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Planning

## Aston University Website Redevelopment Project

ASTON UNIVERSITY

UK2: Preliminary market engagement notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-016862

Procurement identifier (OCID): ocds-h6vhtk-05072e ([view related notices](#))

Published 24 April 2025, 4:25pm

### Scope

### Reference

1064

### Description

Aston University is seeking proposals from qualified vendors to redesign our website to enhance our digital presence and align with our 2030 strategy. The website serves as a critical touchpoint for diverse stakeholders, including prospective students and staff, researchers and funders, alumni, and industry partners, and will play a pivotal role in delivering on our vision. By enhancing communication, supporting engagement, and showcasing our transformative impact, the website will be instrumental in fostering a positive influence on all the communities we serve.

The website supports multiple strategic objectives, such as student and staff recruitment, research promotion, business engagement, and brand positioning, but currently lacks the flexibility, scalability, and personalisation needed to meet the university's evolving strategic

needs and user expectations.

This redevelopment project aims to establish a modern, adaptable web presence that reflects Aston University's future-thinking approach and commitment to academic excellence, innovation, and an inclusive and engaging experience for all users. The goal is to create a platform that not only meets current demands but is also capable of evolving alongside the university's future needs, ensuring long-term sustainability and impact.

The redesigned website should embody Aston University's commitment to accessibility, inclusivity, and personalised user experiences. The site must be modern, flexible, and future-proof, supporting our goals for growth, innovation, and engagement. It should reflect our bold, innovative strategy and our pillars: transformational, inclusive, and entrepreneurial. The new website will be a key tool in communicating our vision and values, supporting users, and ensuring they receive the information and services they need in a timely and effective manner. It should also allow for easy integration with other systems and platforms to provide a seamless user experience across all touchpoints.

Proposals will also include ongoing hosting and maintenance provision.

## **Total value (estimated)**

- £500,000 including VAT

Above the relevant threshold

## **Contract dates (estimated)**

- 1 September 2025 to 31 August 2026
- Possible extension to 31 August 2029
- 4 years

## **Main procurement category**

## Services

### **CPV classifications**

- 72413000 - World wide web (www) site design services
- 72415000 - World wide web (www) site operation host services

### **Contract locations**

- UKG3 - West Midlands

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## **Engagement**

### **Engagement deadline**

31 March 2025

The engagement was carried out before this notice was published.

### **Engagement process description**

As part of the Discovery Phase for the project, the Marketing department undertook a series of informal market engagement conversations with several prospective suppliers to help shape the scope, requirements, and budget for the work ahead. This engagement helped support the internal business case process.

Marketing engaged with seven digital design and development suppliers. This included agencies with expertise in Drupal, Aston's current Content Management System (CMS), as

well as those with experience in alternative platforms. As part of this process, the suppliers were invited to submit indicative proposals in response to the early-stage requirements. The purpose of this engagement was to explore the viability of Aston's aspirations, assess potential constraints or opportunities related to remaining with Drupal or transitioning to another CMS, and gain a realistic understanding of the investment required to deliver a future-fit digital estate.

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## **Participation**

### **Particular suitability**

Small and medium-sized enterprises (SME)

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## **Submission**

### **Publication date of tender notice (estimated)**

28 April 2025

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## **Contracting authority**

**ASTON UNIVERSITY**

- Companies House: RC000904
- Public Procurement Organisation Number: PTLB-7496-TPTR

Aston Triangle

Birmingham

B4 7ET

United Kingdom

Email: [procurement@aston.ac.uk](mailto:procurement@aston.ac.uk)

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government