

## Supplier Questions Responses Destination Marketing Website Development

The budget is £130k inclusive of VAT – is this for all 3 websites and 2 years of hosting. Or purely just the build?

***The £132k includes everything involved with the delivery of the websites to March 2025 so your quote should include hosting.***

We wanted to enquire if you would consider splitting the lot into 3 lots, so instead of submitting a tender application for all 3 websites, we could submit for 1.

***The tender is one piece of work and needs to be quoted for as such.***

Is the budget intended to cover the entire contract term including support and hosting of each platform after live? Or will there be further budget for this?

***The budget in the ITT is to cover the contract period. So, from 27th July 2022 to 31st March 2025. Any hosting costs after that date will have a separate budget.***

Is there currently a preference for the CMS solution?

***No preference.***

Is there currently a CRM preference?

***No preference.***

We note all 3 sites are currently built on .NET. Do you want to / need to remain on this tech stack and platform, or are you open to Wordpress or something more bespoke?

***We are open to alternatives to what we already have.***

A CRM is mentioned (connecting to the contact form as an example). Is there a specific CRM already in place that you'd like to keep or are we to suggest options?

***There is no CRM system in place. The CRM forms part of the requirement.***

How is accommodation availability and booking currently being managed on your existing site? Are you integrated with a third party system?

***Multiple third party systems currently process booking for accommodation and events.***

What is the expectation in terms of 'Brand work', can specifics or examples be provided? Are there existing brand guidelines?

***Each area has their own branding guidelines that will be provided to the successful supplier.***

User testing, will your organisation recruit and communicate with focus groups/ users required, or is this expected to be included in the existing budget?

***This will be done in house.***

The deliverables list is extensive. If the entire deliverables list cannot be provided in the budget noted, will you accept MoSCoW prioritisation as part of the delivery process in order to deliver all sites with appropriate features, in the timescales noted?

***We require all the deliverables to be delivered for the budget.***

The 10 page limit is noted, however there's a wealth of information that likely needs to be included to support the tender. Can these be added as appendices with the core response limited to 10 pages?

***This limit is set to avoid unnecessarily lengthy proposals being submitted, appendices should form part of your 10 pages.***

Are hosting and ongoing maintenance costs expected to come from the budget noted?

***The budget includes all website related expenditure up to March 2025.***

Can you please confirm which CRM and 3rd party applications you are looking to integrate with.

***This is to be determined as part of the response to the brief.***

Can you confirm what mapping system MerseyTravel/ Mersey rail are using?

***This can be confirmed with the successful supplier.***

There are several additional sites mentioned (outside of Liverpool, Wirral & Southports main site) can you confirm the development of them is within this budget or for future projects. If included, please can you list which sites are to be included (southport airshow etc).

***Only the websites included in the brief are within this budget.***

Do you have a preference for any CMS platform? Open Source or proprietary?

***No preference.***

Is the budget listed in the tender for a 3 year period until 2025 or a per year cost?

***£132,000 is the total cost for the contracting period to March 2025.***

Is the budget listed in the tender inclusive of all the software licenses required for this project and the implementation, and support cost over 3 years? Or is it only for implementation and support?

***The quote should be inclusive of all licences & associated costs.***

Will you buy the required software licenses that are required and recommended by the bidder for implementing this solution or is the bidder supposed to procure this? Who will bear the cost of all the software licenses required?

***See above***

Throughout the RFP there is a reference to an integrated CRM. What is the CRM that you use currently?

***CRM is bespoke to the website and also connected to third party software.***

Do you already have a CRM or will you be issuing a tender for this as well?

***The CRM forms part of the brief.***

Since you require a payment option on your website for ecommerce and various other bookings – do you already have a partnership/contract with an online payment merchant?

***Currently use third party services that use their own payment gateways.***

The software you have listed for marketing - Crowdriff/Stackla for marketing, Data Thistle for aggregating events and Campaign Monitor for automating email campaigns – will this software stack change in the future?

***This software can change.***

Can you please provide us with an example of the E-commerce Functionality (pg. 12) which meets your requirements for an event/ 'thing's to do' basket?

***People view a page on the website that is an event/attraction/something they can book and pay for on the website. Currently this is done using a third party system. We want it to be all kept on the same website.***

Can you please outline the future process of a new business wishing to be included in one or more of the websites?

***IF this means new partners/members we need to be able to add these on ourselves, via the database.***

Can you please identify the 3rd party APIs (data feeds) that are currently used across the 5 websites that you would like to retain use of?

***Booking.com / TicketQuarter / TXGB / Web Ticket Manager / Data Thistle / Hotel Planner / TripAdvisor / Expedia.***

Of the current accommodation businesses which are bookable, what is the proportion by each of the 3rd party providers?

***All are 3rd party polling or via TXGB. None direct.***

Are there any requirements for the data migration from the incumbent's database and if so, what data will be migrated?

***We would like a cleanse of data so would not necessarily be utilising all data moved over, but this would need to be kept for a period of time.***

To clarify what is the definition of a 'product'?

***A bookable event/attraction/accommodation/bar/restaurant/tour.***