



INVITATION TO TENDER FOR SERVICES SPECIFICATION

Cam Parish Council

Website Design, Development &
Rebrand

Friday 13 September 2024

1. Introduction

Cam Parish Council is seeking to build a new website during 2024, to launch in by January 2025, creating an exciting and engaging platform to inform and communicate with the community it represents. This website is the heart of our new design strategy and brand design.

2. About Us

The civil parish of Cam is a large village and civil parish in Gloucestershire, situated in the Cotswolds close to the town of Dursley, north of Bristol and south of Gloucester.

The first written record of Cam is in the Domesday book 1086-90. The original spelling was "Camma", Celtic and pre-Christian in origin, possibly meaning river in the valley. It is thought to have been the oldest village in the district.

Its history is closely associated with the woollen industry, with several old mills still in existence. There has been considerable residential development from the middle of the twentieth century and Cam is now a thriving community with a population of approximately 8,500 people, represented by a Parish Council with 16 members.

The Parish Council is concerned with the overall economic, cultural and physical wellbeing of the community it serves. Where the Council directly provides services, it aims to ensure that they are high quality and cost effective. These services are the maintenance and provision of play areas and open spaces within the Parish, cleaning bus shelters, and other horticultural work in certain parts of the Parish such as grass cutting and minor street cleaning.

The Council provides other services that benefit the vibrant and active community it represents, including various community engagement activities and celebrations that include the wider demographic of the community and interest groups.

The Council requires a website with design and functionality that will reflect the aims and aspirations of the Council and enhance information sharing and increase engagement with the community. In addition to being reflective of the Council's vision, the website will need to meet WCAG 2.1AA accessibility standard.

3. Our current website

Website URL: <https://www.camparishcouncil.gov.uk/>

How we drive traffic to the website: Facebook – newsletters – events

4. Feedback of our current site – from staff perspective

Likes	Dislikes
It is mobile user friendly	Clunky
	Difficult document search

	Doesn't link with social media/news channels
	Needs less clicks – better user journey

5. Issues with our current site – from a visitor perspective

- the design is dated
- it's hard to find the right content
- confusing user journey requiring multiple clicks and page visits
- it doesn't inspire people to become involved with the community
- it is hard to navigate (structure)
- there is too much content and outdated content
- there is too much information
- there is currently limited analytical function

6. Aim of the new website – what does success look like?

The principle aim is to create an accessible, functional, resilient and representative website that will support the community in the future. To create a user-centered platform to engage and grow key audiences with clear calls to action, including supporting council strategies and initiatives and information gathering.

The website will comply with all sector transparency and accessibility regulations and allow all visitors to the site a structured and seamless journey for their intended need. The website functionality will allow for:

- improved online presence with a modern design (with mobile/tablet compatibility)
- Increase online exposure through natural search engine results
- Encourage and enable engagement for all users
- Be an improved source of information for residents and visitors to the area
- Enable promotion of community engagement events and publications
- Ability to gather information from users.

The Council aims to deliver an enhanced online service offering that meets the needs of the Council's key target audience: the general public, our B2C audience, B2B audience – eg. local authorities, landowners, Local Government sector and potential developers. The general public (members of the Parish) are the biggest audience and the majority of our website traffic. Through the redevelopment of the website and the employment of up-to-date technologies available online, we hope to offer and deliver an enhanced user experience.

7. Website content

Primarily, the content will not be migrated from the existing site but created/ significantly refreshed for the launch of the new website.

An editorial workflow process will be introduced to control content, consistency, branding, quality etc.

The core administration and publishing functions will be mostly limited to Office Administrator and the Projects Officer. The main types of content updates will consistent predominantly of:

- weekly Council meeting agendas and minutes
- news
- events
- projects

8. Images

The Council owns a small stockpile of good quality images that will be migrated to the new website. Additional images will be required for the new website.

9. Target audience

The main stakeholders of the website will be residents of Cam Parish and visitors to the local area.

Audience	Desired Action 1	Desired Action 2	Desired Action 3
Parish Resident	Easily access all information relating to democratic decision-making processes, meeting minutes, finance records etc.	Full compliancy with Local Government Transparency Code 2015 & Local Audit and Accountability Act 2014	
Potential attendees to Council events	Easily see on the site a list of events they can take part in	Register their interest online and possibly book a guaranteed place	Get all the information they need without having to email staff with questions
Potential sponsors for community engagement events	Get an overview of our work, history, finances, and previous events	Be more inclined to look favourably on a sponsorship application because we look credible and professional	
Visitor to the area	Get information on local businesses, hotels, parking, amenities etc.	Visit the Parish and contribute to the local economy through the use of local services	

10. Brand Development & Guidelines

To develop the existing logo using the current colour palettes of the Council. This will enable a fresh brand perspective, that will be seamless with a phased 'roll-out' across the organization to minimize cost implications.

- Creation of 'brand guidelines' document for distribution and use across the Parish Council
- Consideration of accessibility requirements in relation to any brand development
- Consideration of staff uniform to any brand development
- The creation:
 - o Email newsletter template
 - o A3, A4, A5, poster/leaflet template
 - o A4 award certificates
 - o Powerpoint presentation template
 - o Letterhead template
 - o Infographics [to pictorially describe our services and key financial messages].