



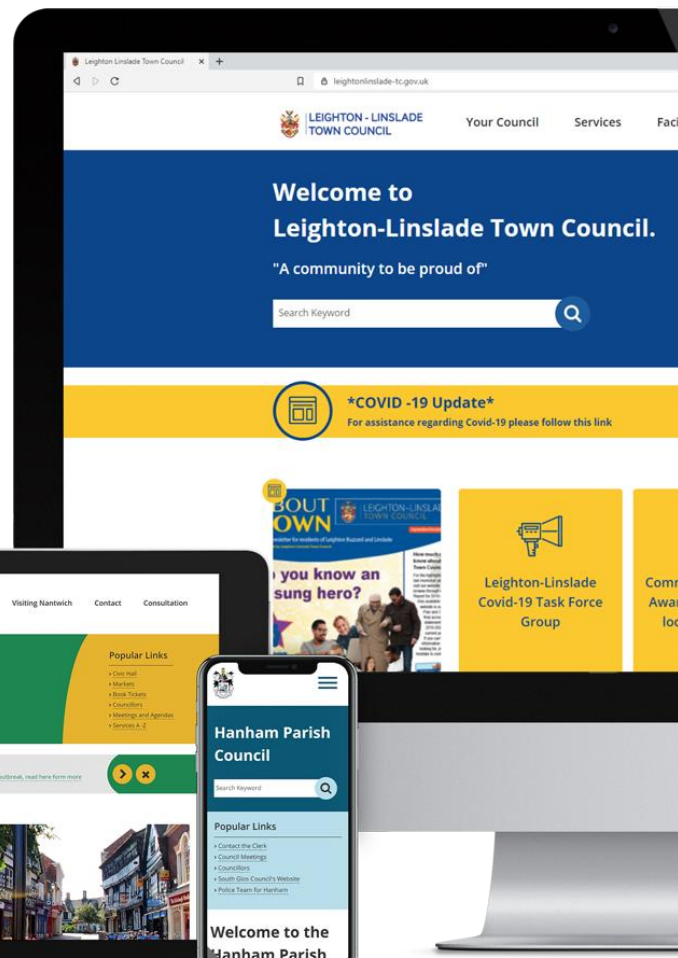
# New WCAG 2.1AA compliant website proposal

## Abertillery and Llanhilleth Community Council

Prepared by: Matt Willson, Director

Prepared for: Steve Edwards, Abertillery and Llanhilleth Community Council

Crown  
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20<sup>th</sup> June 2024

## Snapshot – Abertillery and Llanhilleth Community Council

You have asked us to prepare a proposal and quotation for the provision of a new, WCAG 2.1AA compliant accessible website for your council. Thank you. This document sets out an explanation of the legal requirements for compliance with accessibility regulations, how our system meets the requirements – both in terms of compliance as well as the features and functions of the website and then the costing and inclusions, which are on the next page.

### What you get with our service:

- ✓ A W3C & WCAG 2.1AA 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.
- ✓ 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: £999 + VAT
2. Annual SSL-protected hosting with up to 2GB file storage & 2 hours of support: £ Free for year one, 199 + VAT each year thereafter.
3. Transferring/Inputting and uploading of content (documents, words and pictures) to your new website: 1 year of essential content included free of charge (see "Content" on the next page for details). Additional years of content charged at £200 + VAT per historical year (pages, words, images & files).
4. Training on the system: free of charge, via our monthly group training sessions
5. Access to our support team & Website Learning Centre: free of charge, included in the hosting & support
6. Access to monthly drop-in WCAG Website Zoom training refresher sessions: free of charge,

**Total year one: £999 + VAT** excludes optional items as follows.

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

1. Domain registration and DNS management of .gov.uk £100 + VAT pa (when renewable)
2. Forms & poll module: £50 + VAT pa
3. Online Payments Module (Sum Up/Gov Pay/Stripe/Worldpay compatible): £500 + VAT
4. Event Tickets Module (Online Payments module also required to sell tickets): £250 + VAT
5. WCAG compliance website compliance and monitoring scan & reports: £299 + VAT pa
6. Extended support for 12 hours: £720 + VAT

### **Years 2 costs:**

1. Subscription to WCAG-compliant website platform, with up to 2GB file storage & 2 hours of support: £299 + VAT pa
2. Optional .gov.uk domain annual registration & management: £100 + VA pa

**= Total year two renewal: £299 + VAT (plus optional item renewals)**

## **Content**

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. We recommend having a rolling 2 years so that it spans a couple of precepts/budget years. We have provided a quote on a per year basis to give you the option of how much content is transferred.

**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 events.

### **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.

We will discuss with you the pages and documents that you require on your 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, 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.

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## Website Accessibility

Since the introduction of The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018 (to give its full title) came into force on 23 September 2018 you have identified your Council needs a new compliant website. The aim of the Regulation is to ensure public sector websites and mobile apps are accessible to all users, especially those with disabilities. This means that all new public sector websites will need to meet accessibility standards and publish an accessibility statement unless they are exempt. Those affected include:

- Central government and local government organisations (including city, town and parish councils)
- Some charities and other non-government organisations

The breadth of WCAG 2.1AA compliance in respect to a website covers many areas, some relate to how it is technically constructed, how the information is presented and the alternative options for users if they cannot access the website's information in a way that works for them. You can read a helpful article here: ['Website W3C & WCAG 2.1 accessibility compliance: What it means for councils & public sector websites and what you need to do'](#).

WCAG 2.1 has 3 ratings, A, AA & AAA. The following proposal outlines the provision of a WCAG 2.1 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 will raise to the requirement being WCAG2.2AA standard – which our platform already meets.

The Aubergine W3C & WCAG 2.1AA 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.

## Consideration

### Website hosting

Your new website will be hosted on our UK-based, SSL-protected servers. That way we can ensure GDPR and WCAG compliance of the system.

### Your domain name

We can become your domain name registrar for a new domain and manage the domain and its DNS moving forward and are Cabinet Office & JISC approved to manage the .gov.uk domain framework.



## Branding & logos

We will require your brand media pack of logos, colours and other visual assets that your council use in its online identity. If you do not have one, we can provide a logo & identity design service by our experience graphic design team.

## 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:

<b>Stage 1</b>	<b>Discovery &amp; scoping (sitemap/content planning):</b>	<b>2 weeks from initial enquiry</b>
<b>Stage 2</b>	<b>Development:</b>	<b>1 weeks from planned date</b>
<b>Stage 3</b>	<b>Content importing &amp; your training:</b>	<b>2 weeks after development</b>
<b>Stage 4</b>	<b>Testing / snagging – then go-live:</b>	<b>1 week after content input</b>

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.

## Email services

You will require the services of a .gov.uk email IT specialist service to provide mail services for the domain if you do not already have email/IT support services. We can provide an introduction to other council-sector IT experts if you do not already have a local service provider as it is not seen as best practice for GDPR compliance to have email data flowing through the same server as a website and separation of service providers is recommended. If you have an email service provider, we can work with that provider for any DNS changes required.

## 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 (as we are JISC registered) 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 free Google Analytics account will be needed for your organisation so that we can integrate your website.

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## 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**, **JISC accredited** and are **Official Crown Commercial Suppliers for the UK Government**. [View certification](#).

## Credibility

- ✓ We are official SLCC Collaborators and have developed the WCAG compliant website package in partnership with them.
- ✓ We work with both SLCC & NALC to produce both written articles and present webinars and conferences on website accessibility.
- ✓ We work with regional ALCs and Council Associations to support their members with website accessibility queries.
- ✓ We are official Crown Commercial Suppliers of WCAG digital services to public bodies.
- ✓ We are members of the CDDO (Cabinet Digital Data Office) .gov.uk domain advisor group.
- ✓ We are the authors of the NALC Website Accessibility & Publishing Guidebook: <https://www.aubergine262.com/nalc-guide-to-website-accessibility-and-publishing/>
- ✓ We have over 400 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 and launch of a W3C & WCAG2.1 AA 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 & WCAG2.1 AA 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 2.1AA 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.

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### 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 instructions & 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
- ✓ WCAG, 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.

## Key Council Website Features

You have identified your key audience groups and the probable reasons they will visit the website and what information they will seek and access. The website framework is configured to fully support all identified content types that you wish to provide to your user groups in a fully WCAG 2.1AA compliant environment.

The key audience group content types include **Events, Documents, Meeting Information and Dates, full page and signposting 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, mobile responsiveness, news + other features** that include **digital noticeboards, events, community areas, community content, venue & feature areas & FAQs** - all of which controlled through the Wordpress admin system.

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## References

- 1) Sarah Sandiford, head of central services, Leighton Lincolde Town Council  
[sarah.sandiford@leightonlincolde-tc.gov.uk](mailto:sarah.sandiford@leightonlincolde-tc.gov.uk) 01525 631920: [www.leightonlincolde-tc.gov.uk](http://www.leightonlincolde-tc.gov.uk)
- 2) Sheryl Birtles, Nantwich Town Council, [www.nantwichtowncouncil.gov.uk](http://www.nantwichtowncouncil.gov.uk)
- 3) Arron Roberts, Oswestry Town Council, [www.oswestry-tc.gov.uk](http://www.oswestry-tc.gov.uk)
- 4) Cliff Spong, Teignmouth Town Council, [www.teignmouth-devon.gov.uk](http://www.teignmouth-devon.gov.uk),  
[facilities@teignmouth-devon.gov.uk](mailto:facilities@teignmouth-devon.gov.uk)
- 5) Joe Cooney, Keighley Town Council, [www.keighley.gov.uk](http://www.keighley.gov.uk) [joe.cooney@keighley.gov.uk](mailto:joe.cooney@keighley.gov.uk)

## Frequently asked questions

### Why do you use 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.

### What is information architecture?

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

### Where is the website hosted?

Your website needs to be hosted by a hosting company that specialises in business hosting. We provide UK-based WordPress-optimised hosting services for all our clients' websites to better able provide support and software updates.

**Who do I call if something goes wrong with the website or I can't figure something out?** Provided you subscribe to one of our ongoing website support packages, we will be your first point of call should something go wrong with your website. In accordance with our SLA, we will determine what the problem is and respond with a fix-time or the information for you to address the solution yourself. We will provide training and tutorials to assist you in using your website once it is launched.

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### **What happens after the website is launched?**

Once your website is launched, we will provide 3 months of support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to one of our ongoing website care plans to make sure your website is looked after and maintained. These website care plans include updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365.

### **How long will it take to appear at the top of Google?**

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search people are using to find your website and the number of other websites that are also available for those searches. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimisation fundamentals built-in.

Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise. We are happy to talk to more about your search engine strategy (if we haven't already.)

### **How will I know if anyone is visiting my website?**

We will install Google Analytics tracking on your new website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, pageviews the amount of time people are spending on your website.

Once you subscribe to one of our website support plans you can choose to receive more detailed analysis about your website performance and recommendations on how to improve. Please ask for more details about what's included in these support plans.

### **What happens if I want to add some features to the website while you're building it?**

Whilst we like to be flexible and responsive to your needs, we also like to deliver what we promise within the timeframes and budgets we have allowed. If you ask us to add new features to your website while we are building it, we will most likely ask why? If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige. If this new feature is something you would like to add to your website but is not directly tied to your original objectives then we will suggest to schedule it for a second iteration of the website once it has been launched. This will require a new proposal.

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## Payment terms

Our payment terms are as follows:

Site build fees are due on engagement and agreement of project inclusions. Work can only begin upon cleared funds or an approved PO.

Hosting & support package fees will be due at the point of going live.

If you are paying monthly on a 12-month contract package, you will be invoiced in the month prior to the fee falling due and it must be paid by the last day of the month.

Payment is to be made by BACs or cheque in GBP. We do not accept credit or debit card. Any failure to meet these payment terms will result in the deactivation of your site until the cleared fees are received.

If we are inputting content for you and are unable to supply all of the right content at each stage we require, it does not mean we have not done our job. Once the site has been built & tested and is ready to go live, either with your content or placeholder images and dummy text, we will issue the final invoice. Once the final invoice is paid we will 'hand over the keys' and make the site live to the public internet but will ensure that you are fully trained to maintain the content yourself thereafter.

If the final invoice is not paid within the credit terms we have given you, we are under no obligation to keep the site on our testing server or continue with the project in anyway.

### Renewals

Your hosting, support and any extra services, such as domain name registrations are annually renewable and you will be sent an invoice 60 days prior to the expiration date of your annual service contract. If payment is not received by the due date, your service will be suspended until the payment is made.

## All sound good? The next steps:

To accept the proposal by replying in writing with your acceptance of the proposal.

- 1) Please reply by email to the person you received the proposal from notifying them of your intention to accept the proposal.
- 2) We will send you our KYC (Know Your Customer) questionnaire to perform our required due diligence and gather necessary information to begin the project.
- 3) We will send you an invoice for the work along with an engagement letter for signing. This will set out a schedule of works.
- 4) Submit your payment of the project fees. We prefer a BACs payment rather than a cheque to avoid the need to go to the bank.

Once these steps have been completed, we will begin the project.

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## Terms, service level agreement (SLA) and definitions

The full terms & conditions of our service, to which you are agreeing, are available on our website here [www.aubergine262.com/terms](http://www.aubergine262.com/terms) of-trade, along with our Service Level Agreement (SLA) & definitions.

### What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organisation. You agree to provide us with everything that we'll need to complete the project – including text, images and other information – as and when we need it and in the format we ask for. You agree to review our work, provide feedback and approval in a timely manner too.

Prices at the beginning of this document are based on the amount of work we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem.

However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly.

We'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. We may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, we reserve the right to deem the current project cancelled. At this point you will pay us in full for all the work we have done and may commission us to complete the new project based on the new requirements. This will require a new quote and contract.

### Technical Support

You may already have professional website hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own website hosting, or your current hosting environment does not support the solution we are providing, we can provide you with professional, business-class WordPress hosting for your website. The basic hosting package includes 2 hours free support during the time of your hosting that can be used against general support, bug-fixing or guidance you may need. All support requirements outside of the use of these 2 hours will require you to provide us with a full specification of your requirements against which we will issue a quotation for the work. Any work we provide as part of a separate contract of service falls without our standard terms of support and service.

If you require technical support services that exceed 2 hours annually, we recommend you discuss these requirements with us and a suitable support plan can be provided at additional cost.

### Service level agreement (SLA)

We provide our support services in accordance with our service level agreement. The full description of what support is provided and when, along with the definition of terms, can be found here: [www.aubergine262.com/terms](http://www.aubergine262.com/terms)

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### **Legal stuff**

We can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so we can't be liable to you or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised us of the possibilities of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

### **GDPR – General Data Protection Regulation compliance**

It is your responsibility to ensure that your website remains GDPR compliant. The website will be launched and conform to GDPR compliance guidance, but we cannot be responsible for any aspect once it is launched. You must maintain your own data protection review processes to ensure that any data you capture on the site conforms to current laws. If we are your website hosts, as Data Processors, we will share with you our Privacy Statement that explains ours and your responsibilities in relation to GDPR.

### **Copyrights**

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by your good selves, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. If you like, we'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them. We own the markup, CSS and other code and we license it to you for use on only this project. We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and to write about the project on websites, in magazine articles and in books about web design.

### **But where's all the horrible small print?**

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If, for some reason, one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place. Although the language is simple, the intentions are serious, and this contract is a legal document under exclusive jurisdiction of the courts of the United Kingdom.

Our full terms and conditions can and must be read at: [www.aubergine262.com/terms](http://www.aubergine262.com/terms) If you have a few questions give us a call on 07810 753878 as it makes sense to talk over the finer detail in person.

Aubergine 262 Ltd, 12 Church Square, Leighton Buzzard, Bedfordshire, LU7 1AE. 01525 373020. Offices: Leighton Buzzard, Milton Keynes and London. Visit our website: [www.aubergine262.com](http://www.aubergine262.com)

This proposal is prepared in good faith and knowledge provided and is subject to our terms of business, EO&E.

**MEETING OF THE COMMUNITY EMPOWERMENT COMMITTEE OF ABERTILLERY AND LLANHILLETH COMMUNITY COUNCIL HELD ON 14 JULY 2023 AT 6.00 PM at the Council Offices, Mitre Street, Abertillery and via video conferencing (Zoom).**

**PRESENT**

**Councillors:** Barrie Page (Chair) Tracey Dyson, Ben Owen-Jones, Josh Rawcliffe

**Officers:** David Cartwright (Clerk)

**PRESENT VIA VIDEOLINK**

**Councillors:** Peter Adamson

**Apologies:** Deb Pitt

**1. APOLOGIES FOR ABSENCE**

Apologies were received from Deb Pitt. Josh Rawcliffe had given notice that he would arrive late.

**2. DECLARATIONS OF INTEREST OR DISPENSATIONS**

None.

**3. MINUTES – 24 APRIL 2023**

The Committee **RESOLVED** that the minutes were a true and correct record.

**4. ADULT ENGAGEMENT**

The Committee **RESOLVED** that the following should be recommended to Full Council as the terms of reference for the Committee's Adult Engagement responsibilities:

- To understand the causes of social isolation in the Abertillery and Llanhilleth Community Council area.
- To take a lead role – in cooperation with officers and other Council committees – in developing this Council's strategies to combat social disenfranchisement and marginalisation.
- To make recommendations regarding Council strategies to ensure that no one in the Abertillery and Llanhilleth Community Council area is excluded from being able to play a full role in helping to build cohesive communities.
- To identify – and collate information on – community groups and organisations that have connections with adults aged 18-and-over at risk of being marginalised within society.
- To identify and develop ways in which this Council can help to maintain and strengthen the work of such community groups and organisations.
- To reinforce this Council's work to liaise between such groups, helping them to network and to build links and connections that strengthen the voice of marginalised people aged 18-and-over in the decision-making processes of this Council and other public bodies.

Josh Rawcliffe joined the meeting at 6.14 pm.

## 5. COMMUNICATIONS WORKING GROUP

- a) Ben Owen-Jones proposed that the terms of reference for the Communications working group should include reference to the draft Welsh language and British Sign Language policies that he and the Clerk had prepared in 2022.

The Committee **RESOLVED** that the following should be the terms of reference of its Communications working group:

- To identify the key messages and information that this Council needs to communicate and to whom, and to report these to the Community Empower Committee.
- To identify the key messages and information that this Council needs to receive from those audiences and how they want to communicate with this Council, and to report these to the Community Empower Committee.
- To understand the legislative imperatives imposed on the Council and the practical constraints on officers vis-à-vis communications.
- To identify the most practicable and effective methods of two-way communication between this Council and its audiences, and to report these to the Community Empower Committee. These may include:

traditional media;

in-person communication;

a range of social media;

this Council's website;

paid-for marketing and communications.

- To develop and deliver strategies and policies to ensure effective, proactive two-way communication between this Council and its audiences, and to agree these with the Community Empower Committee.
- To bring to the Committee for recommendation to Full Council draft Welsh language and British Sign Language policies.

- b) The Committee **RESOLVED** to appoint Ben Owen-Jones, Barrie Page and Josh Rawcliffe to the Communications working group.

Ben Owen-Jones suggested that former community councillor Tom Langley-Noel should be approached to become a co-opted member of the working group.

## 6. YOUTH ENGAGEMENT – ABERTILLERY

- a) Tracey Dyson reported that she had spoken at length with Kristian Gay from the Blaenau Gwent Youth Team. Abertillery Youth Centre would remain open twice-a-week over the summer months. A recent presentation on drug and alcohol issues had been very well attended by a fully-engaged audience of young people. The team had undertaken a survey of young people which had helped to highlight changes that would attract more young people in the target group to attend sessions at the centre.

The Blaenau Gwent Youth Team had been working with Luke Davies of Gwent Police to formulate a diversion scheme for some young people identified as most at risk of entering the criminal justice system. The scheme proposes enabling identified individuals to attend classes with Abertillery-based professional mixed martial artist Jack Shore. Attendance would be compulsory and the classes would be dependent on the individuals staying free of drugs, alcohol and offending. In return, the costs of the

classes (£43 per month) would be met by the scheme. The Blaenau Gwent Youth Team had asked Abertillery and Llanhilleth Community Council to fund the program.

The Committee **RESOLVED** to recommend to Full Council that a budget of £5,000 – to be managed by the Community Empowerment Committee – be allocated to fund a Blaenau Gwent Youth Team diversion scheme for young people identified as most at risk of entering the criminal justice system.

- b) Tracey Dyson reported that she had spoken to representatives of the newly-formed Abertillery Aspiration Group. The group had proposed an initiative regarding the abandoned Lo-Cost store site adjacent to Castle Street in Abertillery. The site was currently derelict pending development for the proposed Abertillery railway station. As the planned rail link to Abertillery had yet to receive UK Government funding, the site was likely to remain derelict for a number of years. The project envisaged cleaning up the site and creating a 'safe area' for the town's young people. The project would require significant on-going funding to provide shelters, lighting and other infrastructure. The proposed scheme had been endorsed by the Blaenau Gwent Youth Team.

The Committee **RESOLVED** to recommend to Full Council that it agrees in principle to support the initiative and that it authorises the Community Empowerment Committee to enter into relevant discussions on its behalf with the Abertillery Aspiration Group, Blaenau Gwent Youth Team, the landowner and others.





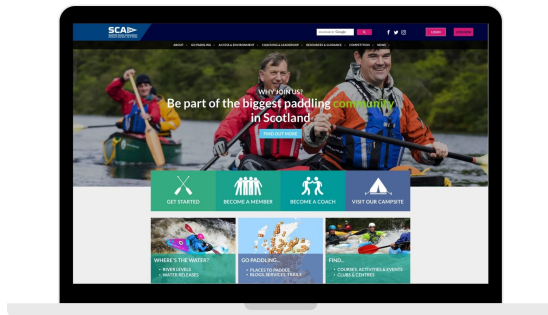
# **Abertillery & Llanhilleth Community Council**

## **Website Design Proposal**

Prepared by Jack Kinnerly

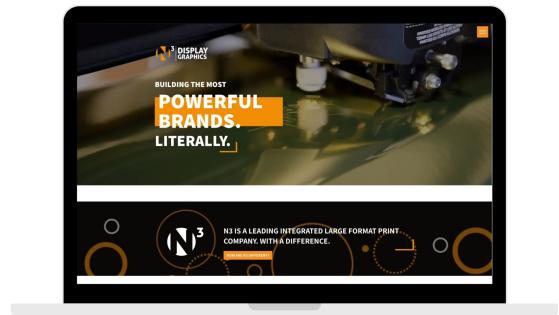
10 July 2024

**Project Examples - View Our Portfolio Here** (<https://www.websitesorted.com/website-design-portfolio>)



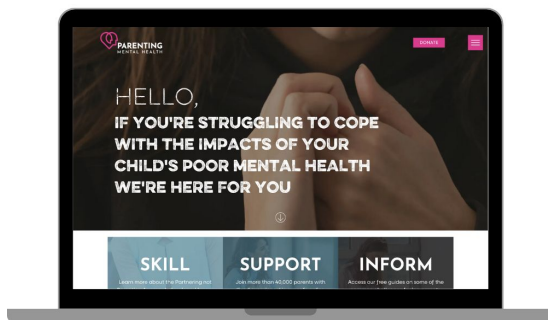
### Canoe Scotland

(<http://www.canoescotland.org>)



### N3 Display Graphics

(<http://www.n3display.co.uk>)



(<http://www.host-somerset.co.uk>) **Parenting**

### Mental Health (<http://www.host-somerset.co.uk/>)



### Black Lab Films

(<http://www.blacklabfilms.com>)

## Testimonial

*They have continued to work with us since handing the website over and are so quick to answer any queries we have. The website itself is brilliant and so easy to edit and they are always on hand when we do get stuck on something. We couldn't recommend Website Sorted enough."*

**Vikki Jones, Marketing Executive, DIGS Swansea Lettings LLP**

*"It's been a long and challenging project, but we're all delighted with the results and are excited to see it replace our current outdated webpage. Thank you for all the work you and your team accomplished, we are thrilled to have partnered with Website Sorted for this development."*

**Oscar McMurrugh, Marketing Team Leader, Stowell Concrete Ltd**

**View More (<https://www.websitesorted.com/web-and-graphic-design-company-testimonials>)**

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## **PROJECT TITLE:**

Abertillery & Llanhilleth Community Council

## **PROJECT DESCRIPTION:**

Responsive Website Design & Build, Content Management System, News, Events and Social Media Feeds, Search Engine Optimisation and Userway Accessibility Software.

## **PAYMENT TERMS:**

50% Deposit

25% Stage Payment when site is built and ready to populate content

Balance payable on completion

## **Project Summary**

Abertillery & Llanhilleth Community Council require the design of a device responsive website with integration of a content management system, website personalisation, blog/news/events and social media feed functionality, UserWay Accessibility and migration of meeting/committee files from their existing site.

The website will be built so that it is optimised for all devices e.g. Desktop, tablet & mobile phone, and the work required to complete on-site SEO has been included in this proposal.

*Website Sorted can recommend partners for product photography, video production, copywriting & social media management.*

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## **Website Design**

The website design needs to reflect Abertillery & Llanhilleth Community Council branding. The new website will become a 'go-to' community hub where users can find out about information about events, news, groups etc. in Abertillery and Llanhilleth. The 'home page' should have just enough information to encourage the user to travel further into the site. The site shall have consistent design across all pages and consistent brand colours featured throughout. The layout will ensure that the website

is easy for users to navigate and content copy is easy to read.

It is proposed that the website should include the following main menu items with drop down sub-menu items **(note - if the project proceeds a full design brief will be requested)**:

- Home
- News
- Events
- Community
  - With Dropdown e.g. Groups
- Your Council
- Contact

*Website pages can be amended as we work through the design and content population phases.*

### **Website Overview/Objectives:**

Aesthetics are important but should not overrule the site being easy to navigate, professional and create a feeling of confidence and community for visitors.

The objective is to provide a new website that is intuitive, easy to navigate and encourages the user to get in touch/enquire.

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## **Design & Build Process**

Our standard practice is to visit your business to discuss your requirements and prepare a free proposal. We will provide two unique website designs for you to review with unlimited design revisions, build a device-friendly website supported by an SSL certificate, and provide twelve months of website hosting and support.

Below is a summary of the design and build process:

1. 50% deposit required
2. Create website design brief
3. Two website design concepts presented for discussion.
4. Client feedback on initial designs e.g. colours, fonts, layout, functionality & images.
5. Design(s) re-worked based on feedback received (unlimited revisions).
6. Sign-off website design.
7. Website coding and build on temporary domain\*
8. Stage payment of 25% prior to adding content.
9. Populate website with content provided by client.

10. Final payment of 25% balance.
11. Website is live on client domain.
12. Complete onsite SEO.
13. Schedule 2-hours CMS and SEO training

*\*Please note further design changes beyond step 7 may incur additional costs*

## **Time Scale**

From concept to completion the work shall take approximately 35-40 working days.

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## **Content Management System (CMS)**

The system functionality will allow the user to manage website page content as demonstrated.

### **This includes:**

- View website performance statistics
  - Content Data (page views, individual page details, Device data)
  - Engagement (form submission data, click to call etc.)
  - Traffic Sources
  - User Location information (based on IP address)
- Simple drag and drop widgets feature
- Add text, image, video, social media feeds and more
- Edit existing page content and widgets
- Create and manage integrated marketing tools (popups & notification bars)
- Flexible page layout options
- App store to integrate third party software
- Access SEO meta information for every page
- Access to HTML and CSS
- Collections database to manage regions, properties etc
- Manage Blog, Ecommerce & Personalisation

**Find Out More (<https://www.websitesorted.com/web-design-company-bristol-content-management>)**

## **Integrated Blog**

Our fully integrated blog allows you to update relevant content on your website - keep users and Google interested.

- Add/manage posts, categories, authors

- Insert images and videos to your posts
- Tag posts with key terms
- Integrated keyword search function for blog posts
- Fully customisable design and layouts
- Schedule future posts
- Add social media sharing functionality
- Facebook/Discussion comments integration

### **Website Personalisation (Marketing Tools)**

Our unique website personalisation software automatically changes your website or creates marketing messages with predetermined triggers. Conditions such as time of day, location or visits can be used to create a richer and more relevant experience for users.

With content personalisation you can entice a first-time visitor with a welcome video, boost weekend sales with a promotional code, grow a mailing list with a subscription form or even create a little festive decoration by making your website snow in December!

**Find Out More (<https://www.websitesorted.com/web-design-company-website-personalisation>)**

### **UserWay Accessibility**

Accessibility Widget creates a simpler and more accessible browsing experience for your users while increasing compliance with WCAG 2.1, ATAG 2.0, European EN 301 549, ADA, & Section 508 requirements.

The Accessibility Widget will strengthen any weak areas that could cause accessibility issues on your site.

The Widget makes smart modifications to elements on your site that are identified as being non-compliant, that may prevent keyboard-only navigation, or are in violation of ADA regulations.

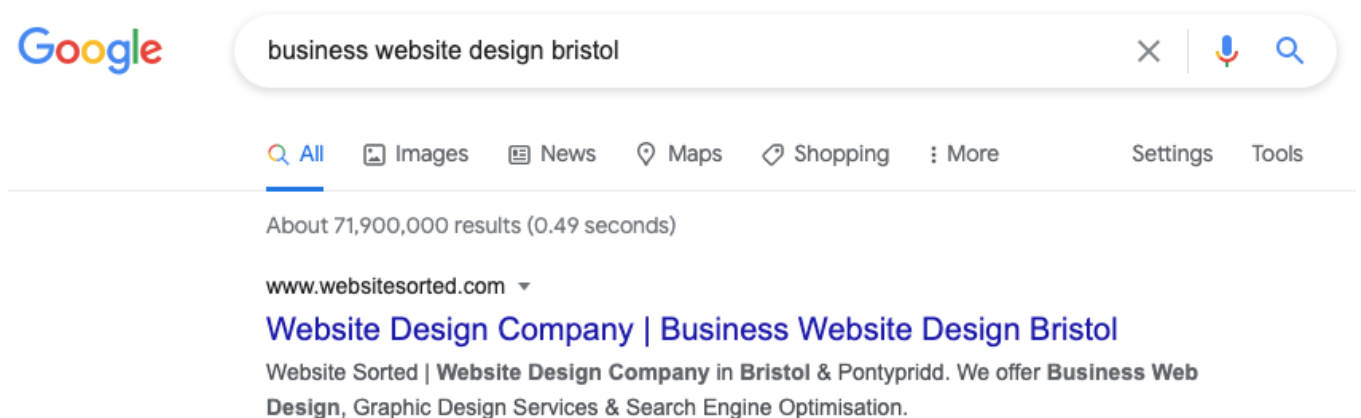
**Training will be provided to ensure that Abertillery & Llanhilleth Community Council understand how to maintain the website ongoing.**

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### **Onsite SEO (Search Engine Optimisation)**

SEO work carried out on the site will include the following:

- Initial ‘discovery’ meeting to identify keywords and terms you want the website to be found for on the search engines
- Add page meta titles and information – this forms the page titles and information that Google indexes on its search listings (see example below)
- Format URLs to include key words/terms – this is so each page address contains important terms and helps the search engine understand the content
- H1 – H6 headings setup on all pages – page titles to include the most important and relevant keywords on the page
- Resize all images to the minimum size necessary to increase page load times
- Add ALT Descriptions to all images – this is a line of descriptive text that EVERY image needs to help the search engine understand ‘what’ the image is
- Set up cookie notification for first time users of the website linked to the;
- Privacy Policy that ensures your website is legal for the GDPR
- Setup 404 divert page to capture any possible broken links
- SCHEMA Markup – Schema markup enables robots that crawl your website to more easily understand the content on the page in a language that makes sense to them  
(<https://www.websitesorted.com/schema-markup-what-it-is-how-to-add-it-to-websites>)
- SSL certificate which provides a secure connection between your visitors and your website
- Google Analytics setup – Statistics available from Google in addition to our own statistics provider in the CMS (detailed above)
- Users’ sitemap that will aid visitors’ navigation
- Submission of website to Google/Yahoo Webmaster – this prompts the search engines to crawl the website, find and index new content/pages
- Ongoing Training and Support to ensure the website stays optimised when new content is added after the new site is live



## Compelling Website Content

We take pride in crafting compelling, informative and engaging website content that captures the essence of your business and resonates with your target audience. Whether you need to revamp your existing website copy or create new content from scratch, our skilled team of writers can deliver high-quality, SEO-friendly content that drives traffic, boosts engagement and enhances your online presence.

**Find Out More (<https://www.websitesorted.com/web-design-company-responsive-website-design#WebsiteContent>)**

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## **Website Secure Hosting, Training & Support**

### **Website**

Website Sorted will provide a secure website and email hosting platform. The website hosting package will include unlimited web pages built on a fully responsive platform and includes domain hosting. There will be an annual fixed charge for these services with all additional support and maintenance provided free of charge.

### **Blog**

Website Sorted will provide a secure blog hosting platform. The blog hosting package will include unlimited blog posts. There will be an annual fixed charge for these services with all additional support and maintenance provided free of charge.

### **Website Content**

Abertillery & Llanhilleth Community Council will provide the relevant page content including; logos, text and images.

## **Requirements of Abertillery & Llanhilleth Community Council**

Prior to construction Abertillery & Llanhilleth Community Council will agree the site layout.

Website Sorted will provide a fixed price quote based on this Terms of Reference. Once graphic design and layouts are approved further amendments during construction may incur additional cost.

It is assumed that text and images for all pages will be provided by Abertillery & Llanhilleth Community Council.

Abertillery & Llanhilleth Community Council shall own all photographic material or have royalty fees paid prior to publication/printing. Please note photographs can be acquired from iStock/Google Images (royalty free) for £10 per image if required (some images may cost more but we will only purchase by agreement with the client).



Exclusions

All photographic material.

Project Costs

Name	Description	Qty / Unit Price	Tax	Subtotal
Up to 50 Website Pages	Website Design & Build - Up to 50 Website Pages	1 x £1,259.00	20.00%	£1,259.00
Content Management System	Integration of Content Management System	1 x £240.00	20.00%	£240.00
Website Hosting & Support	Annual Website Hosting, Training & Support*	1 x £240.00	20.00%	£240.00
Website File Migration	Uploading Files (approx 400 files from 2024-2022)	1 x £1,200.00	20.00%	£1,200.00
Website Blog	Integration of Website Blog	1 x £340.00	20.00%	£340.00
Blog Hosting & Support	Annual Blog Website Hosting, Training & Support*	1 x £60.00	20.00%	£60.00
Event Feed	Installation, Annual Hosting & Support for Event Feed*	1 x £150.00	20.00%	£150.00
Social Media Feed	Installation, Annual Hosting & Support for Social Media Integration (Facebook/Instagram Feed)*	1 x £75.00	20.00%	£75.00
Search Engine	Installation & Annual Website Search Engine Hosting Fee*	1 x £75.00	20.00%	£75.00
Website SEO Services	Website Optimisation Service	1 x £600.00	20.00%	£600.00
Userway Accessibility Hosting & Support	Annual Hosting & Support for Userway Accessibility App*	1 x £75.00	20.00%	£75.00
SSL Security Certificate	SSL Security Digital Certificate	1 x £0.00	20.00%	£0.00

Project Costs: £4,314.00

VAT: £862.80

Grand Total Cost (incl. VAT): £5,176.80

# Projected Payment Schedule:

Due Date	Amount Due
(TBD) - 0 day(s) after contract signed by client	£2,588.40
(TBD) - 6 week(s) after contract signed by client	£1,294.20
(TBD) - 0 day(s) after project end date	£1,294.20

**Total Year Two hosting, training & support costs: £600.00 +VAT = £720.00\***

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## Support

Additional support is provided free of charge including minor updates but excludes major site changes.

All training and support costs are included in this proposal and there will be no further costs to incur.



# Abertillery & Llanhilleth

## Community Council

### Newsletter - Summer 2024



#### Viaduct Run/Ras Draphont - 7th July

Thank you to everyone that came to the 2nd Viaduct Run! We hosted a 5k and a family race, and despite rainy weather we had a great turnout. We would also like to thank Swffryd Community Centre for hosting everyone afterwards for food, awards and entertainment, Hafodyrynys RFC for hosting the 5k registration, Islwyn Running Club for marshaling and all of our volunteers.



#### Upcoming: Summer Cinema

Our Summer Cinema programme is back at The Met, running over the 6 week holiday. There are four sessions each week, starting July 23rd. Thank you to Abertillery Learning Community for your help selecting some of the films! See our social media for full details.

#### Recent Actions:

- Our PlaCE Committee gave a £1,000 grant to Bridges Car Scheme, meaning a 25% subsidy is now being applied to journeys for residents within our area.
- 2 new defibrillators were installed in June - 1 at Aberbeeg Tyres & 1 at Caffi Tyleri.
- Six Bells Ward gave a £300 ward grant to Six Bells Over 50s Club towards its coach trips.
- At May's Full Council meeting, a £700 grant was given to Adam Street Allotments for paint and gardening tools.

#### Annual Meeting

Council held its Annual Meeting on May 22nd. Cllr Tracey Dyson was re-elected as Chair of Council, and Cllr Josh Rawcliffe was re-elected as Vice Chair. Council also decided its Committees and appointed members to these, as well as other external bodies.

#### Town in Bloom

Our new contractor, TAFY, has been busy emptying and re-planting our tubs, giving them a fresh start with lots of colourful flowers. 70 hanging pots are due to be positioned around Abertillery soon. 4 tubs were delivered to St. Michael's Church recently to be looked after by Abertillery Aspirations.



#### Party in the Park - 8th June

Our annual Party in the Park was a huge success this year! We had our biggest turnout yet, and lots of free entertainment. This included Viking re-enactments, animal talks, magic, circus acts, live music and inflatables. We raised over £150 for the Chair's nominated charity, and our stallholders also had great success with many selling out. The Poppy Appeal also raised £135, Socalex Animal Sanctuary raised £165 and the Abertillery Stute raised over £620. Thank you to Abertillery RFC for hosting us & to everyone that joined in!

