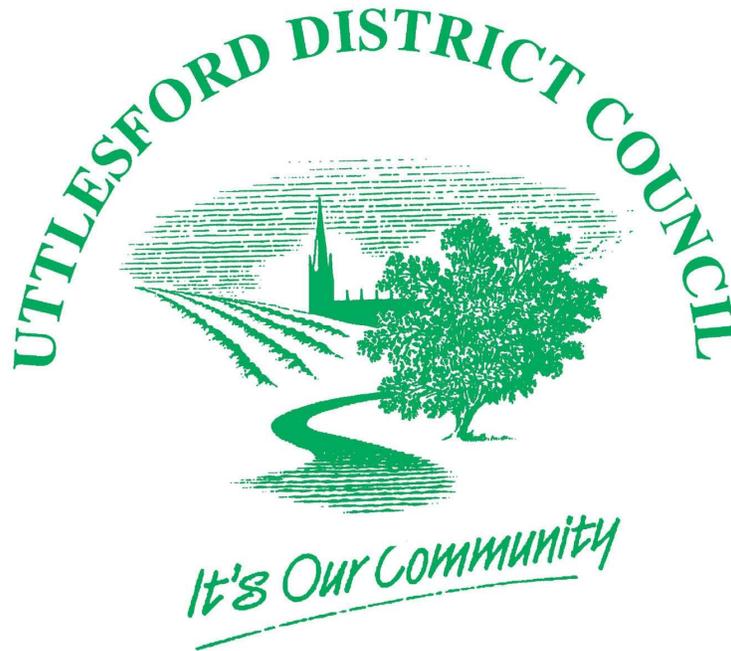


**Agenda
Item**

4



Website Development

Report on the Proposals for website Re-Design

**Michael Frost
Website Development Officer**

1. Introduction

Update

The website development project has now reached decision making time. A list of main objectives was created after consultation with public, staff and members and this list was then discussed during meetings with four web solution companies (Adepteq, VerseOne, Web-Labs and Reading Room).

The priority of the meetings was to find out if the companies could meet all of the initial main objectives and also to get a feel for their enthusiasm in taking on the project.

The next step was then to create a full specification (Appendix 1) and invite the companies to make their proposal. Three out of the four companies have responded with proposals for becoming the supplier in this development. The fourth company Reading Room were unable to meet the requirements listed in the specification. The response from Reading Room made it clear that due to the fact all their work is bespoke and tailored to meet the needs of the customer it would be impossible to meet Uttlesford's requirements within the budget. The remaining three proposals from Web-Labs, Adepteq and VerseOne will be compared in depth before making a decision on which company to select as our supplier.

This report

The main priority of this progress report is to show you what each company is offering and to outline the pros and cons of each proposal.

At this stage no designs have been submitted by companies and this report concentrates solely on the technical specifications that are required to make the website accessible and transactional.

2. Project Progress

The project is now at the stage where a decision needs to be made on one of the three proposals. This will decision will be made by the **9th November**.

Once the decision has been made a Project Development Plan Workshop will be set up by me and the chosen supplier.

The workshop will be used to discuss design ideas, colour schemes and functions. From here some initial designs will be created.

During the last IT Working Group meeting Councillors were keen to have involvement in the design process concentrating on achieving a website that sets the right tone for Uttlesford District Council. All initial designs will be sent to councillors for their thoughts and opinions.

Once a design has been agreed the implementation of the website can begin to take place. The start point and end point of this depends on how long it takes to get the perfect design.

The project was originally scheduled for completion at the end of November, but due to enhancements to servers in the I.T. section the deadline has now been moved to end of January 2008.

This extended deadline will give the supplier more time to concentrate on creating the website that we require and will also mean that the final product will be on an improved server therefore creating a better platform for the website to run on.

3. Proposals

This section of the report summarises the proposals received from Adepteq, VerseOne and Web-Labs. The three companies chosen all come from different backgrounds and whilst delivering a solution to meet our needs each company has its own approach.

All of the companies have experience in Public Sector website development whether it is with local councils, housing associations or governing bodies.



Adepteq are the company that currently supply the existing website solution and also the company who carried out the visual re-skin in February 2007. They have vast experience in Public Sector web design and have recently carried out website solutions for:

- Society of IT Management (SOCITM)
- Local Government Association (LGA)
- Avon Fire & Rescue
- Milton Keynes Council

The proposal from Adepteq differs from the other two as it concentrates on developing the existing system rather than implementing a whole new content management system.

After meeting with Adepteq and discussing the main objectives they have offered a solution that is below budget and meets the specification required.

“Adepteq’s proposed solution is to further develop upon the existing CMS platform to minimise the trade-off in requested functionality while trying to meet the budget available for the development of the project. Upgrading the existing system will negate the need to purchase any further licenses and reduce the internal costs of moving to a new system by allowing content manager’s existing knowledge and skills to be expanded upon rather than having to be retrained, all of the existing content will be migrated to the new system by Adepteq and all of the CMS and website requirements will be fulfilled.

Existing features will be improved upon and new features templates and edit console extensions will be developed to enhance the usability, practicality and user experience both from a content manager and visitor perspective while streamlining the authoring process.”

(Adepteq Solution Overview)

As we have already paid for the license to use Microsoft Content Management Server there will be no additional cost for this so the running costs would be relatively cheap, however unlike the other solutions we would be required to keep our existing online forms package, which was an area we looked at with regards to potential savings. This is something that needs to be discussed.



Innovating Business Applications

VerseOne are a company that are looking to break into the Local Councils market. Currently they have experience in creating websites for Housing Associations and have recently won the Tender to supply Canterbury City Council with a new website solution.

VerseOne are keen to set up a partnership with us and showcase our website to enable them to enhance their reputation as a provider of quality web design within the Local Government sector.

The proposal meets the requirements of the full specification and includes a new content management system for the website to work from. They have also offered a considerable discount as they see us as a long term partner with which to develop their own software as technology advances.

“VerseOne can offer Uttlesford District Council a single supplier relationship which will deliver an end to end solution which includes:

- *Web accessible design consultation*
- *A Leading Content Management solution for the Website (Unlimited User License)*
- *A wealth of experience in delivering dynamic websites*
- *If requested, Web Accessibility User Testing (by The Shaw Trust!)*

VerseOne will be offering an end to end solution, from design to CMS through to Web accessibility testing which will deliver Uttlesford District Council with a Web Accessible website and a report which complies with the DED (Disability Equality Duty)

In partnering with VerseOne and using Spearhead CMS, Uttlesford District Council can reduce development and support costs, ensure effective communication, knowledge sharing and simplified access to business content.”

VerseOne’s proposal shows great enthusiasm to work with us. As part of the solution they offer an online forms creator which would mean we could make a possible saving of around £3000 a year by removing the old forms software. They also include the first years support and maintenance (£3000) in the proposal.



Web-Labs are a company with vast experience in designing websites for Local Government Authorities. They currently have over eighty clients in the Public Sector including:

- Driving Standards Agency
- Newcastle Borough Council
- London Borough of Lambeth
- Preston City Council
- Reading Borough
- Plus many more

As a company Web-Labs are looking to establish a reference customer in Essex that they can work with as a Development Partner. This will mean savings on future products and services.

The Web-Labs proposal offers huge discounts totalling around £67,000 and will offer an advanced search engine (£20,000) and an online forms solution (£20,000) free of charge as well as discounts on various other requested items e.g. job vacancies, events application, online newsletter, FAQ's.

The support and maintenance costs are not included with the Web-Labs solution and cost around £5000 a year. A saving of around £3000 can be made by removal of the old online forms software.

1. Uttlesford District Council wishes to enhance their web site to provide a far better experience and on-line services to the visitor.

Web Labs have developed such web sites for Local Government customers and this has been underlined by great increases in web site traffic and public acclaim.

2. Web Labs are keen to acquire a successful customer reference site and development partner in Essex and besides being totally committed to the project have offered a massive **£67,000** discount on the list price of their software and services to Uttlesford District Council.

Uttlesford District Council benefit from a BEST VALUE offering for software and services, plus a substantial reduction in yearly support cost and the commitment of an experienced team.

The proposal offered by Web-Labs is an extremely attractive one. The main issue with this would be the running costs, however as a development partner we will receive support for various applications at a fixed price so any applications we may need in the future will be supported by the original support and maintenance agreement, and therefore we could potentially make huge savings.

The other issue with the proposal is a £1000 installation cost if we were to use the Content Management System for the Intranet (which was the original plan). However the overall savings on running cost would far outweigh the cost of installation.

4. Proposal Costs

The cost of each proposal can be seen below:



Pricing Schedule

The prices allocated are based on a reduced rate of £600/day as Uttlesford District Council are regarded as one of Adepteq's preferred customers. Adepteq's usual daily rate is £800/day.

Phase	Description	Effort (days)	Total (excl VAT)
1	Design	5	£3,000
2	Development	22	£12,000
3	Testing, Installation and deployment	4	£2,400
4	Training	2	£2,400
		Total	£19,800

Additional Costs

Additional development days can be purchased for any change requests at a rate of £600/day. Optionally we can arrange a monthly visit from one of our developers or a .Net consultant at a further reduced rate of £500/day.

Maintenance & Support

Following the delivery of the solution, there will be a thirty day period, where Uttlesford District Council will be able to report and have issues resolved free of charge. After this period, we can arrange a support agreement, arrange additional days when needed or provide a support agreement which includes a monthly visit by one of our consultants. We are very flexible in our approach to support and will tailor our service offering to match your individual requirements.

Additional Information

From our discussions we understand that you will be providing hardware via existing agreements that you have in place, however, we would welcome the opportunity to discuss the architecture and configuration of the deployment platform as this can significantly affect both performance and the robustness of the solution.

In addition to the provision of implementation services, we would welcome the opportunity to present our managed service and infrastructure capabilities. Please feel free to contact us to discuss this further at a suitable time.

Description	Total (excl VAT)
Annual support	£6,000

Description	Total (excl VAT)
Monthly hosting (optional)	£500

Description:	Proposed cost to Uttlesford District Council:
<p>Spearhead Content Management License for Website including:</p> <ul style="list-style-type: none"> • Core Spearhead Content Management Module • Email Marketing License (up the profile of Uttlesford District Council and improve communication) • Discussion Forum • Form Creator (Unlimited on line forms) • Document Management • Search Facility • Interconnectivity – creating links to other websites from Uttlesford District Council • Polling & Stats <p>Unlimited users!</p>	£10,000
Web accessible design and guidance.	£1,500
Spearhead Application Support and Maintenance	£3,000
Web Accessibility User Testing	TBC
PDW (Project Definition Workshop).	£1,000
Implementation of Spearhead including assistance with content migration.	£3,500
Training (Train the trainer)	£1,000
Total	£20,000

This pricing above shows the offer that VerseOne Technologies are proposing to Uttlesford District Council. The following price is based on a partnership relationship and will be saving Uttlesford District Council a total of: **£13,500** off the list price. This clearly shows that VerseOne is committed to a working relationship with Uttlesford District Council and looks forward to the prospect of working with Michael and his team at Uttlesford District Council. The prices shown above do not include VAT.



Content Management System (Enterprise License)	£20,000
E-Alerts	included
Newsletters	included
On-Line Polls	included
Job Vacancies	included
Site statistics	included
Audit trail	included
Accessibility Checker	included
Asset Manager	included
Installation/Acceptance Testing/Training	included
News Desk	£1,000
Enterprise Electronic Forms <i>(includes the e-Forms developed by our Local Government Customers)</i>	£20,000
Advanced Search Engine	£12,000
TaxonomyMaster auto-classification of content and assets to IPSV2	£8,000
FAQ's- database and publication	£ 2,000
Events application module	£ 4,000
Forums application module	£ 2,000
SUB TOTAL	£67.000
Web Site Design to 'AAA Accessibility	£ 5,000
Web Site Integration	£ 8,000
Web Site Installation	£ 1,000
Project Management	£ 6,000
Links to third party systems already operational with the web site	included
SUB TOTAL	£20,000

Total for phase one	£87,000
DISCOUNT PHASE ONE	£67,000
Uttlesford District Council to pay	£20,000

All prices exclusive of VAT

Annual Support/maintenance and software upgrades 20%	£5,000
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Uttlesford District Council have the option to fix this Annual Support Cost for 5 years

Guarantee: all software is supplied with 12 months guarantee

NB: The CMS and e-Forms are Enterprise licenses and can be used on other web sites or intranet without further licence cost, but may incur an installation charge of £1,000 for subsequent use.

5. Conclusion

This report shows that all three of the proposals offer a different but appealing option. One with huge savings on the initial cost (Web-Labs), one with savings on running costs (VerseOne) and one with a cheaper initial cost and the advantage of having worked with the existing council website (Adepteq).

I will be looking at each proposal in depth making sure the decision made is the right one, in terms of both cost effectiveness and overall solution.

As stated in the progress section I have set a deadline of **November 9th** to decide which the best option is.

I will be seeking information from I.T. on the various technical specifications that have been included in the proposals and also discussing the issues with running costs with my manager Richard Auty (Head of Community Engagement)

Should you wish to see any of the proposals in depth then I have copies available and can be contacted at mfrost@uttlesford.gov.uk

Appendix 1: Full Specification

Server, Support and Security	
Availability during upgrades	Most routine systems maintenance operations, including upgrades, must be able to be carried out with as little disrupting to users/visitors as possible.
Anti-virus integration	The system must integrate with or incorporate anti-virus software to protect against viruses being uploaded in content.
Backup and recovery	Frequency of backups and how easy would it be to recover the site(s) if there was a serious problem.
Hosting	The ability to host the content management system and website in house on our own servers. This will be installed by the supplier.
Multiple sites	The council has various micro sites with their own domain name, therefore the ability to house multiple domain names with in the system. The micro-sites must have the ability to use the templates provided for the main website.
Maintenance and enhancement	The supplier must meet the following requirements: a) Regular product maintenance, development and enhancement. b) Provision of comprehensive advance information and training on new and changed features appearing in upgrades. c) Automatic notification of patches and fixes. d) Advance product lifecycle warning notices, e.g. withdrawal of support for a particular version.
Security	There must be different levels of security for users i.e. administrator, content editor. Usernames and passwords to allow secure login.
Support during working hours	Help desk support must be available during normal UK working hours (9-5).

Content Management System	
Cross browser compatible.	The content management system must work in all the major browsers.
Work on in house servers	The CMS must work on our in house server and publishing content to our dedicated web servers.
Roles	The CMS must allow for dedicated roles, administrator, author, editor etc.
Document management	The CMS must give the users the ability to manage documents in different service specific categories. The CMS must have the ability to publish the documents to the relevant section of the website. E.g. Documents stored in Leisure should

	automatically be published to the leisure section of the website under a heading Related Documents or something similar.
Link checker	The system must provide a link checker that can validate internal and external links and provide reports for links that are no longer valid. It must be possible to run link checks across: <ul style="list-style-type: none"> a) All content in the system b) An entire sites c) A specified area, such as a single page or directory
Copy and paste content	Content from MS Word can be copied into the CMS, removing all MS Word code, therefore creating clean standard code.
Rollback to earlier versions	It must be possible to roll back an object to an earlier version, effectively undoing all changes made since then.
Version control	The system must provide version control for all objects. At a minimum, a new version must be created when changes to an object are made live. It must not be necessary for authors to explicitly name each version.
Version deletions	Object deletions must be recorded as part of the version control system, allowing authors to view deleted objects at a later time.
Viewing of old versions	It must be possible to view any object as it was at a particular version. For pages, it must be possible to choose either a code or WYSIWYG view.
Comparing versions	It should be possible to see the changes made between two versions of an object. For text objects, the changes made to the text/source code should be highlighted by the system (e.g. a side by side view of two revisions, with additions, deletions and changes shown in different colours)
Forms	The ability to create secure online forms within the CMS.
Spell Check	Spell checker in CMS
Tables	Ability to maintain standard tabular data within the CMS.
Accessibility Check	Alert user of any accessibility issues with content before publishing live to the web.
Automatic accessibility checks	The system must automatically carry out W3C accessibility checks as part of the content development process. Authors must be informed of any problems that are found with their pages (e.g. missing image ALT tags)
Automatic validation	The system must automatically validate pages as part of the content development process. Authors must be informed of any problems that are found with their pages.
Future HTML/CSS standards support	The system must be able to validate content against new HTML/XML/CSS standards as they are released.

HTML/XHTML/CSS validation	The system must be able to ensure that published pages conform to the W3C HTML/XHTML/CSS specifications.
Standards-compliant pages	It must be possible to publish content that validates against the W3C HTML 4.01 and XHTML 1.0 standards. The system must not impose any constraints that prevent this.
Training	The supplier must be able to provide comprehensive initial training for all key role-holders within the system e.g. administrators, template designers, authors. (If applicable)
Friendly URLs	Pages within the system must have URLs comprised of "directory names" and page names. e.g. http://www.uttlesford.gov.uk/planning Authors (or administrators, as appropriate) must have full control over these URLs.

Website	
Fluid 3 Column Design	Fluid design that fits all resolutions from 800x600 upwards
AA Standard	Website has to be at least AA standard
Browser support	The website must work in all major browsers
Screen Reader Compatible	Website must be compatible with screen reader technology.
Browsealoud	The website needs to work with browsealoud software
Text Size	The ability to increase and decrease text size. A text re-size button needs to be visible on the website.
Contrast versions	Various style sheets for different website contrasts. i.e. Yellow on Black Black on Yellow Black on White Black on pale cream Black on pale pink Black on pale blue This option needs to be visible from the homepage.
Print Version	A print-friendly strand of content display must be available, which includes basic graphics but removes navigation bars and related graphics to provide a more efficient way of collecting hard copy from the site.
Shortcut Keys	Government standard shortcut keys to navigate around areas of website.
Skip Navigation	Ability to skip to content on website page.
Breadcrumbs	Viewable breadcrumbs for user to track back through website pages
Quick Links	Ability to populate an area of quick links on the homepage that lets users go to popular areas of the website.

Internal Search Engine	A search engine dedicated to the Uttlesford Website.
Pay Online	A drop down list on the home page allowing users to go straight to payments engine.
Events Calendar	An online events calendar that can be managed and updated to show latest events. A small viewable calendar to be present on the home page highlighting dates when events take place.
Local weather	A link to local weather. If the weather cannot be viewed directly from the homepage a visual button must be present to local weather.
Travel Information	A link to local travel information. A visual button must be present to local weather.
Blogs	A weblog system to allow council members to sign in and update their own blog, allowing comments. The system will need an approval process for any comments made. It should maintain the look and feel of the Uttlesford website.
News	A news Archive to keep track of all past news items. This needs to be service specific. i.e. News from Leisure moves to a Leisure news archive.
RSS	RSS feed for homepage news
Last Updated	A notification of the last time a page was updated to present at the foot of each page.
Search form on homepage linking to Community Portal	A search by postcode or street name form on home page linking to community portal.
Existing functions/applications	All existing applications to be styled to fit with new website design. These do not have to be fully integrated but linked to from website.
Comment on Service	User has option to fill out form and comment on a service at bottom of each page.
Discussion Forum	Discussion Forum for citizens
Sitemap	A automated and well structured sitemap for the whole website.
E-newsletters	The ability to create e-newsletters and manage a mailing list database that can send out news to members of the public.