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Contract

Website Redevelopment Project

ASTON UNIVERSITY

UK7: Contract details notice - Procurement Act 2023 - [view information about notice types](#)

Notice identifier: 2025/S 000-061588

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

Published 2 October 2025, 10:57am

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.

Contract 1

Supplier

- NUMIKO LIMITED

Contract value

- £458,242 including VAT

Above the relevant threshold

Date signed

1 October 2025

Contract dates

- 1 October 2025 to 31 October 2026
- Possible extension to 31 October 2029
- 4 years, 1 month

Description of possible extension:

3 years support, hosting and maintenance

Main procurement category

Services

CPV classifications

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

Contract locations

- UKG31 - Birmingham

Key performance indicators

Name
Accessibility
Digital Success Framework
COPE
Content migration

Name

SEO safeguard

Personalisation

Integrations

Training & knowledge transfer

User engagement

Page performance

Accessibility & inclusivity

Organic traffic

Conversion

User satisfaction

Submission**Submission type**

Requests to participate

Other information**Conflicts assessment prepared/revised**

Yes

Procedure**Procedure type**

Competitive flexible procedure

Supplier

NUMIKO LIMITED

- Companies House: 04018833
- Public Procurement Organisation Number: PNCJ-8528-MCHL

Brodrick House, 43-51 Cookridge Street

Leeds

LS2 3AW

United Kingdom

Email: hi@numiko.com

Website: <http://www.numiko.com>

Region: UKE42 - Leeds

Small or medium-sized enterprise (SME): Yes

Voluntary, community or social enterprise (VCSE): No

Supported employment provider: No

Public service mutual: No

Contract 1

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

Region: UKG31 - Birmingham

Organisation type: Public authority - sub-central government