

United Kingdom-Spinners Lane: World wide web (www) site design services
OJ S 188/2020 28/09/2020
Contract award 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: Spinners Lane

NUTS code: UK United Kingdom

Postal code: SK12 1GA

Country: United Kingdom

E-mail: emma.midgley@jjhousing.co.uk

Telephone: +44 1625870122

Fax: +44 1625870160

Internet address(es):

Main address: www.jjhousing.co.uk

Address of the buyer profile: 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.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 two 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 two 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.1.6. Information about lots

This contract is divided into lots: no

II.1.7. Total value of the procurement

Value excluding VAT: 455 288,00 GBP

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 two 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 two 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

www.astraline.co.uk

This JJH website element of this project will also include the following two 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 one 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

Quality criterion - Name: Quality / Weighting: 50

Quality criterion - Name: Social value / Weighting: 10

Price - Weighting: 40

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 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.2.1. Previous publication concerning this procedure

Notice number in the OJ S: [2020/S 020-044497](#)

IV.2.8. Information about termination of dynamic purchasing system

IV.2.9. Information about termination of call for competition in the form of a prior information notice

Section V: Award of contract

A contract/lot is awarded: yes

V.2. Award of contract

V.2.1. Date of conclusion of the contract

18/08/2020

V.2.2. Information about tenders

Number of tenders received: 10

Number of tenders received from SMEs: 10

Number of tenders received from tenderers from other EU Member States: 0

Number of tenders received from tenderers from non-EU Member States: 1

Number of tenders received by electronic means: 10

The contract has been awarded to a group of economic operators: no

V.2.3. Name and address of the contractor

Official name: Mediaworks

Postal address: Honeycomb, The Watermark

Town: Gateshead

NUTS code: UK United Kingdom

Postal code: NE11 9SZ

Country: United Kingdom

Telephone: +44 1914040100

The contractor is an SME: yes

V.2.4. Information on value of the contract/lot

Total value of the contract/lot: 455 288,00 GBP

V.2.5. Information about subcontracting

Section VI: Complementary information

VI.3. Additional information

(MT Ref:220694)

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

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

23/09/2020