Aberdeen-Angus Cattle Society Website Redevelopment

# Introduction

The Aberdeen-Angus Cattle Society (AACS) invites proposals for the redevelopment of its website ([www.aberdeen-angus.co.uk](https://crafts.getmerlin.in/www.aberdeen-angus.co.uk)). The objective is to create a modern, user-friendly, and scalable website that enhances the member experience, aligns with industry best practices, and effectively promotes the Aberdeen-Angus breed. The tender process is intended to obtain proposals for a website that seeks to address the needs of the AACS's diverse audiences (breeders, farmers, consumers, and the general public) and offers robust functionality and design enabled scalability for future web development.

# Background

The current AACS website is extensive, having evolved organically over time. This has resulted in a complex structure that is often difficult for many users to navigate and staff to manage efficiently. This tender seeks to create a significantly improved the experience of both internal and external users by establishing a clear, intuitive site architecture while retaining essential content. The new website will need to be responsive to all device sizes.

It is intended that the redeveloped website utilises much of the existing content without requiring materially different content creation through the project.

# Scope of Work

The successful bidder will be responsible for all aspects of the project, including design, development, testing, launch and resolution of early issues related to its design. The refreshed website should be built upon industry best practices as observed in competitor and peer websites and must meet all requirements specified in the appendices referenced below.

The scope of work includes, but is not limited to:

* Website design and UX development
* Technical implementation and CMS configuration
* Content migration from existing website
* Integration with third-party systems
* Testing and quality assurance
* User training and documentation
* Launch support and post-implementation maintenance

Detailed requirements are specified in the following appendices:

* APPENDIX A: FUNCTIONAL REQUIREMENTS
* APPENDIX B: TECHNICAL REQUIREMENTS
* APPENDIX C: CONTENT STRUCTURE AND MIGRATION REQUIREMENTS
* APPENDIX D: DESIGN REQUIREMENTS
* APPENDIX E: TESTING AND QUALITY ASSURANCE
* APPENDIX F: TRAINING AND DOCUMENTATION REQUIREMENTS
* APPENDIX G: SUPPORT AND MAINTENANCE EXPECTATIONS

# Project proposals

Interested providers are invited to submit proposals that include the following components:

* Cover Letter: A brief introduction and summary of your proposal.
* Company Profile: Details about your company, including relevant experience, qualifications, and references.
* Project team details including
  + CVs
  + Experience
  + Role in the project
* Proposed Methodology: A detailed description of your approach to delivering website services tailored to the organisation's needs.
* Proposed Timeline: An estimated schedule for implementing and delivering the proposed services, including
  + Initial design concepts (including wireframes)
  + Development phases (design, build, testing)
  + Content migration strategy (see Appendix II)
  + Testing and feedback cycles
* Cost Proposal: A clear breakdown of costs associated with each service and any additional expenses.

AACS would consider consortium bids. In order for a consortium bid to be considered:

* A clear lead contractor must be identified who will serve as the primary point of contact and bear overall responsibility for delivery.
* The proposal must clearly define the roles and responsibilities of each consortium member.
* Evidence of previous successful collaboration between consortium members should be provided where applicable.
* The consortium must demonstrate how they will ensure seamless integration of work across different team members.
* Joint liability arrangements or alternative risk management approaches should be outlined.
* Consortium proposals will be evaluated using the same criteria as individual providers, with additional consideration given to the effectiveness of the proposed collaboration structure.

Providers may be asked to sign a data use agreement to ensure the integrity of AACS data.

# Evaluation Criteria

Proposals will be evaluated based on the following criteria, with each scored on a scale of 0-10 (0 = does not meet requirements, 5 = adequately meets requirements, 10 = exceeds requirements in all aspects): -

* Demonstrated experience and expertise in providing website services [Weight: 20%]
* Understanding of the Aberdeen-Angus Cattle Society's requirements [Weight: 20%]
* Methodology and approach to service delivery [Weight: 15%]
* Project management capabilities and resource allocation [Weight: 15%]
* Cost-effectiveness and value for money [Weight: 20%]
* References and proven track record [Weight: 10%]

The maximum possible score is 60 points. Proposals must achieve a minimum score of 35 points to be considered.

# Submissions and Timeline

All proposals must be submitted electronically to Society auditor, Neil Morrison, [Neil.Morrison@azets.co.uk](mailto:Neil.Morrison@azets.co.uk)

Proposals received after the deadline will not be considered.

* Tender Release Date: 28th April 2025
* Deadline for Provider Tender Query Submission: 19th May 2025
* Deadline for AACS Tender Query Responses: 26th May 2025
* Deadline for Proposal Submission: 20th June 2025
* Evaluation Period: 27th – 7th July 2025
* Notification of the Successful Website Service Provider to all those who submitted a valid tender: 11th July 2025
* Contract Award Date: 14th July 2025

AACS look forward to receiving proposals on the above terms and partnering with an exceptional website service provider to support its objectives.

# Confidentiality and Contact Information

All information provided in the proposals will be treated with strict confidentiality and used solely for the purpose of evaluating the tender. For enquiries, queries or clarification regarding this tender, please contact Sarah Wood at [sarah@aberdeen-angus.co.uk](mailto:sarah@aberdeen-angus.co.uk).

# Disclaimer

The Aberdeen-Angus Cattle Society reserves the right to reject any or all proposals and is not obligated to accept the lowest-priced or any proposal. The Society may also negotiate with shortlisted tenderer[s] to ensure the best possible outcome for the organisation.

# APPENDIX A: FUNCTIONAL REQUIREMENTS

## A.1 Responsive Design

* The website must be fully responsive across all viewports and devices
* Must maintain full functionality and optimal viewing experience on:
* Desktop computers (minimum resolution 1024×768)
* Tablets (portrait and landscape orientations)
* Mobile phones (minimum support for iOS 14+ and Android 10+)
* All interactive elements must be touch-friendly for mobile users
* Navigation menus must adapt appropriately for different screen sizes
* Content layout must adjust dynamically based on device capabilities
* Page load times must not exceed 3 seconds on standard connections across all devices

## A.2 SEO Optimization

* Implementation of SEO best practices throughout the website structure
* Custom meta tags, descriptions, and titles for all primary pages
* Search engine friendly URL structure
* XML sitemap generation and submission capabilities
* Structured data markup where appropriate (events, people, locations)
* Implementation of appropriate canonical tags
* Support for custom meta tags for social media sharing (Open Graph, Twitter Cards)
* Sitemap integration with Google Search Console
* Automated image optimization for improved page speed
* Breadcrumb navigation implementation

## A.3 Analytics Integration

* Full integration with Google Analytics 4
* Configuration of standard conversion goals and event tracking
* Custom dashboard creation for Society staff
* Integration with Google Search Console
* Implementation of enhanced e-commerce tracking if applicable
* User flow visualization capabilities
* Heatmap integration capabilities (e.g., Hotjar compatibility)
* Regular automated analytics reporting functionality
* Custom event tracking for key user interactions
* Cross-device user journey tracking

## A.4 CMS Integration

* Implementation of a user-friendly and well-supported CMS
* Content elements (text, images, documents, media) must be editable through the CMS interface without requiring HTML, CSS, or programming knowledge
* Page layouts, navigation menus, and site structure should be configurable through the CMS admin panel
* No more than 10% of site functionality should require developer intervention to modify
* Any custom code required for specialized features must be thoroughly documented and isolated from content management functions
* The CMS should provide template-based solutions for common design elements rather than requiring custom code implementation
* All data fields and content types must be editable via standard CMS forms without direct database access
* Third-party integrations should be manageable through admin interfaces rather than code modifications
* Design elements like colour schemes, typography, and spacing should be adjustable through theme settings
* Content migration and import/export capabilities should be available without developer assistance
* The system must include a WYSIWYG editor for formatting text without requiring manual HTML editing
* Future site expansion (adding pages, sections, forms) should be possible without additional coding
* Any proprietary plugins or extensions must come with full documentation and admin interfaces
* Version control for content with rollback capabilities
* Scheduled content publishing functionality
* Multi-user editing with role-based permissions
* Content workflow approval process capability

## A.5 Key Sections/Pages

* Homepage: Visually appealing design, clear call-to-action elements, prominent display of key updates, events, and announcements. This should be the central hub for all information. It should be Customizable homepage with modular content blocks
* About Us: Comprehensive information about the AACS, its history, mission, council and governance structure, and membership details, including an easily accessible online membership application process. A clear explanation of the Society's goals and activities is essential.
* News, Blog & Events: Dedicated sections for latest news, industry updates, an interactive event calendar and booking/registration system, event reports, and press releases. A straightforward newsfeed with prominent calls to action, such as registration links for events. It should also be possible to categorise and filter the content.
* Breeding & Genetics: Detailed information about the Aberdeen-Angus breed, including herd books, genetic resources, breed standards, health, and welfare guidelines.
* Sales & Shows: Comprehensive details about upcoming sales and show events, including sales catalogues, results, contact information, and prominent listings. A clearly organized calendar of events is essential.
* Members Area: A secure login area for members, providing access to exclusive content, member benefits, and resources (e.g., communications, databases, documents). Relevant privacy and security must be prioritised.
* Resources: A centralised repository of publications, forms (preferably digital but with downloadable options), FAQs, and a help centre. The design must ensure easy searchability and accessibility of these resources.
* Contact Us: Interactive contact forms, staff contact details, and regional club information. The contact page must be easily accessible from all parts of the website and must include various contact forms for specific inquiries.
* FAQ section with search capabilities
* Site search functionality with filters and relevant results

## A.6 Secure Member Login

* Secure authentication system for members
* Role-based access control to restricted content
* Self-service password reset functionality
* Two-factor authentication option
* Session timeout controls and security
* Member profile management capabilities
* Personalized content display based on member attributes
* Secure storage of member data
* Integration with existing member database if applicable
* Single sign-on capabilities if required
* Audit logging of member activities for security

## A.7 Social Media Integration

* Social media sharing buttons on relevant content
* Social feed display options on appropriate pages
* Auto-posting capabilities to social platforms for new content
* Social login options if appropriate
* Social media content embedding capabilities
* Analytics tracking for social media interactions
* Custom Open Graph and Twitter Card implementations
* Live social media feed display options
* Campaign tracking parameter support
* Social proof elements (like counts, sharing statistics)

## A.8 Additional Functional Requirements

* Site search with advanced filtering options
* Newsletter signup integration
* Print-friendly page versions
* Breadcrumb navigation
* Contact forms with spam protection
* 404 error page customization
* Automated sitemap generation
* URL redirection management
* Multi-language support capability if needed
* PDF generation for applicable content
* Embedded multimedia support (video, audio)

# APPENDIX B: TECHNICAL REQUIREMENTS

## B.1 Scalable CMS

* Implementation of a scalable and widely supported CMS
* Detailed justification for chosen CMS platform including:
  + Long-term vendor support roadmap
  + Security update frequency and policies
  + Plugin ecosystem quality and security
  + Performance benchmarks
  + Scalability capabilities
  + Community support availability
* Customization approach and methodology
* Development environment specifications
* Version control implementation
* Update and patch management strategy
* Plugin/extension management policy
* Database optimization strategy
* Asset management approach

## B.2 Hosting Requirements

* Detailed hosting specification including:
  + Minimum bandwidth requirements with scaling capabilities
  + Storage capacity with growth projections for 3 years
  + Server specifications (CPU, RAM, architecture)
  + Database requirements and optimization
  + Operating system requirements and version
  + Web server specifications and configuration
* Backup and recovery procedures:
* Daily automated full backups required
* Point-in-time recovery capabilities
* Off-site backup storage
  + Backup testing protocol
  + Disaster recovery plan
* Uptime guarantee:
  + Minimum 99.5% uptime guaranteed by SLA
  + Monitoring systems implementation
  + Incident response procedures
  + Scheduled maintenance windows
  + Performance monitoring and alerts
* Content Delivery Network implementation if appropriate
* Load balancing configuration if required
* Caching strategy and implementation

## B.3 Security Standards

* SSL/TLS encryption (minimum TLS 1.2) for all pages
* Regular security updates and patching schedule:
  + Core CMS updates within 7 days of release
  + Security patches within 48 hours of release
  + Plugin/extension update policy
* Protection against common vulnerabilities:
  + OWASP Top 10 protection measures
  + Web Application Firewall implementation
  + SQL injection prevention
  + Cross-site scripting (XSS) protection
  + Cross-site request forgery (CSRF) protection
  + DDoS protection measures
* Secure member authentication protocols:
  + Password storage using strong hashing algorithms
  + Brute force protection mechanisms
  + Account lockout policies
  + Secure password reset functionality
* Security monitoring and logging
* Regular security scanning and penetration testing
* File upload protection measures
* Data encryption standards
* API security measures where required

## B.4 GDPR Compliance

* Implementation of comprehensive GDPR compliance measures:
  + Customizable privacy policy integration
  + Cookie consent mechanism with preference center
  + Data protection measures for all stored information
  + User rights management system including:
    - Right to access
    - Right to be forgotten
    - Data portability
    - Consent management
    - Processing limitations
  + Data minimization principles implementation
  + Data processing records capability
  + Third-party data processing transparency
  + Privacy by design implementation
  + Data breach notification procedures
  + International data transfer compliance if applicable

## B.5 Accessibility Standards

* WCAG 2.1 Level AA compliance at minimum
* Accessibility testing methodology and tools
* Screen reader compatibility
* Keyboard navigation support
* Colour contrast compliance
* Text resizing support
* Alternative text for all images
* Form field labeling and error handling
* Descriptive link text implementation
* Video captioning support
* Focus indication for keyboard users
* Skip navigation links
* ARIA landmark implementation
* Accessible documents policy

## B.6 Performance Optimization

* Google PageSpeed score targets (minimum 85+ for mobile and desktop)
* Image optimization strategy
* Code minification and bundling
* Browser caching implementation
* Lazy loading for images and video
* Resource prioritization
* Critical CSS path implementation
* Performance budget definition and enforcement
* Third-party script management
* Database query optimization
* Server response time targets
* Asset delivery optimization

## B.7 Browser/Device Compatibility

* Support for modern browsers including:
  + Chrome (last 2 major versions)
  + Firefox (last 2 major versions)
  + Safari (last 2 major versions)
  + Edge (last 2 major versions)
* Mobile browser support including:
  + iOS Safari (last 2 major versions)
  + Android Chrome (last 2 major versions)
* Graceful degradation strategy for older browsers
* Testing methodology across devices and browsers
* Print stylesheet implementation

# APPENDIX C: CONTENT STRUCTURE AND MIGRATION REQUIREMENTS

## C.1 Content Audit and Strategy

* Audit of existing website content
* Content categorization and information architecture
* Content gap analysis and recommendations
* SEO keyword research and implementation plan
* Content style guide development
* Metadata strategy and implementation
* Taxonomies and tagging structure

## C.2 Content Migration

* Content migration methodology and approach
* Quality assurance process for migrated content
* URL mapping and redirect strategy
* Media asset organization and optimization
* Content prioritization for migration phases
* Custom content type creation and mapping
* Historical content archive strategy
* Handling of outdated or unnecessary content

## C.3 Content Templates and Components

* Development of reusable content templates
* Standard page layouts with content blocks
* Dynamic content component library
* Form builder with template library
* Media gallery templates
* Event display templates
* News/blog article templates
* Staff/member profile templates
* Landing page templates
* Campaign page templates

## C.4 Content Workflow and Management

* Editorial workflow definition
* Content approval processes
* Content scheduling capabilities
* Content archiving strategy
* Version control and revision history
* Multi-user editing capabilities
* Content translation workflow if required
* Content maintenance scheduling

# APPENDIX D: DESIGN REQUIREMENTS

## D.1 Visual Design

* Design aligned with Society brand guidelines
* Creation of comprehensive design system
* Typography hierarchy and implementation
* Colour palette implementation and accessibility
* Button and interactive element styling
* Form styling and validation design
* Icon system development or implementation
* Image treatment guidelines
* Card and content block designs
* Modal and overlay designs
* Navigation and menu designs
* Footer design and organization

## D.2 User Experience (UX)

* User journey mapping for key pathways
* Information architecture development
* Navigation structure and organization
* Search experience design
* Mobile navigation approach
* Form UX and validation handling
* Error message handling
* Loading state design
* Success/confirmation message design
* Empty state designs
* User feedback mechanisms
* Breadcrumb implementation

## D.3 Design Process

* Design discovery workshop
* Mood board development
* Wireframe development (mobile and desktop)
* Interactive prototype creation
* Usability testing plan
* Design review process
* Design QA methodology
* Design system documentation

# APPENDIX E: TESTING AND QUALITY ASSURANCE

## E.1 Testing Methodology

* Comprehensive testing plan and approach
* Testing environments configuration
* Test case development
* Automated testing implementation
* Manual testing procedures
* User acceptance testing methodology
* Performance testing plan
* Security testing approach
* Accessibility testing approach
* Cross-browser and device testing

## E.2 Quality Assurance

* QA process documentation
* Defect tracking and resolution system
* Test reporting framework
* Regression testing approach
* QA sign-off criteria
* Post-launch QA process

## E.3 Pre-Launch Checklist

* SEO readiness verification
* Performance optimization confirmation
* Security assessment
* Accessibility compliance verification
* Content review process
* Form functionality testing
* Email notification testing
* Social media integration verification
* Analytics implementation verification
* Broken link checking
* Backup system verification
* Load testing results
* Browser compatibility confirmation

# APPENDIX F: TRAINING AND DOCUMENTATION REQUIREMENTS

## F.1 User Training

* In-person training sessions for Society staff:
  + Basic content management (minimum 4 hours)
  + Advanced content management (minimum 4 hours)
  + Administrator training (minimum 4 hours)
* Video tutorial creation for common tasks
* Written step-by-step guides for key functions
* Training environment provision
* Refresher training session (3 months post-launch)
* Train-the-trainer materials

**F.2 Documentation**

* Technical documentation including:
  + System architecture documentation
  + Database schema and relationships
  + Custom code documentation
  + API documentation if applicable
  + Plugin/extension documentation
  + Hosting environment documentation
* User documentation including:
  + Content editor user manual
  + Administrator user manual
  + Style guide implementation guide
  + SEO best practices guide
  + Image preparation guide
  + Troubleshooting guide
* Documentation format and access method
* Documentation update process

# APPENDIX G: SUPPORT AND MAINTENANCE EXPECTATIONS

## G.1 Warranty Period

* 90-day warranty period post-launch
* Issue prioritization framework
* Resolution time commitments by priority level
* Bug fixing process and scope
* Minor enhancement inclusion criteria

## G.2 Support Services

* Support hours and availability
* Support contact methods
* Issue logging and tracking system
* Escalation procedures
* Emergency support process
* Monthly reporting requirements
* Planned maintenance scheduling
* Support service level agreements

## G.3 Maintenance Services

* Regular maintenance schedule including:
  + CMS core updates
  + Plugin/extension updates
  + Security patches
  + Database optimization
  + Performance monitoring
* Proactive monitoring services
* Backup verification process
* Minor enhancement process
* Change request process
* Technology roadmap updates

## G.4 Knowledge Transfer

* Knowledge transfer plan to Society staff
* System administration training
* Code and customization explanation
* Third-party service account management
* Vendor relationship transition if applicable