

CLARIFICATION LOG

Tender:	Falmouth Town Council website
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Number	Clarification	Response
1	Is there an existing brand style for Falmouth Town Council and, if so, do you see this changing in the near future?	The Falmouth TC family of logos etc is currently being streamlined so there will be a style guide and logos etc available.
2	Under the tab 'About Falmouth' most of the links link off to Falmouth.co.uk. Do you still see this as being a requirement or are you open to a different approach to separating visitor information and making it clear that there is a different website for this information rather than people leaving the site (after selecting a link) when they may not want to?	We are open to the best way to manage this. The Falmouth.co.uk service is partially funded by FTC so we want it to be seamlessly linked and clear that we're partners.
3	Please confirm what is meant by 'branded forms' and how many different branded styles you envisage needing. Is the expected functionality for event tickets that a user will book on the SeeTickets website event page (linked to via the website), or to integrate or house the ticket booking function directly on the town council website?	The Council would like to ensure that application/ booking forms for the various services it offers clearly identify that the service is offered by the Council. It is proposed that the Council will have subscriptions relevant to the services it provides - currently proposing to link or imbed 'Scribe' Bookings for its venues/markets etc. We don't currently envisage the need to house tickets bookings but we might in the future.

4	<p>Events payments relates to the above.</p> <p>Is the expectation to be able to manage a product portfolio (such as the postcards etc on the Gallery website) which users will be able to add to basket and purchase directly from the website (hence the suggestion of shopify)?</p> <p>What other types of transactions need to be catered for with the payment solution?</p>	<p>The Council operates a shop - utilising the Shopify platform. This is mainly used for the Art Gallery Shop and although we currently also use it for other services we would like to have all the other services running through a payment system which offers various methods of payment - over the counter or web and embed this into the website - whatever system is chosen would need to run the Scribe booking platform (as detailed above) as well as payment for Council services - burial fees etc. We are aware that a wordpress site cannot host a shopify platform.</p>
5	<p>ref point 2.1 in the tender brief mentions that this tender is for 1 new website to replace the 2 existing websites falmouthtowncouncil.co.uk and falmouthartgallery.com which is slightly contradictory to this requirement for microsites, where falmouth art gallery would still be a separate website.</p> <p>Is the expectation that the main website will have a landing page containing an overview of the content on each microsite and link out to the full content on the microsite (for any / all microsites)? Plus a clear link back to the main site from each microsite?</p> <p>Please clarify.</p>	<p>We want the gallery and pavilion to have almost 'mini sites, with their own landing page, blog, events etc. However this should be seamlessly integrated within the FTC website.</p>
6	<p>"A private / secure member-only section, accessed by verified email and password, with private sub-sections within the website." Please provide information on the functionality required for logged-in users and/or a dummy login so that we can investigate this ourselves</p>	<p>Sorry unable to comment on this - it is mentioned as a desirable and we know it exists from other sites we have visited but we are unable provide examples</p>
7	<p>What is the level of experience of the current team in using Wordpress?</p>	<p>Varied - some very experienced, some not at all experienced.</p>
8	<p>The System will be required to be responsive in how information is uploaded and submitted. Please clarify what your expectation is of the system being responsive in this way?</p>	<p>It is assumed that this relates to ease of upload, movement and management of content by Council staff.</p>

9	<p>Provide responsive support availability both within Usual Office Hours to enable at least 99% availability as a minimum (Maximum 40 Hours downtime per annum). This support should include frontline support for both Users and System Administrator during Usual Office Hours (GMT / BST), which includes logging and tracking of calls raised and the status (e.g. open / escalated / closed). Please provide more information on what types of issues you see us being frontline support for website users, if we are appointed, as opposed to CMS system user support?</p>	<p>Agreement will need to be reached as to levels of responsibility for chosen developer and hosting provider. Plugins need to be updated frequently to avoid inconsistencies and the responsibility for this must be identified, as must the security of the site. Support must be available for problems arising which are technically beyond the knowledge base expected for end users.</p>
10	<p>The Supplier shall proactively work with the Council to identify all necessary content to be transferred onto the new website and support in that transfer of all relevant data from the existing websites to the new websites, including Falmouth Art Gallery and the Image Delivery collections catalogues. (Suppliers are advised to review the Council's current websites to explore the full range of information currently available on it, as most of this will need to be transferred to the new websites by the website provider). "Please clarify that by this you mean that you require an allocation of the budget for the time needed to copy the content on the outgoing websites and enter this into the new website CMS, rather than Council staff conducting this task?</p>	<p>We consider this to be an integral part of the contract with the successful applicant building and undertaking the transfer of all relevant data to the new site.</p>
11	<p>The tender calls for update to the website to replace www.falmouthtowncouncil.com and www.falmouthartgallery.com. •Would you like one website to host the information from both the websites? •We could not locate www.falmouthtowncouncil.com. Will the current www.falmouthtowncouncil.co.uk be replaced with www.falmouthtowncouncil.com?</p>	<p>This is an error - it should read falmouthtowncouncil.co.uk and not falmouthtowncouncil.com</p>

12	<p>Domain and hosting provider. • Can we assume Falmouth town council owns the domain for www.falmouthtowncouncil.com.</p> <p>• Our research suggests the domain provider for www.falmouthtowncouncil.co.uk is 123-reg and hosted by UKdedciated Ltd.</p> <p>• Is this liable to change during the website development?</p>	<p>It is our preference that all domains are pulled together and hosted by one provider - this can be done before or at the time of development or after - we would take advice from the successful supplier.</p>
13	<p>Req ID: 020 - Enables clear version control and supporting history log for audit accountability purposes, including archiving facility in line with retention schedules. • We do not fully understand the purpose of this requirement.</p> <p>• Can you please elaborate or provide an example?</p>	<p>Councils have a duty to retain archives and to publish in accordance with Government Transparency regulations we would like to be able to grow this archive over the lifetime of the website but it is important that documents that are uploaded continue to be viewable as software versions are renewed.</p>
14	<p>Req ID: 029 - Has that ability to set up file structure for storing, retrieval and archiving of documents. • We do not fully understand the purpose of this requirement.</p> <p>• Can you please elaborate or provide an example?</p>	<p>See above</p>
15	<p>Can we use an alternative to wordpress?</p>	<p>Our preference is wordpress but we are open to suggestions - although we stress that it must be a format which Council staff are able to use.</p>
16	<p>Per the documentation, we intend for our proposal to include examples of how the website might look. Is the council happy for us to use publicly available material from the council's website & social media or would the council prefer if we use stock imagery?</p>	<p>Yes you can use images publicly available</p>
17	<p>The team would like to include 1-3 short videos in order to demonstrate usability & control. Would links to short videos be considered if included in the proposal or is this not advised? If not, I'm sure we could achieve a similar effect with a series of images.</p>	<p>Yes this is fine provided it fits with the tender application process.</p>
18	<p>Please could you confirm that the budget figures provided are exclusive of VAT?</p>	<p>Yes</p>

19	Will the Council provide the imagery to be placed on the website?	Yes
20	How many requests/hits are made to the site per year?	We do not have access to this information
21	How will you measure the impact of the new website?	As our current website is not really functional, the new website will be a huge improvement.
22	Who designed/developed/hosts the current website?	Designed by Rob Follett currently hosting we believe is with EightWiire
23	What are the limitations of your current website and what impact does this have on current ways of working?	It does not meet current accessibility regulations
24	Is there anything you particularly <i>like</i> about your current website?	Not really
25	Is there anything you particularly <i>dislike</i> about your current website?	Not really - it is just difficult to update/outdated and not really fit for purchase for the services we now offer as a Council
26	Do you have any existing user research, website analytics, surveys or questionnaires or verbal feedback from your users on the current website?	No
27	Are you hoping to include stakeholders and end users in the testing of your new website. If so, have you considered who these might be?	We will have a working party involved throughout. This will include staff, councillors, and potentially a couple of residents.
28	Do you have a vision in mind for the look and feel of the project – for example, clean and minimal, or informational and maximalist?	Must meet transparency and accessibility requirements.
29	How many staff members will require the train-the-trainer training?	Four
30	Re requirement 003, please could you tell us a little more about the Council's cemetery database including what platform/database technology it is based on.	Townsweb Archiving Ltd
31	Re requirement 006, what is the online booking to be used for?	Booking of facilities/venues etc.

32	Re requirement 011, is development/re-platforming of the microsities (in particular Falmouth Art Gallery) to be provided within this contract or do you simply want confirmation here that the solution offered will have the ability to enable microsities.	The art gallery and pavilion will both require areas under the main site as part of this project. All to be provided as part of this main contract and developed as such.
33	Re requirement 013, 'possible synchronisation between document versions published and held on server to help ensure that information provided is current' – we're a little unclear what you mean here – please could you clarify.	See response to 020 - Councils have a duty to retain archives and to publish in accordance with Government Transparency regulations we would like to be able to grow this archive over the lifetime of the website but it is important that documents that are uploaded continue to be viewable as software versions are renewed.
34	Re requirement 022, are you open to discussing a limited document upload size and assistance with reducing file sizes as unlimited document upload size may leave you vulnerable to cyber attacks?	Yes we are open to this
35	Re requirement 050, what facility do the requirement for online payments relate to?	Online payments for room hire/burials/markets etc
36	Online booking functionality with the ability to embed 'Book Now' button and widgets and the ability for branded forms. To use a single booking system (likely to be seetickets). Question: Will the final steps of booking take place on an external system or do you require full integration of availability management & payments?	Big events are likely to be through seetickets, so the purchase process would go through them. Then link with Scribe Bookings also ability to offer as yet unknown means of digital payment ie PAYPAL/SAGE PAY as well a credit card payments – payments will be take for Markets bookings, Cemetery Fees, Room and Venue Hire and other Council services.
37	Records and provides reports on browsing history: What, from Where, When etc. Question: Can you please elaborate and/or provide an example?	This is so we can see visitor stats on how they use the website - what pages they looked at, where they came from etc.
38	Provides unlimited document upload size whilst providing minimal server storage demands. Upload size to the websites back-servers must be at least 100,000 Mbytes to facilitate the Council being able to load and display large sizes files and diagrams such as plans onto the websites. Question: Is this size limit per file or in total?	See response to 022 - Q34 - Yes we are open to this, we do need to be able to upoad large files however we are open to discussion on this.

39	In addition, the System shall enable files to be found and uploaded via a Browser or Search Function, by finding files held outside of the System and be able to support drag and drop features. Question: This is not standard Wordpress functionality, are you OK if a plugin (bespoke or commercial) is used to facilitate this?	We are open to discussion on this.