

# Charlton Kings Parish Council

26 Church Street, Church Piece, Charlton Kings, Cheltenham, GL53 8AR

Clerk: Mrs J Noles Tel: 01242 250087 email: [clerk@charltonkingsparishcouncil.gov.uk](mailto:clerk@charltonkingsparishcouncil.gov.uk)

## **PARISH COUNCIL WEBSITE UPDATE – DETAILED BRIEF**

### **1. Summary**

Charlton Kings Parish Council (CKPC) has an existing website <https://www.charltonkingsparishcouncil.gov.uk/> which serves three main functions – publication of statutory documents and information; provision of information about CKPC projects and initiatives and as a repository and sharing facility for documents. The current website design is an “off-the-shelf” product, aimed at Parish Councils, and has a lot of excellent features but does not allow much flexibility in design or functionality. CKPC is an active Parish Council with an increasing number of projects and initiatives which we would like to be “centre stage” on our website and about which we would like to both communicate and engage with the local community more effectively.

### **2. About CKPC**

CKPC is a large Parish Council, based in Cheltenham in Gloucestershire. As stated above, we have an increasing emphasis on proactive projects for the benefit of the local community including:

- CK Health Connect (social prescribing project) “people; health; wellbeing”
- CK Futures (addressing the climate emergency) “people; climate; environment”
- Grange Field (community asset)
- Kings Hall (possible development of community building)
- Youth Work

Our CKPC “mission statement” can be summed up as follows:

- Connected to the community
- Supporting positive choices for community benefit
- Representing the community
- Enabling opportunities
- Building partnerships

### **3. Target audience and users**

Our target audience is:

- the residents of Charlton Kings Parish – approximately 12,500 individuals across the age spectrum;
- Parish Councillors and staff (in relation to document storage and sharing functions).

See: Map of the Parish at <https://www.charltonkingsparishcouncil.gov.uk/uploads/ck-parish-plan-heritage-and-conservation-2018.pdf> and demographic information from Inform Gloucestershire at

[https://inform.gloucestershire.gov.uk/media/2096668/localinsight-charlton-kings-cp-li\\_glou\\_e04004178-20200310133143939.pdf](https://inform.gloucestershire.gov.uk/media/2096668/localinsight-charlton-kings-cp-li_glou_e04004178-20200310133143939.pdf)

#### 4. Goals

The aim of our redesigned website would be to:

- Increase awareness of CKPC's role and projects through change in structure and design of the website
- Increase awareness of our online presence
- Improve the website as a source of information
- Increase the flexibility and design options available to us (eg widget-based approach etc)
- Retain our platform for document retention and sharing
- Retain facility where updates (text and structure eg adding pages etc) can easily be made by Parish Office staff with non-technical background
- User friendly and easy to navigate and invites the user to read more and look further than the headlines.
- Visually appealing
- Support our mission statement. This then saves repeating the 5 bullets started above.

Aspects of the current website that we like/don't like include:

- The document storage and sharing facility (documents that are not for public dissemination can be locked and only accessed by Councillors or groups of Councillors) works well. Changes to a document will be implemented to all instances of that document throughout the site. However the "search" facility for documents when they are being embedded is not very user-friendly.
- The editing system of the current website, although user-friendly for non-technical staff, is quite clunky and we cannot do fairly basic things such as embedding pictures in text or choosing different fonts/colours.
- The News posts, which go straight to our social media accounts, work well generally.
- We like the diary section for meetings and links to meeting documents

#### 5. Look and feel

As stated above, we want our projects to be "centre stage", together with our latest News, but still enable those who need or wish to access our statutory documents (eg annual accounting returns, minutes and agendas of meetings etc) to be able to do so easily. We have had an initial think about the structure of the website (**See Appendix 1a**). We like the idea of having a number of squares on the home-page relating to our different areas of work and including a picture and also a list of sub-pages relating to each area.

We have looked at some other websites and like the following:

- <https://www.gaptc.org.uk/>
- <https://cirencester.gov.uk/>
- <https://hawkwoodcollege.co.uk.>

#### 6. Technical features and requirements

- News feed with links to social media (similar to present)

- Diary section (similar to present)
- Interactive Map showing key assets in the Parish
- File sharing/"locked section" (similar to present)
- Discussion forum/submission of comments/contacts
- Online booking system for Parish Halls etc
- Storage of videos and other media
- Easy access to blogs, podcasts, videos
- Must be updatable in-house by Parish Office staff
- Google analytics or similar
- Existing content from current website to be migrated to new website

#### 7. **Rebranding**

We are also interested in exploring options for rebranding, which would allow us to review the existing templates for not only the new website, but to develop a 'style guide' for all soft and hard copy communications, so that there is a consistency and high visual recognition of the Parish Council across everything that we do.

#### 8. **Time-scale**

- Quotes to be submitted by **12.00 noon on Monday, 6<sup>th</sup> September 2021** by email to [clerk@charltonkingsparishcouncil.gov.uk](mailto:clerk@charltonkingsparishcouncil.gov.uk) or by hard copy to Mrs Joanna Noles, Clerk, Charlton Kings Parish Council, 26 Church Street, Charlton Kings, Cheltenham GL53 8AR.
- If you have any queries or questions prior to submission please contact the Mrs Joanna Noles on [clerk@charltonkingsparishcouncil.gov.uk](mailto:clerk@charltonkingsparishcouncil.gov.uk) or Mrs Helen Johnston on [officer@charltonkingsparishcouncil.gov.uk](mailto:officer@charltonkingsparishcouncil.gov.uk) on 01242 250087.
- Shortlisted contractors may be asked to make a presentation to our Communications and Community Engagement Working Group, by Webex or in person, on **Monday, 13<sup>th</sup> September (times to be confirmed)**
- Award of the contract will be made at our Full Council meeting on **27<sup>th</sup> September 2021**. All those who have submitted quotes will be notified within two weeks of the meeting.
- We would expect the final version of the new website to go live by January 2022

12<sup>th</sup> August 2021