

## Website Refresh (South Ribble Borough Council and Chorley Council)

### **Technical Specification**

South Ribble's Digital to Improve Programme sets out the way we will advance our digital capability over the next three years, ultimately enabling us to better serve our borough, while improving the day-to-day experience for those working within the bounds of the organisation.

Chorley Council's Digital Strategy sets out the aim to 'provide the highest quality, customer focused digital services and to maximise the use of technology to help deliver more for residents. The ambition is to further develop the use of technology to transform the way services are provided to customers, including residents, businesses and visitors.

Arguably the most significant and needed initiative of all identified within both strategies is the one concerning the website and self-service. This must not only be completely refreshed and enhanced, but also subject to a significant increase in promotion and marketing, to ensure that the anticipated level of investment achieves the outcomes that this initiative sets out to achieve. The review and refresh of the website will allow us to transform the way residents access information and services from both Council's, enabling people to access services at a time and place that suits them quickly and easily.

The review and refresh of both sites should ensure the website is easy to use, accessible and secure. Information will be up to date and content will change regularly and finally the website should be responsive to different devices and screen sizes.

This Technical Specification contains South Ribble Borough Council's and Chorley Council's requirements for a new and refreshed web platform, including a Content Management System (CMS). A number of the specification requirements included form the scope of other projects outside of the website refresh. This is to ensure compatibility with future projects within the Digital to improve Programme at South Ribble Borough Council and the Digital Strategy at Chorley Council, and will be reflected within the weightings.

## Scope overview

Both Council's expect that bidders will respond with a combined service offer including but not necessarily limited to:

- Initial design and option of using current template designs
- Implementation
- Integration
- Migration (TBC)
- Training
- SEO
- Go Live support
- Hosting
- Ongoing management and support

## Scoring

The initial section of the specification is based on a pass/fail requirement. The following sections of the specification will either be a pass / fail requirement, or will be assigned a weighting and scored out of 10, which is the maximum score obtainable for each section.

The score allocated to each item is divided by 10 (the maximum) and multiplied by the weighting.

Eg. Bidder 1. Score (10)/10 (maximum) \* section weighting (45) = 45%

The score for all sections will then be combined to produce a total score.

Please see full scoring matrix below:

Assessment	Score out of 10
The bidder meets expectations and demonstrates a clear understanding of issues and expands on the response sought, may contain innovation, excellent evidence of competency	10
The bidder meets expectations and demonstrates some understanding in their response, no innovation	7

demonstrated, good evidence of competency	
The bidder meets expectations but provides a standardised response and with no attempt to customise the response and the evaluator has minor reservations	5
The bidder does not meet the expectations and the response is weak/partial and does not fully address the issue	3
The bidder response is insufficient or irrelevant and requires the evaluator to make assumptions. Little evidence of competency. Solution does not meet requirements	2
The bidder has made no attempt to answer the question, unable to access due to lack of evidence	0

**The cost scoring calculation is as follows:**

The lowest, but feasible, price is awarded 100%, and is then converted into a score using the appropriate weighting.

The other bid prices are awarded a percentage relative to the lowest price bid and converted into a score using the appropriate weighting from the main criteria table

E.g. Pricing criteria in the tender 35, with three separate bids received – Bid 1 £1,000, Bid 2 £2,500 and Bid 3 £2,700

Relative percentage given by Lowest Bid price/bid price under evaluation \* price weighting

For Bid 1 – Relative percentage is  $\frac{£1000}{£1000} \times 35 = 35$

For Bid 2 - Relative percentage is  $\frac{£1000}{£2500} \times 35 = 14$

For Bid 3 - Relative percentage is  $\frac{£1000}{£2700} \times 35 = 12.9$



The following table provides conditions on which both Council's expects all bidders to respond to:

Conditions	Weighting	Bidder Response	Bidder Comments
<b>Functionality – 12.5%</b>			
1. Changes can be made using a No Code / Low Code environment, without reliance on ICT technical expertise	1. Pass/Fail		
2. Allow the design of microsites with a separate design from the core website at no additional cost.	2. Pass/Fail		
3. Functionality to allow for two Councils (South Ribble and Chorley) to share a CMS platform for two different sites/domains with each council only having access to customise their own site and microsites	3. Pass/Fail		
4. A-Z site map and A-Z of services	4. Pass/Fail		
5. Ability to provide website feedback	5. Score out of 10		
6. Dynamic alert section on homepage	6. Score out of 10		
7. Content support for documents, articles, basic pages, blogs, menus	7. Score out of 10		

<p>8. Breadcrumb trails accurately show location of the user within the site, including any self-service portals.</p> <p>9. Ability to easily customise formatting of the website without needing extensive CSS experience.</p> <p>10. Enable multiple navigation menus to be created and flexibly displayed on different parts of the site/micro sites.</p> <p>11. Supports a fully compliant mobile/responsive design out of the box enabling the site to scale to common mobile devices and browsers.</p> <p>12. Provides the ability to extend the functionality of the website in future with plug-ins or similar functionality enhancement capabilities.</p> <p>13. Compliance with GDS standards and styling</p> <p>14. Ability to utilize the CMS to not only to provide an external facing CMS solution but also to utilize for an intranet site and internal subsites.</p> <p>15. Supports authentication with Azure Active Directory</p>	<p>8. Score out of 10</p> <p>9. Pass/Fail</p> <p>10. Pass/Fail</p> <p>11. Pass/Fail</p> <p>12. Pass/Fail</p> <p>13. Pass/Fail</p> <p>14. Pass/Fail</p> <p>15. Pass/Fail</p>		
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<p>16. Accurate and intuitive search functionality</p> <p>17. Test environment provided</p> <p>18. Support for RSS feeds</p>	<p>16. Pass/Fail</p> <p>17. Pass/Fail</p> <p>18. Score out of 10</p>		
<p>Accessibility – Pass / Fail</p>			
<p>1. Meet the International WCAG 2.1 and provide a list of those areas which don't.</p> <p>2. Provide an accessibility statement explaining how accessible the CMS is.</p> <p>3. Meet the EN 301549 Procurement Standard.</p> <p>4. Comment on any accessibility testing which took place on your CMS and any assistive technologies which were also tested.</p> <p>5. Enforce accessibility standards when adding content such as descriptive text and Alt text.</p> <p>6. All page elements including images and buttons contain descriptive text for screen readers.</p>	<p>1. Pass / Fail</p> <p>2. Pass / Fail</p> <p>3. Pass / Fail</p> <p>4. Pass / Fail</p> <p>5. Pass / Fail</p> <p>6. Pass / Fail</p>		
<p>Security &amp; Compliance – 10%</p>			

<ol style="list-style-type: none"> <li>1. ISO 27001 Accredited hosting</li> <li>2. CMS complies with the Local Government Digital Service Standards approach</li> <li>3. Complies with the e-GMS Metadata Standards</li> <li>4. Can you confirm that all services or systems processing information are compliant with all relevant statutory, regulatory, contractual, copyright and intellectual property requirements?</li> <li>5. Can you confirm that all service information containing personal information will be handled in accordance with Data Protection legislation?</li> <li>6. Has the Information Commissioner issued any assessments against you or required an undertaking to be signed? (If yes please provide further information). Have you ever had to report a breach to the data commissioner?</li> <li>7. Have internal or external auditors conducted a review of information security arrangements in the last 12 months? Can you detail any weaknesses or improvements identified?</li> </ol>	<ol style="list-style-type: none"> <li>1. Pass / Fail</li> <li>2. Pass / Fail</li> <li>3. Score out Of 10</li>   <li>4. Pass / Fail</li>   <li>5. Pass / Fail</li>   <li>6. Score out of 10</li>   <li>7. Score out of 10</li> </ol>		
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<p>8. Please describe the processes in place to ensure the ongoing monitoring of your information security arrangements.</p> <p>9. Do you have a Disaster Recovery / Business Continuity Policy and Plan and how often is it tested?</p> <p>10. What were the results of your last Disaster Recovery / Business Continuity test and does your organisation have any known risks in this area?</p> <p>11. Please describe your business continuity plan.</p> <p>12. Is penetration testing carried out and if so how often?</p> <p>13. Are changes to any of your systems tested, reviewed and applied using a documented change management process? Please describe.</p> <p>14. Regular software updates / security updates and patches are applied within a reasonable timeframe.</p> <p>15. Two factor authentication for administrator login</p>	<p>8. Score out of 10</p> <p>9. Score out of 10</p> <p>10. Score out of 10</p> <p>11. Score out of 10</p> <p>12. Score out of 10</p> <p>13. Score out of 10</p> <p>14. Pass / Fail</p>		
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15. Score out of 10

Hosting - %5

1. Please confirm uptime percentage for the last 3 years for your hosting platform. Anything below 99% will class as a fail
2. Daily Backups held for a minimum of 30 days.
3. Hosting infrastructure includes fully redundant components

1. Score out of 10
2. Pass / Fail
3. Pass / Fail

Manageability / Maintainability – 12.5%

1. Add / Edit content using a WYSISWG Editor
2. Allow the scheduling for the release or removal of content
3. Provide notifications for review dates for content

1. Pass/Fail
2. Pass/Fail
3. Pass/Fail

<p>4. Automatically scan the CMS for broken links</p> <p>5. Ability to import / export content</p> <p>6. Restful API's provided to interact with the CMS</p> <p>7. Ability to choose custom URL paths for content.</p> <p>8. Ability to redirect content to other pages or external URL's.</p> <p>9. Full audit trail of content additions and revisions.</p> <p>10. Ability to configure approval routing for content.</p> <p>11. Ability to alter page layouts using simple management tools in a GUI without extensive understanding of the CMS platform / CSS elements etc.</p> <p>12. Full CMS training provided with regular training sessions available.</p> <p>13. Full user guidance provided</p> <p>14. The CMS solution is open source and has extensibility and customization options to allow for South Ribble and Chorley Council in house developers to code extra functionality and integrations without</p>	<p>4. Pass/Fail</p> <p>5. Pass/Fail</p> <p>1. Pass/Fail</p> <p>8. Pass/Fail</p> <p>9. Pass/Fail</p> <p>10. Pass/Fail</p> <p>11. Pass/Fail</p> <p>12. Pass/Fail</p> <p>13. Pass/Fail</p> <p>14. Pass/Fail</p>		
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reliance on the vendor and at no extra cost.

Integrations and Self Service – 10%

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| <ol style="list-style-type: none"> <li>1. The ability to track and report on outgoing URL referrals.</li> <li>2. Supports Google Analytics and Tag Manager</li> <li>3. Supports workflow to pull documents from SharePoint (Office 365)</li> <li>4. Single Sign On integration capability / portal with Firmstep, IDOX Public Access, Capita Ebilling/E Citizen, Civica Modern Gov and Internally developed Chorley My Account solution (.Net)</li> <li>5. Provide full seamless integration with Firmstep Forms Solution</li> <li>6. Provide full seamless integration with Chorley Council internally developed .NET forms solution</li> <li>7. Can forms, websites be embedded in frames within the site</li> <li>8. Google Maps and ESRI GIS Integrations</li> </ol> | <ol style="list-style-type: none"> <li>1. Pass/Fail</li> <li>2. Pass/Fail</li> <li>3. Score out of 10</li> <li>4. Score out of 10</li> <li>5. Pass/Fail</li> <li>6. Pass/Fail</li> <li>7. Score out of 10</li> <li>8. Pass/Fail</li> </ol> |
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<p>9. Ability for YouTube videos and other videos to be embedded on site pages</p> <p>10. Ability to integrate with Webchat systems provided by third parties</p>	<p>9. Pass/Fail</p>		
<p>Performance – 5%</p>			
<p>1. Designed for Search Engine Optimisation</p> <p>2. Standard page load time &lt; 2 seconds</p> <p>3. Confirmation of Time to Title, Start Render Time and Overall Weight.</p>	<p>1. Pass/Fail</p> <p>2. Pass/Fail</p> <p>3. Score out of 10</p>		
<p>Maintenance and Service Level Agreements – 5%</p>			
<p>1. Please provide details of your current standard SLA agreement.</p> <p>2. Please provide data on percentage of SLA's not upheld over the last 12 months.</p> <p>3. Please provide details of any additional maintenance agreements available for additional costs.</p>	<p>1. Score out of 10</p> <p>2. Score out of 10</p> <p>3. Score out of 10</p> <p>4. Score out of 10</p>		

4. Will South Ribble and Chorley Council receive a dedicated customer support consultant?

Futureproofing – 10%

The councils Digital to Improve Programme identifies several key projects outside of the Website Refresh which will be heavily linked to the CMS. Bidders should provide comments for each item and highlight whether comments refer to your CMS or Forms (CRM) solution.

1. Search facility able to search the councils existing Portals as well as CMS.
2. Ability to integrate with Smart Home devices such as Amazon Alexa or Google Assistant.
3. Ability for the site to scale and be used as mobile & kiosk self-service Public Digital Access Points
4. Potential for the site to published as a mobile application to IOS App Store and Google Play Store.
5. If South Ribble/Chorley were to migrate to another CMS, can all data be exported in bulk or migrated to other common CMS platforms

1. Score out of 10
2. Score out of 10
3. Pass / Fail
  
4. Pass/Fail
  
5. Pass/Fail

<p>Please provide details of 3 case studies performed by your organisation within the last three years, which are of similar size and nature and are relevant to the project, specifically demonstrating:</p> <ul style="list-style-type: none"> <li>- Working with two local authorities sharing a single CMS solution with each authority still having control over their own main site and subsites</li> <li>- Working with public sector clients and a track record in building strong and successful client relationships</li> <li>- Successful project management and implementation of a similar project</li> </ul> <p>Please provide contact details for each case study. The Council may contact the customer to confirm and clarify the information provided, please include; name, email and telephone number of the relevant contact.</p>	<p>Score out of 10</p>		
<p>Describe what your approach to the project management of this project would be, including</p>	<p>Score out of 10</p>		

<p>what controls and monitoring arrangements and timescales for implementation etc.</p>			
<p>Please give details of the key staff who will undertake the project, including their professional qualifications and relevant experience. Please identify who will lead the project on your behalf, confirming a continuous presence on the project, and who will be the day to day contact for the both Council's</p>	<p>Score out of 10</p>		

**Cost – 30%**

Please provide full costings include any training, implementation, project management and migration. This will be used in the cost scoring calculation as described above.