Website Project Update (2025-03-27): Proposal

The current Oswestry Rural Parish Council website is hosted and managed by [TEEC Ltd](#) using the [My Parish Council](#) web platform and [StackMail](#) for eMail. ORPC is currently subscribed to the My Parish Council Standard Package which comprises the elements set out in [Appendix 1](#). The current total cost of this package is:

Hosting Aug 2024 to Aug 2025:	£360.00
Automatic Planning Feature:	£24.00
Domain:	£30.00
Total exc. VAT:	£414.00
VAT 20%:	£82.80
Total inc. VAT:	**£496.80**

Note: ORPC Draft Budget for 2025/26 includes £500 for "Website hosting, maintenance and accessibility" and a further £60 for "Website Domain Name".

The Parish Council has agreed that a new provider should be found for its website as the current site provides a very poor user experience by modern standards: information is hard to find, navigation is counterintuitive, multiple broken links and orphaned pages exist, and Google searches, for example, frequently return links to out of date pages.

After reviewing the offer from four companies I would like to propose that we select [Aubergine](#) as the new provider of website services for Oswestry Rural Parish Council. After migration the annual cost will be a little higher than that for the current provider, but their solution is technically superior; they have been the most responsive when additional information has been requested; they have a large, national, customer base of Parish Councils who have expressed satisfaction with the solution (for what it's worth, they have a 5 star rating on Google); the company's customer base among Parish Councils is significant which means that there are a number of local Parish Clerks who can turn to each other for help and advice. Full details of Set Up, Year 1 and Year 2 onwards costs are in [Appendix 2](#). The estimated cost of Set Up, Year 1 and Years 2 onwards costs are:

Standard Set Up, Migration and Year 1:	£499.00
20 email addresses/2GB storage:	£49.99
Planning Portal integration:	£100.00
Total exc. VAT	£648.99
VAT 20%:	£129.80
Total inc. VAT:	£778.79

The migration proposal is to transfer the existing website as is at which point we would implement our new design, with support and guidance from the Aubergine team, over a period of 6 weeks. At the end of this period the switch from old to new website would take place overnight.

Year 2 onward costs:	£199.00
20 email addresses/2GB storage:	£49.99
Planning Portal integration:	£100.00
Total exc. VAT	£348.99
VAT 20%:	£69.80
Total inc. VAT:	£418.80

Additional Costs

.gov.uk domain annual registration & management: £100 + VAT each year (when due)

Optional Extras

- Quarterly WCAG2.2AA (& WCAG2.2AA) compliance scan & report service: £299 + VAT per year
- Online payment module: £500 + VAT one-off
- Form/Poll/Consultation builder module: £50 + VAT per year
- Event ticket module: create events, add tickets with prices and sell online £250 + VAT one-off
- Councillor portal module: secure portal for councillors with individual logins £100 + VAT per year

Note: WCAG (Web Content Accessibility Guidelines) are a set of recommendations for making Web content more accessible, primarily for people with disabilities - but also for all user agents, including highly limited devices, such as mobile phones. Both our current and proposed web platforms are WCAG compliant. The additional quarterly compliance scan and report service would relate to ORPC content on the platform. This is not a service that the Parish Council currently pays for.

Information about the other platforms considered is included in Appendix 3.

Cllr. Richard Fowler
20th March, 2025

Appendix 1- My Parish Council Standard Package

SSL certificate and renewal
Volumetric DDoS Protection
Application DDoS Protection
Next Gen Firewall Protection
Daily Website Backups
Operating System Updates
Quarterly Browser Checks
Adding of

- Agendas
- Amenities
- Blogs
- Carousel Slides (with overlay content)
- Council Members
- Events
- Financials (Reports & Audits)
- History
- Image Gallery
- Local Attractions
- Minutes
- News
- Notices
- Policies
- Planning Applications (manual and automated)

GDPR and Contact US forms with distribution
Unlimited Bandwidth
UK Hosting
Google Analytics Setup
Privacy & Cookie Template
Privacy & Cookie Banner
User data encrypted for GPDR
15 (total) email accounts (1 Gig Maximum Size)

- using chosen domain
- secure email
- web based client

Monthly Google Analytics Reports
Quarterly OWASP (Open Web Application Security Project) Site Security Scanning

Appendix 2 - Aubergine Set Up, Year 1 and Year 2 ongoing costs

Set up & year 1 consists of:
1. One-off set up and build of website: £499 + VAT
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. Additional content transfer options available – see below.
4. Registration & management for .gov.uk domain: (£100 + VAT per year when renewable)
5. Training on the system: free of charge, via our monthly group training sessions
6. Access to our support team & Website Learning Centre: free of charge, included in the support
7. Access to monthly drop-in Council Website Zoom training refresher sessions: free of charge, included in the support

Total: £499 + VAT

Additional (optional) items:
1. Transfer of additional (non-essentials) content based on all current visible: £200 + VAT.
2. 20 email addresses/2GB storage: £49.99 + VAT per year (via email partner if required)
3. Forms & poll module: £50 + VAT each year
4. Planning Portal integration (with Shropshire Council): £100 + VAT per year
5. Online Payments Module (Sum Up/Gov Pay/Stripe/Worldpay compatible): £500 + VAT
6. Event Tickets Module (Online Payments module also required to sell tickets): £250 + VAT
7. WCAG compliance website compliance and monitoring scan & reports: £299 + VAT each year
8. Extended support for 12 hours: £720 + VAT

Years 2 onward costs:
1. Subscription to WCAG-compliant website platform, with up to 2GB file storage & 2 hours of support: £199 + VAT each year
2. .gov.uk domain annual registration & management: £100 + VAT each year (when due)

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

Selectionof current Parish Council users of the system:

https://www.selattyngobowen-pc.gov.uk/
https://www.oswestry-tc.gov.uk/
https://www.leightonlinslade-tc.gov.uk/
https://www.huntingdontown.gov.uk/
https://www.taunton-tc.gov.uk/
https://www.stonystratford.gov.uk/
https://www.chesham.gov.uk/
https://www.yaxleypc.org.uk/
https://www.fulford-pc.gov.uk/
https://www.tringrural-pc.co.uk/
https://www.wolvertonandgreenleystowncouncil.gov.uk/
https://www.greatshelfordparishcouncil.gov.uk/
https://www.oswestry-tc.gov.uk/
https://www.corbytowncouncil.gov.uk/

https://www.ashbytowncouncil.gov.uk/
https://www.blabyparishcouncil.gov.uk/
https://www.brixhamtowncouncil.gov.uk/
https://eatonbrayparishcouncil.gov.uk/

Appendix 3 - Other Solutions Considered

Cuttlefish

Cuttlefish provide websites with a preset design template comprising the following features
- Bespoke Content Management System
- Unlimited Support
- Document Management System
- A-Z Feature
- Responsive Website
- Accessible - Websites meet WCAG 2.2 standards.
- Form Builder
- Calendars

One off cost to set up the system is £600 + VAT.

Additional features available to license on an annual basis, with no set-up fees include:

Mobile App Click here to find out more	£225.00
Automatic Posting to Facebook	£50.00
Appointments	£50.00
Accessibility Tool	£30.00
Record management for cemetery burials	£100.0

Year 2 and subsequent years cost £500 + VAT per year

Note: Does not include a planning module, instead you just get a link to the Shropshire Council planning portal.

Migration Cuttlefish do not recommend migrating our existing website, rather to create a new website ourselves, on their platform, with their guidance.

Summary: More expensive for less functionality and less support for migration.

Hugo Fox

The cost for a parish council website with HugoFox is £359.88 + VAT a year. The package includes:
- Website Toolkit
- Web Accessibility Compliance
- Hosting
- SSL Certificate
- Marketing Toolkit
- Email Alerts
- Google Toolkit Support
- Social Media Integration
- Custom form & table builder
- Multi user access
- Email Support

- Basic SEO
- Basic Statistics
- .gov.uk domain included
- Telephone Support
- Advanced Statistics
- Encrypted members area
- Planning Tracker
- Full SEO
- One On One Training
- Full Support

Our proprietary system is designed to be incredibly user-friendly, enabling you to create your website in just minutes, from anywhere at any time. Additionally, our dedicated support team is available 24/7 to assist you throughout the process.

Alternatively, if you would prefer, we can handle the website creation for you. This service is priced on application and includes comprehensive data transfer, setup, personalised training, and unlimited revisions to ensure your satisfaction.

Migration For a complete website build, including the transfer of all data, documents, and content, along with unlimited revisions and one-on-one training, the one-off cost is £199 + VAT. Alternatively, we could build the website ourselves from scratch using the company's own software. Their recommendation is to replicate our existing website, incorporating any design changes or ideas we have.

Summary Unless we use the company's pre-defined template we would have to design and build our new website ourselves. There is no planning integration module.

Community Hub

The company is based in Shrewsbury and use a predefined template. Costs are:

Upfront Costs £500

Optional extras
Content migration (50 pages) - £300
         Note: Our current website contains 262 pages
Remote training (optional) - £140
Training in Shrewsbury (optional) - £140
Training on location (optional) - Price on application
Domain name (registered upto 10 years - optional) - .gov.uk £120/year

On-Going Costs
£220 /year
Website hosting
Software maintenance
Email and phone support
Service licensing
Email hosting from £9.50/user/month

All costs are exclusive of VAT

Summary Seems expensive for less functionality and no acceptable migration offer. Not very responsive.

Web Orchard

A local company, but they don't really seem to have a specific Parish Council offer. It looks like they would simply create and manage a bespoke website. Difficult to work out what Set Up and Ongoing costs would be, but they quoted £1,800 to migrate our existing website.