



PLUMPTON

COLLEGE

Invitation to Tender (ITT)

Website Design, Development, Deployment and Maintenance

Issued by: Plumpton College

Release Date: 30th September 2025

Submission Deadline: 21st October 2025

Contact for Queries: Liz Mouland, Head of Marketing & Communications

liz.mouland@plumpton.ac.uk

Delivery Deadline for Final Project: September 2026

1. About the Organisation

Plumpton College is located in the heart of the South Downs National Park, East Sussex. The College is one of only 11 independent land-based colleges nationally and has become the leading provider in the South of England for providing education and training to a diverse audience of prospective new entrants and the existing workforce. Boasting excellent practical and demonstration facilities for students the college offers specialist land and environment education 19 course areas including school-based programmes for 14 to 16-year-olds, courses for 16–19-year-olds, apprentices, a range of degree subjects and diverse courses for employers and adults.

The college is partnered with the University of Greenwich for its Higher Education courses. The Plumpton College Group includes One Garden Brighton, its professional training arm LandPro, Plumpton Estate Wines and Plumpton Charitable Foundation as part of its portfolio.

2. Purpose of the ITT

This ITT invites suitably qualified and experienced digital agencies or developers to tender for the design, development, testing, launch and ongoing management and maintenance of a new website for Plumpton College Group. The successful provider will deliver a fully functional, user-centric, accessible, mobile-first website aligned with our brand, strategic objectives, and user needs.

3. Project Objectives

- Integration with [OneAdvanced](#) to create an easily updatable, accurate repository of course information
 - Enhance brand credibility, modernised design, support delivery of student recruitment campaigns and build user trust
 - Improve navigation and content discoverability, for a diverse range of audiences to access course information efficiently
 - Ensure mobile-first, responsive design with a faster load speed
 - Implement a flexible, user-friendly, easy to update and navigate Content Management System (CMS) such as WordPress
 - Achieve strong technical SEO performance
 - Ensure full WCAG 2.2 AA accessibility compliance
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4. Scope of Work

We have conducted some internal surveys and have a solid understanding of what goals we wish to achieve with a new website. We understand that as part of phase A, there would be an exploratory phase building in not only user testing as below, but an exploratory phase of workshops, user surveys and feedback to ensure we put users and audience navigation central to the design. Plumpton College is a complex and diverse organisation with many different audiences. Segmentation of approach is key to the success and useability of the website.

A. Design

- Analysis of existing website analytics/audit & creation of key user personas
- Wireframes and mock-ups
- Responsive UI/UX design aligned with brand identity
- User testing and feedback integration

B. Development

- CMS integration
- Custom components or features
- Integration with Hubspot, e-commerce Shopify, OneAdvanced systems, Simple Events
- Ability to build and migrate sub-websites for Group such as Plumpton Estate, Charitable Foundation, LandPro that look and operate as standalone small sites

C. Migration & SEO

- Migration of existing content (approx. 1000 pages)
- Redirects and SEO-friendly URLs
- On-page SEO or management via plugin (meta, headers, schema markup)

- Information architecture support

D. Compliance

- GDPR compliance & cookie compliance
- Accessibility (WCAG 2.2 AA). As a public sector organisation, accessibility is key to our website, whether this is integrated or managed through an API plug in
- Performance optimisation (management of downtime, screen load etc)

E. Support

- UAT (User Acceptance Testing)
 - Training and handover documentation
 - Ongoing maintenance & support
 - Set up of analytics reporting (such as GA4). Ongoing support and website optimisation (optional)
 - Digital Agency Support to integrate goals and campaigns (optional)
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5. Functional Requirements

Examples of specific needs:

- Sophisticated search functionality, particularly for courses and building information – a way to tailor the site to you based on a set of criteria (with filters) via algorithmic search
 - Integration and embedding of applications (Web Enrolment in OneAdvanced) and smart forms from Hubspot
 - Blog & news section
 - Dynamic content (calendar that auto searches next course date, database of courses)
 - E-commerce: Embedded checkout build via Stripe, Shopify integration, OneAdvanced Integration
 - User portal or secure login area
 - Embedded video and multimedia support – video and imagery to be integral to design
 - Real-time analytics setup (GA4)
 - Anti-spam, Cookies and Forms plugin or integrations
 - Implementation of a chatbot to support general enquiries to the college
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6. Design Requirements

- Must deliver our vision and reflect brand values: Ambitious, Progressive, Supportive, Professional, Enterprising, Passionate

- Align with existing brand guidelines (to be provided)
- Mobile-first, clean, and modern visual style – we really want something that feels progressive in style and elevates the look and feel of the existing site, challenges perceptions of land based study
- Examples that we like:

[University of Chichester](#): Like top navigation - sections, the colours are clear, it is easy to find specific courses (good search function)

<https://www.hartpury.ac.uk/> improved navigation between core study types and styling

<https://www.exeter.ac.uk/> Search functionality front and centre, use of animation, visual driven

[Search | East Sussex College](#) Has course search function, very graphics led, top navigation clear

[West Dean | College of Arts, Design, Craft & Conservation](#) Example of block colour, imagery, animation, complex yet simple navigation structure inc. tutor, timetable, cost

7. Technical Requirements

- Responsible for the design and tech requirements to integrate both Advanced and website hosting seamlessly
- Management of downtime including out of hours support
- Responsible for hosting, maintenance and technical support of website and server. Annually our website is attracting 250k visitors and we would like to increase this number
- Page speed score of 90+ on Google PageSpeed Insights
- Secure (SSL), scalable, modular codebase
- Ability to integrate AI tools - particularly re-exploring chatbot functionality to respond to visitor enquiries and map new leads

8. Timeline

Milestone	Target Date
Release Date	Tuesday 30 th September 2025
Clarifying Questions Submission Deadline	Midday, Tuesday 14 th October 2025
ITT Submission Deadline	Tuesday 21 st October 2025
Shortlisting Decisions	By 31 st October 2025
Shortlisted Interviews	w/c 3 rd November 2025
Contract Awarded	w/c 10 th November 2025

Project Kick-off	November 2025
Website Launch	September 2026

9. Budget Guidelines

Please provide an itemised quote based on proposal above. As a guideline there is a budget of £50 – £60k to implement this project and scope for ongoing monthly management costs which an estimate of would be helpful for future-proofing. Indicate VAT where applicable.

10. Evaluation Criteria

Proposals will be evaluated on:

Criteria	Weight (%)
Relevant experience	30%
Quality of proposed approach	15%
Cost-effectiveness	15%
Project timeline	15%
Technical capability	15%
References & portfolio	10%

11. Proposal Submission Format

Proposals should include:

- Executive summary
- Company overview and relevant experience
- Project methodology and timeline
- Full cost breakdown
- Team bios (key personnel) (optional)
- Case studies/portfolio
- References (at least two)
- Maintenance/support offering

Submit all proposals in PDF format to:

Email: liz.mouland@plumpton.ac.uk

Subject Line: ITT Response – [Your Company Name]

12. Clarification Questions

All questions must be submitted in writing via email before Midday, Tuesday 14th October 2025 to liz.mouland@plumpton.ac.uk. Responses will be shared with all bidders as relevant by Sunday 19th October 2025 latest. Please submit questions as soon as possible.
