

30th April 2019

Dear Supplier

**RE: Preliminary market consultation: Website design and UX Work stream**

**Procurement ref: ITS013LTU**

In respect of the above Leeds Trinity University seeks advice from independent experts/authorities/market participants with a view to developing the scope and specifications needed to plan and conduct its procurement procedures. For the avoidance of doubt, no call for competition has been made, and no contract award opportunity identified. All relevant information exchanged or resulting from this preliminary market consultation will be documented and may be communicated to other candidates and tenderers participating in the procurement procedure.

## **About Leeds Trinity University**

A small university with a big reputation, Leeds Trinity University is renowned for teaching excellence and producing highly employable graduates.

We are the only university in the country to offer and embed compulsory professional work placements into every undergraduate degree programme, and work with thousands of businesses annually to offer students degree-relevant industry experience.

We’re committed to delivering outstanding teaching led by research, scholarship and practice, which has earned us national acclaim for the quality of our teaching. Our teaching staff have extensive professional experience in their fields and many are active researchers, contributing to our increasing reputation for research excellence. We're also investing in the development of the next generation of researchers, offering a growing number of fully funded PhD studentships each year.

We're committed to ensuring everyone in our community, whatever their faith, feels supported and valued. Leeds Trinity has always been characterised by this sense of community spirit, offering a truly personalised university experience that has enabled students to flourish for 50 years. Over 3,500 students study on our campus across our portfolio of undergraduate, postgraduate, foundation and apprenticeship degrees.

The University has identified the need to replace its Content Management System (CMS) and redevelop the external website. The project goal is to establish sustainable methods of creating Digital Services for the University external website. Making this sustainable means acquiring a Content Management System (CMS) that suits our needs as a smaller institution. We need to be able to maintain our online services, and be resilient to mitigate changes in internal or external personnel.

## **About the Work**

**Why the work is being done**

Leeds Trinity University is undertaking a project to implement a new Content Management System (CMS) (to replace the current SharePoint infrastructure) and redevelop its externally-facing website into this CMS (this part of the project).

The current infrastructure and website have been in place since 2012 and were developed for Leeds Trinity by an external SharePoint development company. The small in-house Digital Team now maintain and develop the website with support as required from this external agency.

LTU now needs to adopt a more robust, suitable and manageable system through which to manage its online content (the newly procured CMS) and to redevelop its externally-facing website to reflect the needs of its key audiences in an optimised, user-focussed, accessible, compliant, responsive, engaging, secure and distinctive way, as well as meeting the strategic objectives of the University.

This website redevelopment project includes the main externally-facing website for student recruitment (undergraduate, postgraduate, international), research activities, businesses and the community, alumni, and other key audiences such as teachers, careers advisors and parents.

**Problem to be solved**

The current website isn’t as accessible or as responsive as we want and need it to be.

We need to ensure that users are able to find and use the right information at the right time for them to enable them to undertake the ‘Top Tasks’ that they need to and make informed decisions about engaging with LTU.

We are committed to adopting a more agile approach to our online developments and establishing and utilising a Digital Pattern Library which will enable our online design elements to be consistent and reusable whilst also evolving with changing user needs.

Our website needs to be distinctive in the crowded and competitive Higher Education market, both through its striking visual design and its overall UX.

The website (MVP) must be live by the end of February 2020 to hit the start of the 2021 undergraduate recruitment cycle.

**Goals of the new website**

* Boost in visitor numbers through improved customer acquisition
* Better search engine optimisation and site search
* Improved conversion rates
* Increased automation of processes
* Reduced time spent on enquiries through better service online
* A more intuitive customer experience
* A faster and more reliable website
* Consistency of branding across different types of content
* Improved website layout and design
* Support for customisation and personalisation
* More accurate reporting into site usage

**Who the users are and what they need to know**

As with all Higher Education institutions the new LTU website must cater for a variety of audiences whose needs, location, attitudes, requirements, access to technology, digital literacy, understanding of Higher Education, research skills, language, and many more factors, will all differ and need to be catered for.

Our key audience is prospective students - undergraduate, postgraduate including PGCE, international, PG Researchers.

They need to know as much as they can about the experience of studying at Leeds Trinity including clear, complete and concise course information, who will be teaching them, what learning and teaching facilities are available, opportunities to visit the campus, how to order printed/online materials, and what student life at the University and in the city of Leeds is really like.

This information is also important to teachers, careers advisors and parents/carers who are supporting prospective students in their decision-making journey.

Businesses may wish to find out about opportunities for collaboration, services that the University offers, how to recruit a student placement or graduate, or how to access professional training and development.

Our alumni and community audiences are interested in finding out what services are available to them, how the University contributes to the community and surrounding area, and success stories and events which highlight key achievements from across the Universities many and diverse activities and people.

## **Pre-Tender Consultation**

Early market engagement (with potential Design/UX experts) has been very limited in terms of understanding the sorts of suppliers we could potentially engage with and how we may structure and manage a potentially complex project with three major players – LTU, the CMS vendor, UX/Design supplier.

This Pre-Tender Consultation will enable us to:

* find out more about potential vendors as partners in the project
* find out more about the potential marketplace generally
* build awareness and capacity in the market about our requirements
* refine our requirements as appropriate
* structure and design the procurement process and its contract

Discussions have taken place with other Universities who have undergone similar projects and have shared their learnings.

**Any work that’s already been done**

The new institutional CMS has been procured (Terminalfour) and this is non-negotiable.

A period of internal and external Discovery has taken place to begin to understand the real needs of our external users and the strategic objectives of internal LTU teams, although we expect further insights to be gained by the chosen agency.

A new Web Developer is being recruited to the team who will lead on the management of the institutional CMS, and be instrumental in the development and maintenance of the Digital Pattern library alongside colleagues in the Marketing team and the chosen supplier.

**Existing team**

The LTU Digital Team comprises of a Senior Digital Officer, a Digital Officer and a (to be recruited) Web Developer. Content and design experts are within the wider Marketing and Communications team, within which the Digital Team sit.

## **Work Setup**

**Address where the work will take place**

We expect there to be a mixture of on- and off-site working by the supplier. When on-site the address will be Leeds Trinity University, Horsforth, Leeds, LS18 5HD

**Working arrangements**

It is anticipated that the chosen supplier will work on-campus with the Digital team some of the time, with members of the Digital team spending time at the supplier’s premises also.

Other work will be done by the supplier and Digital Team on their own premises.

For the duration of the Project it is anticipated that a lead contact/Project Manager from the supplier will liaise regularly with the LTU Project Manager with key milestones and deliverables being reported on as well as any issues and risks which may impact on the project timescales and budget.

These reports will, in turn, feed into the overall Programme reports from the Project Manager (which covers the CMS procurement and installation, Digital Governance Framework development, and external website redevelopment).

## **Essential Skills and Experience**

Availability to meet the Design/UX workstream start date (June/July 2019) and website launch date (February 2020).

Experience of information architecture, content and user-journey evaluation and development based on user needs and institutional objectives.

Extensive demonstrable experience of delivering projects for large, complex websites with multiple and diverse audiences.

Experience of knowledge transfer and upskilling of institutional teams as part of website (re)development projects.

Extensive demonstrable experience of managing and delivering significant website redesign projects that were on time, to budget, and met all project criteria.

Experience of creating/co-creating a Digital Pattern Library from which website designs are developed, including how the elements behave and how they are coded (desirable).

Experience of working with other institutional teams in an agile way using pre-determined sprints to complete work.

Experience of designing websites that are intuitive, [accessible](https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps) (<https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>) and easy to use across all devices.

Experience of utilising existing institutional brand guidelines to develop striking, accessible online design directions and assets.

Excellent planning, coordination, communication and project management skills.

Extensive experience in user requirements gathering, customer journey mapping and customer profiling techniques.

Experience of content strategy and content calendar development.

Experience of website personalisation.

Experience of SEO and how it should be used during website development and content development activities.

Experience of integrating social media into websites, including the use of social media aggregation services.

Experience of extensive testing internally and with end users in advance of launch and clear identification of what this might include, including definitions of ‘acceptances’.

Experience of developing a website launch strategy to minimise any negative impact on SEO.

Understanding of the Higher Education sector and the student recruitment cycle.

## **Next steps**

Interested partied are invited to request an informal chat with members of the Digital Team and the Project Manager. This will not form part of the formal tender evaluation process but will enable both parties to understand more about each other and how the agency’s skills and experience align with the LTU requirements above.

Please contact Mark Hayter m.hayter@leedstrinity.ac.uk in the first instance to register your interest in this consultation.

## **Timescales**

**Preliminary Market Consultation**

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| --- | --- |
| Date | Activity |
| Monday 29th April 2019 | Pre-tender consultation invitation open through Contracts Finder |
|  | Interested parties invited to arrange a chat with the Digital Team and Project Manager |
| Friday 17th May 2019 | Pre-tender consultation closed |

**Tender Timetable**

This timetable is indicative only and Leeds Trinity University reserves the right to change it at its discretion.

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| --- | --- | --- | --- |
| Stage | Time | Day | Date |
| Opportunity Notice and invitation to tender Issued |  | Monday | 27/05/2019 |
| Deadline for receipt of questions relating to the tender | 1700h | Friday | 07/06/2019 |
| Answers to questions issued | 1700h | Friday | 14/06/2019 |
| Tender submission deadline | 1600h | Monday | 24/06/2019 |
| Shortlisting announced |  | Monday | 08/07/2019 |
| Presentation/interviews |  | Week commencing | 22/07/2019 |
| Award of Contract |  | Week commencing | 29/07/2019 |

I hope to hear from you soon

With kind regards

Mark Hayter

Head of Procurement

Leeds Trinity University