

SSRO-C-149 New SSRO Website Market Engagement Clarification Questions and Answers

Ref.	Question Detail	Answer
Q1	1. Goals and Objectives <ul style="list-style-type: none"> What are the primary objectives of the website redesign? Are there any specific problems or challenges with the current website that need to be addressed? What are the key performance indicators (KPIs) for the success of this redesign? 	<p>The SSRO has to date had a website on .gov.uk. This has restricted the way the website is designed and we think that improvements can be made to the user experience by having our own website which we manage. We have particular stakeholder groups where their access to the information they need could be improved. The main KPIs are to have delivered a new website within the budget allocated by 1 April 2025.</p>
Q2	2. Target Audience <ul style="list-style-type: none"> Who are the primary and secondary users of the website? Do you have any insights into user behaviors, needs, or pain points? Are there specific user personas we should consider? 	<p>The primary users of the website are contractors who have qualifying defence contracts and who need to comply with the Single Source Contract Regulations. Ministry of Defence staff will also be primary users. Other secondary users will be the general public, academics and other interested individuals. We can provide other insight in the engagement workshops we plan to hold.</p>
Q3	3. Content and Functionality <ul style="list-style-type: none"> What types of content are most critical to the users (e.g., articles, news, events, reports, policy documents, interactive tools)? Are there any existing tools or third-party integrations that must be retained or enhanced? <p>What percentage of users access the site via mobile vs. desktop? Should the UI prioritize a mobile-first design?</p>	<p>Users of the website will mostly be searching for and accessing guidance documents which they need to use. Interested parties will also want to keep themselves informed by reading latest news and publications. We are looking to replicate the content which currently exists but in a more user-friendly way. We think most users access our website from a desktop but we need to cater for a small percentage who access it using a mobile device.</p>
Q4	4. Design and Branding <ul style="list-style-type: none"> Are there existing design guidelines, brand assets, or templates we must follow? Should the design align with the GDS Design System or other UK Government standards? Are there any visual or functional preferences from stakeholders? Do you prefer a minimalist, flat, or more visually engaging design? Are there any websites you admire (within or outside government) for their UI design? Why? 	<p>We are looking for a preferred supplier to present ideas around design which we can discuss. These should be innovative ideas which are consistent with latest website design. Where possible, the website should align with Government standards unless there is a good reason not to.</p> <p>The website must meet the Web Content Accessibility Guidelines (WCAG) 2.2 AA accessibility standard.</p> <p>The design will probably depend on the budget we have available but something which is visually engaging is desirable. We have identified some public sector websites which we think are helpful comparators.</p> <ul style="list-style-type: none"> Financial Conduct Authority UK Regulator's Network Financial Reporting Council

	Are there specific visual elements (e.g., icons, images, infographics) you want prominently featured?	<ul style="list-style-type: none"> • Ofgem • Care Quality Commission • The Takeover Panel <p>We would like to retain our current ability to display images and infographics on the website. We currently do not provide video content but this is something we would like going forward.</p>
Q5	5. User Research and Testing <ul style="list-style-type: none"> • Have you conducted any user research or usability testing on the current website? If yes, can we access the results? • Will we be expected to conduct user research or facilitate workshops with stakeholders? • How will user testing be incorporated into the design and development process? 	<p>We have not conducted recent user research in relation to our website. Generally, users do not complain about our current website but we do know they could find what they need more easily than currently is the case. We last undertook a stakeholder survey in January 2022, part of which focused on user views of the website. Sentiment was largely positive. For detail see pages 50-52, 58, 59 and 108 of the survey report here. The three quick links at the bottom of the list at the top of our current home page were an attempt to pull information together into one place based on what stakeholders would need to look for. We do not think there is sufficient time in our development timescales to conduct meaningful user research. User testing will be conducted by SSRO staff before launch and if there is time we could ask frequent users for feedback on an initial design.</p>
Q6	6. Other questions: <ul style="list-style-type: none"> • Length of contract to award. • Expecting a cost for build & import, then hosting and support? • What proportion of the current site needs to be imported? • What hours of technical support are required / desired? • The URL currently redirects to a section within www.gov.uk, will that continue to be the case? • Is there a requirement for content ingestion? In what format? • Is there a requirement for an SLA for site availability? • Approximate traffic levels. • Volume of content - static and video? • How often is it updated? • Any firewall validation requirements? • Will it still redirect to a page with gov.uk? • Workflow of publishing? • Any firewall validation requirements? • Will it still redirect to a page with gov.uk? 	<ul style="list-style-type: none"> • We need to have a Minimum Viable Product in place by 1 April 2025 so the contract award would be to that delivery date but could be for longer depending on additional work which might be required. • We have an initial budget of c£30,000 inc VAT for the design and development work. This does not include on-going costs which we would seek input from suppliers on. We have not identified a recurring budget for hosting and support and would look for supplier input on the quantum of those costs. • The majority of the current website content will need to be imported so it is available in one place. We will still have a presence on .gov.uk but do not want users to have to refer to two places to access information. • Technical support Monday – Friday 9am to 5pm would be desirable. • We would want to have an SLA for site availability. • Traffic levels are generally low. We have data on web page views. • No known firewall validation requirements. • Will not redirect to www.gov.uk. • We would want to be able to draft web pages and share them internally for review before they are published.
Q7	<ul style="list-style-type: none"> • If the current graphic design / page layouts (.gov.uk style / global experience language) is to be used, or whether a new creative treatment is needed 	<p>We are seeking a new creative design for the website based on recommendations made by the preferred supplier.</p>

Q8	<ul style="list-style-type: none"> Budget for the website redevelopment 	<ul style="list-style-type: none"> We have an initial budget of c£30,000 inc VAT for the design and development work. This does not include on-going costs which we would seek input from suppliers on. We have not identified a recurring budget for hosting and support and would look for supplier input on the quantum of those costs.
Q9	<ul style="list-style-type: none"> Budget for annual hosting 	We have not yet identified a budget for hosting and would look for supplier input on the likely quantum of those costs.
Q10	<ul style="list-style-type: none"> Budget for ongoing support and maintenance / security patching 	We have not yet identified a budget for ongoing support and maintenance and would look for supplier input on the likely quantum of those costs.
Q11	<ul style="list-style-type: none"> Is the incumbent supplier likely to be bidding for this work 	No
Q12	<ul style="list-style-type: none"> Would Drupal be acceptable as the CMS technology? 	Yes
Q13	<ul style="list-style-type: none"> Am I correct in understanding that costs / tender response does not need to be supplied before the demonstration workshops (8-9 Jan), and that the only requirements for suppliers to send at is the form "<i>Response to the market engagement exercise</i>" before that date? 	Yes
Q14	<ul style="list-style-type: none"> What date will you be appointing the supplier? You state you wish to have a new website in place by 1st April 2025 	We would want to have appointed a supplier by the end of January 2025 at the latest.
Q15	<ul style="list-style-type: none"> We have seen the SSRO-C-149 New SSRO website opportunity advertised and have a question regarding SC clearance. We hold 27001 and Cyber Essentials Plus certifications, however we don't currently require staff to be SC cleared. Please could you confirm if we are eligible to take part in the market engagement exercise on the basis we would be prepared to undertake SC clearance for staff with SSRO as sponsor? 	Regarding your question, I can confirm that your company would be eligible to take part based on holding 27001 and Cyber Essentials Plus certification.