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Tender

Invitation to Tender (ITT) Website Redevelopment and Monthly Hosting & Maintenance

Aberdeen & Aberdeenshire Tourism Company Limited

F02: Contract notice

Notice identifier: 2025/S 000-004705

Procurement identifier (OCID): ocds-h6vhtk-04de0d

Published 12 February 2025, 11:59am

Section I: Contracting authority

I.1) Name and addresses

Aberdeen & Aberdeenshire Tourism Company Limited

c/o P&J Live, East Burn Road, Stoneywood

Aberdeen

AB21 9FX

Contact

Ashleigh Pirie

Email

website@visitabdn.com

Telephone

+44 1224900490

Country

United Kingdom

NUTS code

UKM50 - Aberdeen City and Aberdeenshire

Internet address(es)

Main address

<https://www.visitabdn.com>

Buyer's address

https://www.publiccontractsscotland.gov.uk/search/Search_AuthProfile.aspx?ID=AA30667

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://www.publiccontractsscotland.gov.uk/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://www.publiccontractsscotland.gov.uk/>

I.4) Type of the contracting authority

Other type

Destination Management Organisation

I.5) Main activity

Other activity

Travel and Tourism

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Invitation to Tender (ITT) Website Redevelopment and Monthly Hosting & Maintenance

II.1.2) Main CPV code

- 72413000 - World wide web (www) site design services

II.1.3) Type of contract

Services

II.1.4) Short description

VisitAberdeenshire invites tenders for the redevelopment of its consumer website (including subsites) and ongoing hosting and maintenance services. The project aims to enhance user experience, improve performance, and ensure seamless functionality across devices. The successful bidder will deliver a robust, scalable solution that aligns with VisitAberdeenshire's strategic objectives, with ongoing support and maintenance to ensure optimal website performance.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKM50 - Aberdeen City and Aberdeenshire

II.2.4) Description of the procurement

VisitAberdeenshire is seeking a supplier to redesign and develop its consumer website and subsites, followed by ongoing hosting, maintenance, and support services. The project aims to create a modern, user-friendly, and high-performing website that enhances visitor

engagement, drives tourism to the North-east of Scotland, and aligns with VisitAberdeenshire's strategic objectives.

The successful bidder will be responsible for:

The full redevelopment of the website, including UX/UI design, content management system (CMS) integration, and technical enhancements.

Ensuring accessibility, mobile responsiveness, SEO best practices, and compliance with industry standards.

Secure, reliable hosting and continuous website maintenance, including updates, security monitoring, and performance optimisation.

Ongoing support and potential future developments to ensure the website remains innovative and effective.

The contract will be awarded to a supplier demonstrating expertise in website development for destination management organisations or similar sectors, with a proven track record of delivering robust digital solutions.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

6

This contract is subject to renewal

Yes

Description of renewals

The selected supplier will continue providing hosting, maintenance, and support beyond the initial term, ensuring security, performance, and ongoing improvements. Renewal will be based on service performance and business needs, with the supplier offering relevant guidance and updates as agreed

II.2.10) Information about variants

Variants will be accepted: Yes

II.2.11) Information about options

Options: No

II.2.13) Information about European Union Funds

The procurement is related to a project and/or programme financed by European Union funds: No

Section III. Legal, economic, financial and technical information

III.1) Conditions for participation

III.1.3) Technical and professional ability

List and brief description of selection criteria

Suppliers must demonstrate the following technical and professional capabilities to be considered for this contract:

Proven Experience in Website Development – A strong track record in designing and developing websites, preferably for destination management organisations, tourism, or similar sectors.

Content Management System (CMS) Expertise – Experience working with flexible, scalable, and user-friendly CMS platforms, ensuring easy content updates and management.

User Experience (UX) and Accessibility – Ability to create intuitive, user-friendly designs that comply with accessibility standards (e.g., WCAG 2.1).

SEO and Performance Optimisation – Proven ability to implement SEO best practices and optimise site speed, responsiveness, and overall performance.

Secure and Reliable Hosting Solutions – Experience providing secure, high-performance hosting with regular monitoring, backups, and disaster recovery plans.

Ongoing Maintenance and Support – Capability to offer regular security updates, bug fixes,

and enhancements, ensuring long-term functionality.

Technical Support and Training – Ability to provide training and documentation for internal teams, along with responsive technical support.

Integration with Third-Party Systems – Experience integrating APIs, CRM systems, analytics tools, and other third-party services to enhance website functionality.

Data Protection and Compliance – Knowledge of GDPR and other relevant data security regulations to ensure compliance and safeguard user information.

Project Management and Delivery – Strong project management skills, ensuring timely delivery, clear communication, and effective collaboration.

Minimum level(s) of standards possibly required

At least 3 years' experience in website development, hosting, and maintenance.

Demonstrated expertise in CMS platforms, UX/UI design, and accessibility compliance (WCAG 2.1).

Proven track record in SEO, site performance optimisation, and third-party system integrations.

Ability to provide secure, GDPR-compliant hosting with regular updates and security monitoring.

Experience delivering projects of similar size, complexity, and industry relevance (e.g., tourism, destination marketing).

Capacity to provide ongoing technical support, training, and maintenance as outlined in the contract.

Strong project management approach, ensuring on-time delivery and clear communication.

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Open procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

5 March 2025

Local time

5:00pm

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

IV.2.7) Conditions for opening of tenders

Date

5 March 2025

Local time

5:00pm

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.3) Additional information

NOTE: To register your interest in this notice and obtain any additional information please visit the Public Contracts Scotland Web Site at

https://www.publiccontractsscotland.gov.uk/Search/Search_Switch.aspx?ID=790439.

The buyer has indicated that it will accept electronic responses to this notice via the Postbox facility. A user guide is available at

https://www.publiccontractsscotland.gov.uk/sitehelp/help_guides.aspx.

Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.

(SC Ref:790439)

VI.4) Procedures for review

VI.4.1) Review body

Aberdeen Sheriff Court and Justice of the Peace Court

Castle Street

Aberdeen

AB10 1WP

Email

aberdeen@scotcourts.gov.uk

Telephone

+44 1224657200

Country

United Kingdom

Internet address

<https://www.scotcourts.gov.uk/courts-and-tribunals/courts-tribunals-and-office-locations/find-us/aberdeen-sheriff-court-and-justice-of-the-peace-court/>