

MALMESBURY TOWN COUNCIL WEBSITE REFRESH – Invitation to Tender

1. Introduction

Following feedback from Community groups in 2022, a Malmesbury Town Council working party has reviewed the Malmesbury Town Council website requirements considering:

- Design (which provides the user experience, UX)
- volume/type of pages and how they link together (wireframe)
- volume of and content on pages (some will be statutory government required pages)
- content management system (CMS) – for ease of use
- Optimising community event listings as part of a wider communications strategy

The conclusion of this review is a website refresh is necessary to meet the current and future needs of the Council and local community.

Website features and user expectations have changed since the existing site was built. Mobiles are regularly used to view websites, meaning an intuitive and easy to navigate version is essential. The council is therefore inviting tenders from website suppliers to propose a solution to the updated requirements resulting from the review, as laid out in this document.

The requirements are intended to be platform agnostic and leave suppliers with considerable ease to manage site aesthetics. Suppliers will need to consider whether the existing site can be amended to conform with these requirements or if it is more cost effective to build a new website.

This document provides:

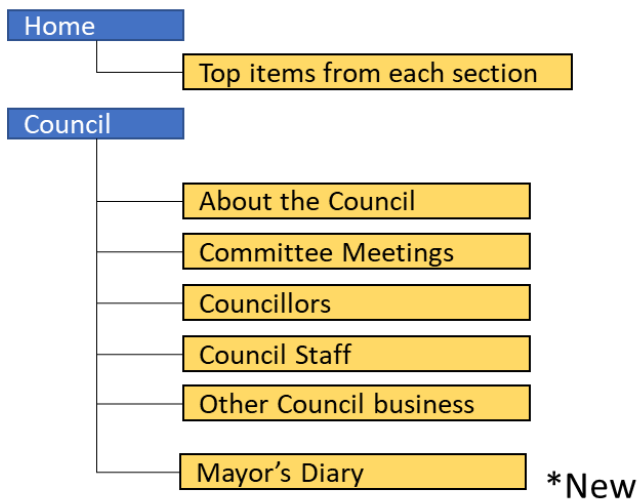
- Outline page content and structure
- Wireframe and navigation outline
- Visitor information and Event listings
- Content Management System
- Other design guidelines
- Proposal Submission

2. Page Content and Structure

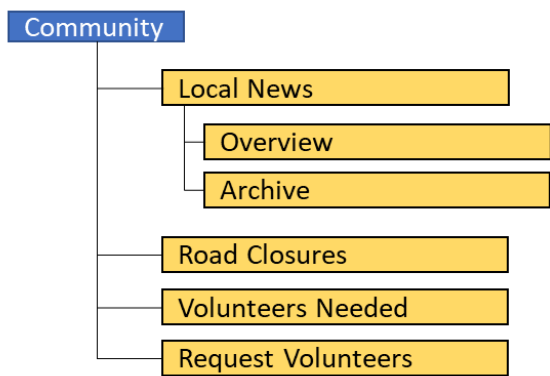
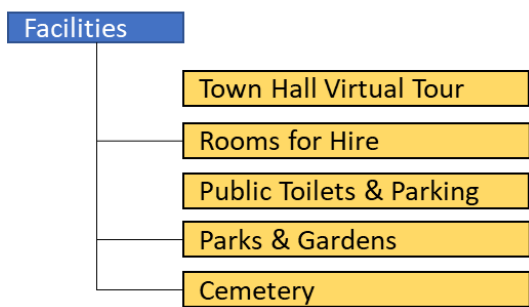
The current structure is not dissimilar to the proposed structure shown here but is over-complicated, sometimes having more than one page format to show the same information (arrived at through different navigational paths). The overriding aim for a new website is to provide a simple page structure and associated 2-level menu hierarchy, which is intuitive and easy to use on any device.

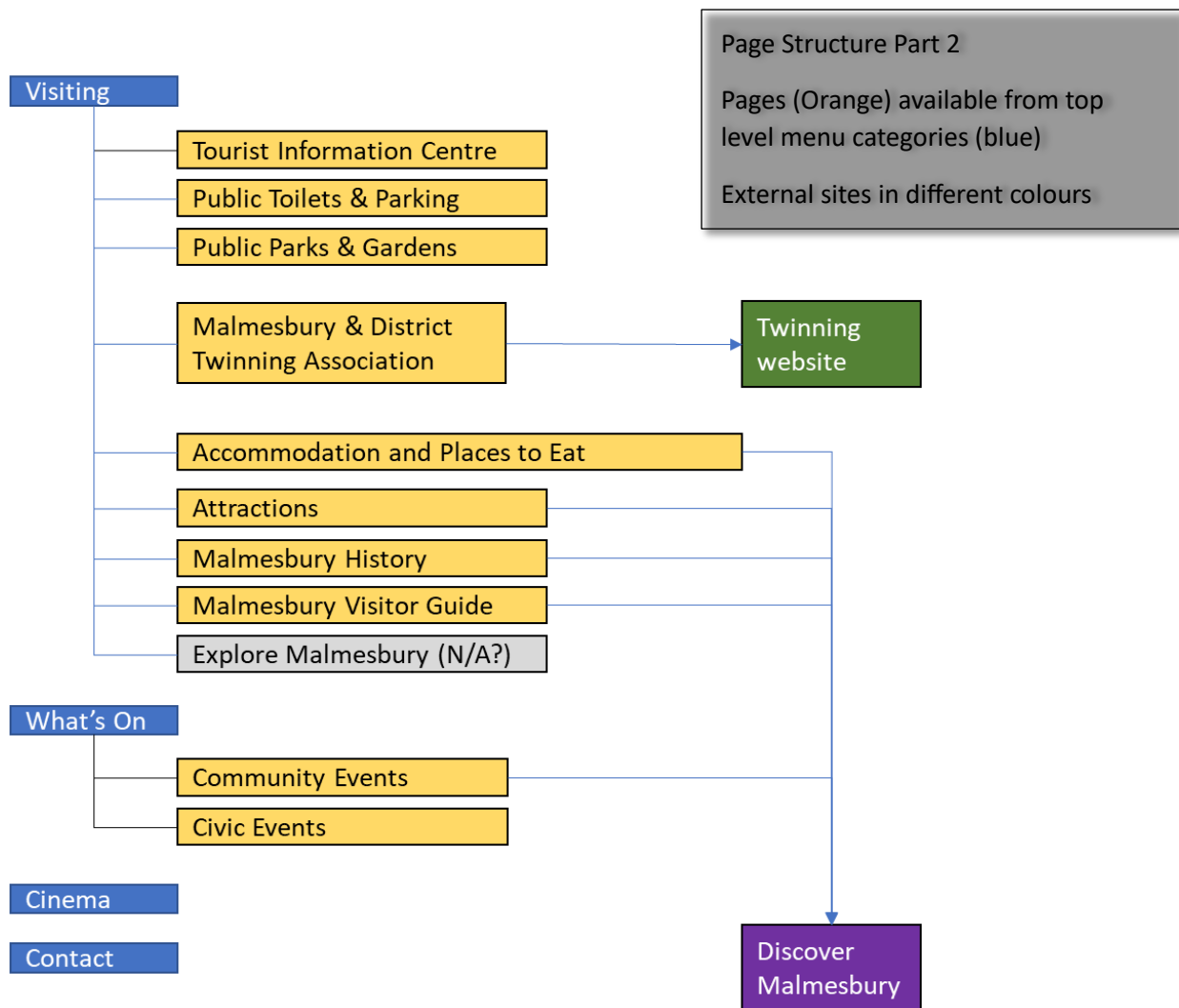
This section contains overview diagrams of the page content and structure, whilst Appendix A contains more detailed descriptions for each page.

It is important suppliers challenge any aspect of this structure if they can see potential for a better solution, possibly because the technical implementation might lend itself to the alternative.



Page Structure Part 1
 Pages (Orange) available from top level menu categories (blue)





3. Wireframe and navigation outline

Appendix B provides wireframe representations of a subset of the pages defined in section 2 and Appendix A.

The wireframe models are intended as a guideline for the structure, layout, and functionality of these pages, suggesting the placement of content, navigation menus, user interface components, etc. These should not be taken as rigid requirements, and suppliers are free to suggest variations, providing the equivalent functionality is delivered.

Each of the wireframe models has a fixed header and footer sections containing the following:

- Header**
 - Top bar menu - drop down single lists
 - Search box
 - Phone No & Email address

- Footer**
 - Contact details and single links to key website sections
 - Legal statements as required

4. Visitor information and Event listings

The primary listing source for visitor information and Malmesbury community events will be the Discover Malmesbury website (<https://discovermalmesbury.life/>). Expansion and enhancement of this feature will be required for delivery under a separate project.

The MTC website will provide links to the relevant pages of the Discover Malmesbury site (opening in a new browser tab).

The MTC website will, however, provide details of civic events managed by the Town Council (although these events will also be listed on the Discover Malmesbury site).

These events will be presented as thumbnail images with title and brief description in chronological order. Each thumbnail will link to an event page which provides a full description with images/video, plus links to application form(s) if required.

5. Content Management System

The website platform must include a Content Management System (CMS) which allows users to create, manage, and publish digital content on the website without the need for technical expertise.

The features of the CMS should include, but not be limited to, the following:

Content creation and editing: A user-friendly interface for creating and editing content with a built-in editor which allows users to easily add and format text, images, videos, and other media elements.

Content organisation and management: Content organisation into distinct categories, tags, or folders making it easy to navigate, search, and update content.

Templates: Pre-defined templates must determine the visual design and layout of pages and components. Users should be able to select and populate templates to achieve the desired look and feel, without requiring extensive coding or design skills.

Publishing and scheduling: A publishing capability, allowing users to publish pre-prepared content to the website. Scheduling features which enable users to set a future date and time for content to be automatically published or unpublished, providing flexibility and control over content release.

Search Engine Optimisation (SEO): Facilities for users to easily customise site data such as URLs, meta tags, image alt-tags which improve the website's visibility and search engine rankings.

6. Other design guidelines

Branding

The website theme and built-in templates should encapsulate Malmesbury Town Council branding features, including logo(s) and colour schemes – whilst also being attractive and modern.

Accessibility

The website platform should be compliant with Web Content Accessibility Guidelines (WCAG) 2.1 AA level. It should therefore be possible for Council users to create content which meets this requirement using the standard CMS features.

Mobile devices

The website platform must be responsive and adapt to display properly on different screen sizes. The CMS should also provide options for optimising content specifically for mobile devices.

7. Proposal submission

Written proposals should be submitted to the Town Clerk by 12 midday on Friday 14th July 2023. Proposals should include full costings broken down into design, implementation, and support, and include a project timeline.

Appendix A – Page Content detail

Page details provided for each page defined in section 2 under the top-level menu categories. Although this might look prescriptive, we are expecting suppliers to use this more as a guide than a rigid requirement.

Menu Category: Home

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
Home	Full width	<p>Highly graphic Hero section providing introduction to the Council - Purpose, responsibilities etc.</p> <p>Automatic feeds taken from other sections of the website</p> <ul style="list-style-type: none"> - Latest news items, rolling display of latest three? - Current or upcoming (next 2 weeks) road closures - Council meetings in the next 2 weeks <p>Links from these items to relevant sections from the rest of the site</p>	<p>Ability to post bespoke announcements of events or important news items. These would be in small or large panels and would contain graphics, text and links; possibly using 3 or 4 templates?</p>	Random

Menu Category: Council

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
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About the Council	Side menu for Meetings, Councillors, Staff and other business	Expanded description (compared to home page) Description of what MTC are not responsible for with links to WC, utility companies etc. Overview of Councillor responsibilities Structure of permanent staff	Staff structure graphic	Occasional
Committee Meetings	Page title Side menu with list of meetings Main section to contain selected meeting details Purpose, Attendees, location, documents Default on first visit is to show details of the next meeting Selection tool to view details of historic meetings	Meeting descriptions and graphics	List of meetings and associated files	several times per month
Councillors	Page title Side menu with list of councillors Main section to contain selected councillor details	None	Councillor details and photos including contact info Contact form Committees attended with role taken from matrix of councillors/committees	Occasional
Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency

Council Staff	Page title Side menu with list of staff Main section to contain selected staff details	None	Staff details and photos including contact info Contact form Responsibilities	Triggered by change to council
Other Council Business	Page title Side menu with list of information areas (statutory requirements) Main section to contain selected information details	Descriptions of information provided Graphics	Files providing the information (financial reports etc.) Assume at present that only latest info need be provided. Historic data only provided on request.	Timetable of updates (monthly, annual) depending on statutory requirements

Menu Category: Facilities

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
Town Hall Virtual Tour	Full width	3D tour of Town Hall facilities Room links map to room specific pages	None	Rarely
Rooms for Hire	Side menu of rooms Main section to provide room description	Room descriptions and graphics - history, size, capacity, typical use etc. Booking application form	Booking fees document Booking calendar showing booked/free time	Fees - Annual Calendar - taken automatically from booking system

Public Toilets and parking	Full width	Map(s) showing locations Description of facilities, parking capacity	Parking charges and times	Occasional
Parks & Gardens	Side menu of open spaces Main section to provide location details	Main details - map, gallery, description Booking application form (if applicable. E.g. Market Cross, Cloister Gardens)	Booking calendar showing booked/free time (if applicable) Assume zero fees for bookings	Calendar - taken automatically from booking system
Cemetery	Not sure - needs discussion	TBD	TBD	TBD

Menu Category: Community

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
Local News - Overview	Side menu - Overview, Archive (Overview is default when first visited) Tiled section of headline news items in calendar order (Latest to oldest)	none	News Item top level description and standard size graphic entered in database with link to detail page News items automatically archived after 2 (or more ?) weeks	Random
Local News - Archive	Side menu - Overview, Archive Tiled section of headline news items in calendar order (Latest to oldest) Filter to select date range Search box for news items only	none	News Item top level description and standard size graphic entered in database with link to detail page	N/A
<i>Local News - Item</i>	Side menu - Overview, Archive Main section has news item details	none	News item detail page (text, graphic) created for each new item. Standard templates available to ease creation: Basic, Include Map, Include Gallery etc.	Random
Road Closures - Overview	Tiled section of closures in calendar order (Latest to oldest)	none	Closure description (address, dates) and standard size graphic (map?) entered in database with link to detail page items archived after closure end date	Random
<i>Road Closures - Item</i>	Road closure details	none	Closure detail page (text, graphic) created for each new item. Standard template(s) available to ease creation	Random

Menu Category: Visiting

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
Tourist Information Centre	Full width	Map, Description, gallery, opening times	None	Rarely
Attractions				
Public Toilets & Parking	Points to facilities toilets and parking page	As previously defined	As previously defined	As previously defined
Malmesbury History	Full width	Description (overview) with gallery etc. Link to Discover Malmesbury for further information	None	Rarely
Public Parks & Gardens	Points to facilities parks & Gardens page	As previously defined	As previously defined	As previously defined
Malmesbury & District Twinning Association	Full width	Description (overview) with gallery etc. Link to twinning website for further information	None	Rarely
Accommodation and places to eat	Full width	Description of Malmesbury as a destination etc Link to specific page in discover Malmesbury for latest listings	None	Rarely
Explore Malmesbury	Move to Discover Malmesbury	N/A	N/A	N/A
Malmesbury Visitor Guide	Full width	Depends of Discover Malmesbury content	Link to latest visitor guid file if retained here	Annual?

Menu Category: What's On

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
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All events	Full width	Description of Malmesbury as a thriving hotbed of entertainment Link to specific page in discover Malmesbury for latest listings	Tiled section of events in calendar order (oldest to newest) Tiles can link to an event page or to a third party site Filter selections (music, history, food & drink, theatre, cinema) Search capability within events Automatic archive after event date has passed	As prompted by new events
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Menu Category: Cinema

Redirects to Cinema website in new tab.

Menu Category: Contact

Page	Structure	Fixed Elements	Dynamic (Bespoke) Elements	Update Frequency
Contact	Full width	Map, Town Hall opening times, general contact details, contact form	None	Rarely

Appendix B – Wireframe Models

The wireframe models are intended as a guideline for the structure, layout, and functionality of these pages, suggesting the placement of content, navigation menus, user interface components, etc. these should not be taken as rigid requirements, and suppliers are free to suggest variations, providing the equivalent functionality is delivered.

In these drawings, blue arrows and text indicate links to other pages, items, or sites. Comments and functional descriptions are provided in orange text.

Models are not provided for all pages, but the material provided is intended to provide a guide as to the general layout and functionality of the site.

Models are provided for the following pages:

Home

Council Pages

About the Council

Council Meetings

Councillors

Council Staff

Other Council Business

Facilities Pages

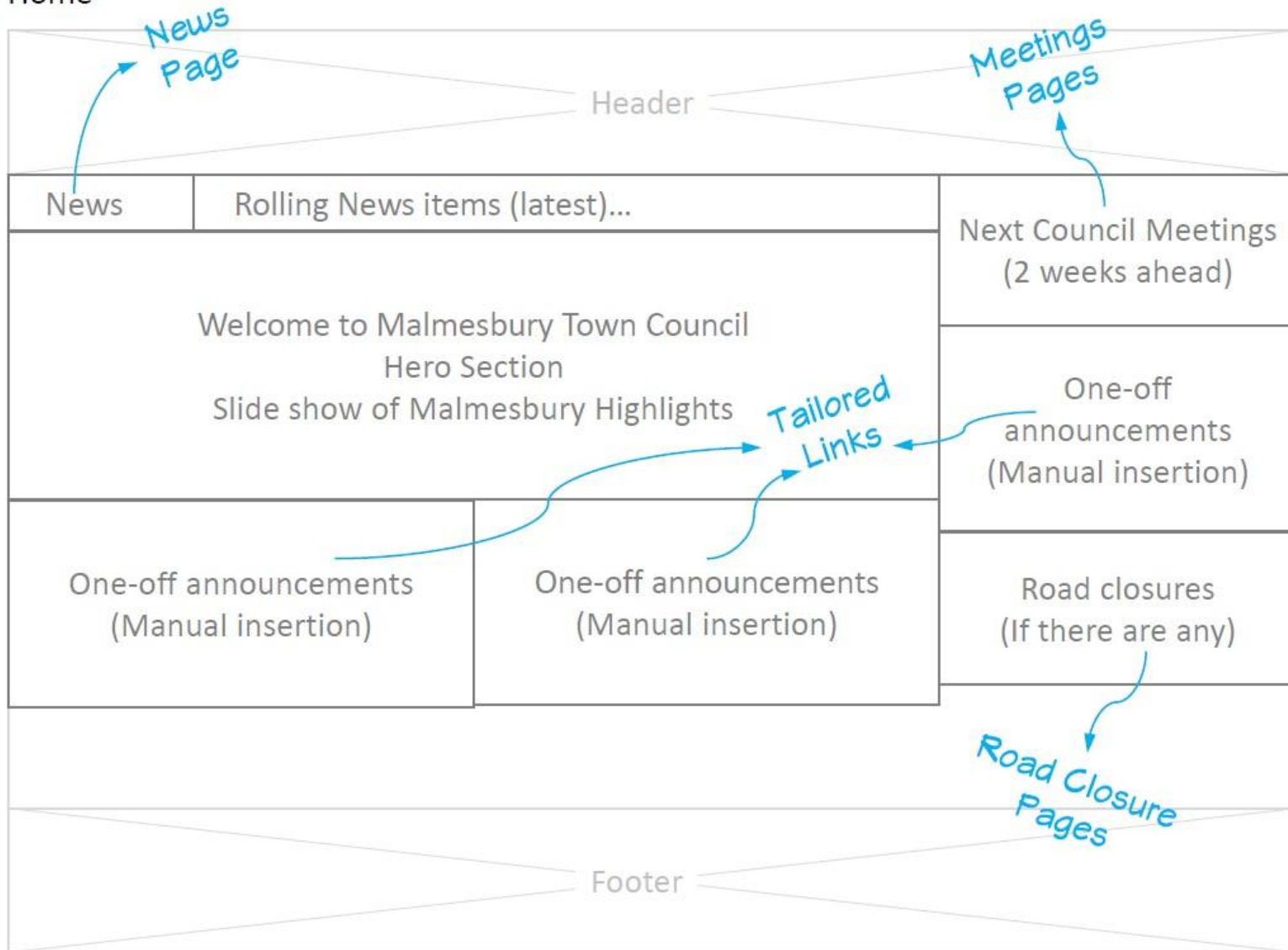
Virtual Tour

Rooms for hire

Public Toilets and Parking

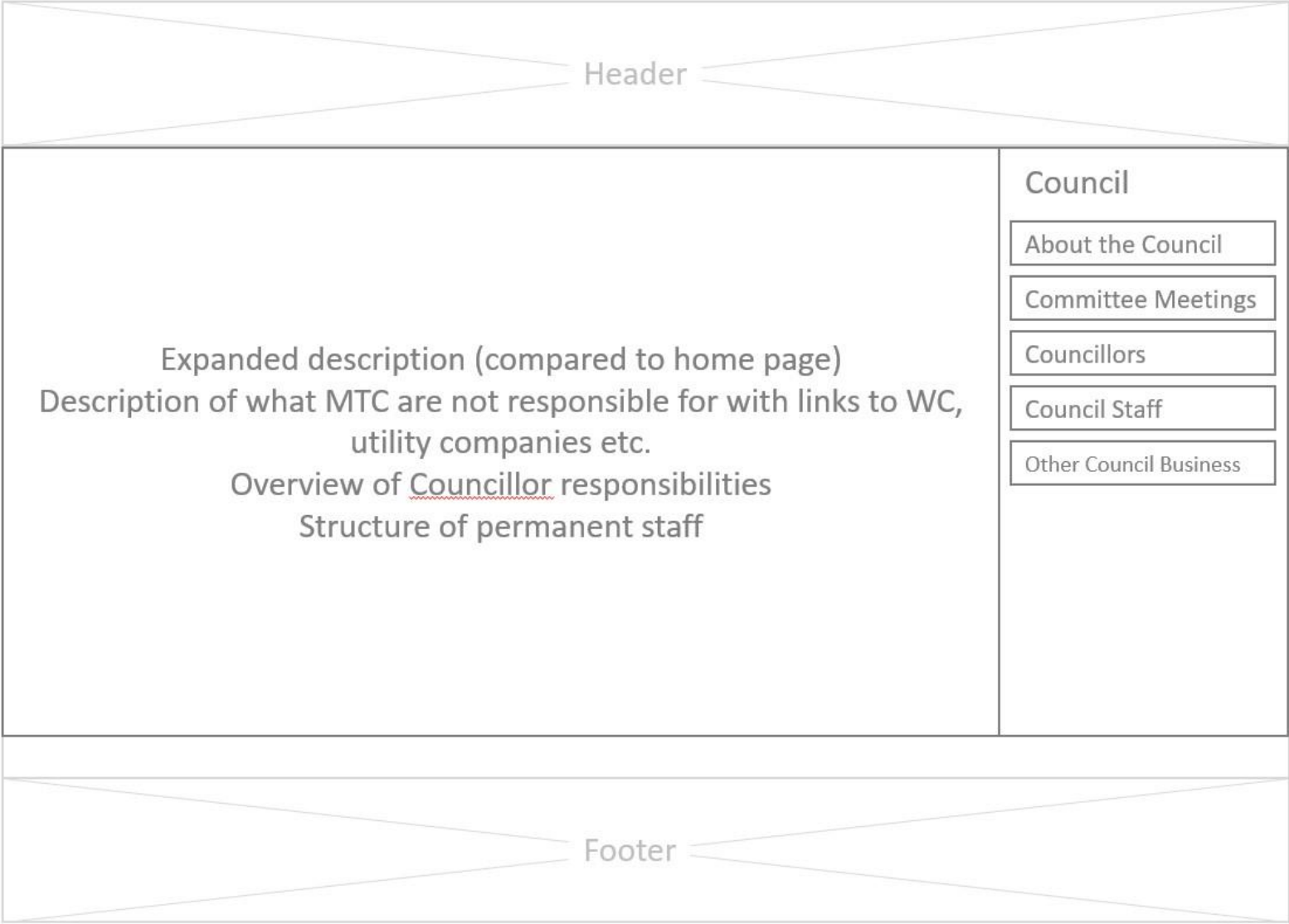
Cemetery

Home

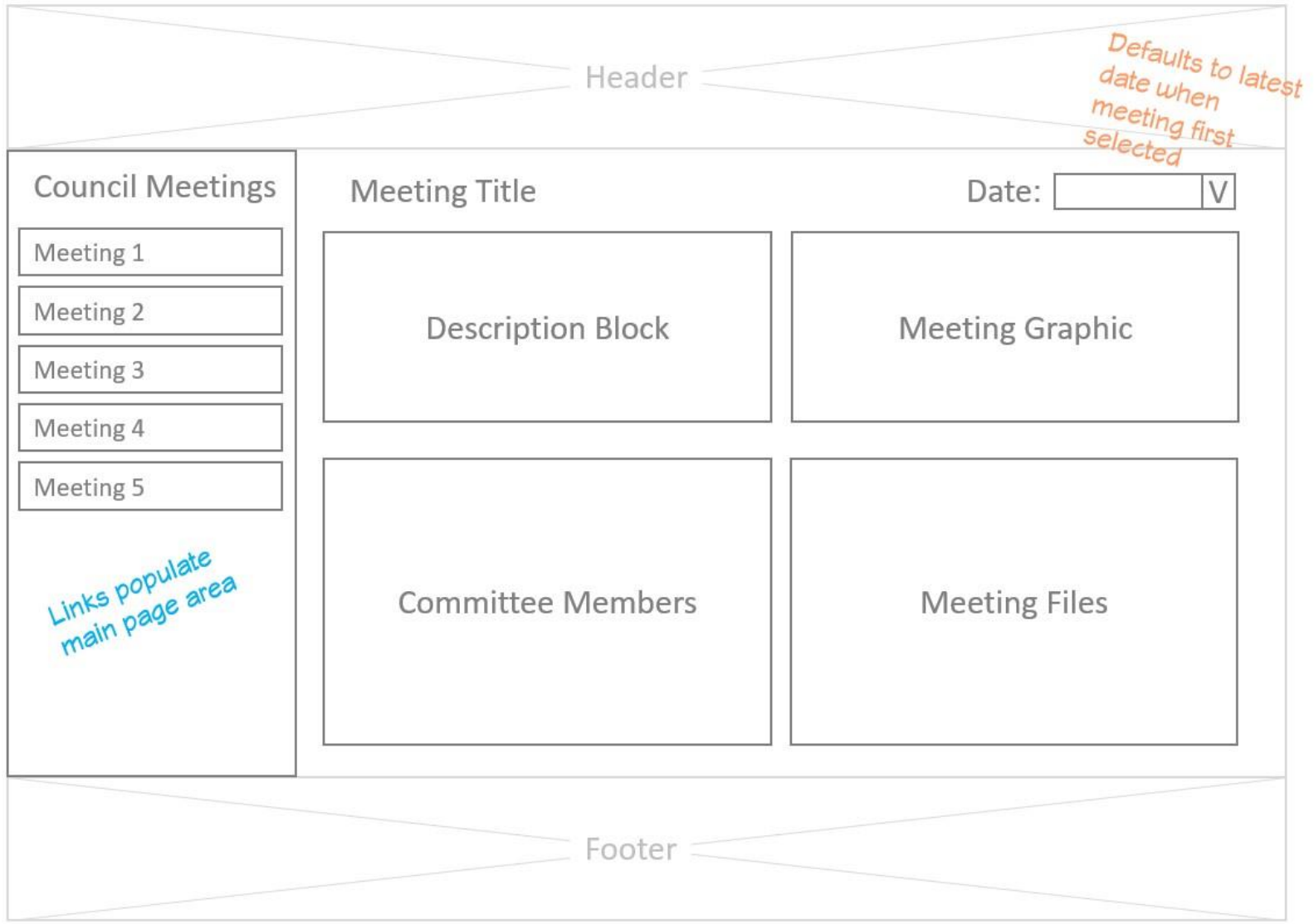


Notes:
Sections on the home page include manually created sections (E.g. event announcements) as well as sections that are populated automatically from entries in the CMS (E.g. Road closures)

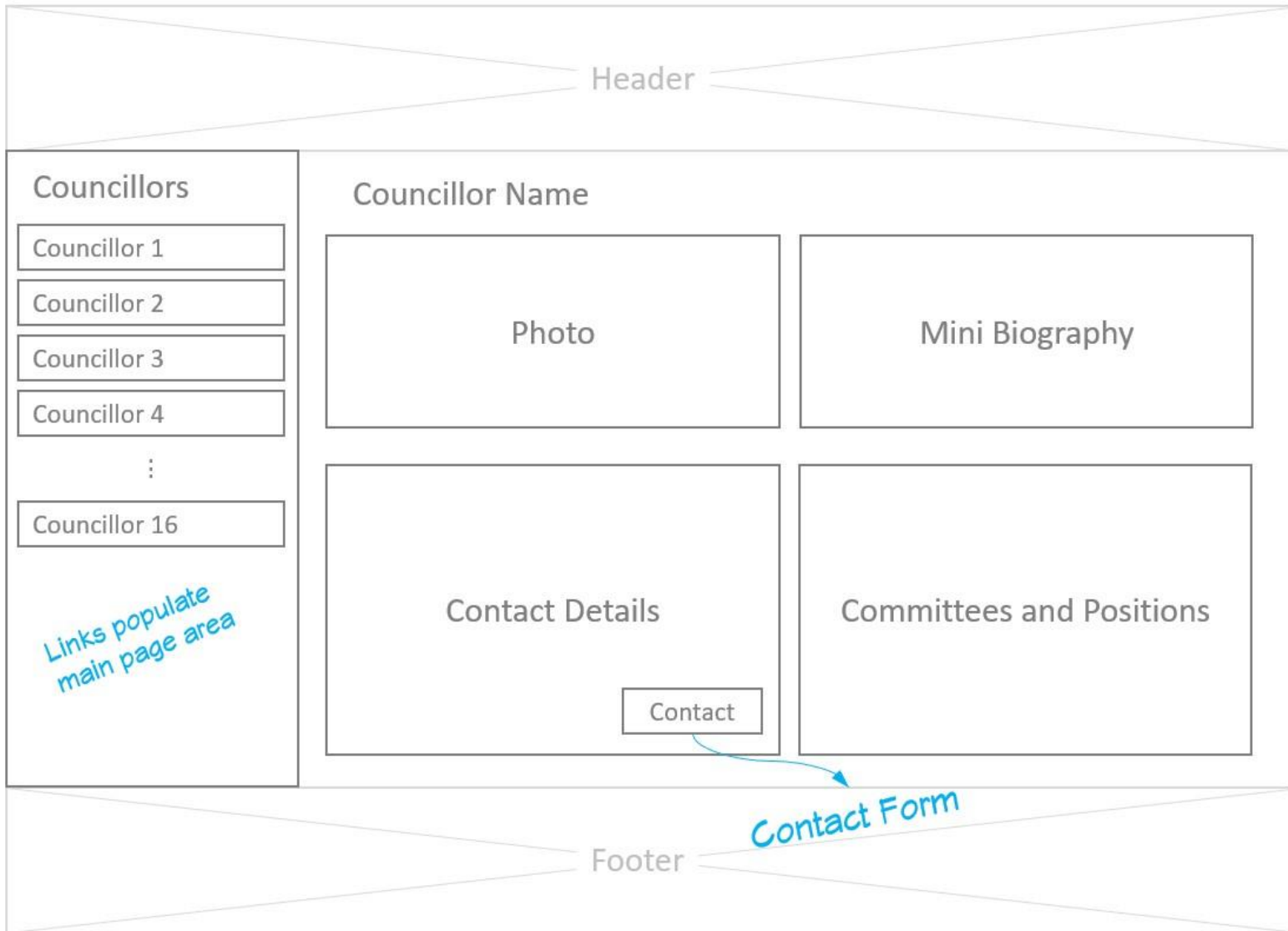
Council- About the Council



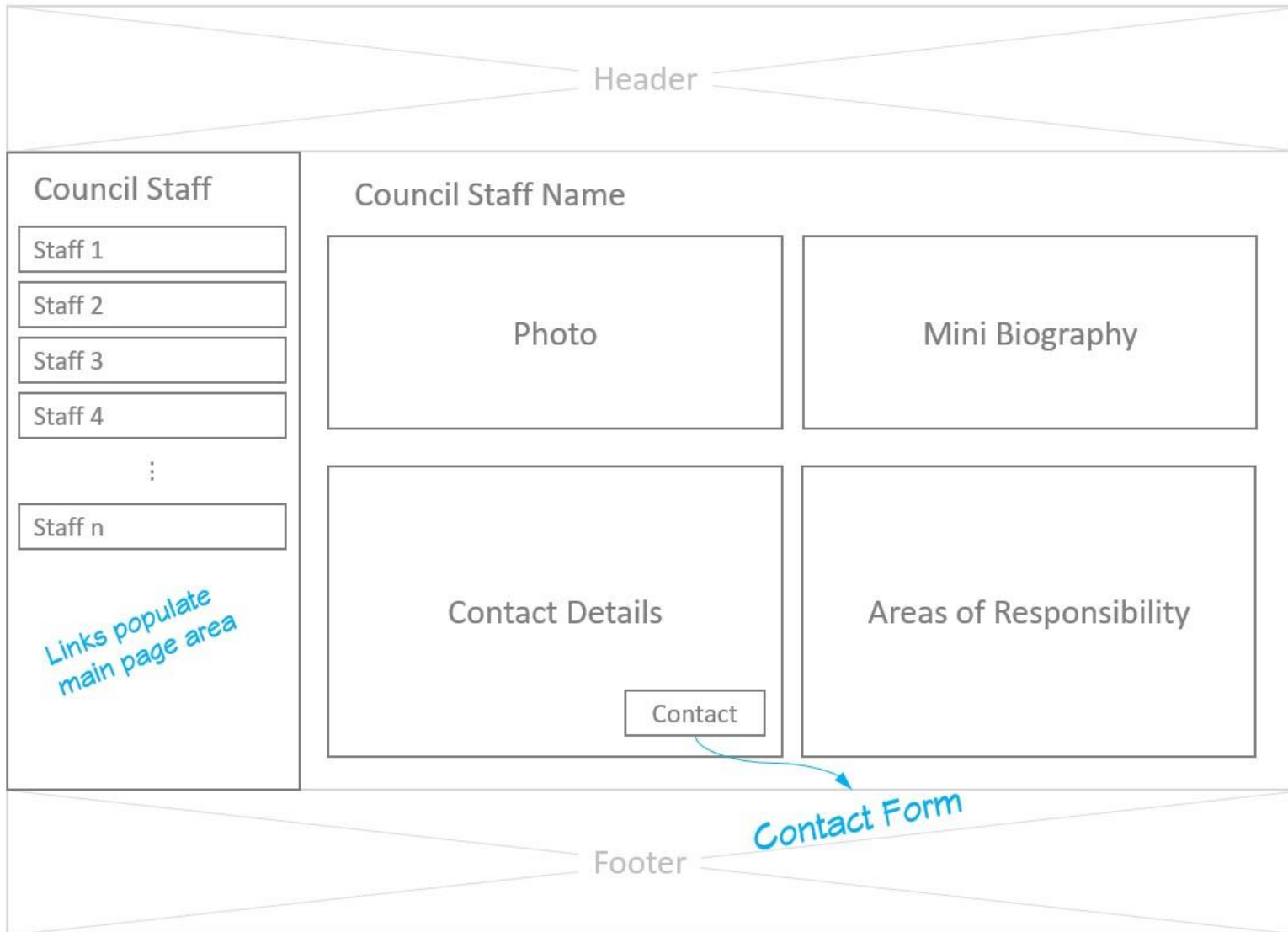
Council- Council Meetings



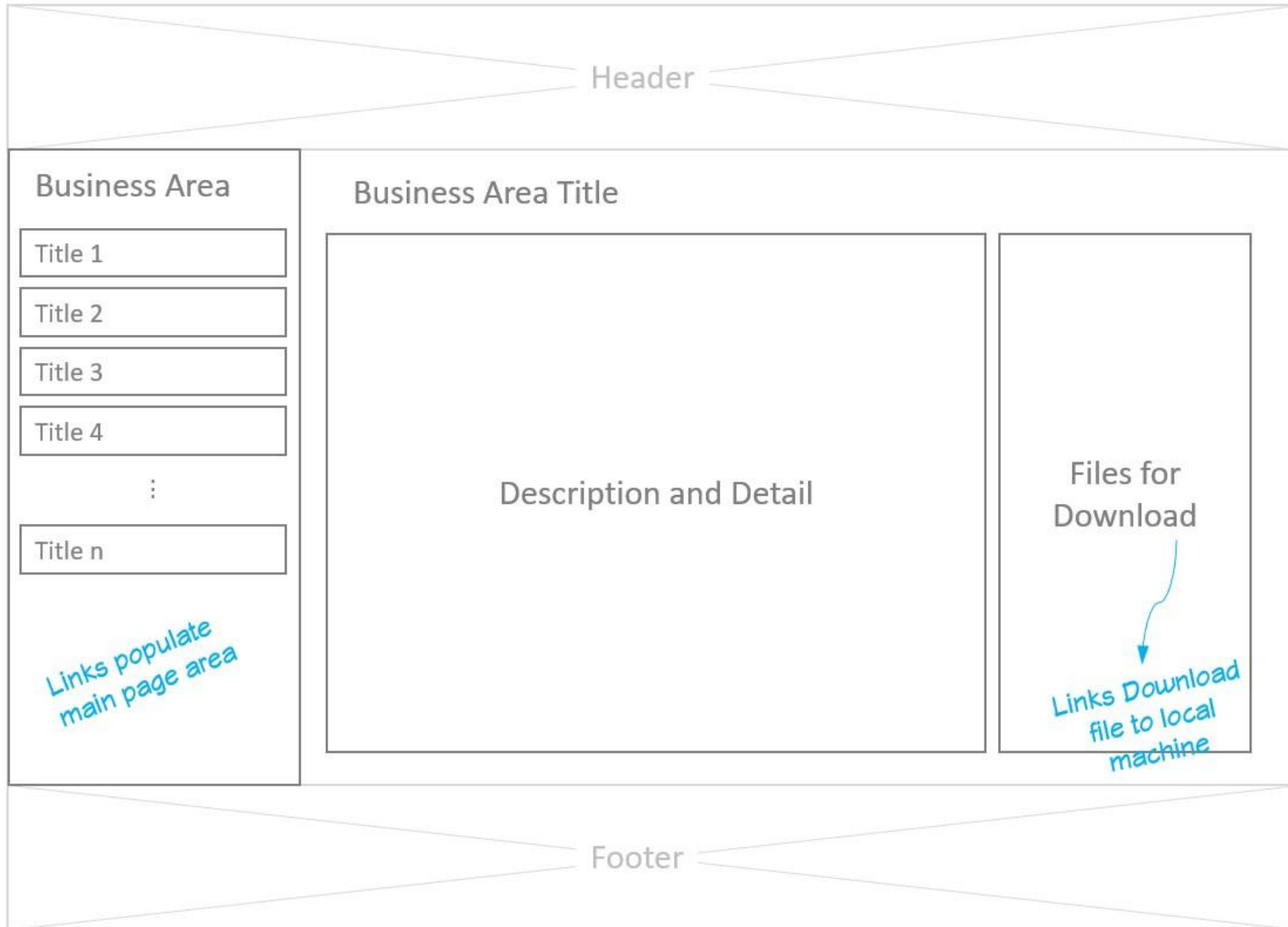
Council- Councillors



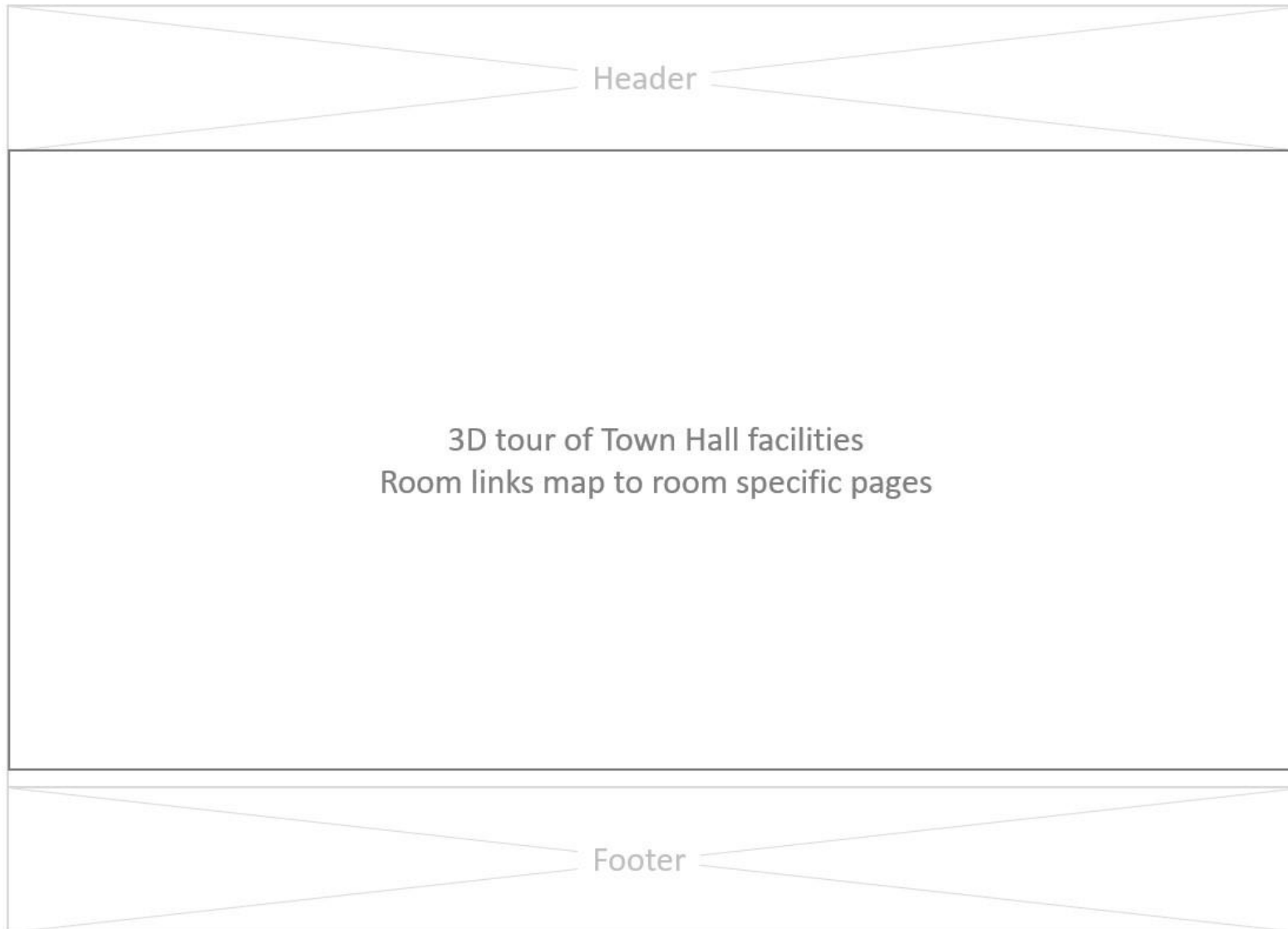
Council- Council Staff



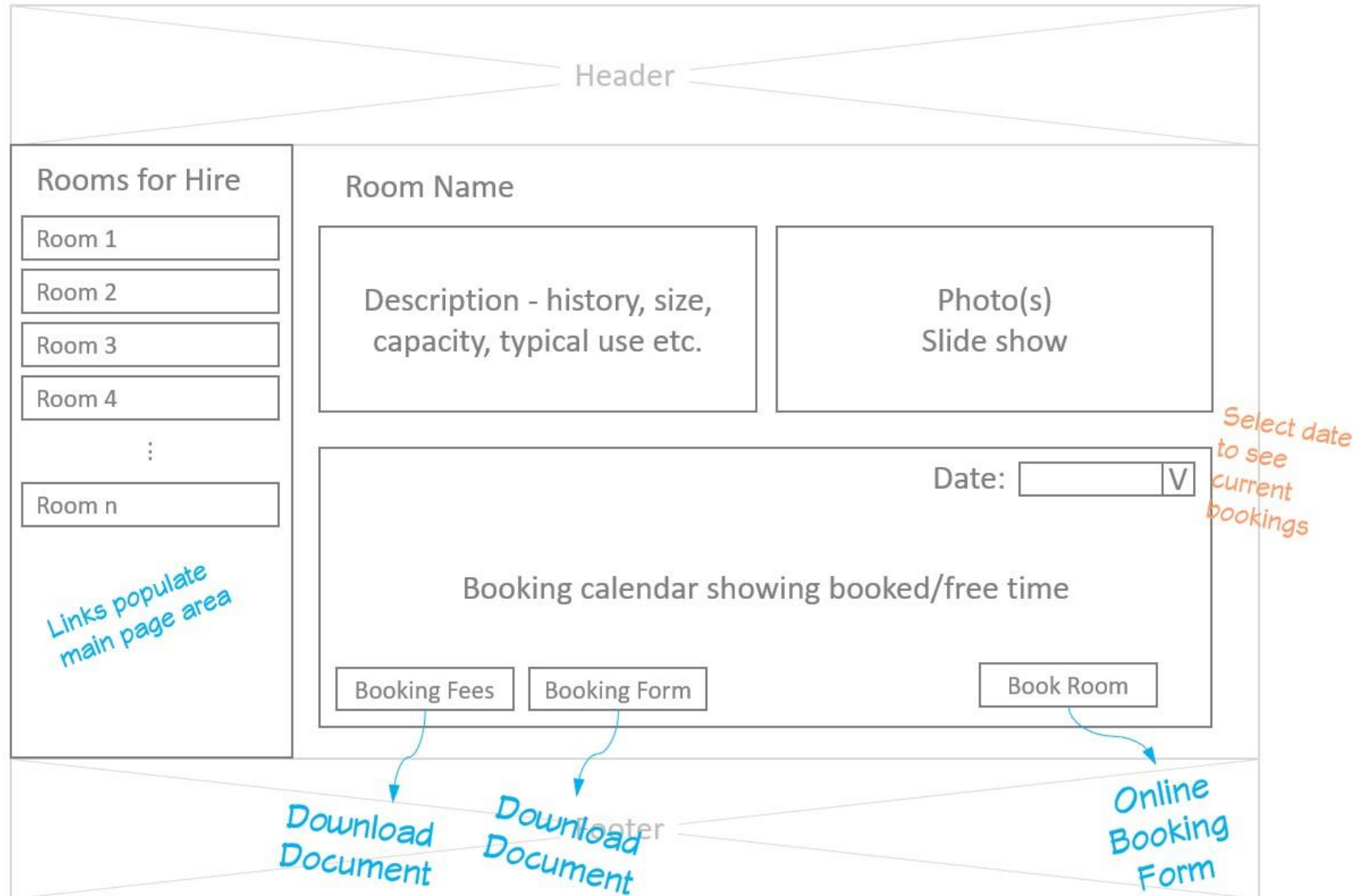
Council- Other Council Business



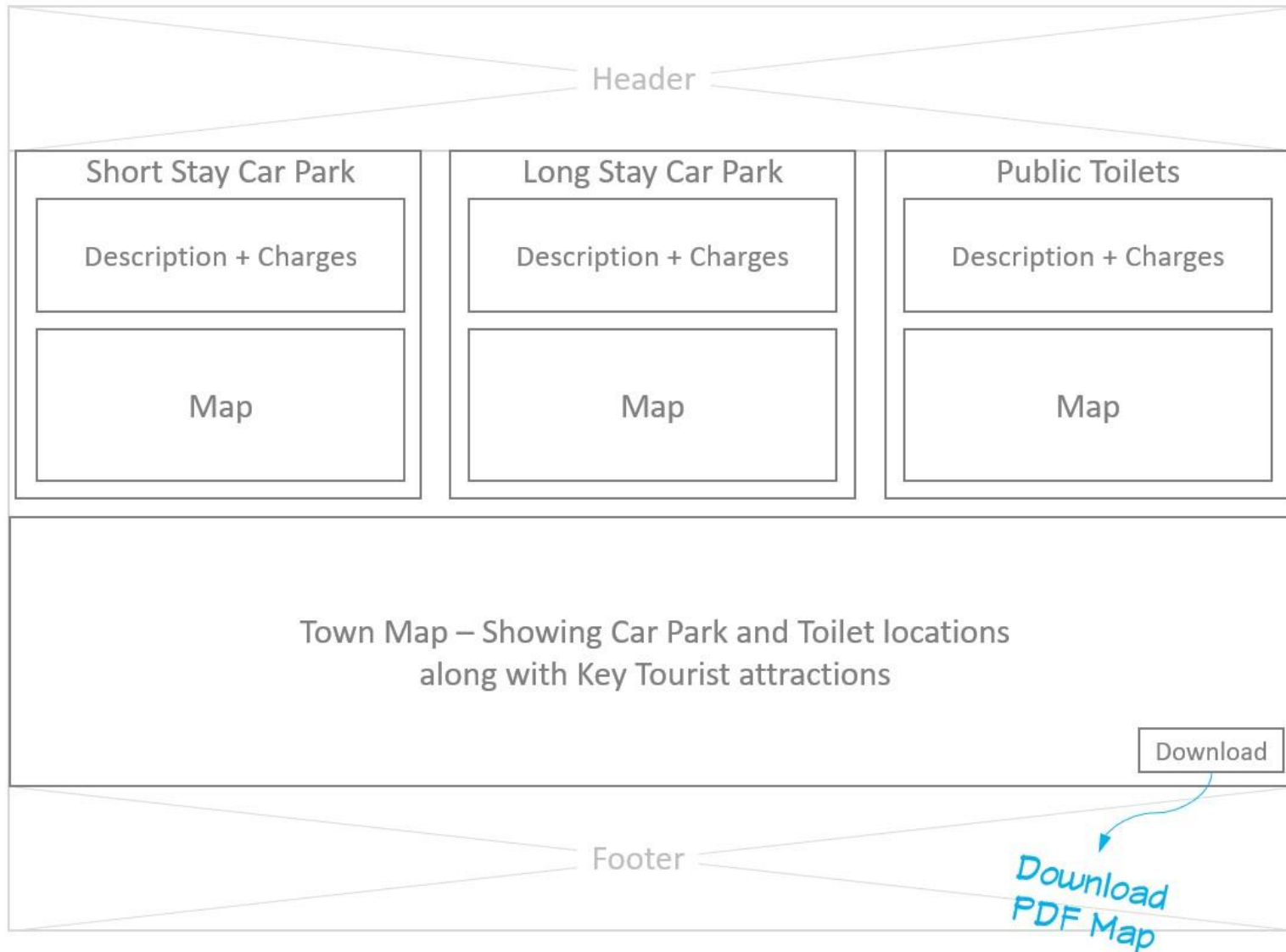
Facilities – Virtual Tour



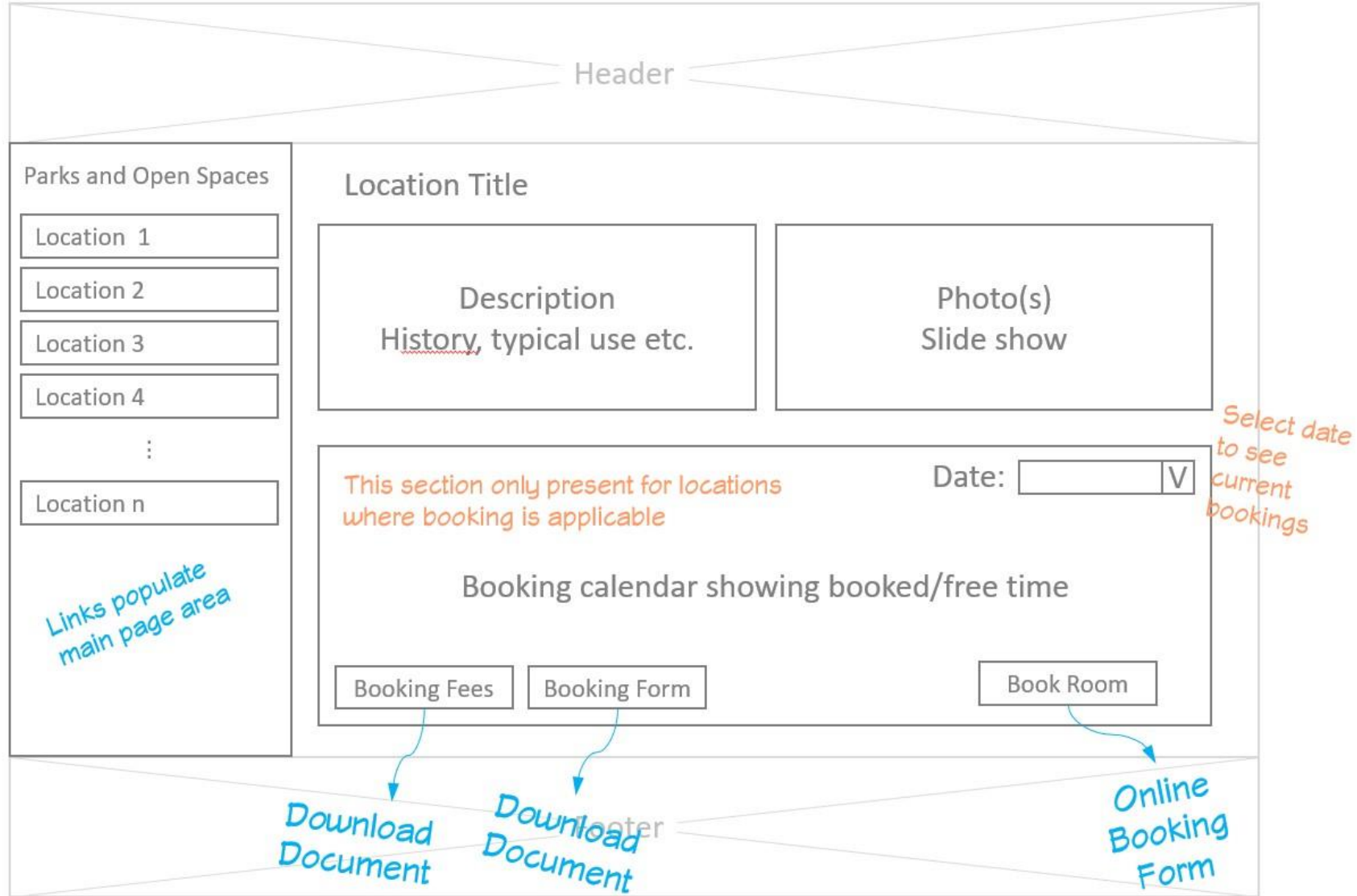
Facilities – Rooms for hire



Facilities – Public Toilets and Parking



Facilities – Parks and Open Spaces



Facilities – Cemetery

