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Tender

Website Redevelopment Project

ASTON UNIVERSITY

UK4: Tender notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-017448

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

Published 28 April 2025, 5:49pm

Scope

Reference

1064

Description

Aston University is seeking proposals from qualified vendors to redesign our website, using Drupal as our content management system (CMS), 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.

The full specification is available as part of the procurement documents available through Aston's e-tendering portal.

<https://procontract.due-north.com/Advert?advertId=f453b617-4924-f011-8136-005056b64545>

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

Description of possible extension:

Extensions for ongoing hosting and maintenance

Main procurement category

Services

CPV classifications

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

Contract locations

- UKG - West Midlands (England)

Participation

Particular suitability

Small and medium-sized enterprises (SME)

Submission

Enquiry deadline

14 May 2025, 5:00pm

Submission type

Requests to participate

Deadline for requests to participate

27 May 2025, 12:00pm

Submission address and any special instructions

All submissions and queries must be made through ProContract:

<https://procontract.duenorth.com/Advert?advertId=f453b617-4924-f011-8136-005056b64545>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Suppliers to be invited to tender

8 suppliers

Selection criteria:

It is anticipated that a shortlist of the 8 highest scoring Tenderers from stage 1 will proceed to stage 2 of the Competitive Flexible Procedure.

Award decision date (estimated)

11 August 2025

Award criteria

| Name | Type |
|-------------------------------|-------------|
| Stage 1 - Participation Stage | Quality |

Weighting description

Stage 1 - Participation Stage:

100% Quality

Stage 2 - ITT Stage:

70% Quality

30% Price

Stage 3 - Presentation Stage

70% Score from Stage 2

30% Presentations

Further details can be found in the document suite and question set on ProContract.

Other information

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

The Competitive Flexible Procedure will have three stages:

Stage 1 - Invitation to Participate (ITP) Stage

The Invitation to Participate stage is composed of 2 sub-stages;

A) Procurement Specific Questionnaire

B) Project Specific Requirements Evaluation

Pricing will not be required or scored at this stage, but suppliers will be required to acknowledge the budget of the project.

The Project Specific Requirements section contains a mixture of pass/fail and scored requirements. It is anticipated that a shortlist of the 8 highest scoring Tenderers from stage 1 will proceed to stage 2 of the Competitive Flexible Procedure. In the best interest of all parties, Aston reserves the right to invite more or fewer Tenderers to stage 2, depending on the closeness of the scores. The ranking order will not be disclosed to Tenderers. Tenderers who are not shortlisted will be eliminated from the process at this stage.

Stage 2 - Invitation to Tender (ITT) Stage

Shortlisted Tenderers will be required to submit a more detailed Tender at this stage, including pricing. Full details will be provided to shortlisted Tenderers on issue of the ITT. Scores from stage 1 will not be carried through to stage 2.

It is anticipated that a shortlist of the 3 highest scoring Tenderers from stage 2 will proceed to stage 3 of the Competitive Flexible Procedure. In the best interest of all parties, Aston reserves the right to invite more or fewer Tenderers to stage 3, depending on the closeness of the scores. The ranking order will not be disclosed to Tenderers. Tenderers who are not shortlisted will be eliminated from the process at this stage.

Stage 3 - Presentation Stage

Shortlisted Tenderers from stage 2 will be required to attend a Presentation/Interview in-person at Aston University, along with a panel of key Aston stakeholders. A brief will be provided at least 10 days prior to the Presentation/Interview date.

The presentations are currently expected to take place week commencing 28th July. Please note this is subject to change, so please do not make any travel plans/bookings until the shortlist and the date has been confirmed by Aston.

The full procedure details are available on ProContract:

<https://procontract.due-north.com/Advert?advertId=f453b617-4924-f011-8136-005056b64545>

Contracting authority

ASTON UNIVERSITY

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- Public Procurement Organisation Number: PTLB-7496-TPTR

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Email: procurement@aston.ac.uk

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government