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Tender

## **2223-30-RCM-LJ WEB DESIGN, DEVELOPMENT and CONSULTANCY SERVICES**

Sheffield Hallam University

F02: Contract notice

Notice identifier: 2023/S 000-010692

Procurement identifier (OCID): ocds-h6vhtk-03be83

Published 13 April 2023, 3:55pm

The closing date and time has been changed to:

**14 June 2023, 12:00pm**

See the [change notice](#).

### **Section I: Contracting authority**

#### **I.1) Name and addresses**

Sheffield Hallam University

City Campus, Howard Street

SHEFFIELD

S11WB

#### **Contact**

Procurement Team

#### **Email**

[strategicprocurement@shu.ac.uk](mailto:strategicprocurement@shu.ac.uk)

**Telephone**

+44 1142255555

**Country**

United Kingdom

**Region code**

UKE32 - Sheffield

**UK Register of Learning Providers (UKPRN number)**

10005790

**Internet address(es)**

Main address

<http://www.shu.ac.uk>

**I.3) Communication**

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

<https://in-tendhost.co.uk/sheffieldhallamuniversity/>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://in-tendhost.co.uk/sheffieldhallamuniversity/>

**I.4) Type of the contracting authority**

Body governed by public law

**I.5) Main activity**

Education

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## **Section II: Object**

### **II.1) Scope of the procurement**

#### **II.1.1) Title**

2223-30-RCM-LJ WEB DESIGN, DEVELOPMENT and CONSULTANCY SERVICES

Reference number

2223-30-RCM-LJ

#### **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**

Sheffield Hallam University has a five-year requirement for front-end design and development services to enhance its websites, digital services and underlying design system. We expect this to include some or all of the following :

- Support the design or improvement of small-scale web interfaces and templates, including prototyping and testing. The successful supplier will take an active role in developing and maintaining our design system, with input into the purpose of and rationale behind its constituent parts.
- Provide consultancy on larger design and development projects, participating in discovery, definition and design activity such as stakeholder and user interviews, journey mapping and cross-function design critiques
- Support future-proofing and ongoing compliance of design system through scheduled review processes, and through sharing new approaches, technologies and compliance needs with senior managers from Recruitment, Comms and Marketing (RCM) and Digital Technology Services (DTS).
- Supply standardised, front-end code to support design and functionality changes, working closely with back-end developers.
- Provide a range of UX design and/or technical design options for each project, according to project needs.

- Provide clear documentation for all front-end design and development work to support transparency and continuity across the University's web services.
- Provide full access to final code and design files, to ensure the University can self-manage outputs.
- Collaborate with University teams through University-managed work management systems, to be agreed at initiation stage of each project. These include Jira, Git and DevOps.

We have a number of strategic priorities that rely on website development over the coming years including, but not limited to:

Ongoing improvements of our prospective student journey across course and experience pages, bringing to life our offer and enhancing our reputation as a quality institution. It is important that we grow market share outside our local region and our website is a crucial channel for these new audiences. This also elevates the importance of our accommodation offer which needs a significant amount of work to improve the user experience.

A new London campus is due to open in 2026 and our web presence has been identified as an enabler project for this work. Consideration in terms of how we represent our offer to this new audience is a priority, as is the interplay between showcasing Hallam in Sheffield and Hallam in London on our website.

Alongside this we are diversifying into online learning, developing a partnership with an elearning provider to help us increase income by reaching new markets. Clear user journeys between our site and our partner site will be vital to this project, as will a comprehensive and well-maintained design system that we can share with our partner.

We have recently migrated our CRM system to Microsoft Dynamics and there is ongoing work to integrate the system with front end experiences delivered through Sitecore. Our current priorities are around forms but there is the potential for this to move into development of an applicant portal. This and other projects could require integration with other corporate systems, such as SITS.

We have prioritised projects which will require a significant amount of website development, including micro-sites to support our new sub-brands, an improved user experience for staff recruitment and a sector-led approach for business engagement.

Alongside all of this accessibility continues to be a core objective. The University's external website is 92% compliant with WCAG 2.1 AA criteria at time of writing, and our ambition is to achieve and maintain 100% compliance across all our web properties.

### **II.1.5) Estimated total value**

Value excluding VAT: £1,041,667

### **II.1.6) Information about lots**

This contract is divided into lots: No

## **II.2) Description**

### **II.2.3) Place of performance**

NUTS codes

- UKE32 - Sheffield

Main site or place of performance

Sheffield

### **II.2.4) Description of the procurement**

Current position

Sheffield Hallam University's web estate serves a wide range of audiences, including prospective students; current students; business and research partners; alumni; global partners; jobseekers; local residents; and external stakeholders in national and regional government and the HE sector.

The site is currently built and managed in Sitecore, and we began transitioning to a new design system in 2018. Design is managed through a small team of UX, content and digital operations staff ("Digital Experience / DX"), working with back-end analysts and developers ("DTS Applications Team") to scope and deliver new features and performance improvements, with a goal of internal publishers working independently within a stable, compliant framework. The successful supplier would work closely with both of these teams, with design requirements led by DX and development requirements led by DTS Applications Team.

The University also supports a number of other publishing platforms and technologies for smaller-scale activity, including SharePoint and Wordpress.

With very limited visual design or front-end development resource in house, support is needed to expand and maintain the design system for use on [shu.ac.uk](https://shu.ac.uk) and other public sites, delivering new elements to meet user and organisational needs, and ensuring quality and consistency across the system.

## Opportunities

We have a number of strategic priorities that rely on website development over the coming years including, but not limited to:

Ongoing improvements of our prospective student journey across course and experience pages, bringing to life our offer and enhancing our reputation as a quality institution. It is important that we grow market share outside our local region and our website is a crucial channel for these new audiences. This also elevates the importance of our accommodation offer which needs a significant amount of work to improve the user experience.

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Alongside all of this accessibility continues to be a core objective. The University's external website is 92% compliant with WCAG 2.1 AA criteria at time of writing, and our ambition is to achieve and maintain 100% compliance across all our web properties.

## Activity

The University has a five-year requirement for front-end design and development services to enhance its websites, digital services and underlying design system. We expect this to include some or all of the following :

- Support the design or improvement of small-scale web interfaces and templates, including prototyping and testing. The successful supplier will take an active role in

developing and maintaining our design system, with input into the purpose of and rationale behind its constituent parts.

- Provide consultancy on larger design and development projects, participating in discovery, definition and design activity such as stakeholder and user interviews, journey mapping and cross-function design critiques
- Support future-proofing and ongoing compliance of design system through scheduled review processes, and through sharing new approaches, technologies and compliance needs with senior managers from Recruitment, Comms and Marketing (RCM) and Digital Technology Services (DTS).
- Supply standardised, front-end code to support design and functionality changes, working closely with back-end developers.
- Provide a range of UX design and/or technical design options for each project, according to project needs.
- Provide clear documentation for all front-end design and development work to support transparency and continuity across the University's web services.
- Provide full access to final code and design files, to ensure the University can self-manage outputs.
- Collaborate with University teams through University-managed work management systems, to be agreed at initiation stage of each project. These include Jira, Git and DevOps.

## Ways of working

The University is a complex environment with a wide range of stakeholders, processes and workflows.

The successful supplier will need to work within the constraints of the University's technologies and processes, and may need to adapt to different styles between projects.

They will be expected to document and update on their work using channels and formats specified by project leads at initiation stage of each project. These may include but are not limited to Jira, DevOps, Git, shared activity logs and scheduled stand-ups.

They will also be expected to attend scheduled account meetings, usually held every quarter.

## Requirements

## Portfolio

- Strong portfolio of sites and applications covering a range of page types and interfaces.
- We are particularly interested in examples of user centred design and problem-solving in:
  - o Complex product searches
  - o Complex item detail pages
  - o Multi-stage booking forms
  - o Multi-level navigation
  - o Account management, particularly management of orders and event bookings
  - o Complex documentation (terms and conditions, policy documents)
  - o Media galleries

## Design capability

- Ability to support creation, maintenance and extension of formal design systems.
- Ability to clearly communicate design options, decisions and principles, including to stakeholders outside design functions.
- Ability to produce low-fidelity prototypes to support user testing and internal decision making.
- Evidence-based approach to design, drawing on both third party and primary research.

## Technical capability

- Experience of front-end design and development for database applications, including authentication processes, forms and user profiles
- Ability to build, publish and align development environments and system test/quality assure the development prior to submission for user acceptance testing
- SQL knowledge to be able to backup, migrate and update local databases.
- Knowledge of Sitecore CMS



- Experience of working with Dynamics 365 and SITS

#### Transparency and documentation

- Deliver clear and thorough documentation with all design and technical solutions.
- Provide direct access to developers and designers responsible for project outputs within mutually agreed contact hours, including any sub-contractors assigned senior or lead roles
- Provide clear, prompt work updates through agreed channels (these will be agreed with project leads at initiation stage of each project - see 2.4 Ways of working)

#### Capacity

- Provide prompt response to bug reports, working to service level agreements to be negotiated at contract stage, and including emergency provision for business-critical issues
- Be able to resource small, medium and large front-end projects, ideally with clear resource models for a range of project types and sizes to support estimation
- Have a clear process for managing resource risk, to minimise impact of staff absence or departure on client projects
- Be able to scale up design and development support should our needs grow unexpectedly, within reasonable notice period to be agreed at contract stage

#### Standards and compliance

- Deliver work that meets complex regulations and standards, including but not limited to security, accessibility, data and privacy, and brand guidelines
- Deliver designs to a minimum WCAG 2.1 AA standard, including carrying out and documenting compliance checks.
- Knowledge of digital design conventions and standards specific to the HE sector.

#### Ways of working

- Adapt to complex, varied processes, and update on issues and progress through channels specified by University project leads (see note under 2.4 Ways of working)
- Work in multidisciplinary teams, including UX writers, researchers, analysts, business

analysts and back-end developers

- Attend scheduled account meetings. For most partners these are held quarterly.

Out of Scope

- Back-end development - this area is handled internally by our Digital Technology Systems department
- Project management - this part of the service is handled internally by the Transformation department
- Hosting - [shu.ac.uk](https://shu.ac.uk) is currently hosted on Sitecore Managed Cloud

The University reserves the right to make any award that may result from this Invitation to Tender, on a single supplier award basis, or not at all, at its sole discretion.

#### **II.2.5) Award criteria**

Quality criterion - Name: Portfolio / Weighting: 10

Quality criterion - Name: Design / Weighting: 15

Quality criterion - Name: Technical / Weighting: 15

Quality criterion - Name: Transparency / Weighting: 10

Quality criterion - Name: Capacity / Weighting: 5

Quality criterion - Name: Ways of working / Weighting: 5

Quality criterion - Name: Standards / Weighting: 10

Quality criterion - Name: Social value / Weighting: 5

Cost criterion - Name: Pricing / Weighting: 25

#### **II.2.6) Estimated value**

Value excluding VAT: £1,041,667

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

Duration in months

60

This contract is subject to renewal

Yes

Description of renewals

The Contract is expected to commence on 1 September 2023, initially for a period of 2 years, with a total anticipated duration of 5 years (2 + 2 + 1).

#### **II.2.10) Information about variants**

Variants will be accepted: No

#### **II.2.11) Information about options**

Options: No

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### **Section III. Legal, economic, financial and technical information**

#### **III.1) Conditions for participation**

##### **III.1.3) Technical and professional ability**

Selection criteria as stated in the procurement documents

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### **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**

Originally published as:

Date

24 May 2023

Local time

12:00pm

Changed to:

Date

14 June 2023

Local time

12:00pm

See the [change notice](#).

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

English

#### **IV.2.6) Minimum time frame during which the tenderer must maintain the tender**

Duration in months: 4 (from the date stated for receipt of tender)

#### **IV.2.7) Conditions for opening of tenders**

Date

24 May 2023

Local time

12:01pm

Place

Sheffield

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## **Section VI. Complementary information**

### **VI.1) Information about recurrence**

This is a recurrent procurement: Yes

### **VI.2) Information about electronic workflows**

Electronic ordering will be used

Electronic invoicing will be accepted

Electronic payment will be used

### **VI.4) Procedures for review**

#### **VI.4.1) Review body**

Sheffield Hallam University

Sheffield

S1 1WB

Country

United Kingdom