



## **Camborne Town Council**

Specification to create an updated, and improved version of the current Camborne Town Council Website

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### **1. General Principles**

#### **1.1 Introduction**

This specification sets out the work required to create an updated, and improved version of the current Camborne Town Council Website [www.camorne-tc.gov.uk](http://www.camorne-tc.gov.uk) and to provide ongoing technical services and support to Camborne Town Council staff and suppliers who routinely manage the site content and structure. It represents the minimum technical requirements of the Contractor in terms of outputs and performance. It is not intended to be restrictive in terms of innovation or flair.

The ultimate aim is to deliver the updated website quickly and efficiently and ensure it provides practical and legally required information and effectively to a wide range of user types within the Council's environs and beyond and to contribute to the positive promotion of Camborne nationally and internationally.

A design scheme has been agreed, this project includes creating a custom theme for Drupal CMS based on this scheme, migrating existing content, adding new content, providing training and support in its use and delivering robust hosting and updating services.

Materials and resources supplied:

- A theme visualisation has been prepared for Camborne Town Council that reflects the generality of styling and is contained in document: [cambornewebsitevisual.pdf](#), available on request from [cambornetc@cornwall.gov.uk](mailto:cambornetc@cornwall.gov.uk).
- The existent website site is Drupal 7.x and a dataset of the existent site will be provided including all site data and files.
- Text, graphics and files to create the site will be either taken from the existing site where present or provided by Camborne Town Council where new.



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The specification covers:

- The key policy and other generic requirements;
- The statutory and mandatory compliance issues;
- The management and administrative arrangements;

The Contractor shall note that the contract between Camborne Town Council and the Contractor will, in its final negotiated form, oblige the Contractor to provide services in accordance with this Specification, except where changes are mutually agreed.

### 1.2 Camborne Town Council – Communications Strategy

The website forms part of the Council's ongoing commitment to clear, effective, practical, clear, cost-effective communication with its residents and visitors.

All submissions should be of sufficient detail, with regard to a breakdown of tasks and costs, to enable a fair and considered comparison of all tenders received. Particular emphasis should be given to timeframes with regard to the period required, on award of contract, to create and activate the website.

**The invitation to quote will close at 1700 on Thursday 28<sup>th</sup> June** by which time bidders will need to submit their Best and Final Offer for review by the Town Council, with the intention being that all bidders are informed of the decision on Friday 12<sup>th</sup> July 2018. Submissions can be made in hard copy or electronic format with all information kept Confidential until the time of the assessment and marking by the designated Council Member(s) and Officer.



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### **Quality and Performance**

Camborne Town Council is looking for a Contractor who is committed to quality and performance. Camborne Town Council will work closely with the Contractor to ensure that a quality ethos underpins the services provided.

The emphasis shall be placed on the Contractor implementing their own quality monitoring system; the performance standards set out in this specification shall contribute to the overall measurement of performance.

#### **1.3 Personnel attributes**

The Contractor shall ensure that all staff delivering these services have the necessary qualifications, licences, permits, skills and experience to discharge their responsibilities effectively, safely and in conformance with law and Camborne Town Council policies and procedures. The Contractor shall ensure that all members of staff receive the instruction, training and supervision necessary to properly carry out work to safe and legal standards.

#### **1.4 Responsiveness and flexibility**

This contract calls for a level of flexibility and responsiveness from the Contractor. Camborne Town Council expects that the Contractor's management and staff will be attentive and that resources will be found to maintain service standards during times of staff shortage.

Although this specification identifies the services and the standards required; Camborne Town Council views this as the base on which to build a partnership working together to achieve the best quality outcomes that finances will allow.



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### **2. Statutory and Mandatory Compliance**

#### **2.1 Relevant Law**

The Contractor shall deliver all the services defined in this Specification in compliance with relevant law. Relevant law means any applicable law, statute, proclamation, bye-law, directive, decision, regulation, rule, order, notice, rule of court, or delegated or subordinate legislation and any applicable request or requirement.

#### **2.2 Camborne Town Council Policies and Procedures**

The Contractor shall deliver all services defined in this specification in compliance with Camborne Town Council's policies, procedures and agreed Service Level Agreement.

For website text content and procedures that consists of statements of legal compliance (including but not limited to: The Data Protection Act 1998, The Privacy and Electronic Communications Regulations, Privacy Policy, Disclaimer, Terms & Conditions, EU Anti-Spam Laws, General Data Protection Regulations) all such text will be provided by Camborne Town Council.

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### 3. Service Requirements

Item No.	Item	Requirement	Description of Requirement	Performance Standards
3.1.1	Clone existent site	Create a copy of existent site.	Using supplied SQL data and files, create offline version of live site for development purposes, client proofing.	<ul style="list-style-type: none"> <li>Reasoned recommendations.</li> <li>Confirm the clone site as identical in content.</li> </ul>
3.1.2	Drupal Update	Update Drupal CMS from present version (7.x) to most current 8.x using a compatible intermediate non-proprietary theme if needed.	Adjust where necessary to achieve a working site with all existent content and functionality running under the latest Drupal 8.x	<ul style="list-style-type: none"> <li>Reasoned recommendations.</li> <li>Performing task analysis and task management where needed</li> </ul>
3.1.3	Create Custom Drupal Theme	Using supplied design visuals and liaising with CTC and their designers, create the custom	<ul style="list-style-type: none"> <li>Create a complete set of Responsive Drupal Theme files consisting of template .tpl.php and .css files for:</li> <li>Homepage; General (default) Page</li> </ul>	<ul style="list-style-type: none"> <li>Reasoned recommendations.</li> <li>Performing task analysis and task management</li> </ul>

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Item No.	Item	Requirement	Description of Requirement	Performance Standards
		software code to deliver the necessary new Drupal theme and template files to achieve delivery of all the existent website content into the new theme.	<ul style="list-style-type: none"> <li>• Special pages for:</li> <li>• Council News; Calendar,</li> <li>• Use placeholder images and text to represent new content.</li> <li>• Create navigation menu hierarchy and taxonomy modification to CTC agreement.</li> <li>• Search Engine Optimisation of site content.</li> </ul>	<p style="text-align: center;">where needed</p> <ul style="list-style-type: none"> <li>• Referring to the existing site confirm completion and correctness of all content.</li> </ul>
3.1.4	Load Template	Load new custom template with actual content.	<ul style="list-style-type: none"> <li>• Add special new text and images created and supplied by CTC for new homepage and section pages.</li> <li>• Add all site content that has changed since the 'site snapshot clone' taken at project start.</li> <li>• Add necessary third party modules</li> </ul>	Confirm that both old and new sites are synchronised and show same content (councillors, meetings, documents, resources).

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Item No.	Item	Requirement	Description of Requirement	Performance Standards
			including: Google Analytics, social modules for CTC Facebook and Twitter accounts.	
3.1.5	Support Documentation	Provide documentation and training for Camborne Town Council staff and their authorised contractors in the use of content management of the website system.	Provide documentation and training so that routine additions and amendments can be made by CTC staff.	<ul style="list-style-type: none"> <li>• Reasoned recommendations.</li> <li>• Simple</li> <li>• Cover all principal content management tasks.</li> </ul>
3.1.6	Hosting	Providing robust internet hosting of the website system.	<ul style="list-style-type: none"> <li>• FTP/SQL/PHP specification to match or exceed requirements of Drupal 8.x</li> <li>• Panel online Linux-based web hosting control panel and associated modules.</li> </ul>	<ul style="list-style-type: none"> <li>• Server performance</li> <li>• Adequate bandwidth</li> <li>• Secure connection</li> <li>• Stable</li> </ul>

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Item No.	Item	Requirement	Description of Requirement	Performance Standards
			<ul style="list-style-type: none"> <li>Secure socket layers certification.</li> <li>Regular full backups of database and files.</li> </ul>	<ul style="list-style-type: none"> <li>Speed</li> <li>Reliability</li> <li>Including rapid restore from backup in the event of a failure of the site system due to a content error.</li> <li>Backline support services on demand.</li> </ul>
3.1.7	Frontline Support	Providing on-demand support on use of the Drupal CMS and theme through normal working hours,	<ul style="list-style-type: none"> <li>Including:</li> <li>Response to email support request;</li> <li>telephone support or call-back response service.</li> </ul>	<ul style="list-style-type: none"> <li>Reasoned recommendations.</li> <li>Speed of response</li> <li>Timetable met</li> <li>Contactable during business hours by telephone and email</li> </ul>



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Item No.	Item	Requirement	Description of Requirement	Performance Standards
3.1.8	Specialist Support	Specialist PHP and other coding support	Specialist coding support for adding and managing additional system components and modules where this falls outside the Drupal CMS.	<ul style="list-style-type: none"> <li>• Speed of response</li> <li>• Timetable met</li> </ul>
3.1.9	Site Monitoring and updating	Regular monitoring of the site and undertaking routine security patches and other updates.	<ul style="list-style-type: none"> <li>• Covering all of the systems under the CMS including Drupal and all installed third party components.</li> <li>• Providing annual reports on traffic analysis.</li> <li>• Managing restore from backup on demand if required.</li> </ul>	<ul style="list-style-type: none"> <li>• Reasoned recommendations.</li> <li>• Stable</li> <li>• Secure</li> </ul>
3.1.10	Management Information	Provide management information for Camborne Town Council	The Contractor shall provide Camborne Town Council with management information.	<ul style="list-style-type: none"> <li>• Information to be available when required by Camborne Town Council</li> <li>• Information in support of any invoices</li> </ul>

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Item No.	Item	Requirement	Description of Requirement	Performance Standards
				<ul style="list-style-type: none"> <li>Ad hoc reports within timescale agreed with Camborne Town Council</li> </ul>
3.1.11	Personnel Management	Management of staff	<ul style="list-style-type: none"> <li>The Contractor shall manage all staff in accordance with best employment practice</li> <li>The Contractor shall be mindful of the Camborne Town Council personnel policies to ensure that approaches to personnel management are consistent</li> </ul>	Adoption of best practice personnel and health & safety management
3.1.12	Training	Provide training to all staff	The Contractor shall ensure that staff are trained in accordance with the requirement of the job they are performing.	Staff trained in accordance with the job they are undertaking