

# Congleton Town Council - Draft Request for Proposals for creating/updating [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk)

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## **1 Introduction – Congleton Town Council**

Congleton Town Council (CTC) is the local government authority for the town of Congleton in Cheshire. It was created in 1980. The Town Council serves the 28,000 residents of Congleton. It manages the Town Hall and a number of other assets including the Paddling Pool, Community Garden and Congleton Information Centre. The Council provides the street cleaning and grounds maintenance for much of the public open spaces in Congleton. It supports local organisations and businesses, encourages people to visit and locate to Congleton and wants to help the people of Congleton to be as well informed as possible about the town. The Council is an avid campaigner for a more environmentally friendly, safer, accessible and kinder society and this needs to be reflected across the website.

### **1.1 About Congleton Town**

Congleton is situated in southeast Cheshire and is bordered to the east by the foothills of the Pennines and to the west by the Cheshire plain. It sits on the A34 between Stoke-on-Trent to the south and Wilmslow to the north, Sandbach (M6 J17) to the west and Macclesfield to the northwest. It has a railway station on the Manchester branch of the West-Coast Main Line.

Congleton is a historic market town with a fascinating and interesting history. The town has its own independent museum run by a trust that caters for much of the history of the town.

Congleton is a town in transition like many others, it has to adapt to the demographic shifts as well as reductions in traditional industries. It remains a highly desirable place to live due to its rural location and proximity to major conurbations. It also has an entrepreneurial spirit. The town has over 150 voluntary groups and a huge community spirit. The town is growing rapidly with 4,000 new houses being built between 2014 and 2030. Many of the new homes are in the parishes immediately surrounding Congleton, but they use Congleton as their 'home town' and their postal address will say Congleton.

### **1.2 Location**

The main administrative location is Congleton Town Hall, High Street, Congleton, Cheshire, CW12 1BN.

### **1.3 Objective of the invitation to quote**

CTC wishes to identify suitably qualified suppliers who can rebuild and further develop the website. [www.congleton-tc.gov.uk](http://www.congleton-tc.gov.uk) in line with the requests in this document.

We need to ensure that suppliers are stable and have an appropriate level of skills and resources to be able to support the council with its current and future needs.

Claims made about your business, experience and abilities must be evidenced.

### **1.4 Service Overview**

The main performance indicators for this project will be user feedback and traffic statistics.

### **1.5 Website history**

Version 1 Original site, very limited traffic appx 300 visits per month

Version 2 Second site – built on Concrete 5, gains appx 4000 visits per month.

Version 3 Current site – owned by CTC and built on WordPress. New in 2015.

Version 4 Looking for a partner to either rebuild or start afresh with a site that can be owned by CTC and built on a universal platform.

## 1.6 Confidentiality

All information provided by the Council in relation to this project should be treated as 'commercial in confidence' by recipients however, due to the Freedom of Information Act, information provided to the council may be subject to disclosure as required by law.

## 1.7 General Information

No servant or agent of the Council has the authority to vary or waive any part of the brief documents other than through the key contact who shall only do so in writing.

## 1.8 Use of terminology

Must / must not	Obligatory	no deviation is permitted
Will / will not	Obligatory	no deviation is permitted
Should / should not	Highly recommended	deviation only with justification
Shall / shall not	Highly recommended	deviation only with justification

## 1.9 Timetable

Task	Date
Last day to register an interest	10 January 2024
Last day to ask questions	17 January 2024
Last day for CTC to answer questions	19 January 2024
Last day for submissions	29 January 2024

- To ensure equality of opportunity between companies, there will be no 'in-person' presentations ahead of the first round of short-listing. All questions raised will be answered by email and the answers shared with others who have expressed an interest in quoting for the work. We anticipate that 3 companies will be invited in as short listed companies based on a scoring criterion and then a preferred supplier agreed.
- Prices quoted must remain valid for acceptance for a minimum of 90 days from the return date.
- Companies are advised to ensure that they are familiar with the nature and extent of the obligations to be accepted by them should their proposal prove successful.

You should note that the Council will not bind itself to accept the lowest or any priced proposal, and reserves the right to accept or reject a proposal either in whole or in part.

## 1.10 Trading Information

The Council reserves the right to cancel the process at any point. The Council is not liable for any costs resulting from any cancellation of this process or for any other costs incurred by those quoting for this Contract. Trading information

- Please provide summary accounts for the last 5 years
- Does your organisation have any outstanding legal actions against it?
- In the last three years has your organisation:
  - Had a contract terminated or been refused the opportunity to re-quote for a contract?
  - Been successfully sued for breach of contract?
  - Withdrawn from a contract before the agreed completion date?

If you answer YES to any of the above please provide details.

The council has an obligation to deal with fit and proper organisations and to ensure that there are no issues that may affect your ability to deliver this project.

This information will be treated as confidential.

### **1.11 Your questions**

Any questions you may have regarding this brief should be forwarded in writing either by email or letter to the point of contact shown above.

All questions and answers will be made anonymous and circulated to all interested parties.

### **1.12 Key Contacts:**

Jackie MacArthur  
Congleton Town Council  
Town Hall  
High Street  
Congleton  
Cheshire  
CW12 1BN

Tel: 01260 270350 ext 3  
email [jackie.macarthur@congleton-tc.gov.uk](mailto:jackie.macarthur@congleton-tc.gov.uk)

### **1.13 Proposal Return**

Proposals must be returned to [serena.vanschepdael@congleton-tc.gov.uk](mailto:serena.vanschepdael@congleton-tc.gov.uk) no later than the date and time shown in the timetable above proposals received after this closing deadline will not be considered.

The Council may, at its own absolute discretion, extend generally the closing date and time specified and will notify all interested parties of such an extension.

### **1.14 Proposal Evaluation**

The Council will evaluate the proposals in an objective manner to identify the organisation that it believes is best suited to provide the services.

### **1.15 Post Receipt Clarification**

The Council may enter into post-receipt clarification following receipt of the proposal responses.

### **1.16 Freedom of Information**

In accordance with the obligations and duties placed upon public authorities by the Freedom of Information Act 2000. All information submitted to the Council **may be** disclosed in response to **a request made** pursuant to said legislation.

In respect of any information submitted by a company that you consider to be commercially sensitive then you should:

- clearly identify such information as commercially sensitive
- explain the potential implications of disclosure of such information

## **2 Project Requirements**

### **2.1 Background**

Congleton Town Council is working to the Business Plan for 2020-23, with strategic objectives:

SO 1 Ensure growth of the town is matched by adequate services and infrastructure

SO 2 Ensure transport infrastructure is integrated and sustainable

SO 3 Reduce economic, social and health inequalities within our community

SO 4 Ensure that the town centre is fit for the 21st century

SO 5 Greater promotion of Congleton as a place to work, live, visit and do business

SO 6 Congleton Town Council will be sustainable and carbon neutral

SO 7 Ensure we effectively communicate with all sections of our community

SO 8 Ensure a high standard of operational quality and asset management

The Council anticipates that many of these will continue in 2024 and beyond. These objectives led to some new projects and activities for the Town Council, and in addition the Council has also taken control of the Congleton Information Centre in the Town Hall, which includes a shop and ticket sales for local events.

Clearly to meet objectives 5 and 7, an effective website is essential.

Congleton Town Council has had 3 iterations of its website to date, the most recent in 2016. There is a great deal of useful content on the website and it is used by residents and by CTC officers to point residents to the information and support they need.

New sections have been added over time. For example:

- There is now a page for each of the Town Council Working Groups (as well as the statutory Committees) which aids transparency and helps people understand what the Council is doing.
- During the COVID years, a whole section was added to signpost people to appropriate support with health, mental wellbeing, finances, work, testing, shopping, peer support and more.
- Sections have been added on Green Living, Green Business and Green Council, reflecting Objective No. 6 above, and in 2023 a new Congleton Cares section has been added to support people during the Cost of Living Crisis (Objective 3).
- A lot of information has been added as News stories over time, some of which may require re-purposing as more permanent website information pages.

### **2.2 Current Situation**

The existing V3 Town Council website has been in place since 2016 and has grown organically. As such it is now unwieldy in both the volume and organisation of content, and is in need of an overhaul to better meet the needs of diverse groups of users – including residents, visitors and businesses, with a plethora of requirements and points of view.

Further, the website was developed ‘mobile friendly’, not ‘mobile first’, and in this and other ways it is not making best use of current standards for outstanding website user experience.

Congleton Town Council has created a Task-and-Finish Group of Councillors and Officers to oversee the procurement and development of its new website.

This group has run an initial Requirements Workshop to discuss the needs of our users, based on insights from the community and from the existing website. We also identified the Council’s own ‘business’ priorities for the website.

The outputs of this workshop are attached to this document, and outlined below together with all other requirements for the new site.

## 2.3 New Website – Overview

Our vision is that the new Congleton Town Council website will be a ‘one-stop-shop’ or ‘hub’ of information and services for all our Congleton stakeholders – residents, businesses and visitors.

We will not need to house all the information on our website, but should be able to signpost people to ‘all things Congleton’ that they may need or want. This is laid out in our objectives, below.

The website must cover all the mandatory information that a town/parish council must provide and must meet all the relevant usability and accessibility criteria laid down by NALC and other bodies for a public-service website.

But beyond this, we want our website to engage, entertain, surprise and support people, and be part of the reason they want to be in Congleton, to live, to work, for pleasure, or all three.

Our website should reflect our position as *‘The Little Town with the Big Heart’*.

## 2.4 Our Website Business Objectives

1. Increase **engagement** with Congleton Town Council.
2. Increase **understanding** of CTC’s responsibilities and work.
3. Provide **value** to residents, visitors, businesses.
4. Meet our **statutory requirements** – information provided and accessibility.
5. Be the “go-to place” to signpost people (a **‘Beacon’** or **‘Hub’** of Congleton info)
6. Increase **bookings** for the Town Hall and Paddling Pool.
7. Sell our **shop products and tickets** to local events (via the information centre).
8. **Sell Congleton** itself to residents, visitors and businesses.

## 2.5 Our Website User’s Objectives (what do people want?)

9. Be a **Trusted source** of information on Congleton.
10. Use **Congleton Information Centre** outside of hours, including to book tickets.
11. Contact and find out about the **Council**.
12. Find **interesting information** about Congleton and things to do here.
13. Book the **Town Hall**.
14. Book the **Paddling Pool**.

**NOTE: A deliverable of this project is to agree a set of key performance indicators (KPIs)** for the objectives above. You will be expected to provide a **Custom Dashboard** for easy self-service viewing of the KPIs for the project including measurement of these objectives, performance of principal pages, reach-engage-convert funnels and potential to drill down to detail.

## 2.6 Our Audiences and their Needs

The CTC website must meet the needs of everyone in Congleton, regardless of age, gender, ability or other characteristic. To identify needs, the CTC Group developed representative ‘personas’ to help us step into the shoes of different user types. Please refer to the attached document outlining the Requirements Workshop outputs for more information.

To summarise, here are some content and service needs of selected representative users.:

### **Oliver (22), graduate, living with parents**

- What’s happening for young people
- Social Life, What’s On
- Events on physical and mental wellbeing
- Volunteering opportunities
- Ways to get involved



- Discover Congleton – ‘home town’
- Mental health support locally
- Signposting

**Kelly (28), single Mum three children**

- Food banks
- Cost of living info
- Support e.g. CAB, benefits
- Debt advice
- Free events in town
- Children’s free activities and low-cost
- Events or activities – relevant ‘networks’
- Paddling pool!
- Concern about graffiti, broken play equipment, overflowing bins
- Mental health support
- Easy green wins

**Jess (36), insurance worker, married, 2 children**

- Kids/friends activities – making aware of what’s On
- Entertainment and relaxation
- Needs to know what community groups are in town
- Sports clubs for kids
- Networking/hot desking
- How to connect with people like me?
- Reason to leave the office/house – connections, eating
- Chat room
- Info for parents
- Social media is source of most info – not websites first
- What’s On – friend to walk with at lunchtime?
- Health and wellness advice

**Stuart (64), just retired, grown-up children**

- Clubs to join with like-minded individuals
- Hospitality options
- Kids clubs for when looking after grandkids
- Volunteering opportunities
- Keep-fit opportunities
- Positive social statistics (crime etc)
- Where to access council minutes
- What’s On listings
- Info on PCSO surgeries
- Councillor surgeries

**Joanne (45), Small Business Owner**

- Business Networking
- Meeting rooms available to hire
- To attract new clients – list of hotels and attractions
- Where to entertain clients e.g. restaurants, pubs
- Local volunteering opportunities
- Local charities
- Location of electric charging points
- Funding/grants – how to access
- Reduce carbon footprint
- Info on commercial bins/recycling

**Jim (85), Widower, lives alone, uses mobility scooter**

- Transport options
- Free meals
- ‘Gentle activities for the young at heart’ service
- Lunch clubs
- U3A
- What is available for elderly gents
- Volunteer
- Still wants to feel useful
- Contact info for services – phone numbers
- Brass bands – when in park?
- Free social activities
- Disability guide to Congleton (uses mobility scooter)

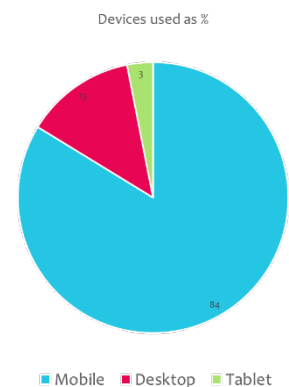
NOTE: this is not an exhaustive list of users or types of people in Congleton; CTC requires you to propose how to gather additional relevant insights and also include ‘co-creation’ with users as part of the project (See Co-Creation and Insights, below)

## 2.7 User Experience, Usability and Accessibility

The Congleton Town Council Website must deliver the best possible user experience for all users, regardless of device used, physical or visual abilities, or digital literacy.

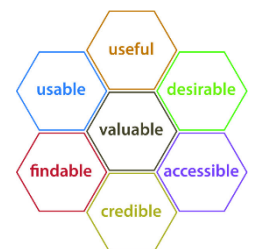
As a minimum it must adhere to WCAG2.1AA standard from the W3C Consortium, as laid out in in the [NALC Website Accessibility and Publishing Guidelines](#).

These standards require a ‘mobile first’ approach and this is clearly needed for Congleton Town Council’s website, with almost 85% of users accessing the site on a mobile phone, as shown in the chart (January-June 2023).



The User Experience of a website goes beyond accessibility, and for our users it should optimise all seven of the criteria in the Morville User Experience Honeycomb:

- **Useful** – does it contain what I want?
- **Usable** – is it completely intuitive to use, with clear and easy-to-consume content?
- **Accessible** – to meet the standards described above.
- **Findable** – can I find the website in search engines and what I want on it?
- **Credible** – does the site build trust and give me confidence in the Council?
- **Desirable** – is it engaging and fun to use, do I want to return?
- **Valuable** – is the site serving the Council’s purpose as well as the user’s?



CTC expects you to build the website to high standard across all these criteria and to **test user experience with real website users**. (see the User Testing section).

## 3 Website Content

You are expected to produce a phased Content Plan for the new website.

The content of the website will include the Statutory Town Council content requirements plus the information and services that users require and that will meet our CTC business objectives. These are outlined below.

### 3.1 Statutory Content Requirements for a Town Council Website

Congleton Town Council must be transparent about its work on behalf of the public it represents. What must be published on its website is covered by the Local Government Transparency Code 2015:

<https://www.gov.uk/government/publications/local-governmenttransparency-code-2015> and you as a vendor must be fully versed in this code and highlight any requirements that CTC may have missed in our specifications.

The code stipulates that where relevant, we must include the following in our Town Council website (relevant paragraphs of the code are shown in brackets):

1. End of year accounts (16-17)
2. Annual governance statement (18-19)
3. Internal audit report (20-22)
4. List of councillor or member responsibilities and their register or declaration of interest (23)
5. The details of public land and building assets (24-27)
6. Minutes, agendas and meeting papers of formal meetings (29-30)
7. All items of expenditure above £500 (28-29)
8. Government Procurement Card transactions (30)
9. Procurement information (31-32)
10. Local authority land (35-37)
11. Social housing assets (38-41)
12. Grants to voluntary, community and social enterprise organisations (42-43)
13. Organisation chart (44)
14. Trade union facility time (45)
15. Parking account (46)
16. Parking spaces (47)
17. Senior salaries (48-49)
18. Constitution (50)
19. Pay multiple (51-52)
20. Fraud (53)

### **3.2 Content to meet the needs of CTC and our users**

These content ideas come from the CTC Group Requirements Workshop, based on the needs of the user personas described above.

Please note:

- This list is **not exhaustive**; there may be other content required and the V3 website may have content not on this list that we want to retain
- This list **does not represent the information architecture** we expect the content to be organised in; the categories are purely for convenient listing.
- Some bullets in this list may represent **several pages or a whole section** of content.

#### **3.2.1 Priority 1 Content (must all be included in Phase 1)**

##### **COMPLAINTS/FEEDBACK SERVICES**

- Contact Us form with drop-down of categories for one-time messages to CTC
- Info on PCSO surgeries
- Concern about graffiti
- Broken play equipment
- Overflowing bins
- Potholes etc - signpost

##### **WHAT'S ON**

- Paddling pool
- What's happening for young people, social life, what's on
- Free events in town
- Children free activities and low cost activities
- What's On listing
- To attract new clients – list of hotels, B&B's, attractions
- Entertainment/Relaxation – night life
- Night life, fun nights
- Brass bands – what's on in the park?
- Free Social Activities

#### **SUPPORT AND ADVICE – PERSONAL**

- Mental health support locally - signposting
- Events on physical and mental wellbeing
- Mental health support
- Debt advisors
- Support – CAB – Benefits
- Cost of Living info
- Food banks
- Disability guidance
- Free meals
- Human Being – contact info for services – phone number
- Interested in health and wellness advice

#### **CLUBS/ACTIVITIES**

- Events and activities - relevant “networks” for mums
- Reason to leave the office/house – connection – eat – exercise
- U3A
- Eating and drinking in town
- Sports clubs for kids
- What's On for kids/activities to do
- What community groups are in town
- Lunch clubs
- Clubs to join with like-minded individuals
- Gentle activities for the young at heart
- Kids clubs for when looking after grandkids
- Info for parents
- Neighborhood watch group
- How do I connect with people like me?
- Keep Fit opportunities

#### **CONGLETON INFO**

- Hospitality options
- Discover Congleton “home town”
- Transport options
- Wants a friend to walk with at lunchtime
- Where to entertain clients eg restaurants, pubs
- High definition ward map
- Defibrillator location information

#### **3.2.2 Priority 2 Content – some should be in Phase 1 but not all is mandatory**

#### **BUSINESS INFO/SERVICES**

- Networking

- Hot desking
- Business networking
- Meeting rooms available to hire
- Chat room

#### **VOLUNTEERING**

- Local charities
- Local volunteering opps
- Still wants to feel useful
- Volunteer
- Ways to get involved
- Volunteering opportunities

#### **OUTDOOR ENVIRONMENT AND CARBON FOOTPRINT**

- Easy green wins – for residents and businesses
- Reduce carbon footprint and increase biodiversity advice
- Location of electric charging points
- Info on commercial bins/recycling

Information not discussed in the workshop but required on the website:

#### **CTC INFORMATION (in addition to statutory information)**

- Map showing the Council Wards and the Councillors for those Wards
- Latest Congleton Town Council News
- Working Groups, their activities, members and meeting notes
- Information about the Town Council's Green Agenda
- The Town Council's Community Support (Congleton Cares)
- Town Council Events
- Form to Register for news and updates from CTC (name, email, 1<sup>st</sup> 4 characters of postcode and optional phone number) and ability to collect database of registered users and report on the number of users who have registered as a website 'conversion'. Form should send confirmation email to registered user.

*Note: Sending emails will be managed separately to this project and are not within scope.*

#### **SHOP**

- Ability to browse products with photos and prices
- Order products via a shopping basket and check out.
- Opt for product delivery or collection.
- Buy tickets for events in Congleton – both CTC and third-party events.
- Register for shop and save payment details for future use (single database with website registration above)

#### **BOOKING FACILITIES**

- Book the various rooms and equipment in the Town Hall
- Book the Paddling Pool
- Change and Cancel Bookings
- Enquire and ask questions about the facilities
- Register an account and login for future bookings (single database with newsletter registration above)

### **3.3 Co-Creation and Insights**

Congleton Town Council has a good understanding of its local residents, businesses and visitors, but does not take for granted that we know all they might require from our new website.

Therefore we want you to 'co-create' the new site with representative users from across the community.

You are expected to work with CTC to

- Recruit up to 12 local people representing different user types, to help with co-creation
- Facilitate workshops at appropriate milestones in the project to get the right user input. These milestones might be:
  - Validation of content requirements, and design brief
  - Wireframes and Design
  - User Acceptance Testing pre-launch

In addition, if the project requires it, we might need to get some more quantitative insights from our users by running online surveys or similar. CTC can organise this and you should be prepared to support by drafting questions that the project requires answers to.

## **4 Information Architecture Requirements**

Our users are many and complex and CTC has a great deal of content, therefore the information architecture and navigation of the website is critical.

People will come to our website for a great many reasons, and we expect them to find what they want quickly and easily, and perhaps become interested in something new along the way.

Therefore our information architecture must:

- Provide 'signposts' to the things users most commonly want (to be discovered through co-creation or insight work, and to be flexible/editable as needs change).
- Allow CTC to share our latest news and information
- Let users navigate easily to all content (see user experience section)
- Be consistent and robust, allowing the hosting of many types of content (video, text, events, tables, lists, box-outs, call-outs, audio...)

You are expected to develop the information architecture including interactive wireframes for CTC and our users to evaluate before applying design elements (although the development of these can be in parallel – see below).

### **4.1 Design Requirements**

The website must build on the existing design elements and colourways of Congleton Town Council, but we would like you to develop a more robust design and style guide for the website that we can use across other communication channels. This will very likely consist of the following steps:

- Run a brand briefing workshop with the CTC Team and user panel to get input into words, phrases, colours, styles that we think our website/CTC should be associated with
- From the briefing, develop 2-3 design concepts including 'tone of voice', colours, fonts, imagery and image type (e.g. line drawing/photo/cartoon etc)
- The CTC team (with input from our user panel) will select one of the design concepts
- Design the website using the chosen concept
- Produce a short 'brand book' explaining the chosen concept for use by other agencies or in other channels as required.
- The branding must take into account the CTC policies, especially the Equality and Inclusion policy, and ensure that all imagery, photography and other components are consistent with this.

NOTE: there is no requirement to develop a new logo for CTC. We will use our existing coat-of-arms as our logo. The new style must fit with this logo.

## **4.2 Technology Requirements**

The website must use the following:

- Robust and recognised 3<sup>rd</sup>-party hosting environment with fail-safe features such as redundancy and automatic backups – which must be demonstrable.
- A recognised easy to use Content Management System (CMS) fully integrated so that editing the website is WYSIWYG and easy for non-technical Council employees. (see also Content Management System, below).
- Re-usable components and templates and ready-made supported widgets should be utilised wherever possible.
- Robust and manageable content and media library, with appropriate taxonomy so that images, articles and other assets can easily be found and re-used. The content management system must prompt for tags and categories.
- Integration of Google Analytics 4 with appropriate tagging to measure the agreed KPIs and deliver a dashboard for Council management to track progress.

## **4.3 Budget**

The council is obliged on behalf of its residents to obtain the absolute best value for money possible on all external services. It will not therefore disclose the budget for this project. You are required to provide your best price to provide the deliverables detailed herein.

## **4.4 Other considerations**

The council assumes the position of the 'official' representative of the town providing a primary point of contact for anybody with an interest in the town or the council.

## **4.5 Google and SEO**

Congleton-tc.gov.uk is currently the 3<sup>rd</sup> place organic result for the search term 'Congleton' this project should not jeopardise that position during changeover.

The proposal shall ensure that the V4 site is thoroughly optimised for all popular search engines.

## **4.6 SEM**

Search engine marketing or other promotional tactics are outside the scope of this project.

## **4.7 V3-V4 transfer**

No break in service is very important to the council and stakeholders. The old website must be removed and the new site go live at the same time. Any old pages should redirect to relevant new pages (using 301 redirects) without loss of search rankings or usability.

## **4.8 Content Mapping and Management**

The old website has a lot of content, some out-of-date and some current. As part of the project you must provide a Content Plan and Mapping document in which you will agree with the CTC Webmaster what content will be removed and what will be mapped to the new site, including the page it will be mapped to.

You will upload all legacy and existing new content to the website. Therefore the initial (pre-live) V4 website will include all mapped and new content, and pages where further content is required will be marked clearly in the Content Plan.

You must organise for any legacy content to be archived in an organised way for retention by CTC.

You will project-manage the delivery of all new content for the site working with the CTC Webmaster, to ensure the site and content are complete for go-live date.

It may be necessary to identify Content for future Phases of the website as part of the Content Plan, which will be handed over to the CTC Webmaster for ongoing management.

#### **4.9 Copyright**

Any materials procured for the council or created for the council should have copyright assigned to the council. A document detailing this is required as a primary deliverable of this project. Any images procured from image libraries such as iStockPhoto or Getty should have the appropriate license obtained for web or print use in the council's situation.

All material sourced for the council should be documented. All photos sourced for the council by yourselves should have the source credited as a caption – or by using a similar technique.

Any material that is free from copyright, should be demonstrably so.

Any code used on the site that comes from a third-party source must be copyright-free, or the source acknowledged as required by the creator. No licensable (fee required) code is to be used unless specifically authorised by the council and where it has been proved that no zero-cost alternative is available and also that no alternative approach is possible.

#### **4.10 Project documentation**

Copies of all project/design/configuration documentation shall be provided as a deliverable with the signoff of this project.

#### **4.11 Domain names**

The use of the council's domain name .gov is regulated by UK Government . Renewal of the domain name is handled by the council directly and is outside the scope of the project

#### **4.12 Content Management System**

The CMS suggested MUST be user-friendly in operation. The council staff administering the site are a key stakeholder and must be able to use the CMS as a productivity tool. It is appreciated that any new system will require training in its operation and user support in the post launch period. The following requirements must be met:

- It is anticipated that the council staff would have access to the Alpha site as soon as it is published in order to get 'up to speed' with the CMS as well as to conduct UAT.
- You must provide training on the Content Management System and a User Guide for Council staff.
- The chosen Content Management platform must be Open Source, have a significant user base worldwide, a regular update program and be secure.
- You must demonstrate that the suggested CMS has no significant history of hack attacks and that it can be 'hardened' either through direct/configuration techniques or through server management hardening.
- Timed publication should be available for content. That is, an item of content should be able to be set up for publication automatically at a predetermined time and date.

*For example: A press release that needs to go live at 00:01hrs on Monday morning should be able to be setup to do so without further human intervention*

- There shall be no user visitor accessible content that cannot be administered by council staff.
- The editor must provide the maximum possible range of functions to the council site admin staff.
- The CMS should include prompts for accessibility and usability - for example, reminders to provide Alt-Text and meta data and offers of improvements to grammar to improve readability and SEO.



- The CMS should prompt the user to assign categories and tags to all elements of content including articles, images, videos and other media, so that these can be found and reused easily. The media library should be manageable and intuitive for council staff.
- The CMS should prompt the user to add a time stamp to each page that is displayed at the bottom of the page with ‘Last updated...’

You shall not propose a bespoke CMS.

#### **4.13 Project management**

The council will use a ‘waterfall’ approach based on milestones and project review. You are free to use internally, whatever project management technique you can demonstrate is effective and appropriate for this project. The project management overhead should not be burdensome to the timescale or budget of the project. CTC expects regular (weekly) status calls to keep us abreast of progress and answer any questions you may have.

#### **4.14 User Testing**

We expect you to test the User Experience (UX) of the website at an early stage, and then conduct User Acceptance Testing prior to launch.

For UX testing you will produce a Test Plan and execute it, then implement corrections to the website to incorporate any of the findings of the testing. This testing can take place on a prototype or ‘interactive wireframe’.

Prior to launch, there will be a period of User Acceptance Testing, performed by the council staff and the co-creation partners where the whole site is accessed and functions operated to identify any content areas and functions that do not operate as designed. You shall propose the schedule of tests, to be as comprehensive as possible.

As CMS-driven websites are complex database-driven programs running on complex server architectures, it must be recognised that it is functionally impossible for users/administrators to test every possible function under every possible circumstance thus proving the valid operation of the site.

You will therefore provide a break-fix support free of charge for items that are found to be inoperative for the duration of the life of the site but added during this project.

For example: ‘It worked yesterday but doesn’t today after you updated that code...’ or ‘I can’t do xxx with the editor...’ would fall within the scope of break-fix support. You must accept responsibility and ‘ownership’ of the site you create.

You will also operate a priority break-fix support service, that is, if a portion of the site is reported or found to be inoperative, then this shall have priority over other work. A method of triaging the scale and scope of the problem will be agreed with the council.

## **5 Summary of Website Project Deliverables**

### **5.1 Pre-launch Deliverables:**

1. Kick off and project set up with the CTC team, then weekly project meetings
2. Agreement of KPIs for the website with CTC
3. Co-creation workshops with users
4. Information architecture – Sitemap and Wireframes
5. Functional Specification
6. Website Design
7. Style Guide
8. Content Plan and Mapping of old content including media
9. Website build including components as required
10. CMS Integration

11. Module and System Testing
12. Initial Content population/upload (content provided by CTC)
13. Platform Testing
14. CMS Training for Council staff (including a recording of same for future users)
15. A CMS guide to cover all aspects of the training
16. Custom Dashboard to track the website KPIs for non-technical users
17. User Testing – UX test (early) and UAT (pre-launch)
18. Go-live and launch technical support

## **5.2 Post- launch deliverables:**

1. One year warranty to fix any issues that arise with the functionality of the site
2. Telephone and email access for operational advice and quick support – 12 months
3. Regular SEO and website health checks and updates for the first 12 months
4. Proposed Service Level Agreement (SLA) for ongoing support and maintenance beyond the warranty period.

## **5.3 Your submission**

To ensure that all parties have equal opportunity, no in-person submissions will be accepted.

You will demonstrate that you have read and understood the requirements detailed above.

## **5.4 Account management**

1. Please give details of the resources you expect to use in delivering the Contract. Also include an organisation chart indicating responsibilities and reporting lines.
2. Indicate whether you expect staff to be drawn from within your organisation or be newly recruited.
3. Please give names and positions of key staff.
4. Please provide your sub-contract plan (sub-contracting may only be undertaken with the prior agreement of the Council).
5. Please give the address of the office to be responsible for providing this contract for the Council.

## **5.5 What will happen after this**

We will review the submissions and will decide on the company that we wish to work with. We will select the company to work with that we believe will provide the best service and value for money.

In the case that we need to draw up a short list, then, follow up meetings will be arranged as necessary.

Once the contract has been awarded then detailed planning for the project will commence together with timescales etc.

Any questions received will be circulated to all submitting companies to ensure fairness.

Congleton Town Council will not circulate any commercially confidential material.

If your submission identifies or raises a general question that we have not addressed, we will also circulate to all.

Thank you for your interest in Congleton Town Council.