

About [REDACTED]

I deliver high-performance, compliant, and user-friendly websites built not just with technical expertise, but with a more than a decade understanding of the local government sector.

Sector Insight & Experience

I spent over 10 years working as a Training and Communications Officer for a County Association of Local Councils (CALC). This history provides me with the insight into the statutory obligations, common administrative challenges, and engagement goals specific to local councils.

Council Portfolio: I currently manage and develop websites for a dozen Parish and Town Councils and three County Association, ensuring I remain fluent in the everevolving needs of the sector, with effective Clerk/Officer support as a priority to enable you to efficiently run the day-to-day business of the website.

Regulatory Focus: I understand the critical importance of public-facing compliance, including the Transparency Code, GDPR, Accessibility ensuring websites meet the standards set by Government.

Technical Expertise & Guaranteed Compliance

I combine robust technical proficiency with a steadfast commitment to digital inclusion and security. My approach ensures your website is a reliable, future-proof asset.

Accessibility First: Ensured compliance with WCAG2.2.AA accessibility standards through integrated testing and responsive design principles, ensuring a smooth experience for all users.

Seamless Integration: the software includes reliable integration with essential local government software, such as your Scribe Bookings and Cemetery modules, ensuring your third-party tools function within the new site framework.

Modern CMS (Joomla): I use proven, scalable CMS platforms to provide officers with easy, secure administrative access, enabling efficient content updates and maintenance.

User-Friendly Navigation: My design philosophy prioritises clarity and discoverability, creating modern layouts that help users find key documents, meeting papers, and services instantly.

Mobile Responsiveness: Every site I build is engineered for full responsiveness, delivering an optimal experience whether accessed on a desktop, tablet, or mobile phone.

Visit my standard service level agreement terms at [REDACTED]

Parish and Town Council Website Portfolio Selection

- <https://www.whitnashtowncouncil.gov.uk>

- <https://balsallparishcouncil.gov.uk>
- <https://www.chelmsleywood-tc.gov.uk>
- <https://wilmcoteparish.gov.uk>

You can review my general portfolio selection at 

LOCAL HIGHWAY & FOOTWAY IMPROVEMENT GROUPS (LHFIG)

TERMS OF REFERENCE

Membership of the LHFIG

The LHFIG will normally be made up of:

- Members of the Area Board
- Town and Parish Council representatives
- Community / Stakeholder representatives

It is recommended that the groups do not normally consist of more than 10 representatives, but for larger community areas this may not always be feasible.

Representatives should act as a conduit between their organisations and the LHFIGs by putting forward the views of the body they represent and providing feedback to its members regarding the work of the LHFIGs. The group members will also need to be mindful of the needs of the community area when making their recommendations, as not all councils and groups may be represented on the LHFIGs.

Recommendations to the Area Board will usually be reached by consensus, but if necessary, these can be agreed by a show of hands by those representatives present at the meeting.

The group will normally be chaired by a Wiltshire councillor. Membership of the LHFIGs will cease when a member ceases to hold the stated office as first appointed, or when a parish/town council or group choose to nominate an alternative representative.

The LHFIGs may invite representatives from local organisations to its meetings to give technical advice or to share pertinent local knowledge on projects in the area.

Appointment of LHFIGs members

Appointment of Wiltshire Council members to the LHFIGs will normally be agreed at a full meeting of the Area Board. Membership may be varied, with the agreement of the Area Board Chairman, subject to approval at the next full Area Board meeting.

Where required for flexibility, the Area Board may appoint an unnamed representative of an organisation to the LHFIGs (e.g. town/parish council or Community Area Partnership) to ensure that the organisation is always represented at meetings. However, it is preferred that the same representative attends if possible to ensure consistency of membership.

Media relations

Members of the LHFIGs must not issue press statements on behalf of the Area Board.

Any press statements about the work of the LHFIGs should be agreed between the Chairman of the LHFIGs and the Chairman of the Area Board, and in consultation with

Wiltshire council's communications team. You can contact the communications team at communications@wiltshire.gov.uk.

Meetings

It is recommended that the LHFigs meet four times a year. Ideally the meetings should be 2 to 4 weeks in advance of the Area Board meetings. Meetings are intended to be limited to the membership set out above and is open to other members of the Area Board who wish to attend. It can be open to public if the LHFig chair wishes, and by invitation. It should be noted that LHFigs are advisory bodies and do not exercise delegated decision-making powers. All decisions are to be ratified by the Area Board.

Officer support

Meetings will be attended by relevant officers from Wiltshire Council, including a Senior Transport Planner, a Senior Traffic Engineer, Local Highway Maintenance Engineer and the local Community Engagement Manager. Attendance by officers of other expert knowledge may be arranged when necessary.

Additional support will be provided outside of the meeting by the Corporate Office Business Support unit as currently for Area Boards, for the purpose of arranging meetings, venues, and the production of meeting action notes.

Terms of reference

The LHFigs have no formal decision-making authority on operational matters or budget expenditure but act as an informal discussion forum making recommendations to the Area Board. Recommendations must be agreed at a full LHFig meeting before being brought to the next Area Board for approval.

The LHFigs terms of reference are set out at Appendix A:

Examples of projects the LHFigs can and cannot fund are set out in Appendix B:

Terms of Reference

1. Small-scale transport schemes – discretionary funding

To make recommendations to the Area Board to determine priorities and levels of expenditure required for small-scale transport schemes in the community area. A discretionary highways budget has been allocated to the board by the Cabinet Member for Transport, Waste, Street Scene and Flooding. The funding allocation is a mixture of highways and council capital funding and can only be used to provide new and improved highway infrastructure. It is suitable for schemes that improve safety, increase accessibility and sustainability by promoting walking, cycling and public transport and improve traffic management.

It cannot be used to fund revenue functions, such as routine maintenance schemes or the provision of passenger transport services.

A list of schemes which the groups can fund in contained in Appendix B

Schemes considered by the LHFIGs must have first been raised through the highway improvement request system and endorsed by the relevant town or parish council.

The LHFIG's can be directed to look at issues identified by Highways Officers when considered appropriate. For example, when an issue is raised for which other centrally held resource does not exist.

In choosing their local transport schemes, Area Boards will need to be mindful of the priorities of the Local Transport Plan and the likely availability of future funding for implementation.

2. Small scale transport schemes – substantive funding

To submit bids for funding from the centrally held substantive funds. A scheme qualifies as substantive if the estimated cost is more than the total discretionary amount available as part of the group's annual allocation.

Appendix B – Example of projects which can and cannot be funded by LHFIGs

LHFIGs can fund the following:

Pedestrian improvements: including dropped kerbs, new footways, substantive improvements to existing footways, pedestrian crossings (including assessments).

Cycle improvements: new cycle paths, cycle parking / storage.

Bus infrastructure: new and replacement Shelters (subject to agreement on future maintenance liability), bus border kerbs, bus stop road markings.

Traffic signing: new and replacement signs (including signposts), street name plates, village gateways.

New road markings: new and replacement of existing markings.

Speed limits: assessment and implementation.

Waiting restrictions: assessments and implementation.

Footpath improvements: styles, gates, surface improvements to rights of ways (council maintainable only).

Drainage: minor improvements, new gullies.

Street lighting: new installations.

Traffic management measures: including Sockets and posts for SID (Speed Indication Device) equipment.

As a general rule, an asset should exist at the end of the project, i.e. something new that wasn't there beforehand.

LHFIGs cannot fund:

Routine maintenance: such as gully emptying, ditch clearing, hedgerow cutting, pot hole repairs.

Service subsidy: bus services

Promotional campaigns

SID equipment

Improvements for individuals and properties

As a general rule, activities that repair, clean, tidy or remove something that is already present are likely to be considered routine maintenance and cannot be funded by LHFIGs.

Build time	eight weeks from agreement of quote
Payment Terms	30 days
Quotation Reference	Q251027-WILT
Quotation Date	27 October 2025

Quotation

To:

Brie Logan
Interim Town Clerk
Wilton Town Council
The Council Offices
Kingsbury Square
Wilton

DOMAIN

wiltontowncouncil.gov.uk

Item	DESCRIPTION	UNIT PRICE	Comment
1	Template and site structure	£240.00	see site map - based on the current website taking into consideration a suitable layout for navigating
2	Uploading initial content	£535.00	from current website
3	Linking and embedding Scribe software (Cemetery and Bookings)	£95.00	scripts, webpages, API to be provided by the client
4	Legal and final touches	£127.50	Cookie acceptance plugin, privacy policy, terms and conditions, accessibility testing, URL rewriting, favicon
5	moving site to domain when live	£40.00	Site will be built on a holding domain so your current site can remain in place until we go live
6	Initial training and support	£150.00	Basic tutorial channel plus Training on MS Teams for a maximum of 2 people
Site Build		<u>£1,187.50</u>	

Hosting

hosting packages are for one year , ***charged annually*** (unless otherwise agreed) along with any *licence fees

Please visit [redacted] to review the full service level agreement

Per Month	Comments
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Maintenance support basic hosting package plus:
 general site maintenance,
 £17.50
 checking the site monthly and undertaking software updates

This does not include any uploads or website changes or technical support once the site is live or quote hours are exceeded; all work, including non critical correspondence, is charged. All additional work invoiced monthly at a cost of £35 per hour, minimum charge is for 10 minutes.

Site Map

MENU	sub menu	Notes
Home		
Town Council		
	The Council	Team page with Mayor/deputy and councillors and officers listed with images and biog
	Working groups / committees	Councillors who are on specific working groups, i.e. staffing committee, plus dates of upcoming meetings if required
	Role of the Council	Intro text
	Vacancies	
	Volunteer	
	Grants	
Planning		Information / planning applications - RSS feed if Wiltshire provide one
Council Documents		
	Policies and procedures	Using document library
	Finance & Audit	Using document library
	Emergency plans	Using document library
	Health & Safety	Using document library
Meetings		
	Upcoming meetings	Dates with agendas and side bar with links to past meeting papers
	Meeting papers	past minutes and agendas
	Past meetings	Dates of past meetings with agendas linked
News		Blog page with intro thumbnails and text to 'read more' links

Events Calendar		Integrated with Scribe bookings using embed code/iframe/API
Cemetery		Intro with terms and conditions and links to forms - embedded forms and links to Scribe Cemetery software (to be discussed)
Local Facilities		Features page showing intro to all facilities with 'more information' links if required
Local Information		
	Intro and history	combine Local info and history pages using accordion or similar function
	Footpaths	Embedded map (parish online)
	Useful Links	
	Wiltshire police	using document library
Contact		contact WTC
		reporting issues relating to WRC services
Smart search		embedded into header on all pages
Privacy & Cookie policy		Content provided by Shemeam.com
Website terms of use		Content provided by Shemeam.com
Accessibility Statement		Content provided by Shemeam.com
Logo link to Wiltshire Council in footer		on every page
Social media links in footer and header		If required

Comments

Website build

Site build time to live dependent upon the clients input - structure and initial content will be in place within eight weeks

Initial build will be on a holding domain until ready to go live.

Website to be fully responsive to work on all devices

The website build costs include the uploading and presentation of all provided content (on the currently live site) to bring the site live in accordance with the site map (site map can be flexible within reason)

Proof reading is the responsibility of the client

The website will be built using the latest version of Joomla

Social media feeds to be embedded onto news pages or home page as required

Training

Face to face training charged at £30.00 per hour, maximum 2 people per session

Tutorial videos can be created for ongoing assistance at the standard hourly rate (initial tutorials included in build quote)

Hosting and maintenance

Hosting charges will start one month after site development begins or when the site goes live, whichever is soonest.

Additional work undertaken, including non critical correspondence, and not included in hosting or maintenance packages is charged per hour or quoted per job

Management logins will be provided to the client to the website administration panel for content updates

The domain name to remain under the control of the client at all times

Ongoing correspondence and support requests responded to within 3 working days

Licence for all software and plugins belongs to shemeam.com unless otherwise agreed

The monthly fee does not include the hosting of any email addresses - emails can be set up and hosted at a further cost but it is recommended that emails are routed through a Microsoft 365 account or similar

Other comments

The first invoice will be raised one month after site development begins or when the site goes live, whichever is soonest.

All websites may be featured in our portfolio at [Shemeam.com](https://shemeam.com)

All websites have a backlink in the site footer pointing to shemeam.com

Mayor's Report – October & November 2025

Cllr. Alexandra Eliana Boyd, Mayor of Wilton

Let me begin with a small apology and a big thank you. You may have noticed the absence of my summer mayoral reports — I was navigating stage one of treatment, and now move into stage two, which involves chemotherapy. I stay hopeful that I will be able to fulfil my mayoral duties as much as reasonably possible, and I am deeply reassured knowing I have a fantastic team of staff and councillors ready to support whenever needed.

In my absence, Cllr. Harrison stepped up with calm leadership, chairing meetings and keeping things moving. Thank you, sincerely, for your support and steadiness.

We also say goodbye to our Officer Paula Johnston, who after a year of dedicated service — often going above and beyond — is leaving us. Paula, your commitment to Wilton Town Council and our residents has been deeply appreciated. You've left a legacy of care and competence, and we wish you all the very best.

A warm thank you also goes to Brie Logan, our Interim Town Clerk, who delivered a Budget Workshop for councillors that was both enlightening and sobering (and yes, there was homework). It gave us all something to chew over — fiscally and philosophically.

At the end of October, Adrian and I were honoured to attend the unveiling of a new sculpture at Entrain Space on Wilton Hill. Donated by the sister and brother-in-law of artist Christie Brown, this clay piece now graces the courtyard wall of the Veterans Centre. It is a quietly powerful work — contemplative, textured, and well worth a visit if you are nearby.

November began with a literal bang — the Salisbury Fireworks! After a long pause, it was a joy to be invited. Hosted by the Salisbury Hospice Charity and supported by a constellation of local organisations, the evening was full of light, laughter, and community spirit. We were delighted to share it with Peter and Pam Edge (Wilton Rotary), the Salisbury Mayor and his family, the Salisbury Rotary President, and several Trustees and the Chair Lady of the Hospice. A sparkling start to the month.

Looking ahead, civic engagements continue. We have been officially invited to the launch of Sarum Lights at Salisbury Cathedral — always a magical experience.

And of course, we prepare for the Remembrance Parade and Service on Sunday 9th November. We will gather at 10:00am in Wilton Market Square and proceed to St Mary & St Nicolas Church for the 10:30am service.

All are welcome to join us in honouring those who served.

And finally, the next glittering highlight in Wilton Town Council's calendar: the Christmas Lights Switch-On! It is happening Friday 28th November, and more details will be shared soon via the WTC Facebook page. Expect sparkle, smiles, and maybe even a mince pie or two...

With warm regards and festive anticipation,

Cllr. Alexandra Eliana Boyd

Mayor of Wilton

Wilton Town Council
Summary of Receipts and Payments
All Cost Centres and Codes

5 November 2025 (2025 - 2026)

Administration

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
105	VAT Control A/c							(N/A)
1100	Fees & Charges					8.50	-8.50	-8.50 (N/A)
4000	Salaries, Pension & NI				100,000.00	71,726.58	28,273.42	28,273.42 (28%)
4004	Staff Vacancy adverts				1,000.00		1,000.00	1,000.00 (100%)
4030	Accounts Support					789.00	-789.00	-789.00 (N/A)
4031	Payroll Provision				600.00	3,079.40	-2,479.40	-2,479.40 (-413%)
4035	Legal & Professional Fees				1,500.00	1,389.20	110.80	110.80 (7%)
4045	Health & Safety					54.00	-54.00	-54.00 (N/A)
4055	Insurance				8,000.00	6,635.58	1,364.42	1,364.42 (17%)
4060	Stationary & Printing				400.00	151.62	248.38	248.38 (62%)
4062	Postage				20.00		20.00	20.00 (100%)
4063	Bank & Service Charges				250.00	162.35	87.65	87.65 (35%)
4065	Training				2,000.00	365.00	1,635.00	1,635.00 (81%)
4070	Travel & Expenses				600.00	135.65	464.35	464.35 (77%)
4075	Subscriptions & Publications				1,100.00	1,045.83	54.17	54.17 (4%)
4080	Telephone & Broadband				1,000.00	1,071.24	-71.24	-71.24 (-7%)
4085	Mayors Allowance				1,000.00		1,000.00	1,000.00 (100%)
4095	Website				1,000.00	385.00	615.00	615.00 (61%)
4100	IT Hardware & Software					7,533.62	-7,533.62	-7,533.62 (N/A)
4110	PWLB Loan -Sports Pavilion				12,384.00	6,192.23	6,191.77	6,191.77 (50%)
4115	Audit Fees				2,500.00	1,180.00	1,320.00	1,320.00 (52%)
4145	LHFIG & Highways				5,000.00		5,000.00	5,000.00 (100%)
4150	Print & Design				30.00	23.00	7.00	7.00 (23%)
4155	Consultancy & Professional Fee				1,000.00	10,112.50	-9,112.50	-9,112.50 (-911%)
4609	1090		226.57	226.57				226.57 (N/A)
4610	Stripe fees					9.40	-9.40	-9.40 (N/A)
SUB TOTAL			226.57	226.57	139,384.00	112,049.70	27,334.30	27,560.87 (19%)

Bus Shelters

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4228	Repairs & Maintenance				500.00		500.00	500.00 (100%)
4601	Cleaning Contract				400.00	155.00	245.00	245.00 (61%)
SUB TOTAL					900.00	155.00	745.00	745.00 (82%)

Car Parks

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4202	NNDR				2,800.00	1,729.07	1,070.93	1,070.93 (38%)
4236	Repairs & Maintenance				500.00	90.00	410.00	410.00 (82%)
4402	Rent of land				3,900.00	3,900.00		(0%)
SUB TOTAL					7,200.00	5,719.07	1,480.93	1,480.93 (20%)

Wilton Town Council
Summary of Receipts and Payments
All Cost Centres and Codes

5 November 2025 (2025 - 2026)

Castle Meadow Pavilion

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
1350	Hire Fees	4,000.00	3,048.30	-951.70				-951.70 (-23%)
1390	Electricity Recharged	1,000.00		-1,000.00				-1,000.00 (-100%)
4081	Telephone & Broadband				500.00	151.80	348.20	348.20 (69%)
4105	CCTV Maintenance & exps				500.00	6,006.75	-5,506.75	-5,506.75 (-1101%)
4207	Electricity				5,000.00	410.89	4,589.11	4,589.11 (91%)
4216	Water				400.00	665.59	-265.59	-265.59 (-66%)
4221	Repairs & Maintenance				3,000.00	4,005.59	-1,005.59	-1,005.59 (-33%)
4239	Servicing Contracts				1,000.00		1,000.00	1,000.00 (100%)
4608	Cleaning Materials				70.00	1,116.37	-1,046.37	-1,046.37 (-1494%)
SUB TOTAL		5,000.00	3,048.30	-1,951.70	10,470.00	12,356.99	-1,886.99	-3,838.69 (-24%)

Cemetery

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
1200	Cemetery Fees	4,000.00	1,439.50	-2,560.50				-2,560.50 (-64%)
4076	Subscriptions & Publications				100.00	195.00	-95.00	-95.00 (-95%)
4102	IT Hardware & Software				300.00		300.00	300.00 (100%)
4201	NNDR				1,500.00	684.82	815.18	815.18 (54%)
4208	Electricity				1,500.00	70.24	1,429.76	1,429.76 (95%)
4225	Servicing Contracts				200.00		200.00	200.00 (100%)
4227	Repairs & Maintenance				5,000.00	750.00	4,250.00	4,250.00 (85%)
4350	Tree Surgery				500.00		500.00	500.00 (100%)
4403	Rent of land				1.00		1.00	1.00 (100%)
SUB TOTAL		4,000.00	1,439.50	-2,560.50	9,101.00	1,700.06	7,400.94	4,840.44 (36%)

Civic & Democratic

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4043	Defibrillators				500.00	126.00	374.00	374.00 (74%)
4071	Travel & Expenses				500.00		500.00	500.00 (100%)
4077	Subscriptions & Publications				1,000.00		1,000.00	1,000.00 (100%)
4082	Meeting Costs				1,400.00	248.00	1,152.00	1,152.00 (82%)
4086	Mayors Allowance				1,500.00	107.05	1,392.95	1,392.95 (92%)
4101	IT Hardware & Software					1,311.35	-1,311.35	-1,311.35 (N/A)
4135	Elections				5,000.00		5,000.00	5,000.00 (100%)
4321	Civic Regalia				250.00		250.00	250.00 (100%)
4322	Civic Events Expenditure					899.17	-899.17	-899.17 (N/A)
SUB TOTAL					10,150.00	2,691.57	7,458.43	7,458.43 (73%)

Civic Events

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend

Wilton Town Council
Summary of Receipts and Payments
All Cost Centres and Codes

5 November 2025 (2025 - 2026)

4300	Christmas Lighting Expenditure	7,000.00	7,000.00	7,000.00 (100%)
4305	Remembrance Expenditure	200.00	200.00	200.00 (100%)
SUB TOTAL		7,200.00	7,200.00	7,200.00 (100%)

Community Resilience

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4234	Repairs & Maintenance				2,500.00	209.95	2,290.05	2,290.05 (91%)
4490	Flood Prevention				500.00		500.00	500.00 (100%)
SUB TOTAL					3,000.00	209.95	2,790.05	2,790.05 (93%)

Council Offices

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
1000	Rent of Council Offices	6,600.00	4,950.00	-1,650.00				-1,650.00 (-25%)
4037	Legal & Professional Fees				500.00		500.00	500.00 (100%)
4046	Health & Safety				200.00		200.00	200.00 (100%)
4200	NNDR				4,500.00	2,145.40	2,354.60	2,354.60 (52%)
4205	Electricity				2,000.00	2,667.14	-667.14	-667.14 (-33%)
4210	Gas				4,000.00	2,039.46	1,960.54	1,960.54 (49%)
4215	Water				250.00	115.92	134.08	134.08 (53%)
4220	Repairs & Maintenance				10,000.00	918.77	9,081.23	9,081.23 (90%)
4230	Office Equipment				500.00	132.48	367.52	367.52 (73%)
4235	Capital Repairs				5,000.00		5,000.00	5,000.00 (100%)
4605	Cleaning Materials				50.00	23.45	26.55	26.55 (53%)
SUB TOTAL		6,600.00	4,950.00	-1,650.00	27,000.00	8,042.62	18,957.38	17,307.38 (51%)

GRANTS

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4120	Grants Awarded				3,000.00	500.00	2,500.00	2,500.00 (83%)
4125	Donations				500.00		500.00	500.00 (100%)
SUB TOTAL					3,500.00	500.00	3,000.00	3,000.00 (85%)

Income

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
1076	Precept	247,520.00	247,520.00					(0%)
1090	Bank Interest		7,627.94	7,627.94				7,627.94 (N/A)
1360	Sundry Income		5,523.10	5,523.10				5,523.10 (N/A)
1380	Solar Energy Income							(N/A)
SUB TOTAL		247,520.00	260,671.04	13,151.04				13,151.04 (5%)

Wilton Town Council

Summary of Receipts and Payments

All Cost Centres and Codes

5 November 2025 (2025 - 2026)

Old St Mary's Church

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4211	Electricity				1,100.00	91.46	1,008.54	1,008.54 (91%)
4224	Repairs & Maintenance				3,000.00	4,537.50	-1,537.50	-1,537.50 (-51%)
4352	Tree Surgery				500.00		500.00	500.00 (100%)
4400	Rent of land							(N/A)
SUB TOTAL					4,600.00	4,628.96	-28.96	-28.96 (-0%)

Parks & Open Spaces

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4050	Health & Safety				500.00		500.00	500.00 (100%)
4212	Electricity					74.65	-74.65	-74.65 (N/A)
4223	Repairs & Maintenance				10,000.00	35,408.56	-25,408.56	-25,408.56 (-254%)
4226	Tennis Courts Repairs & Maintainer				1,000.00	185.00	815.00	815.00 (81%)
4232	Playground Equipment					44,190.96	-44,190.96	-44,190.96 (N/A)
4238	Servicing Contracts				1,000.00		1,000.00	1,000.00 (100%)
4351	Tree Surgery				500.00	1,422.00	-922.00	-922.00 (-184%)
4401	Rent of land				112.00	25.00	87.00	87.00 (77%)
4450	Street Signs & Plaques				1,000.00	1,326.22	-326.22	-326.22 (-32%)
4455	Benches & Street Furniture				2,500.00	2,831.83	-331.83	-331.83 (-13%)
4460	Grounds Maintenance Contract				55,000.00	31,796.46	23,203.54	23,203.54 (42%)
4465	Shelters/Bus Stops				500.00		500.00	500.00 (100%)
4480	Bowls Club Hedge Cutting				80.00		80.00	80.00 (100%)
4481	Bowls Club Electricity				400.00		400.00	400.00 (100%)
SUB TOTAL					72,592.00	117,260.68	-44,668.68	-44,668.68 (-61%)

Public Conveniences

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4078	Subscriptions & Publications				100.00		100.00	100.00 (100%)
4209	Electricity				2,000.00	123.85	1,876.15	1,876.15 (93%)
4217	Water				100.00	197.71	-97.71	-97.71 (-97%)
4222	Repairs & Maintenance				1,000.00	609.37	390.63	390.63 (39%)
4600	Cleaning Contract				7,000.00	5,147.68	1,852.32	1,852.32 (26%)
SUB TOTAL					10,200.00	6,078.61	4,121.39	4,121.39 (40%)

Tennis Courts

Code	Title	Receipts			Payments			Net Position
		Budgeted	Actual	Variance	Budgeted	Actual	Variance	+/- Under/over spend
4611	4206					2,024.80	-2,024.80	-2,024.80 (N/A)
4612	4611					21.32	-21.32	-21.32 (N/A)

Wilton Town Council
Summary of Receipts and Payments
All Cost Centres and Codes

5 November 2025 (2025 - 2026)

SUB TOTAL

2,046.12

-2,046.12

-2,046.12 (N/A)

Year End Adjustments

Receipts

Payments

Net Position

Code Title

Budgeted

Actual

Variance

Budgeted

Actual

Variance

+/- Under/over spend

500 Creditors

7,640.04

-7,640.04

-7,640.04 (N/A)

SUB TOTAL

7,640.04

-7,640.04

-7,640.04 (N/A)

Summary

NET TOTAL

263,120.00

270,335.41

7,215.41

305,297.00

281,079.37

24,217.63

31,433.04 (5%)

V.A.T.

28,157.11

21,618.58

GROSS TOTAL

298,492.52

302,697.95

03.10.2025	£26.34	Safety supplier	Safety Store
03.10.2025	£167.64	Electric - Old St Mary's	BRITISH GAS BUSINE 604187260090525000
07.10.2025	£1,899.00	OWL technology	SP Owl Labs
07.10.2025	£937.99	WC PENSION FUND	Wiltshire Council LGPS
07.10.2025	£1,115.98	HMRC September	HMRC
13.10.2025	£8.50	Bank charges- debit acc	Lloyds bank
13.10.2025	£65.34	Office Mobiles	EE Limited
15.10.2025	£10.99	Office printer	Epson UK Ltd
16.10.2025	£16.95	USB connector	Amazon Business
16.10.2025	£114.60	Tel and broadband	Mainstream Digital Ltd
16.10.2025	£118.80	Public toilets lock repair	Leigh's Locks
16.10.2025	£24.00	Room hire - meetings	Wilton Community Centre
16.10.2025	£7,208.10	System Upgrades	EVOTEC
16.10.2025	£351.00	Pavilion cleaning	Tisbury Country Housekeeping Ltd
16.10.2025	£183.60	Scribe Subscription	STARBOARD SYSTEMS
16.10.2025	£50.40	Payroll processing	Sandra Silk Bookkeeping & Busi
16.10.2025	£275.64	Monthly account services	CLOUDY GROUP LIMITED
16.10.2025	£156.00	Unblocking public toilets	Wessex Drainage Solutions Ltd
16.10.2025	£4,462.80	Grounds maintenance	IDVERDE LTD
16.10.2025	£638.57	Public WC cleaning contract	IDVERDE LTD
16.10.2025	£30.00	Rent for Wishford Road Play Area	Wilton House Trust
17.10.2025	£214.80	Flag	Newton Newton Flag
20.10.2025	£8.50	Bank charges- current	Lloyds bank
24.10.2025	£5,767.35	Salaries October	Wilton Town Council
31.10.2025	£1,075.66	WC PENSION FUND	Wiltshire Council LGPS
31.10.2025	£2,073.01	HMRC October	HMRC Tax & NI

INTRODUCTION

[Redacted Company Name] is pleased to submit this proposal for the redevelopment of the Wilton Town Council website.

We recognise the Council's ambition to deliver a modern, accessible and engaging online platform that reflects its identity and serves residents, staff, and visitors effectively.

Our proposal sets out a comprehensive plan to:

- Deliver a full website redesign aligned with Wilton Town Council's branding and the latest WCAG 2.2 accessibility standards.
- Enhance the user experience through clear navigation, improved search functionality and full mobile responsiveness.
- Integrate seamlessly with the Scribe Bookings and Cemetery modules, ensuring consistent styling and secure data handling.
- Provide a secure content management system that is GDPR-compliant and easy for Council staff to maintain.
- Introduce new, resident-focused features such as event calendars, feedback forms and social media feeds to encourage community engagement.

This approach ensures a professional, future-proof website that upholds accessibility, promotes transparency, and enhances communication between Wilton Town Council and its community.

UNDERSTANDING OF REQUIREMENTS

We recognise the Council's objectives to:

- Modernise the website's design and usability.
- Improve accessibility and mobile responsiveness.
- Simplify navigation and enhance discoverability.
- Integrate improved search and contact facilities.
- Ensure full compliance with accessibility, GDPR and data security standards.

KEY DELIVERABLES

A. DESIGN & BRANDING

- Design a clean, modern website aligned with Wilton Town Council's identity and values.
- Apply consistent use of colour, typography and imagery across all pages.
- Create page templates for key content types (e.g. news, meetings, policies, events).

Potential challenges: None identified.

B. USER EXPERIENCE & NAVIGATION

- Work with Wilton Town Council to understand key user groups and their pain points and needs.

- Understand the Town Council's key goals to determine how to convert users with measurable success metrics - e.g. event sign-ups, venue hire enquiries, community feedback, newsletter sign-ups, etc.
- Redesign the homepage to focus on key services and updates for residents, offering intuitive signposting to key areas.
- Implement a clear, fully accessible hierarchical menu structure for intuitive and simplified navigation.
- Ensure consistent page layouts and calls to action for a seamless user journey that maximises conversion.

Potential challenges: Without thorough user research and analysis, it could be difficult to understand the key issues users are facing. This will be reliant on opinions and feedback from the Town Council.

C. MOBILE & ACCESSIBILITY

- All our websites are delivered as fully responsive, optimised for mobile, tablet and desktop use.
- Ensure compliance with WCAG standards for accessibility. Although the Town Council's requirements document stipulates WCAG 2.1 compliance, this has been superseded by WCAG 2.2.
- We will ensure the site achieves WCAG 2.2 compliance.
- We will include guidance on what to add to your accessibility statement, acknowledging any sections that do not meet compliance (e.g. old archived PDF documents).
- Potential challenges: There are often areas that may struggle from a compliance perspective, such as maps and iframes/widgets, so it's important to manage and identify these in the accessibility statement. Issues with uploaded files (e.g. PDFs) can also create GDPR concerns.

D. SEARCH FUNCTIONALITY

Replace the existing search with an improved and intuitive search function.

- Enable filtering by content type with clear, well-formatted results.
- Potential challenges: None identified.

INTEGRATION WITH SCRIBE SOFTWARE

- Embed Scribe Bookings and Cemetery modules using secure iFrames or widgets. Our preference would be to use the embed widget for greater control and to offer a better UX.
- Create dedicated landing pages for bookings and cemetery services.
- Ensure consistent styling and accessibility across embedded tools.
- Provide clear privacy notices for all linked or embedded modules.

Potential challenges: Key issues with Scribe integration relate to WCAG compliance. Although we can embed the Scribe widget, there may be limitations to how we can manipulate the code to ensure full compliance.

There are always workarounds, but this is an important consideration.

TECHNICAL REQUIREMENTS

- Your website will be hosted on our secure UK-based web servers.
We advise all clients to register their domain within their own account to maintain complete control over their website. We can guide you on how to set this up with a provider such as 123 Reg or GoDaddy.
- We build our websites to be as intuitive as possible to allow for effortless user management. That said, we offer a one-hour training session (usually online, but as you are local we would be happy to conduct this in person) and a four-week handover window to support you in the early stages of managing your new website.
- We strongly recommend taking up one of our maintenance packages, which include 24/7 security monitoring, monthly security and functionality updates and optional ongoing website support.
- Ongoing website support can cover larger or more complex website updates or general support for day-to-day updates, as well as accessibility auditing at three or six-monthly intervals. See our brochure for further information.

WHY CHOOSE [Redacted Company Name] has been established since 2012 and work with a variety of clients, from start-ups to corporate organisations, across both the public and private sectors.

With the growing emphasis on making digital spaces more accessible to all users, we are placing a strong focus on building websites that are inclusive for everyone, including those with visual, hearing, mobility, or neurodiverse needs.

What really makes us stand out is our refusal to compromise or “dumb down” the digital experience to achieve accessibility compliance in line with guidelines such as WCAG 2.2. Traditionally, making websites accessible has meant simplifying design and avoiding imagery, media and colour, which can lead to rigid, dated websites that lack creativity. Similarly, over-simplified navigation can harm usability for both users with accessibility needs and those without.

Our ethos is to bridge the gap between the creative world in which we’ve always operated and the functional world of web accessibility. Is it challenging? Yes. But we believe in pushing the boundaries of creativity and intuitive user experience without affecting usability for all.

TIMELINE

Approximately 10 weeks

ESTIMATE

DESIGN AND BUILD

Bespoke and intuitive WordPress website that meets the accessibility requirements outlined in WCAG 2.2.

Our standard build includes key templates such as Homepage, Secondary pages, News and Contact -
£1,800

ADDITIONAL REQUIREMENTS

- Meetings and Agendas post type - separated into “Upcoming” and “Past Meetings”, including PDF download functionality - £250
- Events post type - with simple date and time picker. Events will display in chronological order, ensuring the next upcoming event appears at the top of the page (not the most recently added). Includes a simple call to action for event registration (e.g. phone number, email or contact form) - £200
- Vacancies post type - with options to add job description, application details, and “how to apply” information (e.g. CV upload or contact form) - £250
- Notification Banner - configured as a mini-carousel with user controls to scroll through, aiding WCAG compliance - £100
- Social Media Feed Setup (e.g. Instagram) - £50
- Scribe Integration - £50
- Content Migration / Page Population - £300

Sub-total: £3,000

Less 30% local Town Council discount: £900

Total: £2,100 + VAT

SUPPORT & MAINTENANCE

We recommend combining hosting, maintenance and support to ensure your website remains secure, compliant, and performing at its best. All are optional add-ons.

- Website Hosting: £10 per month
- Ongoing Software / Plugin Costs: Potential additional cost for social media plugins (depends on feed type, e.g. Instagram, Facebook, etc.)
- Security and Performance Updates & Maintenance: £50 per month
- Ongoing Support: Recommended two hours per month for website updates, graphic design support, or accessibility auditing at regular intervals - £120 per month (reduced rate from our standard £70 per hour)

New council website proposal

Wilton Town Council

Prepared by: Mark Tomkins, Director

Prepared for: Brie Logan, Wilton Town Council



27 October 2025

Snapshot - Wilton Town Council

You have asked us to prepare a proposal and quotation for the provision of a new, fully compliant and accessible website and supporting .gov.uk services 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.

The background to 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 and local government organisations (including community, town and parish councils)
- Some charities and other non-government organisations

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

Meeting Accessibility Requirements

Since the release of the WCAG 2.1AA guidance, we have developed a website package solution that meets the compliance requirements that is both cost effective and provides clerks and those who manage a public body website with the tools needed to run the website.

In October 2024, the regulations rose to the requirement being WCAG2.2AA standard – which our platform already meets.

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

Continued >

What you get with our service:

A W3C & WCAG2.2AA compliant website built on the easy-to-use WordPress-based CMS.
A well-designed, professional and fully mobile-friendly website.
Website admin tools to add new and update all the content on your website yourself.
Training to get you started plus ongoing support.
SSL-protected website hosting on our UK servers.
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 are Bedfordshire-based & hosting data centre is UK-based

Costing

Set up & year 1 consists of:

1. One-off set up and build of website: £999 + VAT (£899 + VAT SLCC member price)
2. Annual SSL-protected hosting with up to 2GB file storage & 2 hours of support
3. Transferring/Inputting and uploading of content (documents, words and pictures) to your new website: 1 year of essential content transferred free of charge – see opposite for details.
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 support
6. Access to monthly drop-in Council Website Zoom training refresher sessions: free of charge, included in the support

Total: £999 + VAT (£899 + VAT for SLCC members)

Additional (optional) items:

1. Transfer of all other content charged at £10 + VAT per page (+£2 per document down/upload). An accurate quotation can be provided once we know how many pages' content we should migrate.
2. Forms & poll module: £50 + VAT per year
3. Planning portal integration (where supported) £100 + VAT per year
4. Online Payments Module (Sum Up/Gov Pay/Stripe/Worldpay compatible): £500 + VAT
5. Event Tickets Module (Online Payments module also required to sell tickets): £250 + VAT
6. WCAG compliance website compliance and monitoring scan & reports: £299 + VAT per year
7. Extended support for 12 hours: £720 + VAT

Continued >

Year 2 costs:

1. Subscription to WCAG-compliant website platform, with up to 2GB file storage & 2 hours of support, ongoing training: £199 + VAT per year
2. Domain name renewal and DNS management (£100 + VAT per year for .gov.uk when due)

= **Total year two renewal: £299 + VAT pa (+ any optional modules or any 3rd party email services)**

Website Content (linked documents, words and images)

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

Content included in transfer: 2 full years of agendas & minutes, policies, councillors' details, finance & 6x years of AGAR plus 1x year of news and recent / planned events. **Optional, additional content transfer:** Often councils decide to have more years of document archives on their website. Your current website may also have additional, non-regulatory pages such as additional council and community information. We can provide you with a quote to transfer these additional archives and pages, if required.

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 introductions to local council expert IT firms in this regard if required.

Things to note

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

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 (enough for 15,000 typical agenda PDFs), you will be required to purchase additional server host space for the storage and future files. This is charged at £100 + VAT per year for an additional 1GB storage.

Key Council Website Features

The website framework is configured to fully support all relevant content types to provide to your community in a fully WCAG 2.2AA compliant environment. The key functionality includes **meeting information and dates, document links, full page creation and building tools** to support your key messaging, **announcement tools for major alerts, reporting tools** that include **forms** and **redirections**

to County Council & District services, contact forms, news and other features that include digital noticeboards, events, community areas, community content, venue & feature areas and FAQs - all of which controlled through the Wordpress admin system.

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 & Nominet 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:

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

Stage 2 Development: 2 weeks from planned date **Stage 3 Content importing & your training: 2 weeks after development** **Stage 4 Testing / snagging – then go-live: 1 week after content input**

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

Other aspects to note

You will need to ensure you have full DNS control and access to the domain your website will use. We can become your registrar and permitted to manage all forms of domains, including .gov.uk domains. If we are not your registrars, we will need access to the domain (or whoever has DNS control) to get the website live. We can include Google Analytics for performance reporting to ensure that a fuller picture of the website's traffic and use is understood and allow you to learn user behaviour and make subsequent improvements to the website. A Google Analytics account will be needed and is free. We also provide free training on using Google Analytics.

Continued >

Training Staff

Training on a new website system is vital. As part of the 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 UKbased team is always on hand during office hours to provide any additional support.

We also hold free-to-attend Zoom sessions twice per month for all our members to join for refresher training on the website admin tools and functions.

Certification & accreditations

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

Credibility

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 CALCs, SLCC Branches 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 GDS .gov.uk domain advisory group.

We are the authors of the NALC Website Accessibility & Publishing Guidebook:



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

Compliance testing, limitation & ongoing

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

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

We can also provide an optional technical support package to assist you with running the site, which you may choose to help you in meeting those ongoing support needs. Once live, it is your responsibility to ensure that any words, images or documents that you add are compliant.

We recommend you perform regular checks of the site using free online checkers or browser extension to ensure continued compliance – particularly for new pages and documents added since its launch. As part of our optional service to you we provide 4 checks and reports per year highlighting any problem areas, but recommend you review the site after each time you add content and to use any of the online free checkers as referenced by the Government's Digital Guidance department.

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

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

Regular review

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

Delivering on Specification of Work

Given the requirements, it is our recommendation that the site be built on our **custom built WCAG 2.2AA compliant Wordpress framework designed specifically for councils**. It is the world's most popular website platform and allows you to have full control over the site's pages and content in the most efficient way.

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

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

Continued >

Our proposal includes:

- Project scheduling and planning

- Technical analysis of your existing set-up to ensure continuation of services
- Development of the website from your choice of our preconfigured design templates
- Review and compliance

testing Content migration (optional) Analytics integration (optional)
Website training and access to Learning Centre. In person training available at extra cost
Pre-live WCAG compliance check and report Ongoing support and website hosting
Domain registration & management

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

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

References

- 1) Sarah Sandiford, head of central services, Leighton Linlade Town Council
sarah.sandiford@leightonlinlade-tc.gov.uk 01525 631920: www.leightonlinlade-tc.gov.uk
- 2) Sheryl Birtles, Nantwich Town Council, www.nantwichtowncouncil.gov.uk
- 3) Emma Coleman, Anglesey Parish Council, www.angleseystaffs-pc.gov.uk
clerk@anglesey.staffslc.gov.uk
- 4) Libby White, St Ives Town Council, www.stivestowncouncil.gov.uk
- 5) Cliff Spong, Teignmouth Town Council (Devon), www.teignmouth-devon.gov.uk,
facilities@teignmouth-devon.gov.uk
- 6) Rob Ward, Barnstaple Town Council, barnstapletowncouncil.gov.uk
- 7) Joe Cooney, Keighley Town Council, www.keighley.gov.uk 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.

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.

Payment terms

Our payment terms are as follows:

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

Your support and renewal date will commence from the date the website goes 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 any 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.

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 [\[redacted\]](#) 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:



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 HTML 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: [REDACTED] 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.

[REDACTED]
[REDACTED]

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

Website Proposal

Wilton Town Council | 4th Nov 2025

Project Overview

Made by Tess is pleased to submit this proposal for the redevelopment and upgrade of the Wilton Town Council website.

The new site would be built using **WordPress**, a secure, flexible, and user-friendly content management system that supports accessibility and long-term sustainability.

Prepared by :

Prepared for :

Wilton Town Council

Our approach focuses on delivering a **modern, mobile-friendly, and fully compliant website** that enhances the experience for residents, councillors, and visitors alike.

Project Overview:

- Present a **modern, professional design** aligned with Wilton Town Council’s identity.
- Improve **navigation and accessibility** for all users.
- Be **fully responsive** across all devices and browsers.
- Provide a **robust, accurate search function**.
- Achieve **WCAG 2.1 AA accessibility** and GDPR compliance.
- Enable **easy content management** by Council staff.

Key Deliverables	
Deliverables	Security & Compliance
	Resident “Contact Us” Facility
	Scribe Software Integration
	Additional Features
	Description
Design & Branding	
User Experience & Navigation	
Mobile & Accessibility	Clean, modern design aligned with Council branding, quick links to services, meetings and featured news/events.
Search Functionality	Redesigned homepage with hierarchical menu and “quick access” links.
Content Management & Migration	



Fully responsive across devices;
meets WCAG 2.1 AA standards.

Enhanced, accurate search using Relevanssi, SearchWP, or Divi Search plugin.

Migration of existing content, standardised formatting, optional clean-up for older items.

HTTPS/SSL, GDPR compliance, daily backups, plugin updates, firewall protection.

Custom form for reporting issues with automated routing and confirmation emails.

Embedded Scribe Bookings & Cemetery modules via iFrame/HTML

Event calendar, feedback forms, notifications, and links to social media.



Website Scope

Homepage About

- The Mayor & Deputy Mayor
- Officers
- Councillors
- Vacancies
- Volunteering & Grants

Meeting

- Meetings - upcoming & past
- Full Council - including 10 years of agendas, Minutes & financial reports
- Staffing Committee
- Annual Town Meetings

Facilities Facilities

- Tennis courts
- Castle Meadow Pavilion
- Cemetery
- Report and Issue - Forms to capture issues and direct them to the right contact

Policies Policies

- Finance & audit
- Policies & procedures
- Emergency Plans
- Health and Safety Reports

Local Information

- Local info
- Useful Information
- History of Wilton Footpath
- Maps
- Wiltshire Police - NPT

News

- Blog style post that link to PDFs, external links or internal pages



Contact

Footer - Links to Privacy Policy, Accessibility

Pop-up - Cookie consent

Links to social media

Approach

Design & Build

My preferred CMS is WordPress, built using the Divi 4 or 5 Builder (latest version of the Divi framework).

Divi 5 brings a lightweight, super-fast architecture with cleaner code and improved performance, so your pages load quickly without losing any of that design flexibility.

The visual editor is super intuitive — WTC staff will be able to easily create, edit, and update content without needing any technical know-how.

Key Features

User Experience & Navigation

- Fully customisable layouts and menus
- Clean, intuitive interface for site visitors
- Easy for staff to update and maintain

Accessibility

- Meets WCAG 2.1 AA compliance
- Supports ARIA labels for assistive technologies

SEO

- SEO-friendly structure with meta snippets and alt tags
- Fully responsive — with dedicated views for tablets and mobiles

Performance

- Lightweight, fast-loading pages coded for speed
- Supports iframes (ideal for Scribe Bookings & Cemetery modules)

Build & Design Estimated Time: 30–50 hours

Cost: £1,800 – £3,000

Training staff: 3 hrs £180 - more time can be purchased



Search Function

There's a wide range of plugins to enhance search functionality, including options to hide specific content.

Plugin costs typically range from \$30–\$99 per year, depending on what you need — final recommendations and pricing will be confirmed post-discovery.

→ **Approach continued...**

Resident “Contact Us” Facility (Ninja Forms)

I would recommend Ninja Forms Plugin, you will be able to:

- Custom form for residents to report issues or concerns.
- Routed to the relevant officer with an automated confirmation email. Submissions stored in
- backend, exportable as Excel/CSV.

Free version sufficient; Pro version (\$60/year) available for advanced functionality.

Content Migration

I have split this into two areas:

- **Core Text:** Included in the initial build. After discovery, I'll migrate the text you want to keep and provide holding text for any new content.
- **PDFs & Documents:** There are quite a few PDFs to upload and link (Policies, Meeting Documents, News items).

Estimated migration time: 16–20 hours

Cost: £960–£1,200

Hosting

We can provide **WordPress hosting for £275 + VAT** (billed annually upfront).

This includes:

- WordPress core, plugin, and theme updates
- SSL certificate (HTTPS)
- Security and site optimisation plugins
- Daily off-site backups

A full server spec can be shared at the next stage.



Email note:

If you have email accounts linked to your domain, please let us know. Our hosting doesn't currently support emails, but we can set you up with a separate account through our provider — we'll provide costs for that option.



Estimated Budget

Costing for design and build are on the upper scale, this is to protect us both, my expectation is that we would fall under budget. Should I be success I am happy to provide a revised quote post discovery. I am happy to bill for my time hourly rather than a day rate,

Items & Estimated hours	Cost
Design & Build 30 -50 hrs	£1,800 - £3,000
Content Migrations 16 - 20 hrs	£3960 - £1,200
Hosting - Paid annually	£275
Training 3 hrs	£180
Domain	Keep with WTC
Plugins -so far	£30 - 100
Total (excl. VAT)	£3,245 - 4775

Comparable Projects

Project & hours	Cost
<u>St Joseph's Catholic School</u> 30 -50 hrs*	£3,000 + VAT
<u>Coombe Bissett Primary School</u> 16 - 20 hrs*	£1,800 + VAT
<u>Legal Charter 1.5</u> 57 hours	£3420 + VAT
<u>Legal Sustainability Alliance</u> 60 hrs	£3600 + VAT

* Clients shared content migration.