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Tender

## **Website Management & Digital Presence Services**

Arts University Bournemouth

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

Notice identifier: 2025/S 000-047201

Procurement identifier (OCID): ocds-h6vhtk-058403

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### **Scope**

### **Reference**

MARWMDPS082025

### **Description**

Arts University Bournemouth (AUB) is a specialist higher education institution focused on creative disciplines. We are procuring a provider of Website Management and Digital Presence Services to support our institutional website and enhance our digital footprint, including GEO/SEO optimisation. The successful supplier will deliver comprehensive services that align with AUB's strategic goals for visibility, accessibility, and user engagement.

This procurement follows a competitive flexible procedure under the Public Procurement Act 2023. The process begins with this Pre-Qualification Questionnaire (PQQ), which will be used to assess supplier suitability and shortlist five candidates for the Invitation to Tender (ITT) stage. The contract will be awarded for an initial term of three years, with the option to extend for two additional 12-month periods at AUB's sole discretion.

Full details of the requirements and evaluation criteria are provided in the PQQ document

attached to this notice.

### **Total value (estimated)**

- £178,750 excluding VAT
- £214,500 including VAT

Above the relevant threshold

### **Contract dates (estimated)**

- 30 April 2026 to 30 April 2029
- Possible extension to 30 April 2031
- 5 years, 1 day

Description of possible extension:

The initial contract term is three years, with the option to extend for up to two additional periods of 12 months each, at the sole discretion of Arts University Bournemouth (AUB). Extensions will be based on performance, strategic alignment, and ongoing institutional needs.

### **Options**

The right to additional purchases while the contract is valid.

The contract includes options to extend for up to two additional periods of 12 months each, subject to performance and institutional needs. Additionally there could be additional budget for ad hoc development projects.

## **Main procurement category**

Services

## **CPV classifications**

- 72415000 - World wide web (www) site operation host services
- 79342000 - Marketing services

## **Contract locations**

- UK - United Kingdom

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## **Participation**

### **Legal and financial capacity conditions of participation**

Suppliers must demonstrate sufficient legal and financial capacity to participate in this procurement. Specifically:

Insurance Requirements:

Professional Indemnity Insurance: Minimum £500,000 per claim

Public Liability Insurance: Minimum £1,000,000 per claim

Employer's Liability Insurance: Minimum £10,000,000 per claim

Cyber Insurance: Minimum £1,000,000

Financial Requirements:

Minimum average annual turnover of £160,000 over the last two financial years

Failure to meet or demonstrate these requirements will result in exclusion from the procurement process. Suppliers must either hold the required insurance at the time of submission or provide a credible commitment to obtain it upon contract award.

## **Technical ability conditions of participation**

Suppliers must demonstrate technical ability through detailed responses to four core areas:

Relevant Experience - Evidence of at least three similar projects in the last three years, particularly in the education or arts sector, showcasing comprehensive website management and development capabilities.

Security and Data Protection - Description of technical and organisational measures for data security, breach protocols, and compliance with UK GDPR and the Data Protection Act 2018.

Digital Presence and Performance Analysis - Expertise in planning and optimising digital campaigns (excluding direct advertising), performance reporting, and accessibility compliance (e.g. WCAG 2.1 AA).

Technical and Commercial Support - Availability of dedicated support, account management structure, and approach to consultancy and development/reporting hours.

Each area is scored out of 5 and weighted accordingly, with a minimum overall score of 70% required to be considered for the Invitation to Tender (ITT) stage.

## **Particular suitability**

- Small and medium-sized enterprises (SME)
- Voluntary, community and social enterprises (VCSE)

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## **Submission**

## **Enquiry deadline**

22 August 2025, 12:00pm

## **Submission type**

Requests to participate

## **Deadline for requests to participate**

3 September 2025, 12:00pm

## **Submission address and any special instructions**

Submission Website:

All responses must be submitted electronically via the myTenders portal on <https://www.mytenders.co.uk/>

Special Instructions:

Suppliers must complete Section 1 (Supplier Information), Section 2 (Mandatory Exclusion Grounds), and the Conflict-of-Interest Form.

Responses must be clearly referenced to the question numbers.

Each response for the 4 questions should not exceed the word count for that question however questions with sub-questions/parts can be either be divided equally on the total work count or unequally if required.

Minimum font size of 11.

All answers should be provided in one document and in the sequence similar to the the PQQ.

No images or links should be provided as answers to the questions with text in them as they will be ignored in marking.

The deadline for submission is 3rd September 2025 at 12:00 noon (BST).

### **Tenders may be submitted electronically**

Yes

### **Languages that may be used for submission**

English

### **Suppliers to be invited to tender**

2 to 5 suppliers

Selection criteria:

Suppliers will be selected based on their responses to the Pre-Qualification Questionnaire (PQQ), which assesses:

Relevant experience in delivering website management and digital presence services, particularly in the education or arts sector (40% weighting).

Security measures and data protection compliance, including GDPR and ISO certifications (20% weighting).

Digital presence and performance analysis, including reporting and accessibility standards (20% weighting).

Technical and commercial support, including account management and consultancy services (20% weighting).

Each question is scored out of 5 using a defined scale from "Inadequate" to "Excellent." A total weighted score is calculated, and only the top five scoring suppliers, achieving a minimum threshold of 70%, will be invited to the Invitation to Tender (ITT) stage. AUB reserves the right to adjust the number of shortlisted suppliers based on the quality and volume of responses.

**Award decision date (estimated)**

12 December 2025

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**Award criteria**

<b>Name</b>	<b>Description</b>	<b>Type</b>	<b>Weighting</b>
Developing and maintaining the University's website	Please provide details of at least three (3) similar projects undertaken in the last three years that demonstrate your experience in providing comprehensive website management (BAU) and/or end-to-end website development including ongoing support, particularly in the education or arts sector. For each project, include: Client name and a brief description of their organisation. Project title and duration. Scope of services provided (e.g., website hosting, CMS updates, UX/UI, SEO/GEO, technical support, data protection). Key achievements and outcomes. Client contact for reference (Name, Title, Email, Phone Number - only if permission is granted).	Quality	40.00%

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Name	Description	Type	Weighting
Security Measures, GDPR and Data Protection Compliance	Describe the technical and organisational measures you have in place to ensure the security of personal data and prevent data breaches (e.g., pseudonymisation, encryption, confidentiality, integrity, availability, resilience of systems). Outline your protocol for immediate notification and co-operation in the event of a personal data breach. Please confirm your organisation's compliance with the UK GDPR and Data Protection Act 2018. Provide details of your data protection officer (if applicable) and any relevant certifications (e.g., ISO 27001).	Quality	20.00%



Name	Description	Type	Weighting
Digital Presence and Campaign Support	Detail your expertise in planning, executing, and optimising digital presence initiatives and campaigns (excluding direct advertising). How do you approach monthly performance reporting, including website traffic and digital engagement metrics? Please provide an example of a typical report structure. Describe your capabilities in providing media oversight of metrics across digital content, website performance and user engagement. Describe how your digital services comply with accessibility standards (e.g., WCAG 2.1 AA). Provide examples of past work demonstrating inclusive design.	Quality	20.00%

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Name	Description	Type	Weighting
Technical and Commercial Support	Do you offer a dedicated technical support line for clients? If so, what are your typical response times and availability? How do you structure your account management to ensure smooth operation and communication with clients? What is your approach to providing consultancy services and dedicated development/reporting hours?	Quality	20.00%

## Other information

### Payment terms

[3516] Contract Terms and Risks

The contract will be governed by Arts University Bournemouth's Standard Terms and Conditions for the Purchase of Goods and Services. Key terms include:

Contract Duration: 3 years, with the option to extend for two additional 12-month periods.

Termination Rights: AUB may terminate for material breach, insolvency, or failure to meet acceptance criteria.

Risk Management:

Acceptance testing is required for goods/services before formal acceptance.

Suppliers must meet defined performance standards and KPIs.

AUB reserves rights to audit supplier performance and compliance.

Force Majeure provisions apply, excluding Brexit-related impacts.

Liability: Suppliers must maintain appropriate insurance and are liable for losses due to breach, negligence, or failure to deliver.

Dispute Resolution: Escalation through internal representatives, followed by mediation under the CEDR Model if unresolved.

[13109] Payment Terms( Document to be shared at the ITT stage)

Payment terms are defined in AUB's Invoicing Procedures for Suppliers (V1 April 2022) and the Standard Terms and Conditions:

Standard Payment Terms: Payment is made within 30 days of receipt of a valid invoice.

Invoice Requirements: Must include PO number, VAT details, supplier contact info, and a full description of goods/services.

Submission Format: PDF, MS Word, TIFF, or JPG via email to [finance@aub.ac.uk](mailto:finance@aub.ac.uk).

Currency: Payments are made in GBP, unless otherwise agreed in writing.

Set-off Rights: AUB may offset any liabilities owed by the supplier against payments due.

## **Description of risks to contract performance**

Detailed documentation will be shared including the policies etc at the ITT stage however some but not all risks identified that could jeopardise the satisfactory performance of the contract:

Supplier Non-Compliance with Mandatory Requirements:

Failure to meet mandatory insurance or financial thresholds will result in exclusion from the procurement process.

Risk of misrepresentation in the PQQ or failure to meet GDPR and data protection obligations.

Performance Risks:

Inadequate delivery of services, including failure to meet KPIs or acceptance criteria, may

lead to contract termination or rejection of deliverables.

Lack of robust technical support or reporting mechanisms could impact service continuity and stakeholder satisfaction.

#### Data Protection and Security Breaches:

Breach of UK GDPR or failure to implement adequate technical and organisational measures could result in reputational damage and regulatory penalties.

#### Supplier Insolvency or Organisational Instability:

Supplier entering insolvency or undergoing significant organisational changes (e.g., mergers, leadership changes) may affect contract delivery.

#### Force Majeure Events:

External events such as natural disasters or cyber incidents may delay performance. However, Brexit-related impacts are explicitly excluded as Force Majeure under AUB's terms.

#### Subcontracting and Supply Chain Risks:

Poor performance or non-compliance by subcontractors may affect overall contract delivery. Suppliers are required to ensure subcontractors meet all obligations.

#### Invoice and Payment Processing Delays:

Failure to submit invoices with required details (e.g., PO number, VAT info) may delay payment and disrupt supplier cash flow, potentially affecting service delivery.

### **Applicable trade agreements**

- Government Procurement Agreement (GPA)

### **Conflicts assessment prepared/revised**

Yes

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## Procedure

### Procedure type

Competitive flexible procedure

### Competitive flexible procedure description

Arts University Bournemouth (AUB) is a specialist higher education institution dedicated exclusively to the study of creative subjects.

We are seeking a provider of Web Management and Digital Presence Services to deliver comprehensive support for our website, digital campaigns (excluding direct advertising services), and overall digital footprint. The contract will be awarded for an initial term of three years, with the option to extend for two additional periods of 12 months each, at AUB's sole discretion.

This Pre-Qualification Questionnaire (PQQ) represents the first stage of our procurement process. Responses will be used to assess suppliers' suitability, capability, and alignment with AUB's strategic requirements. Only the top five scoring suppliers will be shortlisted and invited to participate in the Invitation to Tender (ITT) stage.

Suppliers are advised to respond thoroughly and concisely, focusing on their organisation's direct experience and capabilities relevant to this opportunity.

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## Documents

### Associated tender documents

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload)

[d.aspx?id=608187](#)

PQQ Website Management and Digital Presence Services

[https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder\\_FileDownload.aspx?id=608159](https://www.mytenders.co.uk/Authority/NoticeBuilder/NoticeBuilder_FileDownload.aspx?id=608159)

Conflict of Interest Form Website Management and Digital Presence.

## **Documents to be provided after the tender notice**

Electronically via the myTenders portal

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## **Contracting authority**

### **Arts University Bournemouth**

- Public Procurement Organisation Number: PVCG-5182-VTDJ

7 Fern Barrow, Wallisdown

Poole

BH12 5HH

United Kingdom

Contact name: Okechukwu Umeokafor

Telephone: +441202363270

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

Website: <http://www.aub.ac.uk/>

Region: UKK24 - Bournemouth, Christchurch and Poole

Organisation type: Public authority - sub-central government