



ITT for Website development and support

Deadline for Tender Submissions:

5pm Friday 12 July



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1. About us

The Centre for Ageing Better (Ageing Better) is a charity, funded by an endowment from The National Lottery Community Fund, working to create a society where everyone enjoys a good later life. We want more people to be in fulfilling work, in good health, living in safe, accessible homes and connected communities. By focusing on those approaching later life and at risk of missing out, we will create lasting change in society. We are bold and innovative in our approach to improving later lives. We work in partnership with a diverse range of organisations. As a part of the What Works network, we are grounded in evidence.

Working in partnership with national and local government, private, public and voluntary sector, we will seek to influence national policy and deliver long lasting changes locally. We work on a range of topics that matter to people as they enter later life. We have four priority goals:

Fulfilling work

Around 1 million people between 50 and 64 are involuntarily out of work. We know being in good quality work is important to helping people remain financially secure, but employers are not doing enough to create age-friendly workplaces. Our goal is 1 million more people aged 50-69 in fulfilling work by 2022. We will help make employers more age-friendly, promote health at work, and find new ways to support people who want to get back into work.

Safe and accessible homes

Our housing stock is among the oldest in Europe with some of the highest associated health and care costs. Most people want to remain in their own home, but current housing stock is not suitable for us as we get older. Our goal is that by 2030 there will be 1 million fewer homes defined as hazardous and half of all new homes will meet accessibility standards. We'll work to make sure new homes are future proofed and that there is a diversity of suitable homes, that current homes are adapted, and better information is available for people approaching later life.

Healthy ageing

Our health is fundamental to our quality of life. We want more people to reach later life in good health: free of preventable disability and better able to manage long-term conditions. This helps us stay in work, stay independent in our own homes and be active in our communities. Our goal is for people to have five more years free of preventable disability, and to reduce the gap between the richest and poorest people in disability-free life expectancy by 2035. We will bring together a wide range of organisations who together can ensure more of us age well, support local areas to take an integrated approach to healthy ageing, and identify and test interventions to influence behaviour change.

Connected communities

Communities where people know and help each other make it easier to build relationships and stay active. By 2030, we want to see an increase in the proportion of people aged 50

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and over who report they feel they strongly belong to their neighbourhood. We'll help create the physical environment necessary to build connections, remove barriers to participation and support more local areas to become age-friendly so that everyone feels part of a community.

Millions of us risk missing out on a good later life. We must act now to secure a better future for everyone.

2. Background to this Invitation to Tender (ITT)

NOTE:

- This Invitation to Tender (“ITT”) is available to download on the Ageing Better website and is open to any **bidder** submitting a proposal for the Contract (hereinafter referred to as the “**Contract**”) before the stated deadline.
- Although this ITT is not subject to the [Public Contracts Regulations 2015](#), Bidders are reminded that Ageing Better will conduct the process in accordance with the key EU principles of transparency, non-discrimination and equal treatment.
- Any clarification questions should be sent to responses@ageing-better.org.uk by Friday 14 June.

Ageing Better launched in 2015. This was shortly followed by the development of a website that met minimum requirements, built in a short period of time. In early 2017 we subsequently published an Invitation to Tender for website redesign and build, with the completion of our new (and current) website in December 2017, which saw a shift in the CMS from WordPress to Drupal 8.

Since the launch of the website, we’ve had a service level agreement (SLA) with a digital agency for continuous improvement and support, allowing (i) maintenance and ongoing support and (ii) regular improvements to the website, through a backlog of small changes completed on a monthly basis.

[Our strategy](#), which launched in the summer of 2018, highlights our aspiration to build upon our established credibility and use a bolder voice to call for changes in society. The strategy also emphasises our work being grounded in evidence and an enhanced aim of shifting attitudes and influencing national policy.

Our principles are:

- Start with the person
- Focused on impact
- Grounded in evidence
- Bold and innovative
- Open and collaborative

The new strategy provides the framework for the need to further develop our website to reflect who we are, the work that we do and the changes that we want to see.

Alongside this contract, we are also inviting bids on a piece of work to refresh and enhance our brand, both in terms of look and feel and in terms of our tone of voice. We anticipate the brand refresh significantly feeding into the website development work and so have aligned both projects.

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While we do not feel that a substantial redesign or a new build of the website is required at this stage, we see this is an opportunity to make improvements across key areas of the website to improve its longevity and align it more closely with our organisational goals. This means improvement in look and feel; content; user experience; and tools.

3. Contract overview

3.1 Scope of the contract

Website aims

As well as serving as a shop-window for our work, the website exists to raise awareness of our work and grow our brand. We want to maintain and build upon the goals established for the website build in 2017:

- Strengthen the discovery and reach of our evidence, research and learning
- Use digital tools and better position our content to amplify the evidence of what works across our areas of work
- Position the website as a knowledge hub or go-to place for reports, opinion pieces, case studies across our areas of work

Project management

Over a period of 12-18 months, Ageing Better's aim is to continue development and maintenance of the website as well as complete significant work on the design, content, UX and integration of tools – with the ambition of increasing site traffic and engagement. We have detailed below what we believe to be potential areas of development under each of the four areas; however, the successful bidder will be expected to use their knowledge/experience and to work closely with Ageing Better and internal and external stakeholders to fully shape the areas of development.

Our expectation is that these major areas of development, or mini-projects, will each be worked on separately over regular intervals, such as every 3 months (in which case development on these mini-projects will be completed in 12 months). We are conscious that these key areas intersect with one another, so we are open to suggestions from bidders on the most efficient process of working.

In addition to work on these areas, we anticipate having the ability to make small changes where necessary should a problem arise, and receive ongoing support, as detailed below.

We have several staff members with admin access to the website and the skills to upload and update content, and we do not expect the backend of the site to significantly change, so we believe no training will be required.

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Involvement from Ageing Better staff on this project would include Digital Officer (main contact), Digital Communications Assistant, Head of Communications, and Director of Communications and Influencing. Workshops held internally should involve as many staff as possible, with internal buy-in to changes being a priority.

Potential areas of development

Design/creative

Beyond this ITT, Ageing Better's Invitation to Tender for brand refresh and development is an opportunity for us to build upon previous work on our identity. We are looking to expand our visual identity especially, and so wider work on our brand will feed into design work done on the website. Both projects must align in their goals and timeline to maximise efficiency and ensure any changes in colour palette, iconography, data visualisation or typography etc. are reflected in the website design.

We are welcoming bidders to bid on both Invitation to Tenders. If two separate bidders win each ITT, we would expect them to work closely with each other.

Through existing data, new user testing and wire frames, we want to understand existing elements of design that are working and those that can be improved. This extends to the design of landing pages and the home page.

Our website is rated at AA WCAG 2.0 for accessibility, which we believe to be satisfactory, though we would be open to further work on accessibility and expect all work on design conforms with Level AA.

Content

Driven by our organisational principles, we strive for our content to:

- Start with the person
- Be driven by and grounded in evidence
- Contribute in establishing an authoritative voice

While Ageing Better would be responsible for content creation, we would work with the successful bidder to optimise what we create for the website, not just in terms of search engine optimisation but also in how we position and optimise the content for users, including those on mobile devices. We also want a focus on content distribution and consider how we can optimise social shares.

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Work on content (and design) might include a shift from PDF-only versions of our reports and outputs to HTML reports, similar to [GOV.UK](#) and [Health Foundation](#), with this being better for search and accessibility – while recognising that a large number of users print out reports.

As part of our strategy, we have narrowed the focus of our work into four priorities: Fulfilling work; Safe and accessible homes; Healthy ageing; Connected communities. We want to look at how we can best position these priorities in terms of navigation and the content that sits under each work area.

A review of the taxonomy structure of the website may be required, particularly as our content evolves and pieces of work may sit between two or more areas of work (e.g. both Safe and accessible homes and Connected communities). This should also make it easier for the user to find the exact sort of report they are looking for.

Feeding into this, as we produce more content that doesn't sit under the four main areas of work (i.e. what we currently call 'Other areas of work'), we would like to look at how we position these, especially in terms of navigation and searchability.

On programme pages, such as [Age-friendly employers](#), the user also needs to be able to find the content that is most relevant to them and that area of work, whether that is a report, news piece or case study. There is currently no effective way of doing this.

We regularly publish letters to editors and responses to Government, which while important to have, are distinct from our other 'News' items, such as press releases on reports and other announcements. Both responses and longer press releases currently sit in the same section of our website, and we would consider looking at developing more of a media centre.

Similarly, some users feel that it's important to have visual distinctions between our publications and news items, and so we would like to understand how best to display our Blogs, News and Publications.

As we produce more reports on our Publications page, the way we display them on the website will need reviewing. Content that is no longer relevant may need archiving, so that we can prioritise the information the users sees while remaining transparent. The bidder should offer solutions for 'online library' type tools so that all our materials and resources can be accessed easily by the user.

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Content that we currently have include slide decks, videos and infographics. We believe that these should be given more prominence and be easy to download/use and be instinctive to find.

User experience (UX)

Through discovery workshops, interviews and data analysis we want to evolve our understanding of how users interact with our site. We can provide analytics and our own previous research, but the expectation is that more work is done to map out and optimise key user journeys, which will in turn impact work on design, content and so on.

Specific work on UX may include looking at how we position our reports (one of the main end user goals), optimising key landing pages, and improving site navigation and optimising the sitemap.

While we want to retain the simple structure of our website, as the volume of content increases, this may impact how easy it is for users to find what they're looking for, whether that is done through search or browsing activity.

The bidder must guarantee that all tools and content are optimised for all digital devices and via all internet browsers.

Tools and API integration

We are driven by evidence and we also promote innovation and knowledge exchange. One method of encouraging others to share learning is through a hub. We have an existing community, the [UK Network of Age-friendly Communities](#). A solution needs to be proposed for information knowledge exchange work and interactive sharing and development of innovative practice.

We currently use simple webforms such as e-newsletter signups through MailChimp and 'Contact us' forms that direct messages to email inboxes. We would like to expand this to allow for integration of EventBrite, for events sign-ups, without having to direct users off the website.

Additionally, we would like to be able to create and customise webforms, much like the existing ones on our site, potentially through integrating SurveyMonkey.

With our roots in evidence and research, we require the integration of tools such as [HighCharts](#) or to examine other methods of data visualisation.

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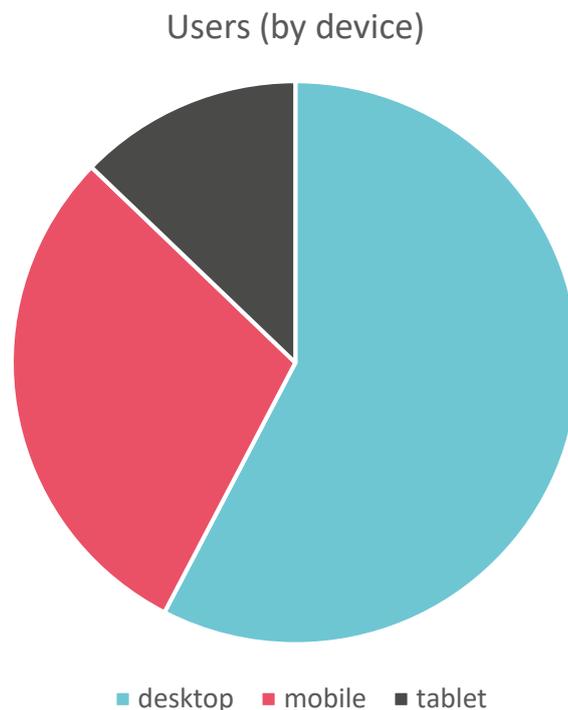
On the site's key landing pages, we have a 'Latest research' section at the bottom of pages that features an XML feed of relevant external papers – this relates to our Research and policy e-alert. We want to make it easier for users to subscribe to our e-alert through this section.

Audience

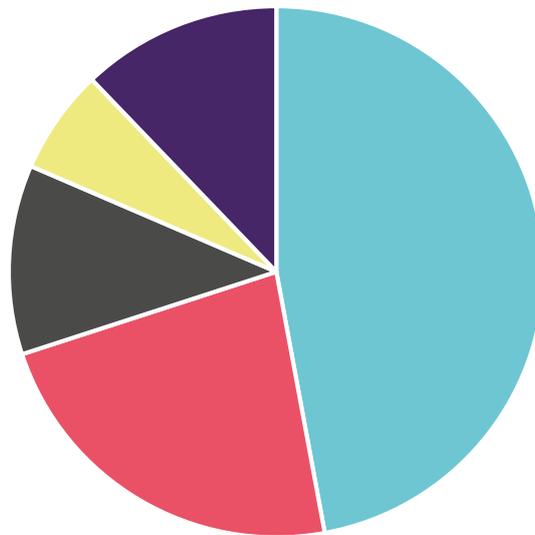
We work to influence nationally and deliver locally, which means that our primary audiences are policymakers and practitioners. These are often people who are experts in our priority areas (Fulfilling work; Healthy ageing; Safe and accessible homes; Connected communities) and don't necessarily think about ageing in that context. These audiences might include HR directors, local councillors, charity directors and civil servants. Our role is to help these audiences create change.

Our secondary audience is people either in or approaching later life (approximately aged 50 and above) who are interested in our issues and want to change their own behaviours and attitudes.

The below is a breakdown of our site demographics in 2019:

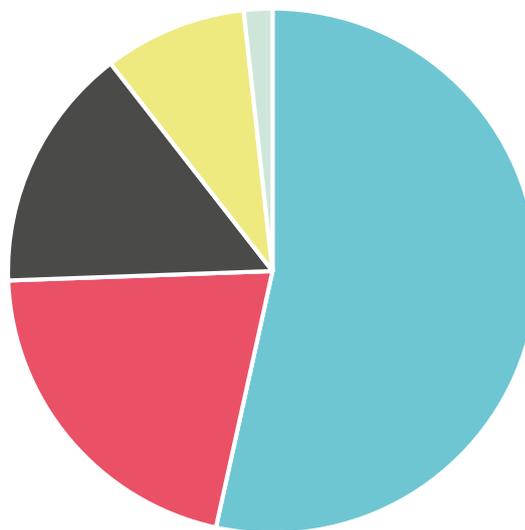


Browser



■ Chrome ■ Safari ■ IE ■ Edge ■ Other

Operating system



■ Windows ■ iOS ■ Android ■ Macintosh ■ Other

Support services

We also need, as part of the contract, a service level agreement that covers **hosting, security, maintenance** and **ongoing support** including:

- Regular maintenance and updates to the CMS (functionality, security fixes)
- 99.9% uptime of the website
- Retained time allocation
- A clear service level agreement in place between the agency/hosting supplier so they can fix problems and bugs and restore the site if it becomes unavailable

The SLA should not be a fixed monthly support fee or retainer, but rather the option to buy blocks of time that can be used as and when necessary.

Hosting and security

We currently use Drupal 8; however, with this version due to reach its End of Life in November 2021, we anticipate upgrading to Drupal 9 imminently.

Our website is currently hosted by [Acquia](#), currently managed through the digital agency with which we have an SLA. We are open to changing hosts but would expect the successful bidder to manage the relationship with the host.

We also have development and staging environments that we want to retain for usage as a sandbox.

In addition to hosting of our site, we have a microsite, [Later life 2015](#), which is hosted by [Amazon Web Services](#) and is managed by our digital agency. The microsite is now redundant and doesn't need editing or updating.

We expect a hosting solution to support the proposed choice of website platform and programming language as well as backup provisions and regular testing to ensure the site is secure:

- A secure hosting and backup solution that ensures that if the site becomes unavailable, a backed-up version of the site can be restored within a reasonable timeframe
- Hosting services should be procured by the supplier from a third-party provider on such third party's terms and with costs based on an annual contract
- To undergo regular penetration testing to ensure that the site is secure and safe and not vulnerable to malicious attacks or viruses
- Compliance with data protection legislation for all forms and tools that ask users to supply their data
- Use of HTTPS for all interactions involving personal data

Ways of working

While we recognise the value of using Agile Project Management and working in an iterative way, we have found that there are limitations to working in 'sprints' or small sections of development.

As such, our aim is to work with the supplier in a way that is collaborative and considerate of our objectives. As experts in your respective fields, we do not believe the relationship should be transactional, but should involve working together and tackling our goals in a holistic method, looking at how content, design and so on intersect.

This means the supplier will be expected to involve UX, content and design specialists as well as developers throughout the life of the contract, bringing creativity and ideas as well as executing them professionally and in close consultation with the team at Ageing Better. The bidder should outline a project management methodology that takes these considerations into account.

The work carried out should also always be bookmarked by user testing, both at the planning stage and through user acceptance training or demonstrations.

3.2 Outcomes/Deliverables

Our ambition is to increase our below website KPIs over time as we develop the website:

Website KPI	Percentage increase
Number of new users	+40%
5+ minutes session duration	+30%
5+ pages in a session	+30%
File downloads	+40%
Email sign-up form submission	+30%
Social shares	+20%

3.3 Contract term

The length of the contract is initially 12 months, with an option to extend by a further six months.

In their application, bidders should demonstrate the scope of work that is achievable within our budget and contract term.

3.4 Budget

- Bids must not exceed £50k (including VAT) for the initial 12-month contract; there will be an option to extend the contract by a further six months.
- Costs in the Pricing Document should be presented exclusive of VAT. Bidders should state whether or not they will apply VAT to the total Contract value. Ageing Better intends to award a Contract for services, on the basis of this Specification and Invitation to Tender. As such, it is our understanding that VAT is applicable, regardless of the successful Bidder's VAT status. Ageing Better recommends that Bidders should seek independent advice if they do not intend to apply VAT. Ageing Better will not make any additional provision to the agreed Contract value in order to cover VAT liabilities, if these costs are not included in the original Pricing Document.

4. Invitation to Tender evaluation criteria

Bids for the Contract for shall be evaluated on the basis of the criteria set out below to determine the most economically advantageous tender (MEAT). Ageing Better has allocated a maximum weighting for each criterion as follows:

Criteria	Weighting
1. Experience	30%
2. Methodology	30%
3. Project management	30%
4. Cost	10%
Total	100%

Bidders should submit no more than 2,000 words answering each of the above criteria.

4.1 Scoring

Criteria 1 to 4 shall be scored on a scale of 0 to 10 by reference to the following scoring guide:

Score	Description
9-10	Exceptional. Demonstrates strengths, no errors, weaknesses or omissions and exceeds expectations in some or all respects.
7-8	Good. The standard of response fully meets expectations.
5-6	Satisfactory. The response is acceptable but with some minor reservations.
3-4	Poor. The response is deficient in certain areas where the details of relevant response require the reviewer to make certain assumptions.
1-2	Very Poor. The response is deficient in the majority of areas where the details of relevant response require the reviewer to make frequent assumptions.
0	Rejected. Response is unacceptable or non-existent, or there is a failure to properly address any issue.

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If a Bidder is successful in its bid for the Contract, then the Pricing Document it submitted as part of its bid will be referenced in the Contract it enters into with Ageing Better and will be used in calculating the amount payable to the successful Bidder under the Contract.

5. Bid return and Tender evaluation process

5.1 Enquiries and communication

During the Invitation to Tender stage Bidders may submit questions and requests for Clarification or further information. Bidders should note the following procedure for obtaining further information or Clarification on matters arising during the Invitation to Tender stage:

- Bidders shall address their questions and requests for Clarification or further information via e-mail to: responses@ageing-better.org.uk;
- On receipt of a request for Clarification or further information, Ageing Better may, at its sole discretion, endeavour to respond to the Bidder and provide such Bidder with any additional information to which Ageing Better has access, but Ageing Better shall not be obliged to comply with any such request and does not accept any liability or responsibility for failure to provide any such information (and absence of a response from Ageing Better shall not entitle a Bidder to make any particular assumptions about the matters sought to be clarified);
- Except as stated below, all questions and requests for Clarification or further information and the corresponding responses, will be circulated by Ageing Better to all Bidders;
- When submitting a question or request for Clarification or further information, Bidders should indicate whether or not they believe the question or request for Clarification or further information is commercially confidential to them and should not therefore be shared with other Bidders. Any such question or request for Clarification or further information should be marked 'Confidential – not to be circulated to other Bidders';
- If Ageing Better considers that, in the interests of open and fair competition, it is unable to respond to the question or request for Clarification or further information on a confidential basis, it will inform the Bidder who has submitted it. The Bidder must as soon as practicable thereafter request that either the query be withdrawn or treated as not confidential;
- All questions or requests for Clarification or further information must be submitted by 5pm Friday, 14 June at the latest. Requests/questions received after this time will not be responded to by Ageing Better.

5.2 Amendments to the Invitation to Tender

Ageing Better reserves the right to issue amendments or modifications to this Invitation to Tender during the Invitation to Tender stage. These will be issued to all Bidders simultaneously and bids will be assumed to take account of any such modifications and amendments.

5.3 Procedure for the submission of bids

Bidders shall submit one electronic copy Invitation to Tender by no later than 5pm, Friday 12 July via e-mail to: responses@ageing-better.org.uk

The Invitation to Tender return shall state the following title:
'Website development and support'

We will acknowledge receipt of all bids.

Please provide your response to this Invitation to Tender by completing the required documents. Please do not provide separate or different types or formats of documents unless specifically requested to do so.

Please note that any stated limits on length of responses set out in the Invitation to Tender must be strictly adhered to. Any question response exceeding the stated limit will be disregarded beyond that limit. Unless specifically requested to do so, please do not include or upload any standard marketing or promotional material within your answer as this will be disregarded.

Supporting information (appendices, attachments etc.) should be presented in the same order as, and should be referenced to, the relevant question.

Late submissions will not be accepted.

Bidders are strongly recommended not to leave their Invitation to Tender submission to the last minute. Ageing Better will not be held liable for failures to submit an Invitation to Tender on time due to technical issues reported less than 24 hours before the submission deadline.

5.4 Content of bids

All bids must consist of the following items/documents:

- Confirmation of acceptance of the Conditions of Purchase as set out at Appendix 1;
- A completed Pricing Document as set out at Appendix 2;
- A completed Written Return, specifying how the Bidder will carry out the Services to be provided under the Contract, as set out at Appendix 3
- A copy of the Form of Tender as set out as Appendix 4 signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Anti-Collusion Certificate as set out at Appendix 5, signed by the authorised signatory submitting the bid on behalf of the Bidder;
- A completed Non-Canvassing Certificate as set out as Appendix 6, signed by the authorised signatory submitting the bid on behalf of the Bidder.

5.5 Evaluation of bids

- Bids will be checked initially for compliance with this Invitation to Tender and for completeness. Bids that are not substantially complete and/or compliant with this Invitation to Tender may be rejected;
- During the evaluation period, Ageing Better reserve the right to call for further information/clarifications from Bidders to assist it in its consideration of their bids. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during clarifications that fundamentally changes any tendered proposal.
- Ageing Better reserves the option to invite Bidders to attend an interview at Ageing Better's offices to further explain their bid proposals. The provisional dates for these interviews are shown in Section 7 (Timetable) of this Invitation to Tender. The dates, times and venues of the interviews (if held) will be confirmed with Bidders under separate cover;
- The purpose of the Bidder interview is to allow Ageing Better to achieve a more rounded appreciation of Bidders' proposals. Note that Ageing Better reserve the right to adjust the scoring of a Bidder's bid if information is established during the interview that fundamentally changes any tendered proposal.

6. Important notices for bidders

6.1 Confidentiality

Subject to the exceptions referred to below, the information in this Invitation to Tender is made available by Ageing Better on condition that Bidders shall:

- at all times treat such information as confidential;
- not disclose, copy, reproduce, distribute or pass the information to any other third person or allow any of these things to happen; and
- not use the information for any purpose other than for the purpose of making (or deciding whether to make) a bid for the Contract.

Notwithstanding the conditions referred to above, Bidders may disclose, distribute or pass information to another person if:

- it is done for the sole purpose of enabling a bid to be made and the person receiving the information undertakes in writing to keep the information confidential on the same terms as set out in this Invitation to Tender; or
- Ageing Better gives its prior written consent in relation to such disclosure, distribution or passing of information.

Ageing Better may disclose any information relating to the bids to its directors, officers, employees, agents or advisers. Ageing Better also reserve the right to disseminate information that is materially relevant to the Contract to all Bidders, even if the information has only been requested by one Bidder. Ageing Better will act reasonably as regards the protection of commercially sensitive information relating to the Bidder.

6.2 Accuracy of information and liability of Ageing Better and its advisers

The information contained in this Invitation to Tender has been prepared by Ageing Better in good faith but does not purport to be comprehensive or to have been independently verified. Ageing Better does not accept any liability or responsibility for the adequacy, accuracy or completeness of, or makes any representation or warranty (express or implied) with respect to the information contained in the Invitation to Tender or with respect to any written or oral information made or to be made available to any Bidder or its professional advisors and any liability therefore is hereby expressly disclaimed.

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Bidders considering entering into a contractual relationship with Ageing Better should make their own enquiries and investigations of Ageing Better's requirements. The subject matter of this Invitation to Tender shall only have contractual effect when it is contained in the express terms of an executed agreement.

Nothing in this Invitation to Tender is, or should be, relied upon as a promise or representation as to the future and Ageing Better does not undertake to provide Bidders with access to any additional information or to update the information in this Invitation to Tender or to correct any inaccuracies that may become apparent. Ageing Better reserves the right, without prior notice, to change the procedures outlined in this Invitation to Tender or to terminate discussions and the delivery of information at any time before entering into the Contract.

6.3 Anti-collusion

Any Bidder who, in connection with the competition for the selection of Bidders for the Contract:

- Fixes or adjusts its bid by or in accordance with any agreement or arrangement with any other Bidder;
- Enters into any agreement or arrangement with any other Bidder to refrain from making a bid or to alter, in any way, the content of any bid to be submitted;
- Causes or induces any person to enter into any such agreement as referred to above or to inform any other Bidder of the content of any other bid for the Contract;
- Offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any persons for doing or having done or causing or having caused to be done any act or omission in relation to any other bid or proposed bid for the Contract; or
- Communicates to any person (outside its consortium, its professional and financial advisers other than Ageing Better or any person duly appointed by Ageing Better) the content of its proposed bid, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Anti-Collusion Certificate set out at Appendix 5.

6.4 Non-canvassing

Any Bidder who, in connection with its bid for the Contract:

- offers an inducement, fee or award to any representative of Ageing Better or any person acting as an adviser to Ageing Better in connection with the selection of Bidders for the Contract; or
- does anything which would constitute a breach of the Bribery Act 2010, will be disqualified (without prejudice to any other civil remedies available to Ageing Better and without prejudice to any criminal liability that such conduct by a Bidder may attract) from further participation in the competition for the Contract. Bidders are required to return with their bid the Non-Canvassing Certificate set out at Appendix 6.

6.5 Copyright

The copyright in this Invitation to Tender is vested in Ageing Better and may not be reproduced, copied or stored in any medium without the prior written consent of Ageing Better. This Invitation to Tender and any document issued to Bidders supplemental to it shall remain the property of Ageing Better and shall be returned upon demand.

6.6 Confidentiality

Bidders shall not undertake (or permit to be undertaken) at any time, whether at this stage or after conclusion of the Contract, any publicity activity with any section of the media in relation to the Contract other than with the prior written consent of Ageing Better (in relation to the form and content of the proposed publicity).

6.7 Ageing Better's right to reject bids

Notwithstanding anything else stated in this Invitation to Tender, the issue of this Invitation to Tender in no way commits Ageing Better to enter into the Contract or any other agreement whatsoever. Ageing Better is not bound to accept any bid and reserve the right to accept any bid either in whole or in part.

Ageing Better reserves the right to reject any or all of the responses received and discontinue the bidding process and/or reject any incomplete or incorrectly completed responses.

Bids will be checked initially for compliance with the requirements of this Invitation to Tender and for completeness. Clarification may be sought from Bidders in order to determine if a bid is complete and compliant. Bids that are not substantially complete and/or compliant with the requirements of this Invitation to Tender may be rejected.

6.8 Time

Ageing Better reserves the right, in its absolute discretion to amend the timetable or extend any time period in this Invitation to Tender.

6.9 Bid costs and loss of profits

Bidders shall bear their own costs and in no circumstances whatsoever shall Ageing Better become liable for any bidding costs, nor shall Ageing Better be liable for any loss of profits, loss of Contracts or other costs or losses suffered or incurred by a Bidder as a result of that Bidder not being awarded one or more Contracts pursuant to this procurement process. Ageing Better shall similarly not be liable in the event that the procurement process is cancelled, whatever the reason.

7. Timetable

The indicative timetable for the procurement process is as set out below:

Stage	Date
Invitation to Tender issued to Bidders	Tuesday 4 June
Deadline for clarification questions	Friday 14 June
Issue response to questions	Tuesday 18 June
Deadline for bid submission	Friday 12 July
Bidder Interview	Friday 19 & Monday 22 July
Notification of result	Tuesday 23 July
Appointment of successful Bidder	Friday 26 July
Contract commencement	Wednesday 31 July

Ageing Better reserves the right to amend the above timetable.

Appendix 1: Conditions of Contract

[Download the conditions of contract](#)

Appendix 2 – Pricing Document

Pricing Preambles

1. The Pricing Document contains the Bidder's rates.
2. The descriptions in the Pricing Document shall not be regarded as an exhaustive statement of everything included in the Contract; refer to the Specification for the full Contract requirements. The rates in the Pricing Document shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Services.
3. The rates in the Pricing Document shall include for the whole of the Bidder's obligations under the Contract whether expressly stated or reasonably implied. No additional request for payment will be permitted unless authorised in writing by Ageing Better.
4. All rates quoted are to be fixed until 31 July 2020. Rates from 31 July 2020 onwards shall be subject to review between the parties, and any proposed increase shall be agreed in writing by Ageing Better. Any rate of increase shall be limited to a maximum of the prevailing CPI rate at the time of the review, published by the Office for National Statistics.
5. Where quantities are stated in the Pricing Document the Bidder should note that they may vary and there is no guarantee of quantity. The rates quoted in the Pricing Document shall apply regardless of the actual quantity of Services subsequently ordered.
6. The rates shall be sufficient to provide the Services in the Specification in isolation from any other requirement and in any quantity.
7. No quantity or continuity of work is guaranteed to the Bidder and this should be taken into account when completing the Pricing Document. Unless expressly stated to the contrary, any quantities given in the Pricing Document are indicative only.
8. Payment shall be made in accordance with the Pricing Document and the procedures described in the Conditions of Contract attached at Appendix 1.
9. The Bidder shall include all mileage, subsistence and expenses costs within the submitted rates.
10. The Bidder shall include all costs for the production of any documentation and the attendance of any meetings required by Ageing Better under the Contract within the submitted rates.

Schedule of Rates

NOTE:

- Please breakdown rates by work package and add rate card for key staff who will be working on this project.

The above rates shall include for all work shown or described in the Contract as a whole and for all work not described but apparent as being necessary for the provision of the Services.

Appendix 3 – Written Return

The Written Return is separated into a number of Sections and questions to provide Bidders with clarity on the overall requirements of Ageing Better in relation to the quality measures used to evaluate all bids.

Each Section is linked to the Evaluation Criteria detailed in Section 4 of this ITT document. The Section weightings are shown in each Section heading

Each element of each question shall be scored on a scale of 0 to 10 by reference to the scoring guide detailed in Section 4 of this ITT document:

Section 0 – General Information

1	Bidder name	Insert details
2	Registered address	Insert details
3	Name of person completing the Invitation to Tender	Insert details
4	Telephone number	Insert details
5	E-mail address	Insert details
6	Company status (e.g. Ltd, Plc, sole trader, Charity, Community Benefit Society, etc.)	Insert details
7	VAT registration number	Insert details
8	Company registration number and/or charity number	Insert details
9	Date of incorporation	Insert details
10	<p>Please provide the organisation name, contact details and a brief description of 2 contracts of a similar nature which demonstrate the Bidder’s experience in relation to Ageing Better’s requirements. Any Contract award will be subject to a satisfactory reference being provided by one or both of the named companies.</p>	
	Insert details	

NOTE TO BIDDERS

Upon identifying the successful Bidder, Ageing Better may seek further evidence to determine the Bidder's ability to perform the Contract prior to awarding the Contract. If the Bidder is unable to provide the further evidence required, Ageing Better reserves the right to withdraw the Bidder's successful Bidder status.

Section 1	Weighting
Experience	30%
<p>Please outline your experience in relation to similar projects and working with similar organisations.</p> <p>Also highlight your experience of working with other suppliers – should two distinct suppliers win our bids for website development and brand development, they will be working closely together to achieve Ageing Better’s goals.</p>	
Bidder’s Response	

Section 2	Weighting
Methodology	30%
<p>Please outline your approach to the project, showing how you will approach each aspect of the work to ensure the delivery of our aims.</p> <p>Please also highlight any challenges you foresee and how these might be overcome.</p>	
Bidder's Response	

Section 3	Weighting
Project management	30%
<p>Please set out team members roles in delivering the work, including days, rates and activities.</p> <p>Explain how the project will be managed and how you will work with Ageing Better and its stakeholders in a collaborative way.</p>	
Bidder's Response	

Section 5	Weighting
Cost	10%
<p>Please provide a breakdown of costs associated with the project and an indication of timelines.</p> <p>Our budget outlined above is fixed and cannot be overspent. All deliverables of the project must be delivered within a reasonable cost.</p>	
Bidder's Response	

Appendix 4 – Form of Tender

To: **Centre for Ageing Better**

Re: Website development and support (the “**Contract**”)

Dear Sirs

1. Having examined the Invitation to Tender and having satisfied ourselves as to all other matters relevant thereto, we confirm our tender for the Contract.
2. We enclose our tender, and confirm that these comprise all of the documents required to be submitted in accordance with the matters set out in the Invitation to Tender. We acknowledge that we are bound by our proposals submitted pursuant to the Invitation to Tender.
3. We hereby unconditionally and irrevocably offer to provide the Services requested to be provided and performed under the Invitation to Tender in accordance with the Contract and at no greater rates or prices than the rates or prices stated in the Pricing Document.
4. We confirm that we are fully conversant with all the Invitation to Tender documentation and that this tender is submitted strictly in accordance with the Invitation to Tender.
5. We agree that this tender shall remain open to be accepted or not by Ageing Better and shall not be withdrawn for a period of twelve (12) months from the deadline for receipt of tenders as set out in the Invitation to Tender, or such longer period as may be agreed with Ageing Better.
6. We undertake to execute the Contract for the proper and complete fulfilment of the Services required or any part or parts thereof, as you may in your absolute discretion award to us.
7. We agree that we shall commence and undertake the Services required when instructed to do so pursuant to the terms of the Contract.
8. We certify that the details of this tender and the Invitation to Tender documentation have not been communicated to any other person or adjusted in accordance with any agreement or arrangement with any other person or organisation.

Centre for Ageing Better

- 9. We acknowledge that Ageing Better is not bound to accept the lowest or any tender it may receive, and reserve the right at its absolute discretion to accept or not to accept any tender submitted.

- 10. We certify that we have full power and authority to enter into the Contract and to carry out the Services, and that this is a bona fide tender.

- 11. We confirm that in submitting our tender, we have satisfied ourselves as to the accuracy and completeness of the information we require in order to do so (including that contained in the Invitation to Tender).

Total Price for this Tender

£.....

in words

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____

Appendix 5 – Anti-Collusion Certificate

To: **Centre for Ageing Better**

Re: Website development and support (the “**Contract**”)

The essence of the public procurement process is that Ageing Better shall receive *bona fide* competitive tenders from all Bidders. In recognition of this principle we hereby certify that this is a *bona fide* bid, intended to be competitive, and that we have not fixed or adjusted the bid by or under or in accordance with any agreement or arrangement with any other Bidder (other than a member of our own consortium). We have not and insofar as we are aware neither have any of our employees, contractors, advisers, agents, officers or subcontractors:

1. Entered into any agreement with any other person with the aim of preventing bids being made or as to the fixing or adjusting of any bid or the conditions on which any bid is made; or
2. Informed any other person, other than the person calling for this bid, of the content of the bid, except where the disclosure was necessary for the preparation of the bid for insurance, for performance bonds and/or Contract guarantee bonds or for professional advice required for the preparation of the bid; or
3. Caused or induced any person to enter into such an agreement as is mentioned in paragraph (1) and (2) above; or
4. Committed any offence under the Bribery Act 2010; or
5. Offered or agreed to pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other bid or proposed bid any act or omission; or
6. Canvassed any other persons referred to in paragraph (1) above in connection with the Contract; or
7. Contacted any officer of Ageing Better about any aspect of the Contract except in a manner permitted by the Invitation to Tender.

We also undertake that we shall not procure the doing of any of the acts mentioned in paragraphs (1) to (7) above before the hour and date specified for the return of the bid nor (in the event of the bid being accepted) shall we do so while the resulting Contract continues in force between us (or our successors in title) and Ageing Better.

In this certificate

The word “person” includes any person, body or association, corporate or incorporate and “agreement” includes any arrangement whether formal or informal and whether legally binding or not.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____

Appendix 6 – Non-Canvassing Certificate

To: **Centre for Ageing Better**

Re: Website development and support (the “Contract”)

Non-Canvassing Certificate

I/we hereby certify that I/we have not canvassed or solicited any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf has done any such act.

I/we hereby further undertake that I/we will not in the future canvass or solicit any officer or employee of Ageing Better in connection with the award of the Contract and that no person employed by me/us or acting on my/our behalf will do any such act.

Signed for on behalf of the Bidder by a duly authorised signatory of the Bidder:

Signed: _____

Name: _____

Position/Status: _____

On behalf of:
(name of Bidder) _____

Date: _____