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Tender

Website Development Project

St. Mary's University, Twickenham

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

Notice identifier: 2025/S 000-058282

Procurement identifier (OCID): ocds-h6vhtk-059e80

Published 19 September 2025, 5:45pm

Scope

Reference

SMUWEB001

Description

St Mary's University, Twickenham ("the University") is seeking to appoint a supplier to redevelop its external website. The aim is to deliver a modern, accessible, and user-centred digital platform that meets the needs of a diverse range of audiences including prospective students, parents, staff, alumni, and commercial partners.

The new website will support the University's strategic goals in recruitment, engagement, and brand positioning. It will replace the current Content Management System (CMS) and introduce improved content management, personalisation, integration, and performance capabilities.

General Requirements

The general requirements for the new website will serve as a critical platform for:

- Prospective students (home, international, postgraduate, and online / short courses learners) to explore courses, apply, and engage with the University.
- Parents, teachers, and advisors seeking information to support student decision-making.
- Commercial clients and business partners exploring opportunities for collaboration.
- Alumni, job seekers, and the wider community to stay connected and informed.
- Internal users including staff and CMS editors who require a flexible, intuitive, and secure content management experience.

The project will deliver a new website built on a modern CMS, with a focus on:

- User-centred design and accessibility
- Personalised content and marketing automation
- Seamless integration with third-party systems (e.g. CRM, course data, event booking)
- Scalable architecture and future-proof technology
- Improved governance, analytics, and performance

After the initial build period of the external website, the project will enter into a subsequent operational period of 3 years for on-going hosting and licensing, with the optional scope of on-going retainer service for development support. There will be an option to extend the operational term for a 2 single-year periods.

Project Scope

The initial website build scope includes UX discovery (e.g. user research, existing site and content audit, stakeholder engagement), design (e.g. wireframes and prototypes, design system), development, testing, training, content migration (optional), and post-launch support. The internal website (existing staff and student portals) is out of scope for this procurement and will be delivered separately.

Detailed specifications will cover the following key features of a new CMS and key project areas:

- Development of website templates
- Site map, navigation and search

- Content creation, update, preview, testing and publishing
- Content modelling
- Digital asset management
- Personalisation
- Integration with key systems / platforms
- Marketing Automation
- Accessibility
- SEO
- Analytics and report
- CMS product UI, access control and governance
- Multiple website management
- Product roadmap
- Hosting
- System and security configuration
- Data protection
- Infrastructure and performance
- SaaS cloud configuration
- Change control
- Operational support
- Business continuity
- System capacity
- Training

- Testing
- Exit Plan
- User policy

The project is scheduled to launch the new external website by May 2027, with discovery and implementation phases commencing in April 2026.

Further details of the University's requirements will be available to the shortlisted suppliers in Stage 2 - Invitation to Tender.

Total value (estimated)

- £284,167 excluding VAT
- £341,000 including VAT

Above the relevant threshold

Contract dates (estimated)

- 31 March 2026 to 30 April 2030
- Possible extension to 30 April 2032
- 6 years, 1 month, 1 day

Description of possible extension:

The contract term will be awarded for an initial build period (estimated to be around 14 months according to the project timeline) and a subsequent operational term of 3 years for on-going hosting and licensing, with the option to extend by 2 single-year periods, up to a maximum of 5 years in total for operation.

Main procurement category

Services

CPV classifications

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

Submission

Enquiry deadline

3 October 2025, 12:00pm

Submission type

Requests to participate

Deadline for requests to participate

15 October 2025, 12:00pm

Submission address and any special instructions

<https://in-tendhost.co.uk/stmarysuniversity.aspx/home>

Tenders may be submitted electronically

Yes

Languages that may be used for submission

English

Award decision date (estimated)

28 February 2026

Award criteria

Name	Description	Type	Weighting
Relevant experience and contract examples	Please provide details of up to three contracts to meet conditions of participation relating to technical ability set out in the relevant notice or procurement documents, in any combination from either the public or private sectors (which may include samples of grant-funded work). Experience of the Higher Education sector is highly desirable. Where this procurement is for goods or services, the examples must be from the past seven years. The named contact provided should be able to provide written evidence to confirm the accuracy of the information provided.	Quality	40%

Name	Description	Type	Weighting
	<p>For consortium bids, or where you have indicated that you are relying on an associated person to meet the technical ability, you should provide relevant examples of where the associated person has delivered similar requirements. If this is not possible (e.g. the consortium is newly formed or a special purpose vehicle is to be created for this contract) then three separate examples should be provided between the principal member(s) of the proposed consortium or members of the special purpose vehicle or sub-contractors (three examples are not required from each member).</p>		

Name	Description	Type	Weighting
Account Management and Consultancy	Please describe your approach to client success and relationship management, as well as provision of consultancy or retainer services, particularly ongoing development support. Your response should include examples of how you have supported similar clients through a retainer model. Please state any client retention rate or client satisfaction rate from the past three years.	Quality	25%
Performance and Reliability	How do you monitor server performance and website uptime? Please also include your downtime prevention procedures. Please state your guaranteed website uptime (%) and also your average actual uptime achieved for clients in the past two years.	Quality	20%

Name	Description	Type	Weighting
Support and Maintenance	Please describe the support platforms you offer (including but not limited to phone, email, and a ticketing system), the support times and expected response time (within UK time zone). Please also state the number of clients you're currently supporting with a Service Level Agreement (SLA) in place (as at the PSQ submission deadline).	Quality	15%

Other information

Payment terms

Contract Duration: 14 Months Design and Build. 36 Months (3 years) Hosting and Operations with option to extend for further 24 Months (2 years).

Standard Payment Terms 30 days of invoice date.

Invoice must carry official purchase order number and sent to accountspayable@stmarys.ac.uk

Full Terms and Conditions of supply to be supply at ITT stage

Description of risks to contract performance

Failure to comply with Mandatory Requirements

Misrepresentation in PSQ/ITT Submission

Failure to meet Insurance or Financial requirements at the contract award stage

Failure to deliver specified requirements or meet agreed KPI criteria

Sub-contractor poor performance

Sub-contractor mistreatment

Conflicts assessment prepared/revised

Yes

Procedure

Procedure type

Competitive flexible procedure

Competitive flexible procedure description

Stage 1 Participation - Procurement Specific Questionnaire (PSQ)

A Procurement Specific Questionnaire (PSQ) will be used to assess the suitability of suppliers by responding to the mandatory and technical questions. The technical questions will be evaluated and the top FIVE suppliers* will be invited to take part in Stage 2 - Invitation to Tender. Please see the Procurement Specific Questionnaire (PSQ) for the technical questions weighting and the evaluated scoring methodology.

Stage 2 - Invitation to Tender (ITT)

The top FIVE suppliers* will be advanced to Stage 2 - Invitation to Tender. Full project specifications and the Invitation to Tender pack will be provided.

Documents

Documents to be provided after the tender notice

Electronically by the In-tend portal

Contracting authority

St. Mary's University, Twickenham

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Waldegrave Road

Twickenham

TW1 4SX

United Kingdom

Email: procurement@stmarys.ac.uk

Region: UKI75 - Hounslow and Richmond upon Thames

Organisation type: Public authority - sub-central government