so people can make changes however they aren't published until approved by an admin

5.2 Need an explanation for this

Covered by preference centre explanation above

Is Content development be part of the scope?

No

Design and Creativity -Ref. Schedule of Services and Mandatory Criteria - Not able to find this reference in the given document

The design work referenced here will be the design and build element of the actual website, highlighted across numerous other sections of the tender. The statement of services will be completed with timescales, milestones and actions with the successful supplier.

Section 7.5 not in this document. Is there any other document?

Apologies, this is supposed to be 9.5

The site architecture diagram provided is not readable. Please provide a readable image.

Attached

Can we assume Vulnerability analysis will be done by external vendors?

No, this is to be included as part of this project if required

Please give us approximate number of pages to be migrated.

Unable to supply this at this time due to volume of content within the news section – there is a content audit that will be happening over the next few months and therefore will be a discussion for the successful supplier.

Do you have any financial flexibility whereby we can suggest additional features and functionalities and the cost involved in implementing them. Also is there a BOQ form of costing?

The budget for this project is as per stated on the tender document. If you would like to suggest additional or alternative functionality, then please include, either as an addition or as an alternative to suggested functionality requirements: Please note that budget is as stated.

Any additional work outside of this project, once this project is completed and further development work is required, will either fall in the maintenance contract or be quoted and paid for as a new separate project.

Could you please confirm that the following sites are within scope of the project:

- <http://www.nmrn.org.uk/>
- <http://nmrn-portsmouth.org.uk/>

Whereas the following sites are out of scope for this project:

- <https://shop.nmrn.org.uk/>
- <http://www.historicdockyard.co.uk/> and <https://www.historicdockyard.co.uk/tickets-and-offers>
- [www.collections.nmrn.org.uk](http://www.collections.nmrn.org.uk)
- [www.invincible.nmrn.org.uk](http://www.invincible.nmrn.org.uk)
- [www.navalhistory.nmrn.org.uk](http://www.navalhistory.nmrn.org.uk)

That is correct

**Question 2:**

Could you please provide a readable / larger scale version of the IA diagram (Appendix 1)?

Attached

**Question 3:**

Could you please confirm that the total available budget for the project is £84,000 which includes Website scope, Website build and delivery, Account Management (£60,000) and two years of Ongoing Support Contract (2 x £12,000)?

That is correct

We would have the following questions, which we would be grateful if you could clarify. Could you please:

- Elaborate on what the learning programme will entail?

The learning programme within the website will need to accommodate a multitude of multimedia resources for learning both for families at home and also as a school resource. We would require the site to be able to tag in specified groups, be able to archive resources and be able to be ordered in latest/most important etc

- confirm whether hosting costs will be covered by NMRN

Hosting costs are covered separately to this tender and are covered by NMRN

- confirm whether the costs of public liability and professional indemnity insurances will be covered by NMRN

We have these insurance levels for our sites, staff and intellectual property, but we would expect the successful agency to be able to demonstrate their own.

Could you tell me more about any specific requirements for the project and I would be happy to come back to you with a quote and timeline?

Please find attached the tender documentation and submission process.

I want to clarify the point around Content Management System choice. An update from Drupal 7 -> 9 is not a straightforward pathway and would require considerable work. This would not be dissimilar to moving to another platform. Would you consider submissions which propose a new CMS with clear rationale as to why it would be beneficial for you and how we'd achieve it within the timeline and budget constraints?

We have done extensive research around the type of platform we would like to use and we have decided that we would like to go with Drupal as our preferred CMS platform. If you feel that you would like to submit something alternative for consideration then you may do so, however we are encouraging all those submitting a tender to supply the requirements stated in the tender document.

The first issue can be found in 9.10, entitled 'Design and Creativity Match' where the sentence would appear to stop after the word 'and'. Does the sentence continue beyond there?

No

The second issue can be found in Appendix 1, page 36 where the agreement is dated in 2015. Would this need to be amended to 2020/21?

Yes it would.

Furthermore the boxes in section (2) have limited space to write in full the requirements. I have written them, but in a small font, that is illegible unless you zoom in. Is this suitable?

We are happy to receive a supporting deck if you would prefer as stated in the document – please reference the document and where the response can be found in your response if you are sending additional documentation.

Thirdly, in 'SCHEDULE 1', 'Services', page 51, a question arose as to what exactly it concerns? Is it the exact specifics with regards to the website or something similar? Would you like us to provide alternative services to your aforementioned requirements?

This is attached to an example of the contract that will be required to be signed – the statement of services, along with a delivery time scale and key milestones, will be completed with the successful agency.

Finally I was wondering if it would be possible to send over a higher quality photo of the flow chart in Appendix 1, page 53, as when zooming in on the chart the text loses quality and it is illegible.

Attached.

Do you have a Content Management System that stores all of your collection item details, and what technology is this using currently?

We do, it is current Axiell. Changing the collections portal is not part of this scope.

Does the website need to integrate with this data, pulling collection items into the website automatically, or does the website CMS need to replicate this data and keep a copy within its own CMS?

No, this is one of the subdomains we have, we just want the interface integration to be more user friendly and will require conversation with our collections & preservation team on accessing the web end user interface of Axiell Collections

If we wanted to do something like bringing collection items more into the forefront of the main website, would this be possible based on the technologies it uses.

Yes, it is in the process of being updated and there is a better interface. We also have just purchased a new DAMs platform that could be utilise – it will be onboarded over the next 3 months.

Which eCommerce platforms do you currently use? What technology powers shop.nmrn.org.uk currently? We understand you just want to transfer the existing Shop, but we would like to understand the whole technology landscape at this stage.

Magento powers the online shop

Do you have an engagement flow for visitors you could share, from initial investigation via Google (for example), through to post visit reengagement? If not, would you like us to develop one as part of the project? This helps to identify the most appropriate workflow through the website at every touchpoint of the customer journey.

We would love this to be part of the project, working closely with the Data Scientists at our digital marketing agency. Historic data is difficult due to the current technological set up and previous lack of tracking that has been reviewed and 'replaced' over the last 12 months.

What technologies do the existing websites use to manage the content? What are your team familiar with using currently? Is it all built in Drupal 7 currently?

The current NMRN website is built in Drupal 7 but our team has experience of multiple platforms, both open source and enterprise. Some of the other sites are built on a mix of wordpress, Joomla and squarespace.

Would it be possible to have a copy of the original file for Appendix A – Site Architecture – as the version in the PDF is pixelated and hard to read in detail.

Attached