

**United Kingdom-Poynton: World wide web (www) site design services**

OJ S 20/2020 29/01/2020

Contract notice

Services

**Legal Basis:**

Directive 2014/24/EU

**Section I: Contracting authority**

---

**I.1. Name and addresses**

Official name: Johnnie Johnson Housing Trust

Postal address: Astra House, Spinners Lane

Town: Poynton

NUTS code: UK United Kingdom

Postal code: SK12 1GA

Country: United Kingdom

E-mail: [emma.midgley@jjhousing.co.uk](mailto:emma.midgley@jjhousing.co.uk)

Telephone: +44 1625870122

Fax: +44 1625870160

**Internet address(es):**Main address: [www.jjhousing.co.uk](http://www.jjhousing.co.uk)Address of the buyer profile: [https://www.mytenders.co.uk/search/Search\\_AuthProfile.aspx?ID=AA4584](https://www.mytenders.co.uk/search/Search_AuthProfile.aspx?ID=AA4584)**I.2. Information about joint procurement**

The contract is awarded by a central purchasing body

**I.3. Communication**The procurement documents are available for unrestricted and full direct access, free of charge, at: [www.mytenders.co.uk](http://www.mytenders.co.uk)

Additional information can be obtained from the abovementioned address

Tenders or requests to participate must be submitted electronically via: [www.mytenders.co.uk](http://www.mytenders.co.uk)**I.4. Type of the contracting authority**

Other type: Housing association

**I.5. Main activity**

Housing and community amenities

**Section II: Object**

---

**II.1. Scope of the procurement****II.1.1. Title**

Design and Development of Websites, Portals and eCommerce

Reference number: 218620

**II.1.2. Main CPV code**

72413000 World wide web (www) site design services

### **II.1.3. Type of contract**

Services

### **II.1.4. Short description**

Johnnie Johnson Housing (JJH) and Astraline would like to invite proposals for the complete redesign, refresh and relaunch our 2 company websites. Since their most recent design updates in 2016 our brand and corporate strategy has continued to develop and is now in a significantly different place.

With this project we wish to address and close that gap and create 2 contemporary, intuitive sites that position us as market maker in our sector, so that we can support existing and attract future residents and customers. We require the website to be fully responsive across mobile devices and include tracking data and goals for google analytics, Facebook pixel, etc. It should comply with all current usability and accessibility standards. Improving the customer experience is paramount to the successful delivery and impact of this project.

### **II.1.5. Estimated total value**

Value excluding VAT: 350 000,00 GBP

### **II.1.6. Information about lots**

This contract is divided into lots: no

## **II.2. Description**

### **II.2.3. Place of performance**

NUTS code: UKD North West (England)

### **II.2.4. Description of the procurement**

Johnnie Johnson Housing (JJH) and Astraline would like to invite proposals for the complete redesign, refresh and relaunch our 2 company websites. Since their most recent design updates in 2016 our brand and corporate strategy has continued to develop and is now in a significantly different place.

With this project we wish to address and close that gap and create 2 contemporary, intuitive sites that position us as market maker in our sector, so that we can support existing and attract future residents and customers. We require the website to be fully responsive across mobile devices and include tracking data and goals for google analytics, Facebook pixel, etc. It should comply with all current usability and accessibility standards. Improving the customer experience is paramount to the successful delivery and impact of this project.

Access to our current sites can be found here, existing portal and eCommerce and links are contained within both sites.

[www.jjhousing.co.uk](http://www.jjhousing.co.uk)

[www.astraline.co.uk](http://www.astraline.co.uk)

This JJH website element of this project will also include the following 2 elements which will automatically integrate with our current housing management Active H software, delivered by MIS. It is envisaged that both of these elements will form a seamless part of the website to create the look and experience of 1 site.

The design and introduction of a 'my account' portal — the design and introduction of a digital application portal for potential new residents.

The Astraline website element of this project will also include the design and introduction of a fully functioning online shop, which integrates with our CRM (Salesforce) and our financial and accounting software (Great Plains).

Our customers are key to this project and we would expect the selected supplier to drive user testing documentation and process forward in collaboration with the JJH and Astraline project

manager. Having the ability to continually evolve and develop the sites and functionality is vital in who we will select as our supplier of choice. We will want a programme of conversion optimisation contained as an ongoing element of the partnership.

Project aims:

- to attract, inform, educate and engage residents and customers on any device,
- to offer self-service tools in order to increase speed of resolution and enhance customer experience,
- to portray JJH and Astraline in line with our brand values,
- to tell our story and position us as market makers in our sector,
- bring our sites together, i.e. money matters, careers, JJH and Astraline creating a consistent approach.

#### **II.2.5. Award criteria**

Price is not the only award criterion and all criteria are stated only in the procurement documents

#### **II.2.6. Estimated value**

#### **II.2.7. Duration of the contract, framework agreement or dynamic purchasing system**

Duration in months: 24

This contract is subject to renewal: no

#### **II.2.10. Information about variants**

Variants will be accepted: no

#### **II.2.11. Information about options**

Options: no

#### **II.2.13. Information about European Union funds**

The procurement is related to a project and/or programme financed by European Union funds:  
no

#### **II.2.14. Additional information**

### **Section III: Legal, economic, financial and technical information**

---

#### **III.1. Conditions for participation**

##### **III.1.2. Economic and financial standing**

Selection criteria as stated in the procurement documents

##### **III.1.3. Technical and professional ability**

Selection criteria as stated in the procurement documents

#### **III.2. Conditions related to the contract**

##### **III.2.2. Contract performance conditions**

The selected supplier will be required to sign a further contract prior to the commencement of the project to ensure the project is managed effectively. The contract will include performance based penalties, further details will be confirmed in the contract itself once a supplier has been selected.

### **Section IV: Procedure**

---

#### **IV.1. Description**

##### **IV.1.1. Type of procedure**

Open procedure

##### **IV.1.3. Information about a framework agreement or a dynamic purchasing system**

##### **IV.1.8. Information about the Government Procurement Agreement (GPA)**

The procurement is covered by the Government Procurement Agreement: no

#### **IV.2. Administrative information**

##### **IV.2.2. Time limit for receipt of tenders or requests to participate**

Date: 24/02/2020 Local time: 12:00

##### **IV.2.3. Estimated date of dispatch of invitations to tender or to participate to selected candidates**

##### **IV.2.4. Languages in which tenders or requests to participate may be submitted**

English

##### **IV.2.7. Conditions for opening of tenders**

Date: 26/02/2020 Local time: 10:00

Place:

Astra House, Spinners Lane, Poynton, SK12 1GA.

Information about authorised persons and opening procedure: On this occasion the Chief Operating Officer and Head of Governance and Assurance will be opening and downloading the postbox.

#### **Section VI: Complementary information**

---

##### **VI.1. Information about recurrence**

This is a recurrent procurement: no

##### **VI.3. Additional information**

Note: to register your interest in this notice and obtain any additional information please visit the myTenders website at [https://www.mytenders.co.uk/Search/Search\\_Switch.aspx?ID=218620](https://www.mytenders.co.uk/Search/Search_Switch.aspx?ID=218620)

The buyer has indicated that it will accept electronic responses to this notice via the postbox facility. A user guide is available at [https://www.mytenders.co.uk/sitehelp/help\\_guides.aspx](https://www.mytenders.co.uk/sitehelp/help_guides.aspx)  
Suppliers are advised to allow adequate time for uploading documents and to dispatch the electronic response well in advance of the closing time to avoid any last minute problems.  
(MT Ref:218620)

##### **VI.4. Procedures for review**

###### **VI.4.1. Review body**

Official name: Public Procurement Review Service

Postal address: Cabinet Office

Town: London

Country: United Kingdom

E-mail: [publicprocurementreview@cabinetoffice.gov.uk](mailto:publicprocurementreview@cabinetoffice.gov.uk)

Telephone: +44 3450103503

Internet address: <https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>

**VI.5. Date of dispatch of this notice**

24/01/2020