

Title:

Establishment of a Dynamic Market for Digital Product Development and Support Services

Short description:

Oak National Academy is establishing a dynamic market in accordance with section 34 of the Procurement Act 2023 and Regulation 16 of the Procurement Regulations 2024. The market will provide a compliant and flexible route for the award of contracts related to the engineering and product support, and ongoing development of the authority's national digital education platform and related tools.

The dynamic market will allow for rolling supplier entry, publication of contract opportunities, and awards made via most advantageous tender (MAT) principles in accordance with sections 19 and 23 of the Act.

This Dynamic Market will be structured into lots. Suppliers may apply for membership of one or more lots at any time during the market's term, subject to the relevant membership conditions.

At the date of this notice, the market will be open for applications for the following lot:

Lot 1 Web Development Services

Scope: This lot covers the provision of specialist web development services to support the design, delivery, enhancement, and ongoing operation of Oak National Academy's digital education platform and associated tools. Suppliers appointed to this lot may be required to work on any part of Oak's core digital estate, including the main platform (www.thenational.academy), content creation tooling, and platform services. The scope includes:

- Full-stack development of Oak's web platform, with an emphasis on scalable, modular design patterns that enable rapid iteration of features
- Maintenance and enhancement of existing codebases underpinning existing live services
- Development of user interfaces that are responsive, inclusive, and accessible in line with current UK accessibility legislation and best practice, ensuring usability for all users, including those relying on assistive technologies
- Continuous improvement of performance, page load times, and reliability across high-traffic user journeys

- Secure engineering practices that uphold user privacy, data protection, and application resilience, in line with relevant public sector security guidance
- Collaborative delivery within agile multidisciplinary teams, including pairing with in-house developers, product managers, researchers, and content leads
- Deployment and testing within a continuous integration and delivery (CI/CD) pipeline, using modern automation tools and cloud infrastructure
- Contribution to code documentation and handover processes, especially where features are intended for long-term use by Oak's in-house teams or other suppliers

Individual contracts awarded under this lot may range from targeted feature builds to broader support and maintenance roles over a defined period. Suppliers may be required to collaborate with other digital delivery partners under Oak's delivery model.

Estimated contract start date for first competition: The first mini-competition is expected to be published in Late September 2025, with contract award subject to that timetable.

Future Lots:

Additional lots are expected to be added to this Dynamic Market over its lifetime to cover further requirements in Digital Product Development and Support Services. These will be introduced by modification of the Dynamic Market and publication of a notice under section 39(4) of the Procurement Act 2023. Suppliers may apply for membership of any future lots when they are established.

Notices for future Lots will be published via the Central Digital Platform. Suppliers may apply once each new Lot is live.

Applicants must not be subject to any mandatory exclusion grounds under Schedule 6 of the Procurement Act 2023. Discretionary exclusions under Schedule 7 may also be considered, as appropriate.

Estimated duration of the dynamic market:

2 years (initial term), with option to review annually and extend by up to 1 year (twice) to a maximum of 4 years overall. There is no guarantee of any work or value.

Estimated total value (over full life):

£3.6m (estimated aggregate value of all potential call-off contracts)

Main CPV codes:

- **72000000 – IT services: consulting, software development, Internet and support**
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Contract type:

Services

Conditions of Participation (section 22):

Entry to the dynamic market is subject to the supplier meeting the following minimum conditions:

1. Legal and Financial Standing:
 - Core supplier information as defined by Regulation 6 must be shared with the authority via the Central Digital Platform.
 - Confirmation of registration as a UK or treaty state supplier (as required by section 21).
 - A Creditsafe check will be undertaken to establish financial suitability or relevant due diligence if for example a sole trader/SME.
2. Technical Ability (Lot-specific):

Suppliers may apply for membership of one or more lots when available. At the date of this notice, only Lot 1 is open. Refer to the Conditions Of Participation for this lot.

Lot	Title
1	Web Development Services

Supporting documentation may be requested at onboarding or mini-competition stage. Oak reserves the right to conduct due diligence at onboarding, during

mini-competitions, or at any point, including evidence requests in accordance with section 22(7) of the Act.

Award criteria for contracts within the market (Section 19):

Contracts awarded under the dynamic market will follow the Most Advantageous Tender (MAT) approach. Award may be via mini competition or award without further competition (as appropriate to meet the MAT approach). Assessment criteria will be published with each individual procurement and *may* include:

- Technical quality
 - Delivery timelines
 - Accessibility compliance
 - Supplier understanding of existing systems / requirements
 - Value for money (cost/benefit balance)
 - Social value and environmental outcomes
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How to apply:

Suppliers should apply to join the market via completion of conditions of participation requirements, to be emailed to procurement@thenational.academy

Once suppliers are admitted, they will be eligible to **compete for specific contracts**, which will be published to members via the platform. Awards will be made to the Most Advantageous Tender (MAT), as assessed in accordance with section 19 and 23.

Additional information:

The contracting authority reserves the right to modify, suspend, or close the market at any time in accordance with the Act. Entry to the market does not guarantee any contract awards. This notice complies with Regulations 15, 16 and 19 of the Procurement Regulations 2024 and the transparency obligations in section 93 of the Act.

Glossary: Legal Terms and Provisions Supporting the Dynamic Market

Reference	Title / Provision	Summary of Content	Relevance to This Tender
Procurement Act 2023 s.4	Valuation of Contracts	Requires authorities to estimate total value of procurements, including aggregation of related contracts.	Explains why total estimated value is given and why related work can't be broken up to stay below thresholds.
s.19	Award of Contracts (MAT)	Contracts must be awarded based on the Most Advantageous Tender (MAT) following a competitive procedure.	Provides the basis for the evaluation of suppliers within the dynamic market using published award criteria.
s.21	Treaty State Suppliers	Only UK and treaty-state suppliers can be considered for covered procurements unless exempt.	Used as a base eligibility requirement for supplier entry into the market.
s.22	Conditions of Participation	Allows authorities to set proportionate entry requirements relating to legal/financial capacity and technical ability.	Supports the setting of minimum entry requirements for each lot.
s.23	Award Criteria	Defines how award criteria must relate to the subject matter and be proportionate and transparent.	Underpins the scoring method for mini-competitions and call-offs from the market.
s.34	Dynamic Markets	Enables the creation of dynamic markets for suppliers to join on a rolling basis, replacing DPS under previous law.	The central legal basis for the entire model you're proposing.

s.50	Contract Award Notices & Assessment Summaries	Requires publication of a contract award notice before award and provision of an assessment summary to suppliers.	Triggers the mandatory standstill period and provides transparency for each call-off.
s.51	Standstill Period	Sets out the 8 working day standstill period after contract award notices are published (with exceptions).	Prevents premature contract award and ensures fairness.
s.54	Time Limits	Establishes minimum times for tender and participation periods depending on procedure and urgency.	Applies to future call-offs to ensure suppliers have adequate time to respond.
s.93	Procurement Planning & Pipeline Publication	Requires publication of pipeline and planned procurements where appropriate.	Demonstrates transparency and helps market prepare for call-offs.
s.94	Transparency & Central Digital Platform	Requires publication of procurement information on the central platform (Find a Tender).	Ensures all notices and data are visible and auditable.
s.108	Procurement Investigations	Allows oversight bodies to investigate compliance and request documents.	Explains the scrutiny risk of informal direct awards.
s.109	Recommendations Following Investigations	Oversight body can issue formal recommendations to address potential breaches.	Reinforces the importance of pre-emptive compliance.
Regulation 5	Use of the Central Digital Platform	Requires use of the gov.uk platform for notices and procurement information.	Basis for publishing the tender notice and all contract award notices.
Regulation 6	Core Supplier Information	Requires suppliers to submit core organisational information via the platform.	Prerequisite for supplier participation.

Regulation 15-41	Procurement Notices	Covers content and timing of all notices including tender, award, and termination notices.	Determines what must be included in the tender and award notices.
Regulation 16	Establishing a Dynamic Market	Sets out the procedure to create and operate a dynamic market under s.34.	Directly governs how you initiate the dynamic market.
Regulation 19	Supplier Participation in Dynamic Markets	Details how suppliers may join, including minimum entry requirements.	Governs the design of the onboarding process for each lot.
Regulation 20	Exclusion of Suppliers from Dynamic Markets	Covers how suppliers may be removed or excluded from the dynamic market.	Used to maintain standards and integrity of the market.