Queen's Park Community Council
Website Brief
14/12/2017

Introduction

Queen's Park Community Council (QPCC) is inviting tenders for the development of a new website, hosting, maintenance and ongoing technical support. The successful contractor will be responsible for providing this service and liaising closely with the Chief Officer and Community Development Officer. Contractors are to submit proposals that incorporate the brief (see Appendix 1).

Services required

QPCC wishes to replace its current website with a simple, modern, intuitive and responsive system that allows users to access information about the community council quickly and easily. In order to do that, it needs a Content Management System that is easy to work with and straightforward for staff to update with low effort and technical knowledge. It needs to improve functionality, ease of use and help increase the number of people visiting.

Contractual arrangements

The successful contractor will be responsible for system maintenance and technical support provided on a combination of fixed and on-demand support for one year (March 2019). Suppliers will need to identify mandatory website upkeep costs in the pricing proposals alongside hourly on-demand support rates for remote and on-site support. We expect the initial site build and launch to take between 5-10 days effort over a month's duration.

Submission of responses

Prospective suppliers will need to create a short proposal (est. 4 pages) to include the following:

- Commentary on our draft site map (what works, what does not work) and how they would approach each section design wise.
- An example look and feel homepage of the site to indicate how they have interpreted the creative brief. This does not need to be a working home page, just an image in PDF format to give a suggestion.
- A brief project plan, including how you will communicate with us and get sign-off throughout the build.
- Identification of the Content Management System of choice and rationale.
- Confirmation that you can address all the features we have listed in Appendix 1, or give a reason or work-around for those you cannot meet.

- A short summary of how the user would update the site and ease of use.
- Details of security provisions and how security will be maintained in line with data protection regulations (including forthcoming changes to these regulations)
- Additional services the contractor can offer.
- A comprehensive cost summary, including all costs associated with the development, supply, installation and operation of the Content Management System as well as training.
- Costs for system maintenance, backup, hosting and remote support beyond the first year should also be included but not covered by this contract value.
- Links to past examples of comparable work.
- Evidence of appropriate insurance.

Applications should be sent to chiefofficer@queensparkcommunitycouncil.gov.uk

Consideration of quotations

Quotations will be considered on the quality and value for money of proposals. Responses will be evaluated by a panel made up of officers and Councillors. Shortlisted candidates will be invited to present their ideas.

Timescales

- Application published Thursday 14th December 2017.
- Application deadline Friday 19th January 2018, 11:59pm.
- Shortlisted applicants will then be invited to present afternoon of Thursday 25th January 2018. Please let us know if this date is not suitable.
- Supplier to start build late January 2018.
- Website developed, tested and launched by 28th February 2018.

Questions and answers

We ask that any suppliers wishing to bid email an expression of interest to chiefofficer@queensparkcommunitycouncil.gov.uk. Prospective suppliers will be able to submit questions until 4pm Tuesday 16th January 2017 which will be published by email, together with our responses to those who have registered their interest.

Contact

The principal contact is Kevin Harris, Chief Officer, Office 1, The Beethoven Centre, Third Avenue, London, W10 4JL, chiefofficer@queensparkcommunitycouncil.gov.uk

Appendix 1 – website brief

1. <u>Background</u>

The current website was set up by the Council after it was established in 2014. Recent feedback from stakeholders and residents has indicated that the site is hard to navigate around and find content, is clunky and has an outdated look and feel. We are therefore looking to update our site.

2. <u>Current set-up</u>

- The current site is built on Drupal. QPCC own the domain.
- The site is managed daily by the Community Development Officer. In the future two officers will need to update the site so we will need to be able to create multiple logins.
- There are currently no Google Analytics present on the site.
- Site address: www.queensparkcommunitycouncil.gov.uk
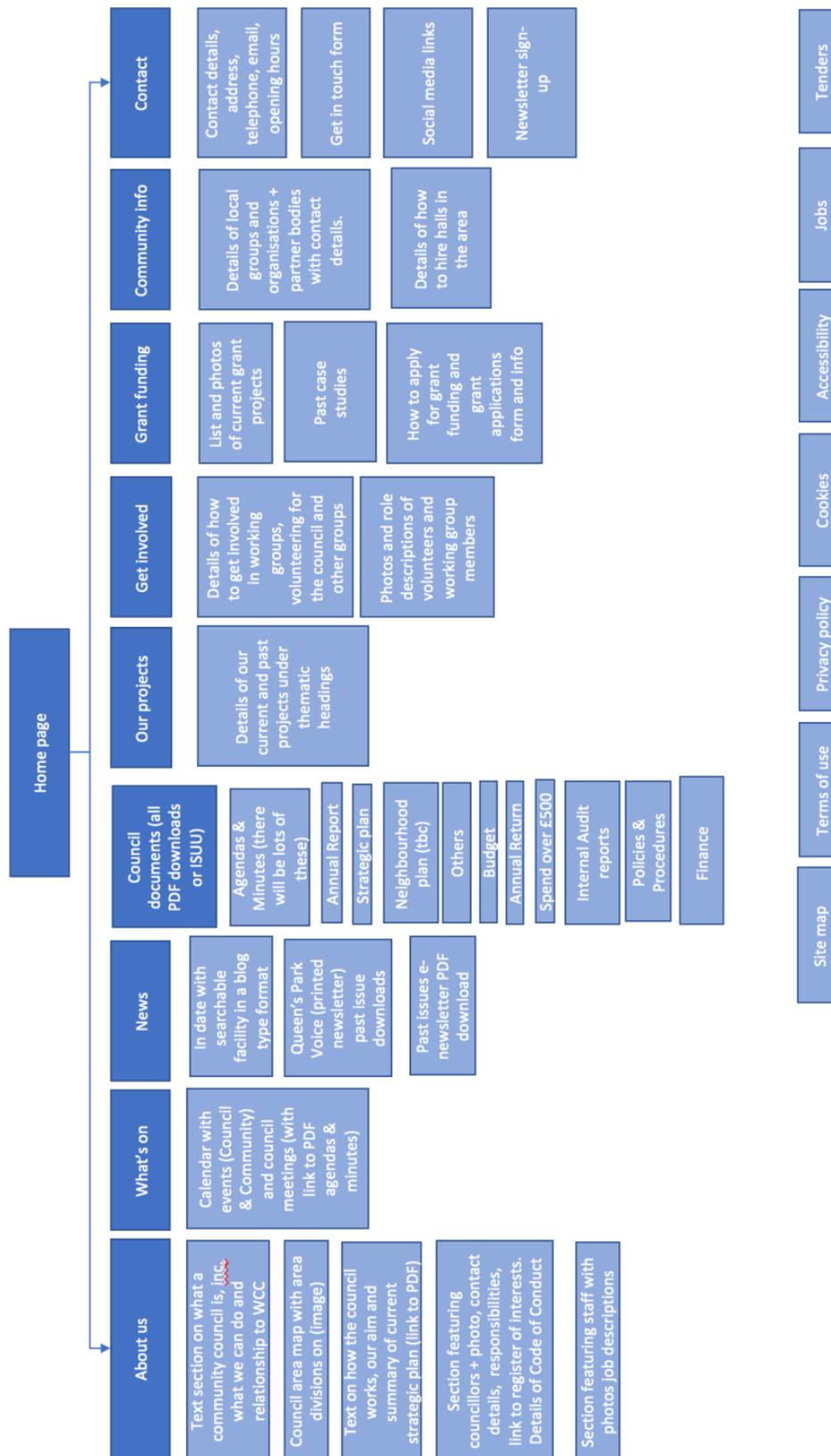
3. <u>Outline Brief</u>

QPCC needs a modern, intuitive and responsive website that allows users of all ages to access information about the Council's services, events and activities quickly and easily. It also needs to be straightforward for staff to update and edit with low effort and technical knowledge. As part of the process we would expect to be consulted on a brief style sheet (fonts, colours, use of imagery etc.) and page layouts which the successful applicant will work with us to create, for us then to sign off on. We are not looking to replace our logo, and will keep green as our primary colour (although the shade can be refreshed); we want a refresh not a rebrand.

The site will need to meet the transparency code for local authorities. It would help us if you were able to show us an awareness of the transparency code to which we have to adhere.

Draft site map

The below is our suggested site map.

Home page

About us
- Text section on what a community council is, inc. what we can do and relationship to WCC
- Council area map with area divisions on (image)
- Text on how the council works, our aim and summary of current strategic plan (link to PDF)
- Section featuring councillors + photo, contact details, responsibilities, link to register of interests. Details of Code of Conduct
- Section featuring staff with photos job descriptions

What's on
- Calendar with events (Council & Community) and council meetings (with link to PDF agendas & minutes)

News
- In date with searchable facility in a blog type format
- Queen's Park Voice (printed newsletter) past issue downloads
- Past issues e-newsletter PDF download

Council documents (all PDF downloads or ISUU)
- Agendas & Minutes (there will be lots of these)
- Annual Report
- Strategic plan
- Neighbourhood plan (tbc)
- Others
- Budget
- Annual Return
- Spend over £500
- Internal Audit reports
- Policies & Procedures
- Finance

Our projects
- Details of our current and past projects under thematic headings

Get involved
- Details of how to get involved in working groups, volunteering for the council and other groups
- Photos and role descriptions of volunteers and working group members

Grant funding
- List and photos of current grant projects
- Past case studies
- How to apply for grant funding and grant applications form and info

Community info
- Details of local groups and organisations + partner bodies with contact details.
- Details of how to hire halls in the area

Contact
- Contact details, address, telephone, email, opening hours
- Get in touch form
- Social media links
- Newsletter sign-up

Site map
Terms of use
Privacy policy
Cookies
Accessibility
Jobs
Tenders

Target Audience

- Residents of all ages and backgrounds
- Councillors
- Staff
- Prospective employees
- Other agencies the Council works with
- Visitors to the area

Design principles

- Site must be responsive for computer, tablet and mobile
- Consistent, clean styling throughout
- Clear, purposeful sections – not lots of content duplicated
- Design must be uncluttered and there must be clear navigation / user journey
- Must be intuitive for users of all ages, yet feel contemporary and modern in line with our urban setting – we want to attract both young and old audiences
- Needs to feel quality but in no way extravagant
- Site must meet the transparency requirements for community councils

Specification

Must-Have Content Management System (CMS) features

- Easy to use Content Management System:
- Add, edit, delete pages, upload documents, images, media. The users should not need to know HTML to be able to use the CMS.
- Search box
- Ability to access a page easily to change information without having to go through a list of back-posts to find content.
- Sign up for newsletter – link to MailChimp sign up so mailing list is update automatically
- Ability to create new profiles of councillors and volunteers with photos
- Footer throughout with Council contact details and social media buttons
- Feedback forms/polls/consultation/surveys
- Control of the layout i.e. location of placeholders/boxes. Must be able to move around the order of sections on the page via a drag and drop.
- Welcome screen that shows broken links, pages that haven't been updated for a while (preferably an automated email reminders) within the pages managed by the user if not the webmaster, in which case it would show all pages with issues.
- Ability to create draft pages, set publishing/unpublishing dates, reminders for updates.
- Ability to upload single and multiple documents in a variety of formats into a folder library in one single motion. To include an archiving folder.
- Ability to update a document without having to find the page its displayed in.
- Ability to edit image i.e. size, and create pages with photo galleries.

- Built-in accessibility and spell checker.
- Automated site map.
- Allow to see content preview.
- Ability to create different users.
- Online forms – option to have it embedded in the page or as new window and multiple forms on the page if using new window option. Must be able to save and return to forms.
- Ability to create page URLs.
- Ability to create short polls/surveys and/or to embed Survey Monkey surveys including pop up.
- Ability to add metadata and tag pages.
- Published pages must show when content was last updated but not the user name.
- Self-archive old news/events.
- Ability to embed ISSUU publications, video content, Googlemaps and other media.
- Calendar for Committee meetings and other events
- Ability to search a pdf document.
- Video embedding
- Share button

Must-Have Features for Website User

- Search box – results linked to tagged topics and a dropbox offering the options of filtering results from different areas such as news, committees, events etc.
- Share button on pages.
- Sign up for newsletter through MailChimp.
- Complete poll.
- Submit feedback/make complaint.
- Accessibility – able to increase font size, audio speech, colour blindness.
- Committee meetings and events calendar.
- Meet your Councillor with profiles for 12 councillors.

Examples of sites we like:
http://caras.org.uk
http://www.avenues.org.uk
https://greenpeace.org.uk