

Website Development 2026-8

Clarification questions and answers

1. Handover Process & Documentation

What documentation, credentials, and knowledge transfer can we expect from the current agency? Are there established handover protocols or timelines we should plan for?

We would like the handover to ideally be completed by the end of April- but this is not a hard deadline. We don't have any established handover protocols as such, and we hope that through close communications the process will be as collaborative and efficient as possible.

2. Age Without Limits Maintenance Scope

Can you clarify the anticipated maintenance scope for the Age Without Limits website from September 2026? Approximately what percentage of the total contract time should we allocate to this site versus the main Ageing Better website?

We anticipate spending around £6k of the total RFQ amount for the September- March AWL website maintenance.

3. Budget Distribution Guidance

Within the £27,300 annual budget, approximately what percentage should we allocate to: (a) regular maintenance and support, (b) development projects, and (c) communication and project management time?

Around 60% should be on website projects, and 40% on communication and management time, and maintenance and support.

4. Employer Pledge Members Area - Technical Requirements

Can you share more details about the anticipated functionality for the gated members section, specifically: user roles/permission levels, authentication approach, payment integration requirements (if any), and content restriction needs?

This is something we would like to work with the appointed agency on. At this stage, we know we would like payment automation, and user registration (with admin permissions for staff).

5. Acquia Platform Management

What level of Acquia hosting platform management is expected from the supplier (e.g., environment management, deployment workflows, backup monitoring, performance optimization)?

All of the above.

6. Current Drupal Configuration

Can you confirm the current Drupal 11 minor version and highlight any significant custom modules or third-party integrations we should be aware of in our planning?

7. Development Priority Flexibility

Are the Year 1 development priorities listed in the specification (State of Ageing 2027, Employer Pledge members area, fundraising section, conversion optimization) fixed requirements, or would there be flexibility to reprioritize based on any onboarding findings or discussion?

We would welcome any suggestions and discussion; however these priorities are fairly fixed.

8. Current Performance Baseline & Analytics

To inform our strategy and ensure realistic goal-setting, could you share current baseline metrics for the +10% KPI targets, specifically: monthly website sessions, email signup rates, engaged session rates, and your definition of an "engaged session"? Additionally, are there any recent user research findings, heatmap data, or analytics insights you could share? If this information is confidential at this stage, would it be available to shortlisted candidates?

This is not information we would share at this stage. Engaged session is defined as a GA4 engaged session.

9. Primary Audiences & User Personas

Could you clarify the primary audience segments for the website (e.g., policymakers, researchers, employers, older adults, Age-friendly Community members) and their relative priority? Are there existing user personas or audience insights that could inform our approach to UX improvements and conversion optimization?

We do have a priority audience, primarily of charity professionals, policymakers, housing and employment professionals, local government and researchers.

10. Current Accessibility Status

Has a recent accessibility audit been conducted? If so, could you share any known AA WCAG compliance gaps or priority issues we should plan to address?

A recent audit has not been conducted.

11. Integrated Proposal Approach

We are interested in submitting proposals for both the Website Development RFQ 2026-8 and the Digital Marketing RFQ 2026-8. Do you have a preference for how we structure our submissions - as two completely separate proposals, or as integrated submissions that demonstrate how these services would work together? If separate proposals are preferred, may we reference our complementary proposal in each submission?

Can you submit two proposals, one for each. However, you can refer to your Digital Marketing Submission in your Web Development Submission and vice versa.

12. Interview Format

What format should we expect for interviews - panel size, duration, presentation requirements, and key stakeholders who will be in attendance?

There will be a panel of 2 Ageing Better staff. There will be no presentation requirement.

13. The team and I noticed the RFQ listed on the Centre for Ageing Better website and just wanted to ask if you are running a CRM project during or after this process?

We are already running a CRM project

14. Alongside traditional time-and-materials or fixed-hour retainers, we commonly deliver this type of work through a structured partnership-based model, where a defined monthly service covers proactive development, maintenance, support, and continuous improvement within an agreed scope and budget.

Could you please confirm whether such a retained partnership approach would be acceptable, provided it meets the technical, accessibility (WCAG AA), service, and budgetary requirements set out in the RFQ?

Yes

15. Additionally, as the scope expands to include support for a second platform later in the contract term, would a phased or scaled monthly cost—reflecting the increase in supported platforms—be acceptable within the quotation?

Yes absolutely

