

Freshford PC Web Site Requirements

1. Purpose

The purpose of this document is to outline the requirements for the renewal of the Freshford Parish Council web site.

2. Current Situation

2.1. Web Site Content

The current web site is www.freshfordvillage.com.

This web site was put designed to provide information for several types of users:

- Local Residents
- Visitors to the community
- Parish Council councillors

The information contained within the website broadly includes:

- Parish Council
 - General PC information
 - Asset information
 - Key projects
 - Historical reference information
- Community
 - Local Facilities
 - Local Services
- Visitor Information
 - Where to stay
 - Information about the area
 - Local map

2.2. Web Site Solution

The current web site was built using Google Sites. It is not standards compliant. Custom written routines provide some underlying automation, which have not been maintained and some no longer work.

Maintenance is complex and time consuming.

The community email – known as the Community Email Database for historical reasons – has been moved from Gmail to MailChimp, which has been set up to be able to provide focused emails by group, and this can be easily enhanced. A MailChimp sign-up form is linked to from within the web site.

2.3. Freshford Bulletin

The Freshford Bulletin is the official Parish Council communication that is currently printed and issued to all households in the parish.

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This information contained in the Bulletin is varied, and usually comprises of some of the following:

- Chairman's Report
- Updates on key projects
- Updates from key facilities
- Articles written by members of the community on topics of their choosing
- General reference information

3. Required Solution

3.1. Overview

The current web site www.freshfordvillage.com is out of date and needs to be redesigned. The structure and platform need to be refreshed

There is a legal requirement for the PC to be standards compliant (WCAG 2.1 level AA)

3.2. Required Solution

The following needs to be achieved:

- A redesign providing a clean, modern easy to use solution
 - Consideration of user journeys
 - Consideration of access to all information on the current web site (which will be replaced)
- A new platform that meets legislative and operational requirements:
 - W3C standards compliance (WCAG 2.1 AA)
 - UK based hosting
 - Back-up / Restore
 - Test facility – ability to make changes, test and approve changes before committing them to the live web site (ideally!)
- Ease of content maintenance:
 - Content and documents must be able to be updated and maintained by non-web specialists
- A degree of future-proofing
 - Minimising use of custom code (as opposed to configuration)
 - Maintenance of selected platform to keep patching up to date
 - Ability to upgrade underlying structure – e.g. design update

There are a number of different routes to achieving this, and the PC is open to options.

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3.3. Further Considerations

The Parish Council also uses other platforms, which should be considered to provide a more integrated environment:

- The Parish Bulletin needs to move to an online solution to provide:
 - The information currently within the Bulletin is to be provided online within or alongside the web site, possibly on a more frequent basis
 - A Newsletter covering the Bulletin articles (possibly via MailChimp)
- Office 365
 - Files are stored on OneDrive, which could provide a central repository for information
 - The PC currently holds an Office 365 Business licence, meaning that SharePoint, Teams, etc. is available. SharePoint, if hosted, could provide the basis for storing and providing historical information.
- MailChimp provides the PC email communication mechanism
- The PC holds the domains www.freshfordvillage.com, www.freshfordvillage.co.uk, www.freshford-pc.co.uk – which provides the basis for a transition from old to new web site without the need for a 'big bang' approach.

3.4. Requirement

The PC is looking for external resource to provide the following:

- Web Site redesign
 - This will require a rework of the Information Architecture and User Interface with consideration of the relevant User Journeys
- Web Site platform selection
- Web Site configuration
- Hosting and Support