

Item 11 – New Website Design

Recommendation

This is for information only and Members are asked to just note the progress being made.

Members are asked to note that the convening of the working group will progress once we have this first stage progressed to a working model for the group to then start to interrogate/amend/develop

1 Appointment of Designer

1.1 Bigiam have been commissioned to undertake the website redesign in an amount of £1325 consisting of:-

Creation of new council website - we'll create a modern, mobile-ready, secure website using a wordpress template.

Services to include:

- Website re-design
- Set up and design of approximately 35 pages
- Set up of content management system
- Migration of existing content to new site
- Creation of any required graphics
- Contact form set up
- Social Media integration, where necessary
- Mobile optimisation
- Google analytics
- Setup SEO input for website homepage
- Google search console set up

Key features:

- Access for council staff to update the website news sections, and all other pages
- Ease of navigation throughout the site

1.2 Wordpress is a template which has limitations but keeps costs down and importantly its content can be more easily managed by council staff. Bespoke sites cost upwards of £10,000 and Members will need to bear this in mind as we progress through the working group for additions that may not be possible without incurring additional cost.

2 Appointment of Host

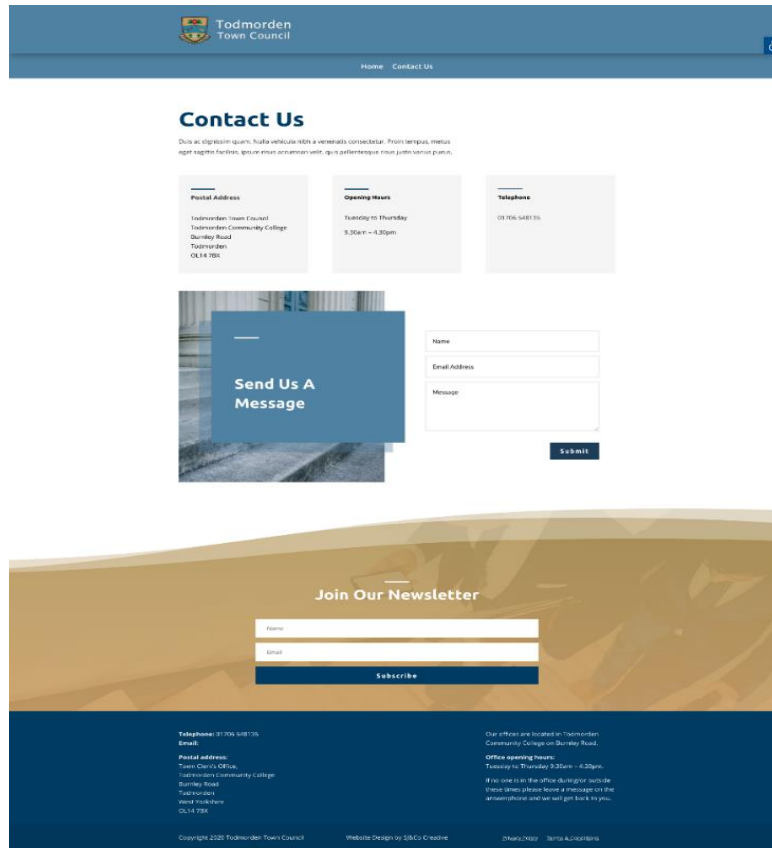
2.1 Best Host is our existing web site provider which also provides our secure encrypted email platform.

2.2 Rather than risk introducing a new platform and attendant security issues, Best Host have confirmed that they will host the new site under our current arrangement with them.

2.3 A sub domain has been established that will enable Members to view the site under construction in order to start to familiarize prior to in depth review within the working group.

3 First stages

3.1 A colour palette for the site has been proposed by the web designer that reflects the core colours of the Town Council logo, introducing a slightly darker blue which is there to help the site conform to the Web Content Accessibility Guidelines (WCAG) 2.1, the prevailing standard for web accessibility. Without the darker blue the colour contrast ratio of the site does not meet the recommended WCAG levels.



3.2 Without the darker blue the colour contrast ratio of the site does not meet the recommended WCAG levels.

3.3 This colour pallet is for example only. The working group will agree the final colourways.

3.4 The web designer has been supplied with a flow chart outlining the proposed structure for the new site and is pulling together a working draft which will be available for view shortly.

3.5 Existing content management is being reviewed to determine what can be carried across into the new site and ideas exchanged as to how we set up core areas of information regarding Council Governance that is accessible, but not an intrusive part of what needs to be a site of interest to visitors as well as easy access to our council business.

4 Next Steps

4.1 Officers to work with the designer to get to a stage where the Working Group can start to actively engage and interrogate a working site and agree/amend content structure.