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**Tender for Website for Camborne Town Council**

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| SCHEDULE 2 - REQUIREMENT SPECIFICATION |

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| Name of Applicant: |

**Please complete this document in full and include as part of your formal tender response.**

| **Req. ID** | **Requirement Statement** | **Section Weighting** | **Status** | **Supplier Response** | | | **Supplier supporting comments** |
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|  |  |  | Mandatory (M)  Desirable (D) | (Please indicate "x" as appropriate) | | | *Please provide supporting commentary statement as to why you deem met /partly met or not met.* |
| Met | Partly Met | Not met | *If partly / not met, please provide details on how you consider this can be accommodated in overall solution.* |
|  | **WEBSITE DESIGN AND LAYOUT** | **25%** |  |  |  |  |  |
| 001 | The website must have a design which is professional, accessible, sleek and modern and reflects the Council’s brand. |  | (M) |  |  |  |  |
| 002 | The format and structure of the website must be intuitive, user friendly and welcoming with the associated design enabling clear intuitive signposting and navigation with minimal clicks - For example, a home page that allows the quickest possible access (fewest clicks) via menus to the Council’s services as well as to Council information whilst always complying to Camborne Town Council's Accessibility Statement. |  | (M) |  |  |  |  |
| 003 | The design shall provide for seamless integration and interface with the Council’s Facebook, Instagram and other social media accounts to have constant uploaded message feeds on the home page along with recent ‘blog’ or ‘news’ articles alongside other priority areas. All webpages to have a printable format. |  | (M) |  |  |  |  |
| 004 | 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 eventbrite.) |  | (M) |  |  |  |  |
| 005 | Online payment functionality with the ability for the end user to make secure online payments for services / events provided by Council in line with SSL / https accreditation – utilising PayPal for business and Shopify. |  | (M) |  |  |  |  |
| 006 | Contact and enquiry feature with ability for end users to provide information through “Forms” to include capture of data provided by end users, including; comments / free text, Name, Key Contract Point, Address, Postcode, contact telephone number – all data captured to be held in compliance with the General Data Protection Regulations 2018. |  | (M) |  |  |  |  |
| 007 | Compatible with all standard platforms and standard devices i.e. mobile, tablet, laptop, PC. Designed in a way that is optimum for mobile device viewing. | **-** | (M) |  |  |  |  |
| 008 | The design and layout must give consideration of Equality Act 2010 that enables accessible access for end users, with specific consideration for visually impaired end users, such as "read me" options. |  | (M) |  |  |  |  |
| 009 | The site must have future ability to enable microsites, for example The Basset Community Hub. Each of these sites must be easily reached via www.camborne-tc.gov.uk as well as via their own URL's. These 'micro sites' must clearly link back to the town council website (perhaps a uniform top menu that sits along the top of every site). Also clear to/for links with camborne-tc.gov.uk |  | (M) |  |  |  |  |
| 010 | Possible synchronisation between document versions published and held on server to help ensure that information provided is current (if this is possible). |  | (D) |  |  |  |  |
| 011 | The website will optimise images for displaying quickly at the highest resolution possible. |  | (D) |  |  |  |  |
| 012 | Ensure that the home page and other linked pages have a battery of regularly refreshed images relevant to the page. |  | (D) |  |  |  |  |
| 013 | It is anticipated that a search for “Camborne Town Council”; “Camborne Council”; "Camborne library", 'Basset Camborne' 'Kammbronn' 'Camborne Parks' will pull up the website first on the page of the relevant internet search engine. |  | (D) |  |  |  |  |

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| **Website Design and Layout - General supporting statement.**  **Please provide a supporting statement to the specific requirement. This should relate to the response provided above to the individual criteria and bring together how you as a supplier would deliver on this requirement. Where there are mandatory requirements which are either partly or not met please outline why you consider these can be mitigated in overall solution delivered.**  *A strong response from the Supplier shall be one that provides examples / illustrations on how the proposed website would look. In addition, a strong response could also include reference to other websites which the Supplier has provided to customers that again can illustrate the requirements as set out within the above requirements. A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required, this would include meeting all the necessary mandatory elements.* |
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| 014 | **GENERAL FUNCTIONALITY - CONTENT MANAGEMENT** | **12%** |  |  |  |  |  |
| 015 | The website shall have an underpinning Word Press based Content Management System that is intuitive, straightforward, simple and practical to use and user friendly with intuitive help features, e.g. design wizards / guides / tutorials / checklist to support the end user in use. Functionally to generate appropriate levels of prompts at relevant stages for the Service Users through assistance and guidance would be beneficial. |  | (M) |  |  |  |  |
| 016 | Content management system enables clear indexing capability with excellent search and retrieval functionality to include key themes such as document type, author, content, plus key indexed words including ideally fuzzy search capability. Records and provides reports on browsing history: What, from Where, When etc. |  | (M) |  |  |  |  |
| 017 | Enables clear version control and supporting history log for audit accountability purposes, including archiving facility in line with retention schedules. |  | (M) |  |  |  |  |
| 018 | Has the capability to be able to upload and store all common formats (to include but not limited to Open or generally available applications under a proprietary licensing scheme should be available for downloading or remote use. File formats must include (but not limited to) Microsoft standard product suite – Word, Excel, XML, Rich Text, Plain Text, HTML, Jpeg, MP3, Zipped folders and any other recognisable Open-Source alternatives, Computer Aided Design documents such as DWG, DXF, Tiff, IGES / STEP and to incorporate regular backups of content and backend databases. |  | (M) |  |  |  |  |
| 019 | 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. |  | (M) |  |  |  |  |
| 020 | Has that ability to set up file structure for storing, retrieval and archiving of documents. 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. |  | (M) |  |  |  |  |
| 021 | Enables links to documents held within the content management system to be promoted and available on the website and external sites through features such as hyperlinks (URLs). |  | (M) |  |  |  |  |
| 022 | Enables the ability to design content as well as use set templates in an intuitive and responsive manner for the Service User. Provides the ability to modify, edit and revise existing published content / webpages in an intuitive and responsive manner for the Service User. Has the ability to save developed content as draft ahead of promoting to publish, e.g. functionality that allows previewing of work prior to publishing. |  | (M) |  |  |  |  |
| 023 | Has a proven capability to perform the necessary features of a modern website which also provides future sustainability. (Ideally the anticipated minimum lifecycle which the Council would seek any website and underlying functionality to be provided for would be 10 years). |  | (D) |  |  |  |  |

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| **GENERAL FUNCTIONALITY - CONTENT MANAGEMENT - General supporting statement.**  **Please provide a supporting statement to the specific requirement. This should relate to the response provided above to the individual criteria and bring together how you as a supplier would deliver on this requirement. Where there are mandatory requirements which are either partly or not met, please outline why you consider these can be mitigated in overall solution delivered.**  *A strong response from the Supplier shall be one that can fully demonstrate that the System has a Content Management system that underpins the website with the general functionally as detailed below. A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required.*  *A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required, this would include meeting all the necessary mandatory elements.* |
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| 024 | **SUPPORT AND MAINTENANCE** | **13%** |  |  |  |  |  |
| 025 | For a period of 5 years the web-developer shall provide hosting with option to extend. |  | (M) |  |  |  |  |
| 026 | 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). |  | (M) |  |  |  |  |
| 027 | Shall provide clear point of contact for support issues. In addition, a named Account Manager to pro-actively manage the agreement and provide a contact link with the Council, and clear escalation for dispute resolution. The Account Manager should be responsible for providing monthly performance & management information reports, including Service Level reporting which should cover issues of quality of service delivery & escalation procedure. |  | (M) |  |  |  |  |
| 028 | Have an established process for upgrades and fixes, which includes clarity around the process but also frequency that supports efficient and effective resolution of issues. Ongoing support and maintenance provided by the web-developer during this period should include timely and relevant software updates, upgrades / patches and security features to enable the website to perform as required in line with the requirements set out or any query, concern or issue raised in relation to downloads, uploads, displays, layouts, cyber-attacks, or other issues. |  | (M) |  |  |  |  |
| 029 | Provision of secure access for authorised Service Users to enable amendments and additions to the website. Consideration is given for intuitive interaction / use by site users e.g. Registration Process with automated Password Recovery, self-initiated registration process. |  | (M) |  |  |  |  |
| 030 | Providing ongoing support and maintenance working in partnership with the Council’s IT network and infrastructure team who will be responsible for monitoring security, performance and back up of the sites and data. |  | (M) |  |  |  |  |
| 031 | Support to include assistance with technical difficulties and other issues such as data upload difficulties, image upload difficulties, viewability of items, layout issues, and any cyber acts perpetrated against the Council on its websites. |  | (D) |  |  |  |  |

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| **SUPPORT AND MAINTENANCE - General supporting statement.**  **Please provide a supporting statement to the specific requirement. This should relate to the response provided above to the individual criteria and bring together how you as a supplier would deliver on this requirement. Where there are mandatory requirements which are either partly or not met, please outline why you consider these can be mitigated in overall solution delivered.**  *A strong response shall be one that can fully demonstrate that they have a proven record of providing website development with time limited support and is able to back up assertions with references*  *A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required, this would include meeting all the necessary mandatory elements.* |
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| 032 | | **IMPLEMENTATION** | **10%** |  |  |  |  |  |
| 033 | | The Supplier shall provide a clear implementation plan around steps and processes to be undertaken to implement the System into a Go Live operational platform for the Council. This shall include details of the work required to set up accounts, technical input to access via network / domain, setting up of templates, testing, user acceptance / sign off, etc and associated timescale. Implementation timeline to be at Go Live within 20 weeks from Contract Start Date |  | (M) |  |  |  |  |
| 034 | | Council staff will take responsibility for updating the websites from the Go Live date. Accordingly, the web-developer shall ensure training and associated support provided is done in a way to ensure that this is seamless. |  | (M) |  |  |  |  |
| 035 | | As part of the Implementation work the web-developer shall work proactively to support the Council in the design of the website for sign off by the Council ahead of launch and Go Live. The Supplier shall provide clear development and design brief with clear sign off approvals by the Council as User Acceptance ahead Go Live. |  | (M) |  |  |  |  |
| 036 | | The Supplier shall provide “Train the Trainer” training to key personnel / System administrator with supporting guidance materials / manuals for onward reference. |  | (M) |  |  |  |  |
| 037 | | 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. |  | (M) |  |  |  |  |

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| **IMPLEMENTATION - General supporting statement.**  **Please provide a supporting statement to the specific requirement. This should relate to the response provided above to the individual criteria and bring together how you as a supplier would deliver on this requirement. Where there are mandatory requirements which are either partly or not met, please outline why you consider these can be mitigated in overall solution delivered.**  *A strong response shall be one that can fully demonstrate that they have a proven record of implementing websites with time limited support and is able to back up assertions with reference sites and / or supporting evidence*  *A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required, this would include meeting all the necessary mandatory elements.* |
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| 038 | | **SECURITY / ADMINISTRATION FEATURES** | **10%** |  |  |  |  |  |
| 039 | | In providing the website and ongoing support and maintenance the Supplier shall ensure the website support “https” implementation and designed around Full Cyber essentials certification  in line with https://www.cyberessentials.ncsc.gov.uk/ There is protection from invasive cyber-attacks including but not limited to attacks against any GET based SQL injection attacks, and other forms of attack aimed either at corrupting data, removing data, releasing data or holding data to ransom. |  | (M) |  |  |  |  |
| 040 | | Conformance at Go Live to applicable industry standard security models and make use of security plug ins and SSL security certificates and that there are clear processes and practices in place to ensure this is maintained ongoing for the lifecycle of the website. |  | (M) |  |  |  |  |
| 041 | | Compliance with Gov.uk - public-sector-website-accessibility-statements/ Public Sector Bodies (Websites and Mobile Applications); Accessibility Regulations 2018 / WCAG2.1 and provision of an Accessibility Statement. The Supplier shall support the Council in ensuring necessary standards are obtained and maintained during the contract. |  | (M) |  |  |  |  |
| 042 | | Online payments must be in-line with PCI standards for Payment Card Industry – PayPal for Business and Shopify are our preference. |  | (M) |  |  |  |  |
| 043 | | Additional security which the System shall have time-out capability with adequate warnings, based on times of extended inactivity by the Service User (for example 10 minutes). |  | (M) |  |  |  |  |
| 044 | | Support unique and identifiable logins (e.g. username / passwords). |  | (M) |  |  |  |  |
| 045 | | A lock down capability to only allow the System Administrator updates e.g. to Templates. |  | (M) |  |  |  |  |
| 046 | | Fully editable and managed by Council's System Administrator with ability to carry out the following system administration changes / controls, including; setting up new Users, deleting old or obsolete user accounts / data and configuring variable levels of access controls and permissions for users. |  | (M) |  |  |  |  |

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| **SECURITY / ADMINISTRATION FEATURES - General supporting statement.**  **Please provide a supporting statement to the specific requirement. This should relate to the response provided above to the individual criteria and bring together how you as a supplier would deliver on this requirement. Where there are mandatory requirements which are either partly or not met, please outline why you consider these can be mitigated in overall solution delivered.**  *A strong response shall be one that can fully demonstrate that they have a the necessary credentials and features to deliver and maintain a secure websites plus provide the relevant administration controls, and evidence the statements with supporting evidence or details*  *A strong response would draw out details, supported by relevant information / documents / evidence on how the proposed solution would deliver the functionality required, this would include meeting all the necessary mandatory elements.* |
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