

CONGLETON TOWN COUNCIL

COMMITTEE REPORTS AND UPDATES

COMMITTEE:	Council		
MEETING DATE AND TIME	13 th June 2024 7.00 pm	LOCATION	Congleton Town Hall
REPORT FROM	Jackie MacArthur– Marketing and Communities Manager and Deputy Chief Officer		
AGENDA ITEM REPORT TITLE	13 Congleton Town Council Website Contract		
Summary	<p>At the meeting of the Council on the 4th of April 2024 the Council CTC/98/2324 Resolved</p> <ol style="list-style-type: none">1. To give delegated authority to the Chief Officer following a review of the applications by the Congleton Web Development Group to appoint a company to develop version 4 of the Town Council website. The chosen company will be from those who have submitted a bid, within the Ear Marked Reserve budget and using the criteria as approved in the bid document.2. To authorise the Deputy Chief Officer to notify the 16 companies least able to meet our specifications that they have not been successful.3. Request for Council to approve the spend of up to £30,151 from the Website EMR [331], to cover the expenditure of the new Website Development project, funds to be transferred to revenue budget line 102-4035 (Council Website). <p>The Website Development Working Group worked with the Chief Officer and unanimously agreed that company D, Thrive, mostly closely matched the brief and performed best against the 10 criteria in the interview process. Thrive has been in business for more than 10 years and is based in John Bradshaw Court in Congleton.</p> <p>Using the Chief Officer's delegated powers Thrive has been offered the role and we are in the process of drawing up a contract. This paper is for information.</p>		
Background	<p>The Town Council received 28 submissions. 16 of these bids were not long-listed either due to the quality of the bid or the Company's house check that they met our basic criteria for the type of company that we stated that we wished to work with. (length of time operating as a company, number of employees, stability of the company, up to date with accounts).</p> <p>The members of the Development Working Group independently evaluated the remaining 12 bids. The group held a two-hour session where it discussed the</p>		

	<p>remaining bids and group members put forward their top 5 companies. This resulted in the group agreeing to short-list four companies to attend the Town Hall for a presentation and discussion about their proposal.</p> <p>The interview panel was the same for each company- Cllr Kay Wesley, Cllr David Brown, Cathy Dean, Paolo Pinto, and Jackie MacArthur. Debbie Coxon did the meet and greet and had an informal chat with each company before the interviews and her views also contributed to the overall choice.</p> <p>For the interviews panel considered each of the bids against the following criteria:</p> <ul style="list-style-type: none"> • On Brief – answering questions in the proposal and clear management methods • Insight Led/Co-creation – working with users to gather insights • Strategic Approach – focus on the customer and users – goals align • Website expertise – understanding of W3C with good examples and CMS • Public Sector Compliance – case studies and evidence of work • Retail Experience – evidence of success and how to track • Engagement – evidence that they provide engaging user journeys • Usability and Accessibility – use of the Morville model/user acceptance testing • Innovation and Ideas – innovative ways to make the most of our limited budget • KPIs/ Analytics – ideas for how the success of the site will be measured beyond Google Analytics. Dashboard of business objectives. <p>The group believed that each of the four companies interviewed would have been capable of developing the Town Council Website. However, the chosen company showed a clearer and deeper appreciation of the Town Council's brief and what we wanted to achieve, showed more appropriate examples of their work, demonstrated ways that they had met Government accessibility criteria with flair and design, had the best sense of user journey and engagement and clear ideas for measuring the success of the new site.</p>
Financial Implications	The top four bids were all similar in price and the contract will be delivered within the £30,000 which was moved from the EMR to revenue budget following the committee meeting on the 4 April.
Environmental Implications	There were no real differences in the environmental impact of the companies. Overall the website aims to have a positive impact by reducing the use of paper, promoting strong environmental messages and through careful infrastructure planning to reduce the amount of cloud storage taken up by our website.
Equality Implications	The website will be designed to be fully accessible and this was a strong part of the brief. The winning company showed clear evidence of how it has managed to create attractive and accessible websites for other local government-own sites.
Decision Requested	To note this report.