



Stapeley & District Parish Council

Request for Quotations – Parish Council Website Redesign

Date of Issue: (14 September 2021 v0.1)

1 PROJECT INTRODUCTION

Project Overview

The Parish Council wishes to modernise and improve the existing Council website www.stapeleyparishcouncil.gov.uk and ensure National Association of Local Councils (NALC) Website Accessibility Requirements are met (Attachments 1 and 2).

The Request for Quotations (RFQ) process will follow the Parish Council's Procurement Policy.

About Our Council

Stapeley and the smaller parish of Batherton combine together to form Stapeley & District Parish Council. The Parish Council is here as 'grass-roots' local government and is residents' first contact point for local issues.

The full complement of members is ten; nine represent Stapeley, which includes the urban and rural areas, and one member represents the small parish of Batherton. This is likely to change as a result of proposed Cheshire East Council reorganisation of Town and Parish Councils, to become Stapeley Parish Council.

While the parish has been in existence since 1866, it is only in the last twenty years, with the development of Cronkinson Farm and Stapeley Gardens, that change has arrived in this rural area.

While the number of residents has been rising, the pattern of working has changed. In earlier times the population essentially lived and worked in the parish; now they live in but work outside the parish. These changes have had a profound effect on community cohesion.



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2 PROJECT DETAILS

Website Visitors

Residents of the parishes, other Councils, people seeking to do business with the Council and members of the public with interest in the area.

Project Goals

- To modernise the look, feel and responsiveness of the website to work across multiple viewing platforms (mobile, tablet, laptop, desktop)
- To ensure accessibility to information for all visitors in line with Attachments 1 and 2 to this RFQ
- Provide an intuitive User Experience (UX) that supports access to relevant information (including ability for visitors to search the website)
- To increase use of the website by our residents and interested parties
- To gather analytics data for site visitors, to support future evolution of the site and its content

Scope of Work

We would like to see at least two stages of development, to demonstrate and agree progress towards achieving a final website UX and User Interface (UI) design that delivers all the goals outlined above.

At an early stage in the development, UX and UI options should be presented to the Parish Council to permit selection of design elements, and guide subsequent development activities.

Ownership of all work products will pass to the Parish Council, including the Content Management System.

Scope of work includes, but may not be limited to:

- Project Management
- UX/UI Planning
- Website Design
- Development
- Content Migration
- Website Search



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3 EXISTING WEBSITE REVIEW

A working party of the Council undertook a review of the existing website. The review results are summarised below:

Website pages:

- Councillors – retain this page
- Agendas for Committees – no longer required
- Parish Plan – retain this page
- Add a new menu item for Neighbourhood Plan
- 'Parish Services' rename to 'Useful Contacts'

Cheshire East Council links:

- Bin collections calendar and missed collections
<https://online.cheshireeast.gov.uk/mycollectionday/>
- Reporting pot-holes and highway faults
https://www.cheshireeast.gov.uk/highways_and_roads/report-a-pothole.aspx

Link to schools' pages for their contact information:

- Pear Tree School <http://www.peartreeprimary.co.uk/>
- Stapeley Broad Lane School <https://www.stapeleybl.cheshire.sch.uk/>
- Brine Leas School <http://brineleas.co.uk/>
- Malbank: <http://www.malbank.com/>
- Parish Newsletters – including past newsletters
- Mailing list page is redundant
- Cheshire East Council Services – delete this page
- Meetings and Agendas – retain this page
- Annual Reports page – retain this page
- Community Hall – retain this page
- 'Walk Stapeley' with links to the leaflets – retain this page
- Planning – retain this page



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Other observations:

- Remove home menu item
- Add an 'About' menu, amalgamating Parish Council and contact pages

Content for each of the above pages will be updated/provided where needed by the Parish Council and is outside the scope of this RFQ.

Third party tools being used with the existing site –

- Google Analytics
- COVID-19 widget
- HTML Tidy CMS, JavaScript Libraries and Functions
- jQuery
- Bootstrap.js

4 SUBMISSION GUIDELINES AND TIMELINE

Key Dates

Written question and answer period: (date)

Pre-submission clarifications: (by date)

Deadline for quotations: (date)

In-person or virtual proposal presentations: (date)

Post-submission clarifications: (date to date)

Respondents notified of outcome: (date)

Submission Guidelines:

- **Company background:** Include the primary contact's position, name, address, phone number and email address.
- **Relevant case studies/client work:** Briefly demonstrate the approach, services and success with clients (current or former) that are similar to those described in this RFQ. Please provide examples of previous work that you feel is relevant to your quotation.
- **Timeline:** Include a detailed timeline of how long the project will take to complete, breaking down each phase of the project as necessary.
- **Budget:** Please include a comprehensive budget detailing the projected costs for the proposed services, including a breakdown of costs for each phase of the project.
- Please also submit any other information that you feel is relevant to support your quotation.