

Invitation to tender - Frome Town Council website

Purpose

Frome Town Council's website is our primary digital presence and, for many residents, their first and often only interaction with the council. We are inviting expressions of interest from web developers to create a new town council website.

The website plays a critical role in communicating council decisions, providing access to our spaces and our services, promoting engagement opportunities and signposting residents to support, activities and community organisations. It is also crucial for transparency, helping residents understand not only what the council is doing, but why.

The current website performs many of these functions well, attracting more than 15,000 engaged visits each month. However, the platform is increasingly limited in its ability to support modern digital engagement, data management and community signposting.

A particular challenge is the management of our community directory FIND and other community listings, which currently operate as static content rather than a structured, searchable and maintainable dataset. As the council continues to develop My Frome and expand its digital engagement work, there is a clear opportunity to create a more integrated digital ecosystem.

Vision

The new website will act as the digital front door to the council and the town. It will provide a trusted, accessible and user-focused platform that connects residents to information, services, engagement opportunities and community support.

The website will bring together council services, My Frome engagement activity, FIND listings and community information within a single coherent platform, improving the experience for residents while reducing duplication and improving efficiency for staff.

Objectives

The project seeks to:

- Improve access to council information, services and support
- Strengthen transparency, accountability and trust
- Integrate and promote My Frome as the council's primary engagement platform
- Transform FIND into a CRM-backed (or similar), searchable directory of community organisations, services and activities
- Improve signposting and reduce routine enquiries to staff
- Create a structured, exportable dataset of community organisations and services
- Support local businesses, events and the wider visitor economy through integration with Discover Frome
- Generate insight through improved analytics and user data

- Ensure accessibility and WCAG 2.2 AA compliance, inclusion and ease of use for all residents
- Provide a scalable digital platform capable of supporting future service delivery

Scope

The project will include:

- A full review of user journeys and information architecture
- Design and development of a new website
- Migration and rationalisation of existing content
- Development of a CRM-backed community directory
- Integration with My Frome and other key digital platforms
- Improved search functionality and accessibility
- Exploration of appropriate AI-enabled search and signposting tools
- Staff training and ongoing support arrangements

Budget and procurement

A budget of £17,000 has been allocated within the 2026/27 work programme.

Suppliers are invited to demonstrate how they can deliver best value while meeting the council's requirements around accessibility, CRM functionality, engagement, transparency and future scalability.

The detailed website brief attached as Appendix X will be used to support the procurement process.

Timeframe – expected phasing

- Discovery and specification - June
- Procurement and supplier appointment – July to August
- Discovery, design and architecture – October to December
- Build and migration – Jan to Feb
- Test and launch – March to April

Supplementary docs: <https://tinyurl.com/full-ftc-website-brief>