



# Social Mobility Commission Website Build

## Clarification Questions

Date: 07/03/2023

Question No	Question	Response
1A	Can you confirm if we should use Attachment 3 to provide our responses to essential skills and experience questions within the table provided? Or do we use our own document with the questions clearly placed before the responses?	We are happy to receive the responses to the questions in your preferred format.
1B	For stage one you only require our answers to the Essential skills and experience (i.e. no technical criteria or cultural fit q's for stage one)?	For stage 1, we require answers to essential skills and experience. Please do consider how the ITT is quite technical, so through answering the essential skills and experience we would expect to see some technical aspects but the technical criteria will not be assessed at stage 1.
2	Are you able to share current volume/number of visitors the site currently receives and what you are hoping to increase this by with the new site?	Due to the SMC's content being split across two websites and these websites being for different audiences i.e the social mobility works website is aimed at Employers, we currently do not have an overall aim for the increase for the new website but our aim to reach out to new audiences.
3	Can you confirm you're open to a move away from WordPress? You're considering alternative CMS platforms that will be deliver on your requirements.	Yes, we are open to the possibility of a new CMS.
4A	Are you able to share how many different page designs there will be for development to implement?	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
4B	Do the page designs include interactive elements that may need to be built?	To date the design stage has not finished, this is to be confirmed once the successful bidder has been appointed. The current Social Mobility works website has a 'Maturity assessment' which will need to be migrated to the new website.
5	Are the design assets responsive i.e. will	Yes, these will be available.

	mobile/laptop/desktop versions of the designs all be available?	
6	Would you be able to confirm what format the design assets will be provided in? e.g. will they be provided in a design package that will enable a development to pull all the elements from?	All assets will be provided as Figma files.
7	Can you please expand on the requirements/brief for this request: "An interactive tool for measuring how well an organisation is currently doing when it comes to social mobility." Such as providing the list of questions to be used, any scoring, and what the output needs to display.	The current 'Maturity Assessment' can be found on <a href="https://socialmobilityworks.org">socialmobilityworks.org</a> which will need to be migrated to the new website.
8	We understand that the buyer may not want to share the designs prior to launch, however, is there any way suppliers can see this? As a WordPress / digital development supplier, we tend to quote more accurately (even in favour of the buyer) after seeing the designs, as we understand more about what's involved (i.e. how many templates to build, etc.).	To date the design stage has not finished, this is due to be finished at the end of March 2023.
9	Are there any new or existing special functionalities* that suppliers should be aware of? I.e. are there any hidden pages for payment walls, on-site booking systems or technical forms that suppliers should take into account when pricing things up? *The "Maturity assessment" is a good example of special functionality.	There are no payment walls or on-site booking systems. The only functionalities that should be included is the 'Maturity Assessment' can be found on <a href="https://socialmobilityworks.org">socialmobilityworks.org</a> and the integrating the site with Tractivity, our stakeholder management system, so that form data can be collected.
10	Can the buyer please let suppliers know if a sitemap is available, in order to see how many pages are needing to be migrated/populated? The confusion is that, given there are 2 sites (current WordPress website + Gov.UK website), do pages from both sites need to be on the new SMC website? If only the SMC website, the only sitemap we have found from SMC site is <a href="https://socialmobilityworks.org/sitemap_index.xml">https://socialmobilityworks.org/sitemap_index.xml</a> (is this everything?)	To date the design stage has not finished, this is due to be finished at the end of March 2023. It is likely there will be significantly more web pages than there is on the Social Mobility works website. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
11	We understand that this may be hard to calculate, given there are technically two sites (current WordPress website + Gov.UK). However, to the best of the buyer's knowledge, please could the buyer provide current (or envisioned) server specifications, so that suppliers can better understand usage and costs?	Currently, the Social Mobility Works website is hosted externally, therefore the SMC does not have this data. The SMC requires a flexible hosting environment to ensure that it can upload multimedia content.
	Along with this, can the supplier please provide information on current usage on the website, specifically, how many concurrent users are on the site at the same time?	Due to the SMC's content being split across two websites and these websites being for different audiences i.e the social mobility works website is aimed at Employers, we currently do not have an overall aim for the increase for the new website but our aim to reach out to new audiences.
12	Does the cost proposed by the supplier have to take into account the "1 year maintenance and support"? If so, what do you envision these support requests to look like, as there is no clarification on the limit of requests from the buyer.	Yes, the maintenance and support requests are likely to be aspects of technical development to the site. The SMC will take on the day to day content management.

13A	Can you give an idea of the number of pages, content and functionality that will require building?	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
13B	Should we base the pricing on the current site?	To date the design stage has not finished, this is due to be finished at the end of March 2023. It is likely there will be significantly more web pages than there are on the Social Mobility works website. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
13C	What format will the design assets be provided in? e.g. Adobe Xd files etc.	All assets will be provided as Figma files.
14	Could you please share the total number of invitees to this opportunity?	This ITT has been shared with all the suppliers on the Digital Outcomes 6 Crown Commercial Services Framework.
15	Can you confirm what information suppliers need to provide as part of "Closing date for applications", 10-03-2023 deadline? I'm a bit confused as to what is then expected by a supplier should they be shortlisted to submit a written proposal. Do you have a template?	For stage 1, we require answers to essential skills and experience. Please do consider how the ITT is quite technical, so through answering the essential skills and experience we would expect to see some technical aspects but the technical criteria will not be assessed at stage 1. There is a template 3 in the published project pack which can be used. However, we are happy to receive the responses to the questions in your preferred format.
16	Your requirements state "The website should be built using a common tech stack". Does the SMC have any preference for the tech stack? Subject to an improved user-experience and improved editor-controls (ie adding new toolkits) is there any specific reason why continuing with Wordpress would be sub-optimal?	No preference, as long as it is a common tech stack. There is no specific reason why we are leaving WordPress and we are happy to understand possible options.
17	Is there an existing hosting provision the to-be site will be served from or do you wish your site developers to host on a recommended server. If the latter, are there any specific requirements for the hosting (over and above standard government security etc requirements)?	Currently, the Social Mobility Works website is hosted externally and the SMC does not have any in house hosting provision. The SMC expects the successful supplier hostings would meet the standard government security requirements this includes the server being hosted in the UK.
18	The current SMC web presence exists in both a Wordpress site and a .GOV.UK presence. We assume the new site will replace the current <a href="https://socialmobilityworks.org/">https://socialmobilityworks.org/</a> site. 1. Will the .GOV presence remain once the to-be site is developed or will be also be made redundant through the development of the to-be site. 2. If both the .GOV and the to-be site will exist, will the maintenance and consistency of content be managed by the SMC?	The new site will be the only SMC website, with neither <a href="https://socialmobilityworks.org/">socialmobilityworks.org</a> (as is) or the <a href="https://gov.uk">gov.uk</a> site continuing to exist.

19A	We understand that the Information Architecture has been already designed-can the buyer provide number of pages of the initial design.	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
19B	As a supplier can the actual implementation be carried out offshore?	The successful supplier must ensure where non-UK Supplier Staff (including Subcontractors) are used to provide any element of the Deliverables under this Call-Off Contract that it is documented in the Call-Off Schedule 5 (Pricing Details and Expenses Policy).
19C	As a supplier can the actual implementation be carried out offshore?	Yes, all relevant stakeholders will be available throughout the project.
20A	Are there any preferences or existing requirements in term of hosting provider and/or technologies used to build the website? (i.e. are we allowed to use any of the technologies and tools we think will fit the project)	The SMC expects the successful supplier hostings would meet the standard government security requirements this includes the server being hosted in the UK. . The SMC is flexible in terms of the successful supplier suggestion technologies and tools to ensure that it makes the back end of the website usable for the SMC.
20B	Can you explain with examples/use cases the integration the new system should have with Tractivity?	The integration with Tractivity includes contact forms for individuals to sign up to the SMC's mailing list.
20C	Could you share the size of the website? (e.g. number of pages, number of asset etc.)	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
20D	How many BE or external systems/platforms would the new website need to be integrated with? If any, can we assume that all the integration interfaces and related infrastructure with those systems are already production ready and the new website will just consume the services?	Yes, the only integration is with Tractivity which includes contact forms for individuals to sign up to the SMC's mailing list.
20E	Can you elaborate on the level of maintenance and support required during the first year of contract?	The maintenance and support requests are likely to be aspects of technical development to the site. The SMC will take on the day to day content management.
20F	Does the budget of 75k include the totality of required services (Hosting, Maintenance & Support, content migration and development)?	Yes
21A	Can you provide web link for gov.uk website?	The <a href="https://www.gov.uk/government/organisations/social-mobility-commission">gov.uk</a> website is here: <a href="https://www.gov.uk/government/organisations/social-mobility-commission">https://www.gov.uk/government/organisations/social-mobility-commission</a>
21B	Which elements of WCAG 2.1 AA accessibility requirements did Social Mobility Works fail on? a. Who did you use for the check? b. Can you provide the results of the accessibility check?	The Social Mobility Works website fails to meet a significant number of the requirements, including those relating to colour, contrast, images, non-text contrast and text spacing to name a few.

21C	"There will be a handover period between contract being awarded and design assets being delivered" a. Can you give dates? b. Will this impact the current Contract Award date - 05/04/23? c. Is this the only time we will be able to liaise with the Agency? Phase 1 - Design 1. When will the design phase documents be made available? 2. Which agency did you use for the design?	To date the design stage has not finished, this is due to be finished at the end of March 2023. The design agency is available until 30 June 2023 so there will be scope to liaise with the agency. We are unable to provide the name for the design agency
21D	In what format will the assets, produced by the design agency, be in?	All assets will be provided as Figma files.
21E	How much time during the handover will a supplier have with the design agency?	To date the design stage has not finished, this is due to be finished at the end of March 2023. The design agency is available until 30 June 2023 so there will be scope to liaise with the agency.
21F	Any particular reason why the design agency is not doing the development work?	Due to procurement regulations, the SMC is required to go out to tender for this project.
21G	Did development have any input on designing the wireframes?	No, as the design agency has created the design and wireframe elements and there has been no development to date.
21H	How long did it take the design team to finish stage 1?	To date the design stage has not finished, this is due to be finished at the end of March 2023.
21I	Is the design locked or will time for adjustments need to be factored in?	The overall vision for the design will be locked. However, in terms of IA and wireframe, there potentially are likely to be tweaks. If the successful supplier has any suggestions, we are happy to review and adjust accordingly.
21J	How different is the new design from the existing websites design? a. Is it a complete design change?	The new website is a completely new design
21K	When you say end of May do you mean 31-May? Is there any flexibility on this go live date?	The website needs to be live by 31 May 2023 due to ongoing commitments that the SMC has in June 2023 around publicity and publication.
21L	Will the style guide be made available?	Yes, we will make the style guide available to the successful bidder.
21M	Any preference on the tech stack?	No preference, as long as it is a common tech stack. There is no specific reason why we are leaving WordPress and we are happy to understand possible options.
21N	Accessibility - Do you have a 3rd party or can we select one?	The SMC currently does not have a 3rd party supplier for the accessibility testing. The successful bidder is responsible for: A full external accessibility audit of the new site, conducted by an external supplier, before the site moves into public beta; Fixing of any issues uncovered by the audit and Retesting if necessary. Therefore, the SMC would expect the supplier to subcontract this deliverable.
21O	On-going maintenance 1. Is that 1 year web hosting and maintenance and support from Go Live or Project start	On-going maintenance will be from Go Live date.

	date	
21P	How frequently do you need updated files, to where and in what format?	The SMC requires updated files at least every 6 months and in a format which is relevant to the tech stack.
21Q	Are there any specific requirements for carrying out the daily backup and secure server?	The SMC expects the successful supplier hostings would meet the standard government security requirements this includes the server being hosted in the UK. .
21R	Is there an SLA for restoring the site after a compromise?	This should happen within 24 hours.
21S	It's assumed that there will be ongoing costs associated with the website after the contract period ends; is this understood and is there a budget to cover these costs?	Yes, this is understood and the SMC will follow procurement regulation in regards to contracting a supplier for the ongoing costs.
21T	Expected Contract Length - Is it 1y and 3m from the contract start date or go live date?	Contract length is from the start date. The latest start date is 12/04/2023.
21U	Kick-of meeting – is this on site (location?) or via team/zoom etc?	The SMC works in a hybrid manner, so is happy to meet either face to face or virtually.
21V	Attend weekly status project meeting? a. Is this something you set up and run?	Yes, this is something which the SMC will set up.
21W	Which sections of the bid pack do you need returning for Stage 1 shortlisting phase – 10/03/2023	For stage 1, we require answers to essential skills and experience. Please do consider how the ITT is quite technical, so through answering the essential skills and experience we would expect to see some technical aspects but the technical criteria will not be assessed at stage 1. There is a template 3 in the published project pack which can be used. However, we are happy to receive the responses to the questions in your preferred format.
21X	What content to do want to add, how would you like to add it and how frequently a. Will you be updating content on all pages or just a few specific pages?	The SMC will be updating the website daily with text and multimedia content. It is likely that the SMC will update all pages but some pages will have higher traffic. The SMC would like to add it via a common tech stack.
21Y	Regarding subcontracting does a CMS service (i.e. Wordpress) and/or Accessibility Audit count as a sub-contractor?	The accessibility audit would count as subcontracting however depending on the CMS service, it would be licensed. The definition of a subcontractor is - Any person or Supplier appointed by the Supplier to provide elements of the Project on behalf of the Supplier to the Customer.
22A	A high-level overview on the structure of the website, Number of pages, Types of pages (news, blogs, events, downloads)	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.

22B	Specifications for the CMS	No preference, as long as it is a common tech stack. There is no specific reason why we are leaving WordPress and we are happy to understand possible options. The SMC will be updating the website daily with text and multimedia content. It is likely that the SMC will update all pages but some pages will have higher traffic.
23A	Can you share the IA at this stage? If not, what date will this be available?	To date the design stage has not finished, this is due to be finished at the end of March 2023. The IA will be shared when the contract is awarded.
23B	Can the website designs be seen at this stage? If not, what date will this be available?	To date the design stage has not finished, this is due to be finished at the end of March 2023. The website design will be shared when the contract is awarded.
23C	Have the website designs been checked that they meet the WCAG 2.2 AA accessibility requirements? e.g. colour contrasts.	Yes, this is part of the design agency contract.
23D	Who will be responsible for adding the content to the website before going live?	The successful bidder will be responsible for migrating any content from SMC's <a href="https://www.gov.uk">gov.uk</a> website and the Social Mobility works website to the new website, with support from the SMC. Any new content will be uploaded by the SMC.
23E	Do you have further details on how you would like to integrate with Tractivity?	The integration with Tractivity includes contact forms for individuals to sign up to the SMC's mailing list.
23F	Hosting - What Disk Space is currently used?	The SMC requires a flexible hosting environment to ensure that it can upload multimedia content.
23G	Hosting - How much bandwidth is used on a monthly basis (peak in the past 12 months)	Currently, the Social Mobility Works website is hosted externally, therefore the SMC does not have this data.
23H	SEO - Alongside the light-touch on audience personas, do you also have an understanding of their keyword intent along the varied user journeys, or a list of keyword priorities, themes or buckets you deem as a priority?	The SMC is happy to work with the award supplier to create a list of keywords.
23I	SEO - Alongside SEO migration, is there an opportunity to ensure best in class SEO foundations are implemented before go live, i.e. meta re-writes, header hierarchy, schema... and so on	Yes, the SMC is happy to do this.
24A	We understand that the Information Architecture has been already designed-can the buyer provide number of pages.	To date the design stage has not finished, therefore unable to provide the number of pages. The type of pages from a top level architecture will likely include news; blog; research and reports; and events.
24B	As a supplier can the actual implementation be carried out offshore	The successful supplier must ensure where non-UK Supplier Staff (including Subcontractors) are used to provide any element of the Deliverables under this Call-Off Contract that it is documented in the

		Call-Off Schedule 5 (Pricing Details and Expenses Policy).
24C	We understand that the whole work needs to be completed in about month - would the relevant stakeholders from the buyer side be available for support and sign off.	Yes, all relevant stakeholders will be available throughout the project.
25	I don't see a question asking the supplier to provide a quote for this project...?	Please answer question 5 of the essential skills and experience for stage 1. A more detailed quote is required for stage 2