**NEW LITTLEHAMPTON TOWN COUNCIL WEBSITE**

[www.littlehampton-tc.gov.uk](http://www.littlehampton-tc.gov.uk)

**BRIEF**

**Background**

The Town Council’s website is hosted by Arun District Council (ADC) and was built using software from Verseone Ltd. The Town Council benefitted from a deal that was arranged over 8 years ago whereby Parishes in Arun were allowed to ‘piggyback’ off a contract to build a new website from ADC.

**Current Setup**

ADC has upgraded the software for their website but not for the Parishes leaving the Town Council with a very old system.

Littlehampton Town Council (LTC) has its own domain.

There are 13 Town Council staff responsible for over 200 pages on the website, all with different management roles. IT support comes from a former ADC employee but the overall content management is carried out by the Town Council.

There are Google Analytics attached to the pages.

**Outline Brief**

The Town Council needs a modern, intuitive and responsive website that allows its users to access information about the services the Council offers quickly and easily.

The new website needs to be easy to update and edit so staff can maintain the content with low effort and minimal technical knowledge.

Key content must be:

* Council information – committee meetings (agendas and minutes)
* Residents and Visitors sections – direct to the Town Council’s tourism website [www.visitlittlehampton.co.uk](http://www.visitlittlehampton.co.uk)
* News and What’s on sections
* Search box
* Sign up for newsletter – link to MailChimp
* Footer throughout with Council contact details and social media buttons
* Responsive on all devices
* Feedback forms/polls/consultation/surveys

**Target Audience**

* Residents
* Councillors
* Staff
* Prospective Employees
* Other agencies the Council works with
* Visitors

**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.

* Control of the layout i.e. location of placeholders/boxes.
* 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 users, allocate pages and level of responsibility.
* 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.
* Ability to create page URLs.
* Ability to create short polls/surveys and/or to embed Survey Monkey surveys including pop up.
* A to Z of services – automatically generated.
* 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.

**Desirable CMS Features**

* Calendar for Committee meetings and ability to search within pdf documents
* Ability to search a pdf document.
* Feedback pop-up
* Advertising space – banner which can be placed on any page but can be hidden too.
* Weddings/venue hire photo gallery
* Interactive map of allotment sites – see availability, apply for a plot
* Online payments (possibly from 2019/20)
* 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.
* Complete poll.
* Submit feedback/make complaint.
* Accessibility – able to increase font size, audio speech, colour blindness.
* Committee meetings calendar.
* Meet your Councillor with profiles for all 15 Members.

**Examples of websites styles offering functions that LTC likes**

<https://www.tewkesbury.gov.uk/>

<https://www.lichfielddc.gov.uk>

<http://www.prestonguildcity.co.uk>

<http://www.angmeringparishcouncil.gov.uk/>