**Web Q&As**

**(last updated 12/11/15)**

**27-30 October 2015**

1. **Could you please send the specification/documentation as we’re interested in responding?**

The web contract opportunity, including a link to the specification, is on Contracts Finder:

<https://www.contractsfinder.service.gov.uk/Notice/db32644d-6f1e-476a-b176-4893316d0b44>

1. **Are questions to be emailed to Donna Neary?**

Yes, please email questions to Donna Neary: [donna.neary@ahdb.org.uk](mailto:donna.neary@ahdb.org.uk)

NOTE: in the interests of fairness and transparency, all questions and answers will be published on our page on Contracts Finder, so please do monitor this page:

<https://www.contractsfinder.service.gov.uk/Notice/db32644d-6f1e-476a-b176-4893316d0b44>

1. **Should submissions be emailed to Donna Neary?**

Yes, please email submissions to Donna Neary: [donna.neary@ahdb.org.uk](mailto:donna.neary@ahdb.org.uk)

1. **Is Donna Neary the project manager for the web contract, or just for the procurement process?**

Donna Neary is project manager for both the procurement process and the contract itself.

1. **Do you want to use Umbraco as your CMS, or are you open to other recommendations?**

No, you don’t have to use Umbraco as the CMS. We are seeking your recommendation on which CMS we should use and why.

1. **We’re interested in responding, please could you advise next steps? Would it be simply submitting a reply to your website specification as provided? Or is anything else required beforehand?**

Yes, please simply submit a reply to the website specification. See section 7 for ‘Submission requirements’. Nothing else is required beforehand.

1. **Can you clarify what you expect with regards to the following: “Penalties will be put in place for reduced rankings in natural search results”**

To clarify, penalties will be incurred only if we experience issues due to negligence with regards SEO basics such as a site that can’t be properly indexed, or as a result of recognised web spam or ‘black hat’ tactics.

1. **Will there be a separate tender for comprehensive SEO strategy and proactive SEO services?**

No, this is not currently in the plan. We expect some level of SEO support to be provided as part of this contract. For example quarterly SEO reports with recommendations. Please include in your proposal detail of the SEO services you are able to provide and the associated costs, considering the limitations of the budget detailed in the specification.

1. **Are you looking for just website build or are you looking for content strategy support as well within the budget?**

As part of the initial development we are looking for a site map and content review. See section 5.2 of the specification: ‘Website architecture’. As part of the ongoing contract, we will likely seek input on strategy during annual evaluation and planning.

1. **The 3 sites are currently very closely linked from a navigation point of view – should this continue?**

As detailed in section 4.2. ‘Project background’, we have three web domains presented as one website in order to enable efficiencies and improve cross-promotion. We don’t plan to change this unless we are presented with good reason, but are looking to address issues such as duplicate content as detailed in section 5.2.2 ‘Duplication reduced’ and we do plan to lose the All About Oats section as detailed in 5.2.1 ‘All About Oats removal’.

1. **Is this one campaign for three different food stuffs, or three related campaigns?**

These are currently three separate campaigns, but will become two campaigns – see section 5.2.1 in the specification: ‘All About Oats removal’.

1. **Will the selected agency be involved in creating the campaign concept(s)?**

We will likely seek input on strategy during annual evaluation and planning.

1. **If the agency is not involved in the campaign concepts and/or content strategy, can this information be shared with us?**

We will likely seek input on strategy during annual evaluation and planning and we will of course share information you need.

1. **Does hosting need to be included?**

Yes – see section 5.7 of the specification: ‘Hosting and domain management’.

1. **What's the in-house capability for content creation? Are they looking for content creation from us too? Would another agency handle it?**

Content creation will mainly be handled by another agency or in-house, however we will likely also require your support.

1. **Any key campaign dates?**

The campaign year runs from April to March.

1. **Do they have editorial calendars?**

Yes. We will share information such as this with the winning agency.

1. **Any existing tie ins with influencers, sites or brands?**

No – see section 4.7 in the specification: ‘IMPORTANT’: European state aid legislation.

1. **Do you run any advertising?**

No – see section 4.7 in the specification: ‘IMPORTANT’: European state aid legislation.

1. **Do you work with ‘one-man-bands’? Would you engage with companies that only have one full time employee and use sub-contractors to facilitate work?**

This is not a reason for deselection.  Proposals will need to evidence ability to deliver our requirements.  We would expect that details of sub-contractors are provided for transparency and evaluation.

**02 November 2015**

1. **Could you please clarify if the submission is strictly limited to 2000 words, as we have exceeded this marginally?**

If you exceed the word count marginally that is OK.

1. **Can you confirm your £30k budget is for both years 1 and 2 at approx £15k per annum or is it £30k per annum for years 1 and 2?**

It is £30k for both years 1 and 2 (not £30k per year).  This doesn’t necessarily need to be split into £15k per annum, as we expect the greater costs to be incurred upfront during the initial rebuild.

1. **Can the £20k budget assigned for the optional extension potentially be used in years 1 and 2?**

No, the budget assigned for the optional extension is only for if the contract is extended after years 1 and 2. There will be the potential to extend the contract for up to 2 years in any combination of time period.

**05 November 2015**

1. **Is 30k the overall budget for the website or the total costs you’re looking to spend across the first two years (including hosting and support)?**

The £30k budget is to cover all costs for the first two years – see section 3 of the specification – including content management system costs and set up, website architecture, design, build/development, SEO support, Google Analytics support, hosting, domain management, maintenance and support.

1. **Under what circumstances is the optional extension budget available?**

The optional extension budget is only available if the contract is extended past the initial two years.

**12 November 2015**

1. **I cannot access the price list – please can you provide this document separately?**

Please now find a link to the price list template on the Contracts Finder page:

<https://www.contractsfinder.service.gov.uk/Notice/db32644d-6f1e-476a-b176-4893316d0b44>

1. **I cannot access the AHDB terms and conditions – please can you provide this document separately?**

Please now find a link to the AHDB terms and conditions on the Contracts Finder page:

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1. **In section 5.3 Design, the note at the bottom of the section refers to updating the Style Guide. Would we be able to have sight of the existing document?**

Please now find a link to the current style guide on the Contracts Finder page:

<https://www.contractsfinder.service.gov.uk/Notice/db32644d-6f1e-476a-b176-4893316d0b44>

1. **We do not have case studies precisely meeting your submission requirements. We have consumer-facing design case studies but not in the CMS we’d like to recommend and we have case studies for the CMS but these are B2B. Do you see this as a major problem?**

Your proposal should demonstrate evidence to persuade and reassure us you will be able to deliver our website requirements effectively and efficiently.

1. **What are the dates for the project timeline? Is there any flexibility with the project timeline?**

Dates are to be agreed with the successful agency and there will be flexibility, but we are looking to move pretty quickly as indicated by the suggested timeline.

1. **Do you require potential suppliers to formally declare interest?**

No, this is not required.

1. **Are G Cloud terms regarded as compliant? Are suppliers who are on G Cloud able to invoke that as a compliant framework (with associated terms & conditions etc.), given that G Cloud is a particular Government framework for Cloud projects, pre-agreed and available.**

We require you to respond to the spec as requested but you are able to reference that you are on the government agreement. If you are referring to Crown Commercial Services (CCS) terms and conditions instead of AHDB’s, then we would be happy that these are sufficient. However, you will not be able to just signpost us to this agreement and do nothing more for this opportunity. We will need you to fulfil the submission requirements.

1. **Has any creative work been undertaken to develop style elements for the new site?**

No. This will be expected as part of this contract (e.g. see sections 5.2 and 5.3 of the spec).

1. **Who will be responsible for entering new content or transferring content from the old site?**

We are looking for agencies to suggest solutions, make proposals.

1. **"Potentially, we would like you to integrate Campaign Monitor (email) or MS Dynamics (CRM) with any forms on the website.” Could you give an example of the type of Campaign Monitor integration with forms that is required?**

We are looking for agencies to suggest solutions, make proposals. But as an example of what we might do: Campaign Monitor is our current email provider, so we potentially could integrate it with the site so that on completion of a ‘Get news alerts’ sign up form, subscribers are automatically added to our mailing lists in Campaign Monitor (instead of us manually updating as we do currently).

1. **How many forms would be required (e.g. user generated recipes, resource orders)?**

We are looking for agencies to suggest solutions, make proposals.

1. **Should form submitted data be accessible through the CMS or would it be posted to MS Dynamics APIs?**

Both possibilities would be ideal.

1. **Does the £30,000 budget also include Campaign Monitor, MS Dynamics integration costs?**

Yes, please quote for this.

1. **Content Management System (CMS): "Excellent interaction with social, email and SMS platforms". What is the requirement for SMS interaction?**

Share functionality initially. We are also looking for agencies to suggest solutions, make proposals.

1. **Is there a preferred SMS service provider in place?**

No.

1. **How will variable costs for SMS and emails sent through Campaign Monitor API be funded i.e. in the project budget or is that from a different budget?**

This is from a different budget.

1. **Do you use a per campaign cost model in Campaign Monitor or a fixed pricing based on a maintained campaign segment?**

This question is not relevant to this contract.

1. **For a form submission, do you require the recipient to be added to an existing CM segment?**

Campaign Monitor / CRM integration will be a new process. We are looking for agencies to suggest solutions, make proposals.

1. **Would you require that the get news alerts bulletins be delivered through Campaign Monitor?**

We are looking for agencies to suggest solutions, make proposals.

1. **Would it be acceptable for the get news alerts bulletins to be batched into daily campaigns?**

We are looking for agencies to suggest solutions, make proposals.

1. **Does the £30,000 2 year budget also include hosting budget?**

Yes.

1. **Should hosting requirements be based on current site size and traffic?**

Yes. Show the traffic and size you are basing it on, as well as the cost brackets for increased usage.

Note: site traffic averages are:

21,000 sessions / month

18,000 page views / month

88% new user

This is approx. 30% up on 2014 traffic

1. **"We will require website hosting on UK servers, which will need to be portable". Is Amazon Web Services (AWS) an approved hosting provider?**

We don’t have ‘approved’ hosting providers as such, but AWS would be an acceptable solution.

1. **Could you please confirm the exact time of day that proposals need to be submitted by on Tuesday 17th November 2015?**

By the end of the calendar day (23:59:59).

1. **Your brief states that responses will be marked against a set of evaluation criteria. Could you please outline the qualities you are looking for in each criterion?**

Proposals should deliver the submission requirements and demonstrate evidence that persuades and reassures us that you will be able to deliver our website requirements described in the spec. This should include, but is not limited to:

* Understanding and interpretation of the spec
* Appropriate solutions
* Proactivity
* Creativity
* Value for money
* Timeliness
* Skills and experience
* Customer service

1. **Can you confirm if your budget is inclusive or exclusive of VAT please?**

The budget is exclusive of VAT.

1. **How much of a preference do you have for WordPress and what aspects of WordPress functionality are particularly appealing?**

We have no CMS preference. We are seeking your recommendation on which CMS we should use and why.

1. **Can you give an example of the CMS drag and drop functionality required?**

Listed in the spec are desirable CMS traits and features, not mandatory. Drag and drop is a function where you can move blocks (articles/features/sections) into different positions/hierarchy on a page, just by using drag and drop functionality within the CMS.

1. **Can you provide more detail on the recipe management functionality and an example of use by a typical user?**

For guidance, see the recipes section on our current website, section 5.4 of the spec: ‘Key functions/deliverables desired’ and section 5.5: ‘SEO support’. We are looking for agencies to suggest solutions, make proposals.

1. **Will there be an opportunity to present our proposal in-person?**

We reserve this right if needed upon evaluation of submissions.

**NOTE:**

Please email submissions to: [donna.neary@ahdb.org.uk](mailto:donna.neary@ahdb.org.uk) by 17th November 2015. See section 7 in the specification for ‘Submission requirements’.

We have reserved the right to select a minimum of 10 proposals should we receive a high response.

Please email questions to: [donna.neary@ahdb.org.uk](mailto:donna.neary@ahdb.org.uk). In the interests of fairness and transparency, all questions and answers will be published on our page on Contracts Finder, so please do monitor this page: <https://www.contractsfinder.service.gov.uk/Notice/db32644d-6f1e-476a-b176-4893316d0b44>