**LTC Website Tender**

**Questions and Answers**

**Q. Can the proposal be emailed?**

A. In order to comply with the Council’s procurement policy all proposals must be sent via POST. Tender must be submitted in a plain sealed envelope which shall bear the word “TENDER” followed by the subject to which it relates, but shall not bear any name or mark indicating the sender and such envelopes shall envelopes shall remain in the custody of the Clerk until the time appointed for their opening.

The address is the one listed on the tender notice.

**Q. Can companies from outside of the UK apply?**

A. The tender is open to all.

**Q. The document states that you want ‘control of the layout’. Could you please elaborate a little further over how much depth of control you require eg are you looking to change the sizes of images and fonts or do you want to be able to change the overall design of each page?**

A. We want to be able to hide or show a placeholder/box as when we need to as well as move them around. Currently the system we have allows us to position the placeholder where we want on each page, so that different pages have different side placeholders. See these links

<http://www.littlehampton-tc.gov.uk/main.cfm?type=MONEYMATTERS>

<http://www.littlehampton-tc.gov.uk/main.cfm?type=WHATSON&objectid=3340&searchtermredirect=what%27s%20on>

**Q. Are you looking to manually move content to an archive folder which is hidden from the public facing website when the content becomes obsolete? Does this need archiving automatically, perhaps with time based parameters or a custom ruleset?**

A. Our current system shows a number of news items on the homepage and the remaining ones are archived but would appear if you searched for a specific topic. Something similar would be good. We’re not so worried about auto-archiving events as we no longer list them individually on the Town Council’s website, we use Visit Littlehampton instead.

**Q. Survey creation: Do you want the ability to embed these surveys or the functionality so that they appear in a pop-up presentation during certain points of the user’s journey through the website?**

A. The ability to embed from survey monkey forms and being able to have a pop up (created in survey monkey) on the homepage. Our current system does not allows us to have pop up surveys on our homepage.

**Q. The document states that ‘published pages must show when content was last updated but not the username’. Are you referring to the public facing website or the administration?**

A. We’re referring to the public facing part.

**Q. Concerning the ‘Online Payments’ will this system just deal with events or are you planning to use it for material goods/services or bill payments in the future?**

A. This is the payment of bills not products.

**Q. Is there any budget set aside for website hosting and ongoing costs? How long is the agreement going to last or what is the expectation?**

A. For the first year we expect the set budget to cover the hosting and support costs. We want companies to shows us a breakdown of costs for ongoing support etc beyond the first year and we would then look to enter into a contract for up to 3 years at the end of the first year.

**Q. Is there any scope to go above the £25k budget?**

A. Only if there was a very valid reason for doing so i.e. the product being offered would exceed the essential requirements and would offer value for money long term.

**Q. The ideal launch is 1st April but this is a very short timeline from an early Jan 18 start. Is this set?**

A. Due to tender procedures we cannot begin earlier than January and Arun District Council (who host our current system) will cease the service from June 2018. We cannot be without a website for any period of time.

**Q. Could you please provide more information regarding the maintenance of the new website – would you require the updating of the website, technical support, security for the website etc?**

A. Yes, we would require the services mentioned. We would expect this for the first year and for details of the ongoing costs associated with these services beyond the first year to be included in the proposal so that we can budget accordingly.

**Q. Under the Must-Have CMS Features section you mention “the ability to update a document without having to find the page it’s displayed in”. Could you provide a little bit more information about this request?**

A. Our current system has a section where the media is saved and we are able to find the file and upload a replacement without having to find the page. This is particularly useful when the same file is displayed in several pages and it would be too time consuming if we had to update the file in each and every page.

**Q. There is no guideline for design per se, although you mention four websites’ ‘styles’ that you like regarding functionality. Shall we assume that you would also like the design style to be similar to these websites, should we give you ideas for design or is the design not part of the website ‘build’ tender?**

A. The design is to be included in the tender and we would like the proposal to offer ideas that work with the functionality in the requirements.

**Q. Could you confirm what should make up the tender? Do you want timing and project plans?**

A. Proposal as relevant to the specification in the brief, additional services that can supplied, insurance certificates, case studies except timing and project plans, these would be needed if your company was shortlisted for a presentation.

**Q. Do you have Mailchimp already?**

A. We have an account which we use for our Visit Littlehampton newsletter. We are going to carry out a resident survey next year to establish whether electronic newsletters is something people would like. We currently do a printed newsletter four times a year which is delivered door to door.

**Q. Would you like / expect us to design you a template or assets for a consistent template for mail shots in Mailchimp?**

A. If it is something you can do within the budget then yes please if not then it would be good if you could itemise the cost of such service as part of the added services you can offer.

**Q. Would you like a detailed visual for the visitor section rather than just a link out to** [**www.visitlittlehampton.co.uk**](http://www.visitlittlehampton.co.uk)

A. Yes, most certainly. Perhaps the same for the Museum? The Museum is one of our cultural services which currently is just a redirect like visit Littlehampton.

**Q. Do have some examples on survey monkey of what you might need so that we can propose the best solution?**

A. We currently use the free subscription but would be open to suggestions if an upgrade would offer value. We carry out surveys sporadically. Here’s one you can view <https://www.surveymonkey.co.uk/r/PYLQGRV>

**Q. Would you like custom managed ad banners or are you looking for adverts like google adsense embedded?**

A. We are looking for custom adverts as we’d be working with our small independent businesses.

**Q. The current site includes a username / password login, does that need replicating in the new website and if so, what functionality do logged-in users get access to?**

It is not a functionality that we need with the new system.

**Q. The current site has details of planning applications, but it looks like they come from a third party website - is that likely to continue?**

A. We have to maintain a link to the planning applications section of the District Council but as they are changing their platform too, I would imagine that it would stop being compatible with ours. Therefore this is something that is likely to be a link to their page rather than embedded.

**Q. Do you have a fixed budget for the project - it would help indicate the level of complexity / functionality and approach we could offer.**

A. The maximum budget is £25,000. We would only go over if there was a very valid reason for doing so i.e. the product being offered would exceed the essential requirements and would offer value for money long term.

**Q. The current site includes a link to Job Vacancies of which there’s no reference to in the project brief, does the new website need a specific ‘Job’ section or would managing jobs through the content management system suffice?**

A. Managing adverts and applications via the CMS would be sufficient.

**Q. Some of the pages on the current site are based around four ‘zones’ - Town Council, Museum, Living and Visiting - has this been successful and do you envisage this continuing with the new site?**

A. It is difficult to say if it is successful but seemed like the best way to categorise things. We are open to suggestions.

**Q. Is there anything else you’d like to see in a tender response - background, experience on other projects etc.**

A. You can include case studies, background etc. You won’t be penalised for too much information but we just need to get an idea of what you can offer to assist in the shortlisting process. If invited to a presentation then we’d need more details.

**Q. Is there any preference for the tech used to build the site?**

A. No preference, we just need a system that meets the requirements in the brief and that is easy to manage and maintain.

**Q. We see online payments might be planned for year 2 / 3, are there any more details available on that at this stage (e.g. what would payments be taken for).**

A. Payments of bills such as allotment rents, not the sale of products.

**Q. Should we include VAT in our quote or is it not relevant for the Parish Council please?**

A. Please quote net and show VAT. We pay VAT but we are reimbursed at the end of the year.

**Q. Calendar for Committee meetings and ability to search within pdf documents - would this need to be behind a login?**

A. No this is so the public have an easy way of seeing when committee meetings are held and search a specific topic within the agenda. However, it has been highlighted that the ability to search within a pdf is something that is done when the pdf is created in adobe.

**Q. Feedback pop-up . Do you have a feedback provider you use already that we'd need to install a popup for?**

A. We don’t have a feedback provider. We were thinking survey monkey may be able to fulfil this.

**Q. Online payments - what you'll be taking payments for?**

A. Payments of allotment rents, sponsorship packages etc. Not products. It could be a case of entering an invoice reference and submitting a payment. We are exploring this whole area so it could be a paypal account or something else.

**Q. Interactive map of allotment sites.**

A. A map where people can see where the allotments are located, click on the site and perhaps be taken to more details such as water facility, parking etc? Perhaps something similar to when you search for accommodation and it gives you results on a map? We would just state whether there were available plots or not, we wouldn’t go into detail about the size of the available plot as there are multiple sizes and varying rents.

**Q. We only have a £5 million insurance policy can we still apply?**

A. £10 million is required if we proceed with commissioning your company. This would need to be submitted as a copy of a valid insurance certificate. If you don’t have it then you need to highlight this in your paperwork and that you would be prepared to acquire it if you were successful.

**Q. In the desirable CMS features, you mention “Feedback pop-ups” – Is this a feedback pop-up for staff using the CMS or for users simply using the website?**

A. This refers to user end so we can ask questions or do a quick feedback survey about their experience. It can be a survey monkey function, we just need to have the ability to embed it on the homepage.

**Q. How many documents are you planning to store and what is the average size of each document? Are documents for the public or do you require some permission settings? What do you mean by archiving folder?**

A. We have hundreds of pdf files and images as we have to maintain a record of up to 6 years on the website for all of our committee meetings. The average size is 20MB for PDFs and up to 5MB for images. With regards to the documents are stored in the CMS and when added to a page become available for the public to see, there are no restrictions once they are online. Archiving means that we want to be able to keep the files in their own folders for the period of 6 years.

**Q. What do you mean by multiple forms?**

A. We mean that we need to be able to have more than one form on the page. We imagine it would be a link like ‘please complete the form’ and it opens in another window. We can only have one form per page with the current system. The form needs to offer all types of fields, tick, text box.

**Q. What do you mean by A-Z?**

A. The current system self-populates the A-Z by picking up on the name of the page we create. So a tagging system may be the solution.

**Q. With regards to the allotment maps do you want this to be a fully automated booking system?**

A. A map where people can see where the allotments are located, click on the site and perhaps be taken to more details such as water facility, parking etc? I’m thinking something similar to when you search for accommodation and it gives you results on a map? We would just state whether there were available plots or not, we wouldn’t go into detail about the size of the available plot as there are multiple sizes and varying rents. It can’t be linked to a database or a booking system.

**Q. Are there going to be multiple venues each with a photo gallery? Do you require a booking system for them or just a gallery with venue details?**

A. A gallery showcasing all the venues which include the wedding room with details about the rooms and an option to contact us to book. We wouldn’t be able to merge our database as it’s very changeable.

**Q. Can you explain the ability to search a pdf document?**

A. This is so the public have an easy way of searching a specific topic within a committee agenda. However, it has been highlighted that the ability to search within a pdf is something that is done when the pdf is created in adobe?

**Q. Who will be responsible to populate the initial version of the website with the content? Are you also interested in services related to content update after the website is launched or are you going to do it yourself?**

A. We would send the content and expect it to be populated for the launch though we may be able to come to an arrangement when it comes to committee agendas and minutes as these are PDF documents and it may be easier for us to do. We would be managing the content update after the launch.

**Q. What is meant by "ISSUU publications"?**

A. This is an online programme which allows us to upload pdf documents and turn them into a magazine type document and create a code to embed on a page. See this <http://www.littlehampton-tc.gov.uk/main.cfm?type=PROGRESS2013>

**Q. Do you have any details about where will the data for online payment functionality be kept?**

A. Not at this stage.

**Q. What is the criteria of "Complete Poll"?**

A. To be able to complete a poll online a bit like the survey but something that is just yes, no, or vote for a favourite i.e. What movie do you want to see? A, B, C. and then see what the results are i.e. A – 50%, B – 30%, C – 20%.

**Q. What purpose does the website serve / why is it needed?**

A. The website is one of several communication channels the Council uses to inform the public of the services it delivers and to engage with its audience. Our aim is to be a reliable and trusted information provider as well as offer opportunities for dialogue. We also have an obligation to display certain information such as expenditure, committee agendas and minutes and be generally transparent.

**Q. From the list of target audiences - is this in the order of importance and does ‘visitors’ mean visitors to the area? If they’re not in order, who are the priority audiences?**

A. Residents – priority – see agendas, minutes, what’s on, general news

Councillors – second priority as they use the website to see agendas, planning etc though they have theirs mailed out.

Staff – same as above

Prospective Employees – download application packs

Other agencies the Council works with – other councils may want to see our policies etc

Visitors – visitors to the area but we manage the Visit Littlehampton brand/website/social media which is where detailed information about the area is available. On the TC website we just need to be able to demonstrate we are worth visiting and how people can find out more, in case the TC website is the first one they find online.

**Q. What information / research data do you currently have about the users of your website? Can you share this?**

A. None collated.

**Q. If we see that some items can be handled by a browser (such as spell-checking) rather than the CMS we build, is that OK?**

A. That’s fine.

**Q. How many levels of responsibility are required? Do you need to allocate different people to different areas / zones of the website or allocate different publishing abilities - for example create a draft page but not publish it?**

A. We currently have the ability to create different responsibility levels and within user roles we can also allocate specific pages/sections. All can publish a page. But as some people are not very confident we like the idea of only giving them access to what they are responsible for so they have less areas in their CMS.

**Q. Can you explain the thinking behind these user required areas:**

**Sign up for newsletter - what type of content can they expect to receive and will it need to be segmented according to requirements?**

A. Because this is new to us we don’t know the best way forward and how it would integrate with Survey Monkey as this is the system we would be using. If there is such a way to create mailing databases based on interests than that would be of great help. If not, we’d be happy with a simple sign up and use the data to send a generic. With our limited resources at present, I think we’d be creating generic newsletters.

**Committee meetings calendar - are these events the public can attend? Roughly how many are there a month and does it have to be a calendar format (can be tricky on a phone)?**

1. We’re thinking something similar to this <http://www.angmeringparishcouncil.gov.uk/parish-council/meetings/calendar>  All our committee meetings are public meetings and as part of our new Coms Plan is that we will encourage more residents to attend the meetings and help shape our services/decisions.

**Q. You mention having forms “embedded in the page or as new window and multiple forms on the page if using new window option” What do you mean by a new window - opening in a new tab, opening in a popup, linking to an external site, or something else?**

1. At the moment we can only have one form (which is a link within the page content that opens in a new window) on each page. However, on occasion we may have two forms say we’re asking people to register for a stall at our events and there may be more than one event happening, in this situation we’d want to have two forms as links that open in their own windows. The other aspect is where we could have say a ‘make a complaint/compliment page and that can have the form on the page with all the fields and a submit button without having to click to open a window.

**Q. The websites you mention as best practice, what makes them successful / good from your perspective?**

A. Clutter-free, easy navigation, clear text, large images.

**Q. You mention a built in accessibility check, which aspects of accessibility are you seeking to check, for example contrast, content, alt tags, clarity of language, or something else?**

A. DDA compliance.

**Q. What’s the thinking around advertising spaces, is this purely for revenue? Should all visitors see the same advert, and do you need any specific ability to track views of the adverts?**

1. We have a number of event sponsors throughout the year so it would be nice to give them some presence online with an advert. It would be visible to all and the statistics would be great but not essential.

**Q. What is the purpose of the PDF search facility - is it so that they can be found by Google or more for your site visitors?**

1. For site users.

**Q. How involved will your end users be in this project?**

A. We have not considered this but as time is of the essence I envisage we will not involve the end users. However, the contractor selection process and some of the visuals will have to be run past the Chair of the Committee overseeing this project.

**Q. How collaborative would you like the process to be? Do you mean how closely we will work together?**

A. We would like to see the development divided into parts with timescales and an opportunity for us to discuss and adjust anything that needs it. It is important that we remain in constant communication so that we achieve the end goal without major setbacks.

**Q. Are there any technology constraints you are aware of that your users in particular may face?**

1. Anecdotal information tells us that some of our users are not tech savvy so they need information presented in a clear way. Old statistics show us that most of our website visitors are coming from desktops but I think is because we don’t have an intuitive website.

**Q. Are you competing with any other websites for people’s time / services etc?**

A. Not necessarily. We want to attract more visitors to the town but we use Visit Littlehampton as our portal to do that. So the TC website is mostly for residents and we are not competing as we are the only Town Council.

**Q. What does success for the new website look like?**

1. A website that is informative, easy to use, people trust it and find it useful for information about their Town, it signposts to other relevant information such as the Museum and Visitor Information. It encourages return visits to the website and offers an opportunity for people to engage with the Council.