

# STOTFOLD TOWN COUNCIL

Greenacre Centre, Valerian Way, Stotfold, SG5 4HG  
01462 730064 [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk)



10 January 2025

## Members of Stotfold Town Council:

Cllr J Headington (Chairperson), Cllr J Smith (Vice-Chairperson), Cllr J Bendell, Cllr S Buck, Cllr S Dhaliwal, Cllr L Miller, Cllr B Saunders and Cllr B Woods

**You are hereby summoned** to attend the **Community Engagement Committee Meeting** to be held in the **Council Chamber, Greenacre Centre, Valerian Way, Stotfold SG5 4HG** on **Wednesday 15 January 2025 at 7.00pm** for the purpose of transacting business detailed in the agenda.

**E Payne**  
**Town Clerk**

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## Members of the public:

In addition to attendance in person, you are now able to observe our meetings by joining via MS Teams. Join on your computer or mobile app [Click here to join the meeting](#) Please note, our meetings are be recorded for minute taking purposes, and will be deleted after Minutes are approved.

Members of the public are invited to observe the meeting and may speak in the 'public section' agenda item. As per Standing Orders, if you wish to speak, you must notify the Town Clerk of your intention prior to the start of the meeting (contact in advance [enquiries@stotfoldtowncouncil.gov.uk](mailto:enquiries@stotfoldtowncouncil.gov.uk) or 01462 730064 or you will be asked at the appropriate point in the agenda if unable to give prior indication).

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IN COLLABORATION WITH SLCC, NALC, OVW, COUNTY ASSOCIATIONS

The seven principles of public life  
Selflessness | Integrity | Objectivity | Accountability | Openness | Honesty | Leadership

## AGENDA

### 1. APOLOGIES FOR ABSENCE

### 2. DISCLOSURES OF MEMBERS' INTERESTS AND DISPENSATIONS

1. Members to declare interests in respect of any item on the Agenda.
2. Proper Officer to consider written requests from members for dispensations.

Members are reminded that if at any time during the meeting they feel they have an interest in an item being discussed, they should declare it at that point.

### 3. PUBLIC SECTION (MAX. 15 MINUTES)

Members of the public may speak on matters of concern, ask questions or make statements (maximum of 3 minutes per speaker), after giving notice of their wish to do so to the Town Clerk prior to the meeting. Order of speakers will be in order of notification. [Public Participation Policy](#) applies.

### 4. MINUTES OF THE PREVIOUS MEETING

Members are asked to resolve that the Minutes of the Community Engagement Committee meeting held on **20th November 2024** are a correct record.

### 5. CLERK'S REPORT, CORRESPONDENCE RECEIVED AND MATTERS ARISING FROM PREVIOUS MINUTES, FOR INFORMATION

### 6. REPORTS TO COMMITTEE

#### 6.1. Programme of Community Engagement

To receive a report with a proposal for a Community Engagement Events programme including costings to include:

- Augmented Reality
- Outdoor Cinema
- VE Day

| For Decision

#### 6.2. New Website Proposal

To receive an update on the new Town Council website and to consider potential areas relating to the website including writing of copy.

| For Decision

#### 6.3. Councillor Branded Clothing

To consider Councillors having branded Town Council clothing for events.

| For Decision

#### 6.4. Stotfest 28 June 2025

To confirm the location for this event. There is no report for this item.

| For Decision

#### 6.5. Alternative High Street Engagement

To consider the installation of a Valentine's Day feature piece for two weeks in February to engage with residents. A report will follow

| For Decision

### 7. WORK PROGRAMME



**MINUTES OF THE COMMUNITY ENGAGEMENT COMMITTEE MEETING OF 20 NOVEMBER 2024 HELD AT THE STOTFOLD TOWN COUNCIL CHAMBER, GREENACRE CENTRE, VALERIAN WAY, STOTFOLD, SG5 4HG AT 19:00**

**Present:**

Cllr J Headington (Chairperson), Cllr J Smith (Vice-Chairperson), Cllr J Bendell, Cllr S Buck, Cllr S Dhaliwal, Cllr L Miller, Cllr B Saunders, Cllr B Woods.

**In attendance:**

Cllr S Hayes – *Ex-Officio Member*

**Also Present:**

S. Hossack – Community Engagement Officer

S. van der Merwe – Democratic Services Manager

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**1. APOLOGIES FOR ABSENCE**

Cllr Buck offered his apologies and arrived at 19:15.

**DECISION:** It was **RESOLVED** to accept apologies.

**2. DISCLOSURES OF MEMBERS' INTERESTS AND DISPENSATIONS**

Members were reminded that, if at any time during the meeting they have an interest in an item being discussed, they should declare it at that point.

There were no declarations of interest.

**3. PUBLIC SECTION (MAX. 15 MINUTES)**

There were no members of the public present.

**4. MINUTES OF THE PREVIOUS MEETING**

Members received the Minutes of the Community Engagement Meeting held on 18<sup>th</sup> October 2024.

**DECISION:** It was **RESOLVED** that the Minutes of the Community Engagement Committee meeting held on 18 October 2024 are a correct record of the meeting.

**5. CLERK'S REPORT, CORRESPONDENCE RECEIVED AND MATTERS ARISING FROM THE PREVIOUS MINUTES, FOR INFORMATION**

**5.1 Christmas Light Switch On**

Members received an update on parking and road closure matters for the event on 30<sup>th</sup> November, and that there are ongoing discussions related to the lighting for the event.

**5.2 Youth Engagement**

Members noted the extensive Youth Programme provided by Grand Union and Nicola King.



**DECISION:** It was **RESOLVED** to write a letter of thanks to Grand Union and to Nicola King thanking them for their efforts.

**ACTION:** The Town Clerk to write a letter on behalf of the Town Council.

### **5.3 Citizens Advice**

Members noted the first Citizens Advice clinic was well attended and the email from CAB thanking the Town Council.

### **5.4 Older Residents Engagement**

The Community Engagement Officer attended the Stotfold Good Neighbour Group Committee meeting on 8<sup>th</sup> November 2024. The SGNG Committee wanted to poll its members for their suggestions on what activities older residents would like to see provided in the community and would write to the Town Council with the outcome.

## **6. REPORTS TO COMMITTEE**

### **6.1. The Mill Engagement**

Members noted the circumstances around cancellation of the Town Council's attendance at the Mill's Steam Fair event in October 2024. The Chair noted that future engagements with residents need a more targeted approach.

**DECISION:** It was **RESOLVED** to:

- a) **Write to The Mill Events Organisation Committee to request an alternative position for the Town Council's stand at future events.**
- b) **For Officers to prompt Councillors on events four months in advance.**

**ACTION:** The Community Engagement Officer to contact the Mill Organisation Committee and request an alternative location for the Town Council stand.  
Officers to remind Councillors of events with sufficient lead in time.

*Cllr Steve Buck arrived at 19:15.*

### **6.2. Councillors' Surgeries**

Members discussed future dates for Councillor surgeries.

**DECISION:** It was **RESOLVED** to:

- a) **Schedule quarterly engagement surgeries, including already-planned events.**
- b) **Collate a leaflet / flyer for Councillors to present to residents attending surgeries with Town Council contact details, ongoing projects, and Town Councillor profiles.**
- c) **Create and circulate "SAVE THE DATE" posters for VE Day and Stotfest.**

**ACTION:** Community Engagement Officer to devise leaflet and Save the Date posters.



### 6.3. Comparison of Events Budgets

Members received and noted a comparison of other Parish and Town Councils' events budgets.

**DECISION:** It was **RESOLVED** to note the report.

### 6.4. Lego League

Members reviewed a report outlining potential Town Council support of schools to enter the Lego League.

**DECISION:** It was **RESOLVED** to:

- a) Purchase two Lego League sets for £7,311 for a one-year period
- b) Review the progress of the Lego League project in November 2025.

**ACTION:** Community Engagement Officer to liaise with St Mary's and Roecroft Schools to ascertain if there is any interest in this scheme.

### 6.5. Residents' Survey

Members received the specification and quotes for the 2025 Residents' Survey.

**DECISION:** It was **RESOLVED** to:

- a) Agree the release of the Resident's Survey for 24/25 to start after the Christmas Light Switch On and finish at the end of March 2025.
- b) Include a paper survey to be distributed via Stotfold News Magazine in February 2025, with a final submission deadline for those by end of March 2025.
- c) Request samples of other surveys that QRS has completed.
- d) Approve all costs associated with printing, distribution, and local advertising.
- e) Present the interim results to the Community Engagement Committee on 19<sup>th</sup> March 2025 and final results at the Annual Town meeting on 30<sup>th</sup> April 2025.

**ACTION:** Community Engagement Officer to action all above.

### 6.6. Q2 Income and Expenditure Report

Members received an income and expenditure report for this committed for expenditure from first two quarters of 2024-25.

**DECISION:** It was **RESOLVED** to note the report.

### 6.7 Citizens Awards

Members discussed the proposal for a Citizens Award for the 24/25 year. There is a current ongoing initiative by Stotfold News Magazine and Satchells for "Christmas Hero 2024".

**DECISION:** It was **RESOLVED** to work in partnership with Satchells and Stotfold News to organise a combined Citizens Award in 2025 with the winner turning on the Christmas Lights in 2025.



**ACTION:**      Community Engagement Officer to action the above.

**6.8.    Stotfest 2025**

Members considered a report regarding preliminary actions for Stotfest 2025.

**DECISION:**    It was RESOLVED to:

- a) **Host the Stotfest event on Saturday 28<sup>th</sup> June 2025 between 11:00 and 21:00.**
- b) **Host an informal Community Engagement Committee Meeting in January to discuss organization and venue for next year's Stotfest.**

*Cllr Brian Saunders offered his apologies and left the meeting at 20:13.*

**7.       WORK PROGRAMME**

Members noted the Work Programme.

**8.       ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

There were none.

**9.       DATE OF NEXT MEETING**

Wednesday 15<sup>th</sup> January 2025.

The meeting closed at 20:23.

**SIGNED BY CHAIR:** .....

**MINUTES APPROVED (date):** .....

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SARAH HOSSACK**  
**COMMUNITY ENGAGEMENT OFFICER**

**SUBJECT:** **CLERK'S REPORT**

### **1. RESIDENT'S SURVEY**

The 2025 Resident's Survey is currently underway, and 80 responses have been received as at 9<sup>th</sup> January 2025. The paper copy of the Resident's Survey will be included in the February edition of the Stotfold News Magazine. There are also now signs around town at places where people are waiting such as bus stops and parks.

### **2. OLDER PERSON'S ENGAGEMENT PROGRAMME**

The Community Engagement Officer will be attending a Stotfold Good Neighbour Group meeting in the near future to meet with users of the group to identify activities they would be interested in for Stotfold.

### **3. LEGO LEAGUE**

At the Community Engagement Committee meeting of 20 November 2024 this Committee agreed to purchase Lego League kits for three separate age groups. Both Roecroft and St. Mary's have confirmed they would like to trial this product for ages 6 to 9 only, so the Town Council will purchase 2 packs of equipment at a cost of £1,501.90 each. Officers are waiting to hear from the schools about their implementation of the project.

### **4. STOTFEST**

We have had more than 40 responses from people and businesses wanting to be involved in Stotfest. These range from food & drink vendors to crafters, stage acts and more. This has come about from only one social media post. The request is also going into the February Issue of Stotfold News.

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SIAN VAN DER MERWE**  
**DEMOCRATIC SERVICES MANAGER**

**SUBJECT:** **EVENTS PROGRAMME FOR 2025 - 2026**

### **1. SUMMARY**

- 1.1 A plan of events for 2025-26 is needed to ensure that we understand the budget we have to work with and to ensure there are sufficient resources available to host and advertise those events.

### **2. RECOMMENDATION**

- 2.1 Members are asked to:

- a) Review the proposed Events Programme and the proposed budget spend associated with each event;
- b) Agree to the timetable of events and proposed budget;
- c) Advise the Town Clerk they have delegated powers of decisions for vendors/suppliers for events approved by this Committee.

### **3. BACKGROUND**

- 3.1 Organising public events helps to foster a sense of community and unity, providing an opportunity for people to come together and celebrate. These events can help create lasting memories, promote local businesses and attractions, and showcase the unique character of each community.
- 3.2 In planning Town Council events, we need to ensure we factor in what we want events to be, the size and scale of events, planning resourcing to organise and carry out events, arrange for licences where applicable and appropriate, identify and mitigate safety issues, identify access considerations, factor in insurance and identify the funding for the event. We need to identify and plan publicity around the event to maximise attendance, and after the event is finished, ensure that we have feedback on what worked or didn't work to ensure that we implement those necessary improvements across other events we have planned.
- 3.3 Officers have identified a list of events across the financial year that would be of benefit to the Community and have a stated preliminary budget for each event.
- 3.4 Members will be updated a Community Engagement meetings on the planning of events and to update them on budget spend per event.

### **4. FINANCIAL**

- 4.1 The General Events Budget for 2025 – 2026 is £10,000 and the Community Engagement Budget is £14,000.



- 4.2 Officers will be taking an item to the March 2025 Community Engagement meeting to discuss a sponsorship or advertising programme for Stotfold events, with a proposed advertising package for the Outdoor Cinema and income can also be generated from food & drink vendors across a number of events.

## 6. IMPLICATIONS

<b>Strategic Plan:</b>	N/A
<b>Risk Management:</b>	Budget management reviews.
<b>Legals:</b>	Health and Safety at Work Act 1974, Central Bedfordshire Council Safety Advisory Group, The Workplace (Health Safety and Welfare) Regulations 1992, Licensing Act 2003, The Food Hygiene (England) Regulations, 2006, The Children Act 1989, Management of Health and Safety at Work Regulations 1999, Equalities Act 2010, Local Government Act 2000.
<b>Resources/Stakeholders:</b>	Third party suppliers
<b>Contracts/Financials:</b>	Third party suppliers
<b>Crime &amp; Disorder:</b>	Low
<b>Equalities:</b>	Public Sector Equality Duty, Accessibility to all demographics.
<b>Biodiversity:</b>	N/A

**STOTFOLD TOWN COUNCIL**  
**2025 - 2026 PLANNED COMMUNITY EVENTS LIST**

Date	Event	Community Engagement - Specific Budget 2025 - 2026	General Events Budget 2024 - 2025	General Events Budget 2025 - 2026	Sponsorship & Advertising	Food Vendors	Expected Income
April - May	Augmented reality trail - 6 week period	£0.00	£600.00	£0.00	No	No	No
April	Easter Holidays Kids Activities - Easter Egg / bunny trail - £1 entry per child, or Easter Party with costumed character and easter eggs.	£0.00	£0.00	£400.00	Yes	No	No
08/05/2025	VE Day: Approximately £10 per head. Location to be decided.	£0.00	£0.00	£1,000.00	Yes	TBC	No
10/05/2025	Steam Fair: Gazebo with alcohol sales. Councillor engagement. Assisting Mill with Lost Child & Vulnerable Adult point.	£0.00	£0.00	£500.00	No	No	No
May half term	Duck Racing on Pix Brook / Ivel, depending where we do it could do food vendors and make it a picnic-type event	£0.00	£0.00	£300.00	No	TBC	TBC
28/06/2025	Stotfest	£25,000.00	£0.00	£0.00	Yes	Yes	Yes
Summer	Two Teddy Bears Picnics (Greenacre and the Green): Character teddy bear, story telling, bring own picnic and chairs, bubble machines x 2, 2 hours	£0.00	£0.00	£500.00	TBC	No	No
Summer	Love parks week or summer events- one a week for summer hols or every day in love parks week - chalk art competition, walking treasure hunt, scavenger hunt with photo's, geocache, litter angels.	£0.00	£0.00	£1,000.00	No	No	No
25/08/2025	Walking Market	£0.00	£0.00	£0.00	No	No	No
September	Outdoor Cinema (can run advertising packages for local businesses)(£1,940 for cinema screen)	£0.00	£485.00	£2,315.00	Yes	Yes	Yes
September	Macmillan coffee morning	£0.00	£0.00	£300.00	No	No	No
October	Steam Fair	£0.00	£0.00	TBC	No	No	No
	Halloween Event: Memorial Hall - Costumed Character, spooky disco, snacks, ticketed sales to control numbers.	£0.00	£0.00	£500.00	No		
November	Remembrance Day Parade	£0.00	£0.00	£2,000.00	No	No	No
11/11/2025	Remembrance Day Commemoration	£0.00	£0.00	£0.00	No	No	No
November	Christmas Lights	£15,000.00	£0.00	£0.00	Yes	Yes	Yes
Feb half term	Art comp, bouncy castles (+ first aid), Valentine's Day	£0.00	£0.00	£1,000.00	No	No	No
<b>Total</b>		<b>£40,000.00</b>		<b>£9,815.00</b>			

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SARAH HOSSACK  
COMMUNITY ENGAGEMENT OFFICER**

**SUBJECT:** **AUGMENTED REALITY WALKING TRAIL**

### **1. SUMMARY**

1.1 An outdoor augmented reality game combines walking trails with games and storytelling the whole family can participate in.

- Ten boards with instructions and QR codes would be placed along a route around Stotfold over a 6-week period.
- See how it works here:  
<https://highstreetsafari.com/wp-content/uploads/2023/02/How-to-geogame.mp4>

### **2. RECOMMENDATION**

2.1 Members are asked to:

- a) Agree to the implementation of an augmented reality game for Stotfold at a cost of £599.
- b) Agree to this starting 1 April 2025 – this will encompass the Easter holidays and into the beginning of May.

### **3. BACKGROUND**

3.1 Augmented reality games are popular amongst younger residents with the opportunity to see virtual characters within the real world.

3.2 Would get families out for a walk around their local area

3.3 Standard Trail Packages Include:

- Trail Artworks as Window vinyl or correx Boards (for lamp posts).
- Marketing Toolkit including poster and flyer designs, PR, and social media publication templates.
- Branded Map Page.
- Branded Game Platform.
- Post-event Analytic Report.

3.4 Suffolk County Council created a bespoke augmented reality trail in December 2023 for Ipswich and over 11,000 players covered a total of 68,000 miles and tapping in at specific points a total of 233,233 times.

3.5 High Street Safari (as quoted below) recently ran the Elmer Christmas Trail in Houghton Regis.

## 4. FINANCIAL

### 4.1 Quotes

- a) **High Street Safari – £599** – additional costs for packages that have more famous characters with licencing expenses e.g. Elmer the Elephant.
- b) Quote requests were also sent to Aardman (Wallace & Gromit), LetsARgo.com and Arcade XR with no responses received.

4.2 There are a number of companies offering Augmented Reality events, but these are either location specific (i.e. mainly cityscapes), or that need to be individually developed characters and built to fit into a particular area.

4.3 Any bespoke AR events (such as those from Aardman, letsgo.com and Arcade XR) are considerably more expensive, where the option quoted from High Street Safari is essentially an off-the-shelf AR event with minimal input from High Street Safari.

4.4 In all cases we would need to promote the trail and make sure the signs remain up and in good condition.

4.5 The funding for this experience will be from the Community Engagement budget.

## 5. IMPLICATIONS

<b>Strategic Plan:</b>	N/A
<b>Risk Management:</b>	Reputation risk of putting out an inappropriate experience point
<b>Legals:</b>	GDPR compliance
<b>Resources/Stakeholders:</b>	Third party suppliers
<b>Contracts/Financials:</b>	Third party suppliers
<b>Crime &amp; Disorder:</b>	Low
<b>Equalities:</b>	Public Sector Equality Duty, Accessible to all demographics
<b>Biodiversity:</b>	N/A

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SARAH HOSSACK  
COMMUNITY ENGAGEMENT OFFICER**

**SUBJECT:** **OUTDOOR CINEMA**

### **1. SUMMARY**

- 1.1 An outdoor cinema could enhance community spirit, would be accessible to a broader range of people and abilities in our community and, if held in an open setting, can accommodate larger audiences, making it easier for everyone in the community to participate. Parks are accessible to all residents.

### **2. RECOMMENDATION**

- 2.1 Members are asked to:

- a) Agree to run an outdoor cinema experience with associated film and premises licence costs;
- b) Decide on the month they would like to host this event;
- c) Decide on the venue – either The Green or Greenacres;
- d) Decide if entrance should be free to attend or a ticketed, paid-for event.

### **3. BACKGROUND**

- 3.1 Projection screens are only suitable in the dark. LED screens can be used in the daytime. Price differences are on size rather than type of screen.
- 3.2 If we get an LED screen we could show a children's film in the afternoon and a more grown up one in the evening.
- 3.3 A Licence to show a film is organised through Filmbank Media and costs £153 per film up to 200 people, or £219 for up to 300 people if they are shown for free, or 40% of the box office takings. Advance payment may be required.
- 3.4 A premises licence would be necessary depending on the location as they charge their fees based on rateable value of the premises – Central Bedfordshire Council's premises licence fees are published on their website at: [Alcohol and entertainment licensing | Central Bedfordshire Council](#).
- 3.4 Officers will be taking an item to the March 2025 Community Engagement meeting to discuss a sponsorship or advertising programme for Stotfold events. An advertising package can be applied for businesses to be screened before the movie. Income can also be generated from food & drink vendors or chair hire.
- 3.5 Officers are suggesting the month of September (with booking date to be confirmed based on availability of the screen hire) for hosting this event, as sunset will be 7pm and it would hopefully still be warm enough.

## 4. FINANCIAL

### 4.1 Quotes

- a) **Sundown Cinema** – includes LED screen, power, technician potential to show advertising. Based in Ickleford.

a. £1770 – 12sqm

b. £1940 – 15sqm

A 25% deposit can be made to secure the booking for a screen, with the balance to follow from the 2025 – 2026 budget.

- b) **The Screenhire Company** – includes LED screen, power, technician potential to show advertising. Based in Southend.

a. £2819 – 8sqm

b. £3084 – 16sqm

- c) Vortex Events – 7m x 4m screen, approximately £6000. Based in Welwyn.

- d) ESS Hire – Based in Hitchin – request sent but response not received

- e) Pioneer LED – Based in Bedford - request sent but response not received

- 4.2 The costs for the Outdoor Cinema need to be agreed at this meeting in order to allow for booking of the equipment which is usually booked well in advance. For Option A from Sundown Cinema, a 25% deposit can be made to secure the booking for a screen, with the balance to follow from the 2025 – 2026 budget.

- 4.3 The cost for the booking of the equipment will need to be taken from the Community Engagement budget of 2024 – 2025 – which had £6,448 available. After payment of the Lego League fees of £.3,003.80, the balance available to spend will be £3,442.80.

## 5. IMPLICATIONS

**Strategic Plan:**

N/A

**Risk Management:**

Risk assessments, PLI,

**Legals:**

Compliance with CBC Safety Advisory Group Guidelines, Cinemas Act 1985, Copyright, Designs & Patents Act 1988, The Copyright (Free Public Showing or Playing)(Amendment) Regulations 2016

**Resources/Stakeholders:**

Third party suppliers, food vendors, local businesses

**Contracts/Financials:**

Third party suppliers

**Crime & Disorder:**

Low

**Equalities:**

Public Sector Equality Duty, Accessible to all demographics

**Biodiversity:**

N/A

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SARAH HOSSACK**  
**COMMUNITY ENGAGEMENT OFFICER**

**SUBJECT:** **VE DAY**

### **1. SUMMARY**

- 1.1 Fish & chips were not rationed during WWII so were seen as a national staple. The National Federation of Fish Friers are supporting the VE Day celebrations and are encouraging their members to take part.

### **2. RECOMMENDATION**

- 2.1 Members are asked to:
- a) Confirm financial arrangements of the previously approved fish & chip supper;
  - b) Confirm the venue of fish & chip supper

### **3. BACKGROUND**

- 3.1 It was agreed at the Community Engagement committee meeting of 18<sup>th</sup> September 2024 the Town Council would fund a fish & chip supper for residents to celebrate the 80<sup>th</sup> anniversary of VE Day. A budget amount was not stipulated.
- 3.2 The Memorial Hall has a regular hirer on Thursdays. The regular hirer could potentially be changed if we need to use the Hall to host this Fish & Chip Supper there. Food would need to be delivered to the Hall by vendors.
- 3.3 The Con Club is available on 8<sup>th</sup> May 2025 and preliminary discussions have been held with them to understand their capacity for hosting a fish and chip supper. They listed some concerns around all attendees wanting their dinner at the same time, this can be overcome by having food service time slots. Timings are to be agreed.
- 3.4 An alternative would be to host this event outside the Greenacre Centre prior to the beacon lighting, with tables and seating from the Memorial Hall and food vendors supplying the Fish and Chips directly from vans. This would be weather dependent and would require additional staffing to manage the event in an outside space.
- 3.5 The other commemorative side of the day includes the purchase of a mobile gas-powered beacon to be lit at the Greenacre Park, followed by the reading of the Tribute by the Mayor, and then singing of 'I Vow To Thee My County'. The national timing for this event is 9.30pm.

### **4. FINANCIAL**

- 4.1 Initial costings from George's Place and The Con Club suggest that it would be no less than £10 per portion. Officers are therefore suggesting setting a financial limit of £1000 for funding the food and limiting attendee numbers via a ticketing system, on a first-come first-served .

- 4.2 The funding for this event should be covered by the Community Engagement budget.
- 4.3 The gas-powered beacon is £500.

## **6. IMPLICATIONS**

<b>Strategic Plan:</b>	N/A
<b>Risk Management:</b>	Event risk assessment to be devised. Reputation management regarding limitation of numbers, Food Hygiene ratings for food vendors.
<b>Legals:</b>	Food Hygiene ratings for food vendors.
<b>Resources/Stakeholders:</b>	Third party suppliers, Officers
<b>Contracts/Financials:</b>	Third party suppliers, Community Engagement Budget
<b>Crime &amp; Disorder:</b>	Low
<b>Equalities:</b>	Public Sector Equality Duty, Accessible to all demographics.
<b>Biodiversity:</b>	N/A



## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SIAN VAN DER MERWE**  
**DEMOCRATIC SERVICES MANAGER**

**SUBJECT:** **NEW WEBSITE QUOTATIONS**

### **1. SUMMARY**

- 1.1 The Town Council's current website is outdated and not compliant with current Website Content Accessibility Guidelines.
- 1.2 It was agreed that as part of the Town Council's 50<sup>th</sup> anniversary, a new website would be commissioned.

### **2. RECOMMENDATION**

- 2.1 Members are asked to:
  - a) Review the attached quotes from website suppliers A, B and C;
  - b) Approve a new website provider to fulfil the new website;
  - c) Discuss whether Officers should investigate a "tone of voice" project with a copywriter.

### **3. BACKGROUND**

- 3.1 Web Content Accessibility Guidelines (WCAG) are a list of criteria a website or mobile application needs in order to be legally compliant by being more accessible. Recent changes to the WCAG have been made to ensure websites can be accessed by people of all abilities. These guidelines put a duty of care on the Town Council to ensure that everyone can access the information, including those with disabilities, by ensuring that our information on our website can be used by screen readers, braille keyboards, refreshable braille displays, screen magnifiers, hands free mouse tracking technology, amongst others.
- 3.2 The Local Government Transparency Code 2015 governs transparency of data categories so that local people are empowered to access the information they need to hold their local authority to account and participate in local democratic processes.
- 3.2 In a modern world, a website contains information on the organisation, its people and how the organisation serves its customers. As a local government organisation, we are held to a higher standard because we are taxpayer funded, and transparency is required about how money is spent, delivery of services, and how decisions are made within our organisation.
- 3.3 The Openness of Local Government Bodies Regulation 2014 allows members of the public to use modern technology and communication methods to see information relating to significant decision.
- 3.4 Our current website does not meet the WCAG 2.2 accessibility requirements.
- 3.3 Quotes were sourced from a number of suppliers and a review was undertaken by the Town Clerk, Democratic Services Manager and two Councillors to identify those quotes that best

fit with the Town Council's values, the quality of the offer and future proofing of the website as one of our primary tools of communication and data presentation.

#### Supplier A:

##### Setup + Year 1:

Website setup:	£1,099
Extra Migration of – hourly rate	£45 per hour
Domain Name Setup:	£55
Website hosting:	£349
Website Domain Name Renewal:	£20

**Total Y1: Setup + Migration + Hosting + Domain Name Renewal - £1,568**  
(Potential extra cost per hour for migration)

##### Year 2:

Website hosting:	£349
Website Domain Name Renewal:	£20

**Total Y2: Hosting + Domain Name Renewal: £369**

##### Optional:

- Tone and content update: 3 days at £350 per day (£45 per hour)
- Hourly rate for embedding only of optional packages such as payment portals, etc. – included in support: £0

#### Supplier B:

##### Setup + Year 1:

- Setup: £899
- Transfer of additional years of content of minutes and associated documents then costs are £10 per page creation & £1 per document uploaded
- Based on current content  
(no events or news + 2 years of meeting documentation):  
£350 (one off)
- Transfer Domain Name: £0
- Domain Name Renewal: £100 (if not already renewed by current provider)

**Total Y1: Setup + Migration + Domain Name Renewal: £1,349**  
(1 year of certain data types)

##### Year 2 and onwards:

Annual Hosting + Support:	£299 per year
Domain Name Renewal:	£100

**Total Y2: Annual Hosting + Support + Domain Name Renewal: £399**

##### Optional:

- Forms & poll module: £50 per year
- Planning Portal integration (with local planning authority): £100 per year
- Online Payments Module (Sum Up/Gov Pay/Stripe/Worldpay compatible): £500
- Event Tickets Module (Online Payments module also required to sell tickets): £250

- WCAG compliance website compliance and monitoring scan & reports: £299 per year
- Extended support for 12 hours: £720

#### Supplier C:

##### Setup + Year 1:

Setup Fee:	£600
Domain Management:	£75 per annum
Hosting + Support	£1,000 per annum
This price is based on precept level	

**Total: Y1 – Setup, Domain Management, Hosting + Support - £1,675**

**Total: Y2 – Domain Management, Hosting + Support - £1,000**

**Awaiting information on the Y2 hosting and support value if our precept increases**

## 4. TONE OF VOICE

- 4.1 A “Tone of Voice document” is like a cheat sheet for how we talk to people — whether in emails, social media posts, or official letters. It’s here to make sure we all sound like we’re on the same team, using the same style and vibe when we write or speak.
- 4.2 This would be a recipe for our Town Council’s personality in words:
  - What words we should use (and avoid).
  - How formal or casual we should sound.
  - How to make sure people understand us without scratching their heads.

Basically, it’s the difference between sounding like a friendly neighbour versus a robot reading from a policy manual.

- 4.3 There are differing tones on a number of our pages so a refresh on our content would be a worthwhile effort, the end result is to attract visitors to the page with interesting information that is succinct and doesn’t overload the reader with too much information.
- 4.4 The Town Council could hire a copywriter to conduct a refresh on the content before we begin the website project. A local copywriter provided a verbal indication of their rate at £350 per day with between 3 to 6 years’ experience.
- 4.5 Members are therefore asked to discuss this and inform Officers if this project should be investigated

## 5. FINANCIAL

- 5.1 The cost of the new website will be funded from the Stotfest 50<sup>th</sup> Anniversary budget, which currently has £6,163 available.
- 5.2 The Year 2 and onwards costings are listed in the quotes above. This would be met from the Subscriptions and Licenses (61/618) budget
- 5.3 None of the quotes above require signing of a contract for a specified length of time for hosting the website.

## 6. IMPLICATIONS

**Strategic Plan:**

**Risk Management:**

**Legals:**

Reputation risk of putting to incorrect information on our website.

Local Government (Access to Information) Act 1985, Data Protection Act 2018 as the UK's implementation of the General Data Protection Regulation, Local Government Transparency Code 2015, Public Sector Bodies Accessibility Regulations 2018, Openness of Local Government Bodies Regulation 2014.

**Resources/Stakeholders:**

Website developer and third-party supplier

**Contracts/Financials:**

Budget in place.

**Crime & Disorder:**

N/A

**Equalities:**

Public Sector Equality Duty, Accessible to all demographics.

**Biodiversity:**

N/A

## SUPPLIER A

### Tender Response:

#### SECTION A - STANDARD REQUIREMENTS

1. **Accessibility Regulations (WCAG 2.2 Compliance)** Our websites are fully compliant with WCAG 2.2 standards, ensuring accessibility for all users. We prioritise inclusivity during development and conduct regular compliance checks.
2. **Transparency Code Compliance** Transparency features, such as detailed document management and public access to financial documentation, are central to our WCS platform.
3. **SSL Certification** SSL certificates are included as standard, providing secure browsing for all users.
4. **GDPR Compliance** Our system is GDPR-compliant, offering secure handling of sensitive data and robust user permission options.
5. **Integrated Training and Support** Comprehensive training will be provided via MS Teams, alongside ongoing support through our telephone and email helpdesk. There is also comprehensive help online at <https://wcsdocs.wjps.co.uk/>.
6. **Daily Backups** Automated daily backups ensure your data is secure and can be restored swiftly if needed. Our background is working for the NHS, where data should never be formally deleted, just flagged as deleted, so data is recoverable in any state.
7. **UK-Based Hosting** Our hosting services use UK-based servers to meet legal and performance standards.
8. **Robust Firewall Protection** Advanced firewall systems protect the hosting environment from potential threats.
9. **Easy-to-Update Content** Our user-friendly Content Management System (CMS) enables administrators to make updates, such as publishing minutes, agendas, and councillor profiles, with ease.
10. **Future-Ready for Expansion** The platform is designed for scalability, allowing you to add links, forms, and pages without redevelopment.
11. **Unlimited Pages & Archiving** The system supports unlimited pages and includes an archiving function to manage older content.
12. **Responsive Design** The website is optimised for all devices, from desktops to smartphones.
13. **Analytics Integration** Analytics is integrated to monitor traffic and generate insights. The system shows basic stats when you login, each month an overview of the stats is sent via email. Full stats are available for £60 per year.
14. **SEO Optimisation** Built-in SEO tools enhance the site's discoverability and improve user experience.
15. **Content Migration** We will handle data migration from your existing website seamlessly.

#### SECTION B - HOME PAGE REQUIREMENTS

16. **Accessible Visual Styling** The design will reflect Stotfold Town Council's branding while maintaining clear and accessible visuals.
17. **Use of Council Logo** Your logo will be prominently displayed and updated as needed.
18. **Search Facility** An intuitive search feature will help users quickly locate information.
19. **Quick Access to Key Features** The homepage will provide easy access to transactional elements, such as event registrations and public submissions.

20. **Dynamic Layout** Administrators will have the flexibility to highlight priority content, such as news and events.
21. **Optimised Layout** The homepage will reduce excessive scrolling while ensuring easy access to important information.

## SECTION C - SPECIFIC REQUIREMENTS

22. **Council-Specific Functionality** Our system includes structured document storage, category-based transparency documentation, and an intuitive interface for managing policies and services.
23. **Social Media Integration** Links to Facebook and Instagram will be integrated using easily recognisable icons.
24. **Hosting of Online Newsletters** The platform supports the hosting and management of newsletters for effective community communication.

## KEY FEATURES:

- Content Management System (CMS): Administrators can add, edit, and manage both public and private pages on the website.
- Pages can be linked to document groups, document sections, individual documents, or other pages within the website.
- The user-friendly interface resembles popular word processing packages, making navigating and updating content easy for administrators.
- Version history is maintained, allowing for easy page reversion if needed. Alternatively, you can opt for self-reversion for added control.
- Re-usable content can be created and used in multiple places on the website, contact information, for example.
- Secure Area and User Management: A secure area is provided, complete with user management capabilities.
- Administrators can add and edit users, assigning them to user-defined groups to segregate content within the website.
- Secure Document Upload Area: A dedicated section allows for secure document uploads, with the option to customise the document structure.
- Granular access control ensures that different user groups have specific permissions.
- Users must be logged in to view and download documents.
- For Minutes/Agendas, the clerk can upload them once, and they are automatically emailed to members and posted on the website for visitors to access.
- Document and Page Search: The search feature is available on all pages, enabling users to find relevant documents quickly.
- Search results are user-specific and display only documents accessible to the user.
- Profiles Page: Each council member can have a dedicated profile page featuring their details and picture.
- Members can be categorised into different groups, such as staff and council members.
- Notices Pages: Administrators can use this feature to notify users about important information or guidelines.
- Events Directory: Upcoming event details can be advertised in a user-friendly format linked to the calendar functionality.
- Email Notifications: Customisable email notifications can be tailored to each user's preferences.
- Users can choose to receive notifications for new or edited documents, events, messages, and forum topics.

- Administrators have access to a document read list, which shows who has accessed a document, the latest access time, and the number of views.
- News Section: The website includes a news section displaying the latest updates on the home page.
- Visitors can subscribe to receive news stories via email, adhering to GDPR.
- Photo Galleries: Easily add photos to the website in various layouts, allowing users to scroll through the gallery.
- Audit Trail: The system maintains an audit trail, providing a comprehensive record of all processes and actions.
- Platform for Development:

## **PROJECT LIMITATIONS:**

Due to the nature of the web-based software, we will aim to ensure the website is as compliant as possible with Internet Explorer 9 and above. However, we recommend that administrators use Firefox or Google Chrome as their preferred web browser to manage the site.

## **PROJECT ESTIMATES:**

### **Timeframe:**

2 months following invoice payment.

### **Cost Overview:**

#### **Setup + Year 1:**

**Website setup: £1,099 excl. VAT**

**Extra Migration of – hourly rate - £45 per hour**

**Domain Name Setup: £55 excl. VAT**

**Website hosting: £349 excl. VAT**

**Website Domain Name: £20 excl. VAT**

**Total: Setup + Migration + Hosting + Domain Name Renewal - £1,568 excl. VAT**  
**(Potential extra cost per hour for migration)**

#### **Year 2:**

Website hosting: £349 excl. VAT

Website Domain Name Renewal: £20 excl. VAT

#### **Optional:**

- **Tone and Content Updates: 3 days @ £350**
- **Hourly rate for embedding optional packages such as payment portals, etc. – included in support so nil charge**

## **TERMS OF PAYMENT:**

30 DAYS FROM INVOICE DATE

## SUPPLIER B

### The background to website accessibility

WCAG has 3 ratings, A, AA & AAA. The following proposal outlines the provision of a WCAG 2.2 AA rated compliant website, the costs involved, what's included and what's not. It also outlines your responsibilities moving forward.

### Meeting Accessibility Requirements

Since the release of the WCAG 2.1AA guidance, we have developed a website package solution that meets the compliance requirements that is both cost effective and provides clerks and those who manage a public body website with the tools needed to run the website. In October 2024, the regulations rose to the requirement being WCAG2.2AA standard – which our platform already meets.

Our W3C & WCAG compliant website package service meets the requirements in terms of providing an AA-rated compliant framework and website at the point of launch. Once live, we also maintain your site to ensure the underlying code is supported correctly and kept up to date with all software requirements. Optionally, we can provide regular compliance scans of your website pages.

### What you get with our service:

- A W3C & WCAG 2.2AA compliant website built on the easy-to-use WordPress-based CMS.
- A well-designed, professional and fully mobile-friendly website.
- Website admin tools to add new and update all the content on your website yourself.
- Training to get you started plus ongoing support.
- SSL-protected website hosting on our UK servers – SSL is included in our hosting fee.
- We'll manage all software updates, so you don't have to.
- We will provide you with on-going support when you need it – email, online or phone.
- Access to our Website & Accessibility Learning Centre, full of helpful guidance videos on managing the website and making website content accessible.
- Free monthly drop-in Zoom training sessions to top up your web accessibility knowledge.
- We will ensure your website remains GDPR compliant.
- We will manage your domain name and make sure this remains active, should you need it.
- All our team & hosting data centre are UK-based (Bedfordshire & Hertfordshire).

## COSTING

### Set up & year 1 consists of:

1. One-off set up and build of website: £899 excl. VAT
2. Annual SSL-protected hosting with up to 2GB file storage + 2 hours of support;
3. Transferring/Inputting and uploading of content (documents, words and pictures) to your new website: 1 year of essential content transferred included;



4. Training on the system: included in the charge, via monthly group training sessions;
5. Access to the support team & Website Learning Centre: included in the support;  
Access to monthly drop-in Council Website Zoom training refresher sessions: included in the support

#### **Additional (optional) items:**

1. Additional years of content then costs £10 per page creation & £1 per document uploaded Based on current content (no events or news + 2 years of meeting documentation): £350 + VAT (one off)
2. Forms & poll module: £50 + VAT per year
3. Planning Portal integration (with local planning authority): £100 + VAT per year
4. Online Payments Module (Sum Up/Gov Pay/Stripe/Worldpay compatible): £500 + VAT
5. Event Tickets Module (Online Payments module also required to sell tickets): £250 + VAT
6. WCAG compliance website compliance and monitoring scan & reports: £299 + VAT per year
7. Extended support for 12 hours: £720 + VAT

#### **Year 2 and onwards:**

1. Subscription to WCAG-compliant website platform, with up to 2GB file storage & 2 hours of support: £299 excl VAT per year

#### **Website Content (linked documents, words and images)**

Website content ranges from words and pictures on a page to multiple files for meeting documents and other regulatory aspects. We break the content transfer down into a full year's worth of regulatory content + news, events and other local info. With the exception of AGAR, there are no legal requirements to have a certain number of years' files on a website.

**Content included in transfer:** 1 full year of agendas & minutes, policies, councillors' details, finance & 5x years of AGAR plus 1x year of news and recent / planned events.

**Optional, additional content transfer:** Often councils decide to have more years of document archives on their website. Your current website may also have additional, non-regulatory pages such as additional council and community information. We can provide you with a quote to transfer these additional archives and pages, if required.

#### **Things to note**

The above costing is based on your requirement specification and includes a 1.5hr video call group training session (additional remote training can be arranged, see overleaf), full admin area access, access to our Council Website Learning Centre library and our continued support to ensure the system continually meets WCAG requirements.

Liaison re the pages and documents required on new website and provide a quote, should you request our help with further years of content transfer. If the size of your files that need transferring exceeds 2GB (enough for 15,000 typical agenda PDFs), you will be required to purchase additional server host space for the storage and future files. This is charged at £100 + VAT per year for an additional 1GB storage.

#### **Key Council Website Features**

The website framework is configured to fully support all relevant content types to provide to your community in a fully WCAG2.2AA compliant environment.

The key functionality includes **meeting information and dates, document links, full page creation and building tools** to support your key messaging, **announcement tools for major alerts, reporting tools** that include **forms** and **redirections to County Council & District services, contact forms, news and other features** that include **digital noticeboards, events, community areas, community content, venue & feature areas and FAQs** - all of which controlled through the Wordpress admin system.

### **Project timeline**

Whilst every website is slightly different in the number of pages and content, we recommend you consider the following timeline for the development of your website:

**Stage 1 Discovery & scoping (sitemap/content planning): 2 weeks from initial enquiry**

**Stage 2 Development: 2 weeks from planned date**

**Stage 3 Content importing & your training: 2 weeks after development**

**Stage 4 Testing / snagging – then go-live: 1 week after content input**

Final testing and debugging on development server before launching and making live. These timings are estimates based on a typical and average site size and content but may be subject to alteration subject to sight of content required for migration. You may require additional time to review the content.

### **Other aspects to note**

You will need to ensure you have full DNS control and access to the domain your website will use. We can become your registrar and permitted to manage all forms of domains, including .gov.uk domains. If we are not your registrars, we will need access to the domain (or whoever has DNS control) to get the website live.

We can include Google Analytics for performance reporting to ensure that a fuller picture of the website's traffic and use is understood and allow you to learn user behaviour and make subsequent improvements to the website. A Google Analytics account will be needed and is free. We also provide free training on using Google Analytics.

### **Training Staff**

Training on a new website system is vital. As part of the basic package, we provide you with access to our Council Website Learning Centre that contains a library of simple, short videos to watch and learn how to use all areas of the website as well as remote-based training session for you and your staff members. Also included is a 1.5hr video call group training session for your staff by one of our experts. Our UK-based team is always on hand during office hours to provide any additional support. We also hold free-to-attend Zoom sessions twice per month for all our members to join for refresher training on the website admin tools and functions.

### **Certification & accreditations**

To provide assurance of both our processes and abilities, we are **Cyber Essentials certified, CDDO Cabinet Digital Data Office Authorised, Nominet Accredited** and are **Official Crown Commercial Suppliers for the UK Government**. View certification.

### **Credibility**

- Can be supplied to Stotfold Town Councillors by the Democratic Services Manager – redacted to prevent identification.

We work with hundreds of town & parish councils using our platform and providing support and guidance on website compliance and publishing.

### **Compliance testing, limitation & ongoing**

Both W3C & WCAG compliance are driven by many factors, some you have control over and others you don't. In most cases, as long as the base website build has been created in a natively compliant format, any deviation from compliance will typically be as a result of content being added to a web page is not compliant and then renders it non-compliant.

As such, the provision of our service to you is limited to:

- 1) the creation of a W3C & WCAG2.2AA compliant website plus its hosting and support
- 2) an optional quarterly report of your site that highlights any pages that may have rendered the website non-compliant and a recommended solution. (excludes uploaded documents)

We can also provide an optional technical support package to assist you with running the site, which you may choose to help you in meeting those ongoing support needs. Once live, it is your responsibility to ensure that any words, images or documents that you add are compliant. We recommend you perform regular checks of the site using free online checkers or browser extension to ensure continued compliance – particularly for new pages and documents added since its launch. As part of our optional service to you we provide 4 checks and reports per year highlighting any problem areas, but recommend you review the site after each time you add content and to use any of the online free checkers as referenced by the Government's Digital Guidance department.

We will ensure that your website complies with W3C & WCAG compliance from a technical position at the point of launching and will notify you if we spot any page that is non-compliant as a result of content incompatibility for you to address prior to launch. Please note that this does not include uploaded documents.

In the event that you become aware of any part of your site that you feel falls outside of WCAG compliance, it is your responsibility to notify us so that it may be assessed by us and, should a problem be found, a solution scheduled for fixing.

### **Regular review**

It's important to emphasise that your organisation needs to agree to a frequency of how often the website is checked for compliance and set that in your accessibility statement.

## **Delivering on Specification of Work**

Given the requirements, it is our recommendation that the site be built on our **custom built**

**WCAG 2.2AA compliant Wordpress framework designed specifically for councils.** It is the world's most popular website platform and allows you to have full control over the site's pages and content in the most efficient way.

The website system is **natively search engine friendly** and **well supported**. We ensure that the Core Wordpress framework and its plugins are kept up to date to ensure full functionality is maintained.

We also recommend a multiple layer of admin user permission controls so that you can have multiple administrators of the content but provide publishing, content and member control to only those you wish.

## **Our proposal includes:**

Project scheduling and planning

Technical analysis of your existing set-up to ensure continuation of services ✓ Development of the website from your choice of our preconfigured design templates ✓ Review and compliance testing ✓ Content migration (optional) ✓ Analytics integration (optional)

Website training and access to Learning Centre. In person training available at extra cost

Pre-live WCAG compliance check and report ✓ Ongoing support and website hosting

Domain registration & management

Additionally, the following "behind the scenes" features will be built into the website:

High speed page loading ✓ Anti-spam features on contact forms

WCAG2.2AA, W3C & GDPR best practice guidance for the website framework

## **Support**

We ensure that all sites are tested thoroughly prior to launch and Wordpress and plugin updates are handled by us as part of the package. Nonetheless, we recommend an additional support package be put in place to help you manage the website after it is set live. Support package options available on the 'costs' page in this document.

## **Content Management Software: WordPress**

WordPress is open source content management software and currently powers around 30% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customisable websites to modern standards and observes web development best practices.

Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project. WooCommerce is an eCommerce engine and extension that integrates with the WordPress CMS.

## SUPPLIER C

### Project Stages

Our company believes in 'function first', and so we provide systems that will function effectively to achieve your objectives and reduce your staff management time.

To ensure that we have a full understanding of your requirements, we start with a project Kick Off meeting, and then progress through the following stages whilst also having regular contact throughout the process.

### Phase 1 - Kick Off Meeting

This meeting is the start of the website building process. We will check your feature requests and our back-end development team will set up your website.

If you chose a custom design (rather than one of our pre-created designs) then our front-end team will discuss your requirements and any themes / styles that you are particularly attracted to.

In this meeting we will also provide you with a 'shell site' and Content Management System training so that you can start to add your website content.

### Phase 2 - Initial Build and Content Population

We will create a 'shell site' so that you can edit the website content whilst it is not yet public. This will enable you to start populating the site as soon as possible and determine preferred site layout and content structure. This phase is a great chance to review content for accuracy, tone and relevance as well as to consider processes that might be improved by the use of online methods.

During this process your allocated Project Manager will also provide advice on how to structure the content effectively for mobile viewing, as all of our websites are built to be responsive and work on mobile and tablet devices effectively.

### Phase 3 - Content Management System (CMS)

Bespoke CMS designed for building media-rich websites with large numbers of users. Content editing can be devolved to teams of registered users, with the ability to allocate editing rights for all or part of the site.

A set of easy-to-use integrated content management tools allow nominated editors to maintain and update site pages, as well as adding new pages and sections. A draft version of each amended page is maintained during the editing process, allowing you to spread an editing session over more than one day and to preview new or amended content before publication.

Content editors' permissions may be configured to require that their changes are reviewed and approved by administrators before publication, or they may be permitted to self-approve.

Editing text content is simple, with a rich text editor which features a range of formatting options and a spell checker, as well as pre-formatted heading styles. You will also be able to add online forms, news items, events, documents, pictures, video and audio content to pages quickly and easily. Style sheets will be used throughout to maintain a consistent look and feel across the site.

Sites built with our CMS are inherently standards compliant. Your website will adhere to the latest HTML and CSS standards, comply with accessibility guidelines as well as meeting current 'best practice' for code design.

#### **Phase 4 - Design**

While the initial build and content population is underway, if you have chosen to have a bespoke design (instead of one of our template designs) then we will start creating a mockup for your review. This will take into account your initial brief and any branding requirements. We will mock up designs for a selection of pages for your review whilst utilising current best practice in web design, and will act on your feedback to refine the designs further before implementation. All our designs will be mobile responsive as standard.

We will utilise current best practice in web design and after presenting initial mockups, will act on your feedback to refine the design further before implementation. Although tweaks and refinements to your designs are included in our quote, if you decide on a different design direction or require more page examples we will quote for the additional time required to provide these.

Our experienced designers have worked with a variety of target markets, including the local authority sector, and so will be able to advise on the website design to suit the tone of voice and styling required to attract and involve your audience.

#### **Phase 5 – Website Features**

- Bespoke Content Management System
- Unlimited Support
- Document Management System
- A-Z Features
- Responsive Website
- Accessible
- Form Builder
- Calendars Newsfeed
- Noticeboard
- SSL Certificate
- Local Business / Social Club Directory
- Unlimited User / Admin Accounts
- Events Feed
- Image Slideshows
- Announcement Banner
- Document List Creator
- WCAG 2.2 Compliant designs
- Unlimited Pages
- HTML Feature for Custom Code
- Image Galleries
- Homepage Pop Ups

#### **Phase 6 – Search Engine Optimisation (SEO)**

The Content Management System (CMS) is designed to be optimised for search engines, by following recognised standards for code quality and structure and by complying with accessibility guidelines. This allows Google and other search engines to easily index content on the website and identify which elements are important when determining the content of the site and the relevance to present your website in search listings. We will also link your website to your Google Analytics account so you can track user engagement.

A major part of search engine optimisation, however, is the website content. As part of website training we will advise on best practice to support search engine optimisation.

#### **Phase 7 – Testing and Final Tweaks**

Once we have applied the design to the site and content has been populated (or is as near to complete as you feel appropriate) it's time to test. At this point it's great if you have some 'friendly' testers, perhaps colleagues or customers, who haven't yet seen the new site to provide feedback. Rest assured our team will also be testing the technical functionality across browsers, devices etc. to ensure the site is highly polished prior to launch.

### Phase 8 - Launch

If you already hold the domain (website address) that you wish to use for the website, you will need to login to your domain control panel and switch the DNS records to point to our server where the website will be hosted - we can help talk you through this if needed, or do it for you.

We will also ensure that your website is set up securely including installing a SSL certificate to put it on https. If you do not already hold the domain that you wish to use, we can look to purchase it for you.

### Phase 9 - Beyond

Our approach is to foster long-term relationships with our clients and we would hope to continue to work with you for years to come. In that time your requirements may change and new technology will emerge which you may wish to take advantage of.

We are not the sort of company who will charge for things 'because we can', we want people to enjoy our technology and use it to its full potential. If you decide that you want some new features, we can explore all options with you and are completely upfront and transparent about any possible costs.

### Costs

#### Year 1:

Setup Fee - £600 + VAT

Domain Management: £75 per annum + VAT

Hosting + Support - £1,000 per annum + VAT (dependent on precept size)

**Total: Y1 – Setup, Domain Management, Hosting + Support - £1,675 + VAT**

**Total: Y2 – Domain Management, Hosting + Support - £1,000 + VAT (depending on precept)**

**Awaiting information on the Y2 hosting and support value if our precept increases.**

#### Optional:

Mobile App - £225 per annum + VAT

Automatic Posting to Facebook - £50 per annum + VAT

Appointments – Bookings for rooms with a simple tie slot appt tool: £50 per annum + VAT

Accessibility Tool – Additional visible options for users - £30 per annum + VAT

Cemetery Lite – Record Management for cemetery burials and plots - £100 per annum + VAT

## **STOTFOLD TOWN COUNCIL**

**COMMITTEE:** **COMMUNITY ENGAGEMENT**

**DATE:** **15 JANUARY 2025**

**OFFICER RESPONSIBLE:** **SIAN VAN DER MERWE**  
**DEMOCRATIC SERVICES MANAGER**

**SUBJECT:** **COUNCILLOR BRANDED UNIFORM**

### **1. SUMMARY**

- 1.1 STC branded clothing is currently worn by staff. A request was received from a Councillor to be able to purchase a fleece with the Stotfold Town Council Logo.

### **2. RECOMMENDATION**

- 2.1 Members are asked to:

- a) Consider if they believe Town Councillors should have branded STC clothing.

If minded to approve:

- b) Review the type of clothing to be purchased and the quotes below and let the Town Clerk know if the clothing should be purchased.  
c) Councillors should agree the wearing of branded clothing at STC sanctioned events only.  
d) Councillors should agree to surrendering this branded clothing when stepping down from the Town Council.

### **3. BACKGROUND**

- 3.1 Staff at the Town Council currently have zipper fleeces branded with a large STC logo on the back, with a smaller logo on the front left panel (product Uneek UX05). Most of the fleeces are in navy blue, but three fleeces were ordered in grey.
- 3.2 The branded clothing, where supplied to staff, is an important element of the Council's corporate image, and is worn during working hours or at STC sanctioned events.
- 3.3 If Councillors approve the request, the Town Clerk has stated Councillors should have a different colour so as not to be confused with staff members.
- 3.4 The wearing of STC branded clothing would help to identify Councillors as being affiliated with STC.
- 3.5 The clothing items set out in the quotes below are not deemed to be health and safety related clothing items. If Councillors approve the concept of a branded clothing item for Councillors, a selection should be made of the product/s quoted for below.




















### **4. FINANCIAL**




- 4.1 A quote from the Town Council's approved local supplier is attached below for a variety of garments that may be of interest to the Councillors.
- 4.2 The cost of purchasing the item/s would come from the Community Engagement budget.





## 5. IMPLICATIONS

<b>Strategic Plan:</b>	N/A
<b>Risk Management:</b>	Inappropriate use of the branded clothing at unsanctioned times
<b>Legals:</b>	The Town Council to purchase the products to ensure quality and monitor use of the logo on approved products only.
<b>Resources/Stakeholders:</b>	Approved uniform supplier
<b>Contracts/Financials:</b>	Approved uniform supplier
<b>Crime &amp; Disorder:</b>	Low
<b>Equalities:</b>	N/A
<b>Biodiversity:</b>	N/A

Type	Photo	Price – Product + 1 logo	Price – second logo	Colours available
UC101 Polo Shirt		£9.99	N/A	<div> <div> Bottle Green</div> <div> Black</div> <div> Charcoal</div> <div> French Navy</div> <div> Heather Grey</div> <div> Kelly Green</div> <div> Maroon</div> <div> Navy</div> <div> Orange</div> <div> Red</div> <div> Royal</div> <div> Sky</div> <div> Sapphire Blue</div> <div> White</div> <div> Yellow</div> <div> Hot Pink</div> <div> Purple</div> </div>
BC015 Baseball Cap		£9.99 (logo + wording)	N/A	

Type	Photo	Price – Product + 1 logo	Price – second logo	Colours available
RG154 Softshell Body Warmer - sleeveless		£26.00 (front logo)	£12.00 (back logo)	
S414 body warmer padded		£23.00 (front logo)	£12.00 (back logo)	GREEN,NAVY, BLACK AND ROYAL

Type	Photo	Price – Product + 1 logo	Price – second logo	Colours available
UX05 Fleece		£25.00 (back logo)	£5.00 (front logo)	<div>  Bottle Green  Black  Charcoal </div> <div>  Navy  Royal </div>
UC604 Fleece		£19.99 (front logo)	£12.00 (back logo)	<div>  Bottle Green  Black  Charcoal </div> <div>  Maroon  Navy  Red </div> <div>  Royal </div>

To receive this Committee's Work Programme.

**8. ITEMS FOR INFORMATION PURPOSES, RELEVANT TO THIS COMMITTEE ONLY**

**9. DATE OF NEXT MEETING**

Wednesday 19 March 2025.

**COMMUNITY ENAGEMENT COMMITTEE - WORK PROGRAMME 2024-25**

Meeting Date	Agenda Item	Description	Responsible Officer
15/01/2025	Resident's Survey - Clerk's Report	To receive an update report on the Resident's Survey.	Community Engagement Officer
	Programme of Community Engagement Events	VE Day, Cinema quotations, Easter children's event, Halloween event, Augmented Reality Spring trail.	Community Engagement Officer
	Older Person's Engagement Programme - Clerk's Report	To receive a report regarding a proposal for an older person's engagement opportunity.	Community Engagement Officer
	Lego League - Clerk's Report	To receive an updated report regarding the Town Council's support of schools to enter the Lego League.	Community Engagement Officer
	New website proposal	To consider quotations for the new website.	Democratic Services Manager
	Councillor Branded Clothing	To consider a request for Councillor branded clothing for events.	Democratic Services Manager

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