

London Recycles website refresh Q+ A

Ref: 2019-20 London Recycles website refresh

Q: I'm writing to query the creative response requirement for the first stage. Is there a possibility that you would remove this from the initial tender?

A: We are not expecting a fully worked up creative –some ideas and rough scamps, which could be as basic as a simple line drawing, would be fine. The evaluation of creative will be based more on the case studies you share which will illustrate your capabilities. That being said, if you believe rough scamps aren't necessary at this stage and you can communicate your ability to deliver on the brief without them, that would be fine and won't count against you.

Q: Would it be possible to provide us with a copy of the report or other non-confidential outputs from the 2017 user testing process? As a user-centred design company and this information would be extremely interesting and useful to us.

A: The report has been uploaded as a PDF document along with this Q + A sheet.

Q: Would you be able to tell us more about your existing CMS, please? It's quite possible we'd still recommend rebuilding the site but only if this was the most cost-effective option for you. Could you please tell us if it's a bespoke CMS, or built using a proprietary or open source platform, e.g. Drupal, Wordpress etc? Could you tell us more about the programming language, database, platform etc, please?

A: The CMS has been built on Drupal series 7. We updated to 7.65 in April 2019 but may have had some further updates since then. The programming language should be PHP Version 5.2 or higher, Database: MySQL 5.0.15 or PostgreSQL 8.3. <https://www.drupal.org/about/drupal-7>

Q: Is there opportunity to discuss the contract terms and conditions in more detail? For example, adding in a data protection section?

A: The contract terms and conditions will be negotiated and agreed with the winning bidder but will be based on LWARB's standard terms and conditions.

Q: Is hosting the website in scope of this contract? Therefore - is the referenced maximum budget of £30,000 + vat to cover the project fee, 1 year support / maintenance, and 1 year hosting?

A: The £30,000 should cover the project fee plus one year of support/maintenance. However, we would also like to be provided with an annual fee for three years maintenance. We have already paid for the current website to be hosted on Amazon Web Services for a year (until end September 2020) If a new website is built we want to discontinue the current website and transfer hosting etc. to the new website, as we would still like to keep the London recycles urls. Hosting fees do not fall within the remit of this project.

Q: If we were to propose Option 2 in section 4 of designing and building a new website - would you have a preferred CMS? i.e. would we still be considered if we were to propose a CMS which is not the same as your current site?

A: We do not have a preferred CMS and will follow your expert guidance. If a different CMS will be better suited to our needs then it should be implemented.

Q: Will the postcode finder continue to work as it does currently - i.e. pull the data from an external source? Will this be the case for the new website?

A: Yes. The postcode locator is a widget managed by our sister campaign Recycle Now and Valpak and embedded into our website. We have no control over the widget and so it will work as it currently does.

Q: Can you please expand on the requirement relating to the food recycling map? The website <http://smallchangebigdifference.london/> which shows a map currently - will we be reusing this same map as part of the new website? Or will this module need creating?

A: We would like to use the same map. However, it is glitchy, so if the functionality could be improved, that would be ideal.

Q: Do you have a required level of support / maintenance in mind for this contract, or are you happy to be advised?

A: We want to be advised.

Q: The timetable in section 9 mentions 'both' being responsible for 'Develop content'. Are you expecting the successful agency to contribute to writing / creating content, or just the migration of existing content / content population?

A: No, we are not expecting the successful agency to write any content. We will write the content and would like you to migrate any content we wish to keep and populate the site with new content we provide.

Q: Section 5 mentions the response needing sample wireframes for the homepage and a content / landing page, and Section 10 shows a 25% weighting towards a 'creative response to the brief'. Are you expecting more in terms of creative?

A: No, we are not expecting more. Rough scamps are acceptable. However, we will need to see evidence that you are able to meet our creative requirements. This can be illustrated by the case studies you include in your response.

Q: Are there any third party integrations required?

A: At this stage we don't know. We currently have a contact form on the website which people use to send us messages via email and would like to keep this function. We also need our Facebook, Instagram and Youtube feeds to be embedded into the site, similarly to now, with links to our channels.

Q: The module found on <https://londonrecycles.co.uk/local-recycling> - is rebuilding this in scope?

A: No. this is a widget created and run by our sister campaign Recycle Now and Valpak. We simply embed it on our site and have no control over it.

Q: The 'Where I live' requirement in section 4 - do you envisage this being some kind of custom made interactive map of London?

A: We were imagining this as a static map with boroughs delineated. People would click on their borough and be taken through to a page with a simple but engaging infographic which illustrates their service e.g. what materials the councils collect for recycling, if there is a food and garden waste collection, what the bins look like, the borough recycling rate. We are open to alternative suggestions for how this might work.

Q: Is the timeline in section 9 strict?

A: This is an ideal timeline. Some flexibility may be possible.

Q: Exactly what CMS is currently being used?

A: The website used Drupal 7 series.

Q: What are the current average monthly traffic levels?

A: We have been experiencing issues with Google Analytics ever since the website transferred from recycleforlondon.com to londonrecycles.co.uk. Whilst the website appears on our Google Analytics, it hasn't connected properly and we are unable to report on monthly figures at present. The winning contractor would need to fix this problem. Before the website disconnected, average monthly traffic had grown from an average of 2,500 monthly sessions pre our One Bin is Rubbish campaign to around 20,000 after campaign launch. We cannot say whether these figures have remained the same though.

Q: Is there a requirement to take any payments on the new website?

A: No

Q: Is there a requirement for any login access, e.g. a Members Area?

A: No

Q: Is the number of pages (8xA4) to include the case studies and the visuals (homepage, Landing page and initial IA)?

A: No. The case studies and visuals will be in addition to the 8-page submission document. We recognise that a couple of case studies alone could use up 8 pages.

Q: CMS - How many content editors do you have on the site?

A: There is one content editor that manages the website on a fairly regular basis and one editor that has the same permissions but only manages the website as a back-up.

Q: Hosting: Would you be able to provide an analytics report or figures for average monthly traffic to the current site?

A: We have been experiencing issues with Google Analytics ever since the website transferred from recycleforlondon.com to londonrecycles.co.uk. Whilst the website appears on Google Analytics it hasn't connected properly and so we are unable to report on monthly figures at present. The winning contractor would need to fix this problem. Before the website disconnected, average monthly traffic had grown from an average of 2,500 pre our One Bin is Rubbish campaign to around 20,000 after campaign launch. We could not say whether these figures have remained the same though.

Q: Design: Would you please send me a link to your brand guidelines?

A: The brand guidelines have been added to the tender page on the contracts finder, along with the user testing document and this Q + A sheet. To note, the brand guidelines are being updated as they were produced five years ago. The current version displays our previous Recycle for London logo and messaging, but the main design points, such as colours, font and spacing are still relevant.