Papworth Hospital NHS

NHS Foundation Trust

Invitation to Tender for

The provision of

Web design services for

New Papworth Hospital at the Cambridge Biomedical Campus

Tender Reference: PAP20170010

Client:

Papworth Hospital NHS Foundation trust

Ermine Street

Papworth Everard

Cambridgeshire

CB23 3RE

Date: 17th November 2017

Papworth Hospital **NHS**
NHS Foundation Trust

Invitation to tender
Website design and build
www.papworthhospital.nhs.uk

Overview

Papworth Hospital is one of the largest specialist cardiothoracic (heart and lung) hospitals in Europe and includes the country's main heart and lung transplant centre.

The Trust employs over 1800 staff and each year treats more than 24,400 inpatients and day cases and sees more than 73,600 outpatients from across the UK.

Papworth Hospital's services are internationally recognised and include cardiology, respiratory medicine, sleep medicine, cardiac surgery, thoracic surgery and heart & lung transplantation.

To meet the increasing demands for its services and to remain at the forefront of cardiothoracic services in the UK and beyond, Papworth Hospital is building a new 310-bed, purpose-built hospital on the Cambridge Biomedical Campus, approximately 16 miles from the current site.

Facilities in the new hospital will include:

- 310 beds with virtually all single rooms;
- 46-bed Critical Care Area including Cardiac Recovery Unit and Cardiac High Dependency Unit;
- 7 state-of-the-art theatres and 5 catheter labs;
- 6 inpatient wards which will have sub-specialities within them;
- Centrally located outpatient unit to incorporate a wide range of diagnostic and treatment facilities;
- A day ward.

The right partner

Papworth Hospital's current website was designed 10 years ago and is now outdated in terms of style and functionality.

Papworth Hospital NHS Foundation Trust is now seeking to launch a new website which reflects its new visual identity and presents the new Royal Papworth Hospital as the leading cardiothoracic hospital in Europe.

The Trust is looking for a contractor to develop www.papworthhospital.nhs.uk ready for a launch in **August 2018**. The successful contractor will

• design a website in keeping with our visual identity
• help develop **user journeys** that will support our overall organisational objectives
• define site **Information Architecture and User Experience** to inspire a better user experience
• develop an **SEO strategy** to drive traffic to the site in partnership with the Trust and its communication services team.

Specification

A modern website provided by a contractor with experience in developing NHS hospital websites.

Design

- A modern, professional design in keeping with the Trust's visual identity and NHS brand guidelines
- A mobile-friendly design ensuring a professional and easy-to-navigate outlay regardless of the device being used to visit the site
- An improved search function making it easier for users to find what they're looking for on our site
- Simple, user-friendly navigation that makes it easy for users to find what they're looking for
- Potential to create different areas, in a complementary style, for a private patients or global partners
- A dynamic sitemap that makes all the pages visible at any time, making it much less likely that huge number of pages are created which eventually become "forgotten" pages and don't get regularly updated
- A clearer site structure and improved content making our website rank more highly on search engines (SEO: Search Engine Optimisation)
- Ability to create a searchable directory of consultants with information about their area of expertise and research specialties
- An improved jobs section making it easy for applicants to view vacancies and apply online

Content Management System (CMS)

- An easy-to-use Content Management System (CMS) that would enable selected staff members to upload content to the website before being submitted to the Communications Team for final approval
- An "accessibility checker" within the CMS that makes it easy to ensure all content meets accessibility guidelines

- A CMS that enables front-end registration and authentication, meaning we could create areas of the website only visible to certain groups (e.g. for sharing board papers with non-execs, or certain types of content with CUH staff/global partners).
- 24/7 technical support to provide regular updates and maintenance and deal with any problems as and when they occur
- An opportunity to close down separate microsites for different departments and instead create engaging content about different services on the main hospital website
- The CMS should also provide:
  - The ability for users to draft content and submit to a designated staff member for approval
  - An advanced search function
  - Ability to access from any location/device
  - A media manger that allows users to upload photo and video content easily without third-party software
  - A dynamic sitemap that uploads automatically
  - A jobs area that allows us to promote vacancies easily and automatically removes vacancies after the closing date
  - Option to set up events system allowing users to book tickets through the site

Security

- Improved security with regular updates provided to boost security defences
- All the necessary security tools installed on the website and necessary security protocols

Additional Items

- Optional additional modules, for example to support document collaboration, event promotion and bookings and e-mail marketing
- The contractor will need to offer support to our team to develop the content and structure of the new site, including running stakeholder workshops with our staff and patients. There is an expectation that the site will be built in accordance with the GDS Design Principles www.gov.uk/designprinciples

Timescale

- The new website for the Royal Papworth Hospital should be launched to the public in August 2018
- Some user testing of the site will be necessary before launch

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We expected the appointed agency to be able to devote sufficient resources to the project to meet this timescale and contracts will include financial penalties for late delivery.

Submission of Responses

Providers are requested to submit responses by no later than **18th December, 2017** via an e-tendering portal with the relevant details.

It is the responsibility of the tenderer to ensure that their tender is published onto the E-Tendering portal by the deadline. Tenderers should not leave their submission too late as extensions to the deadline will not be allowed for technical difficulties.

For technical enquiries or help with using the system, please contact the EU-Supply Helpdesk at support@eu-supply.com or phone on 0800 840 2050.

The Trust does not undertake to consider tenders received after the appointed date and time.

The Trust do not bind itself to accept the lowest or any tender and reserve the right to accept a portion of any tender unless the tenderer expressly stipulates otherwise on his tender. Tenders shall remain open to acceptance by the Trust for a month from the date required for submission.

The Trust will not accept liability for any expenses incurred in the preparation of the tender.

No response received after the time and date specified above shall be accepted or considered

Supporting Information

The contractor shall as part of tender submission include the following information:

- Their full registered business/company name, main office addresses and contact details

- Brief details/background of the organisation and financial standing

- An indication of how you would approach the project to ensure both timely delivery and an outstanding service

- A project timetable for delivery, and project management plan (including identifying any risks in meeting the proposed timescales, and how these could be mitigated)

- Full detail on costs for the development and delivery of the new site (all-inclusive cost), along with costs for any ongoing support, including any payment terms. Costs could be broken down in the following:
  - ✓ Upfront Fee
  - ✓ Design Submission
  - ✓ Site ready for content adding
  - ✓ Site ready to go live
  - ✓ Maintenance and Support

- Details of the proposed project team, and their background, including evidence of previous experience

- Two references from previous clients (one ideally in the NHS)

Award Criteria

The Trust will award contract based on the following:

a) Quality of design and compliance with the mentioned specifications

b) Price of the contract

c) Project timetable for delivery and project management plan

d) Contractor's ability to demonstrate competence by providing references and also other websites designed for other organisations.

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Contract Timetable

The following schedule represents the proposed timetable:

Issue of Tender	17th November 2017
Time period	1 month
Tender Submission Deadline	12: 00 pm, 18th December 2017
Tender Evaluation Period	2 weeks
Shortlist Interviews and Presentations	10th January 2018
Successful bidder informed	19th January 2018
Contract Award:	05th February 2018