

Sutton Poyntz village website

Introduction

Sutton Poyntz is a small village sitting under the South Dorset Ridgeway overlooking Weymouth. The village runs a hugely successful Street Fayre every other year, for charity; it has several active groups who are generating material we would like to promulgate more widely. The village has decided to create and manage its own web site, to advertise the village to potential visitors and to provide information to its residents.

A village Web Group has been formed, to manage the website. We have an offer of some start-up funding from the South Dorset Ridgeway Heritage Project (part of the Dorset Area of Natural Beauty organisation). At this stage, we need to create a costed plan in order to get the funding offer made firm. The following specification is our 'wish list' for how we might use the funding to get the website up and running most quickly. We recognise that this wish list is almost certainly longer than our budget, so are looking for advice from website design experts about how we can best use our money.

Several of the members of our Web Group have significant amounts of experience in use of computer systems for scientific purposes, so we expect to be able to manage the website content ourselves, provided it is well structured and layered on appropriate technology. We will have very little funding in the longer term, so this is essential.

We have produced a prototype website (<http://myweb.tiscali.co.uk/egertonsuttonpoyntz>) containing some of the material that will go into our eventual website; this was done simply for the purposes of getting agreement to the principle of a website within the village and from our sponsors, and is not in any sense a final product. We feel it is important that the final website should be visually exciting and attractive, and easy to use. We will be able to supply a wealth of imagery, old and new, to help to achieve this. But it is important to us that the chosen web designer should have creative skills as well as technical expertise, to help us to show our beautiful and lively village to the best advantage.

Website development – User Requirements

1. Initial design and production of website
 - a. Design the "look and feel", main menu and template; this shall be an interactive process with members of the Sutton Poyntz Web Group;
 - b. Search Engine Optimisation – ensure that the site's design is "search engine friendly", using techniques that are recommended as good design by Search Engine providers.
 - c. Implement the template and main menu;
 - d. Generate the top level pages for the website, using the template, so demonstrating the linkage via the main menu. At this stage, these pages will be empty, but will link together correctly. The pages to be produced will be as follows:
 - Home page
 - Sutton Poyntz Society
 - Street Fayre
 - Biodiversity Group

History Group
Churches
Youth Groups
Arts & Drama
Mission Hall
Scutt Memorial Hall
Emergency services
Local services
Education
Transport
Shops & pubs
Accommodation
Image library
Key documents
Village history
Waterworks museum
South Dorset Ridgeway
Thomas Hardy
Events
Village map
Contacts
Site map

Refer to <http://myweb.tiscali.co.uk/egertonsuttonpoyntz> for demonstrations of the required capabilities described in paragraphs e, f, g and j.

- e. Populate Home Page to demonstrate (a) incorporation of text, (b) incorporation of images with captions, (c) incorporation of links to outside websites, coming up in another browser window.
 - f. Populate Village Map page with two overlays (e.g. streets and main buildings) and with mouse-sensitive areas that bring up pop-up windows on mouse-over and/or on click, to demonstrate the required interactive map capability.
 - g. Populate Biodiversity Group home page and a second Biodiversity page, to demonstrate pop-ups, and to demonstrate how internal links are built into text.
 - h. Populate the second Biodiversity page with a video, to demonstrate video capability.
 - i. Include a downloadable Word document, referenced from the "Key documents" page, to demonstrate how downloadable documents are handled.
 - j. Create Events page, with calendar and latest news. Create some dated and non-dated news items, to show that they are displayed correctly in the calendar and latest news.
 - k. Provide demonstration to Sutton Poyntz Web Group of how to edit website.
 - l. Provide telephone consultancy to Sutton Poyntz Web Group for 1 month.
2. Required characteristics of delivered website:
- a. Site administration

A site administrator, a member of the Sutton Poyntz Web Group, shall be able to log in and out of the website. The site administrator shall be able to create and delete users, and to set the access granted to users. It shall be possible for an administrator to grant or deny administration access to other users.

b. Authorised users

Users, once they have been granted access by the administrator, shall be able to log in and out of the website. When logged in, they shall be able to edit and/or publish parts of the website, in accordance with the access rights granted.

The access rights shall be managed by means of tags attached to web pages. Users shall be granted write access to pages with specific tags. One such access tag shall be used to allow write access to the templates and main menus.

c. Maintainable and expandable:

Authorised users shall be able, easily, to create new pages, delete pages, archive pages, edit text on pages, insert or delete images, create pop-ups, create links to pages within the website or to external pages. These page edits shall be achieved in a WYSIWYG environment, without the need for specialist knowledge of HTML, PHP, CSS etc.

Authorised users shall be able to modify templates and main menus. These edits should be achievable with little or no knowledge of HTML, PHP, CSS etc.

d. Page status:

Pages shall be tagged as unpublished, published, or archived. Users with publish rights shall be able to change the status (for example from unpublished to published, or from published to archived).

Only pages whose status is published shall be seen by general users. Authorised users shall have read access to all pages.

e. Portability:

The website shall be developed using software which provides full portability between hosts. It should be fully W3C compliant; any non-compliance with W3C standards shall be stated as part of the bid. The content shall be viewable using any of the web browsers in widespread use (Internet Explorer, Mozilla Firefox, Apple Safari, Opera, and Google Chrome).

Nothing in the website or its environment shall prevent or complicate the porting of the website to a new host. The environment shall be made up of components that are in common industry use.

f. Usage monitoring:

It shall be possible to collect statistics of accesses to the website as a whole, and/or to individual pages.

g. News and events:

A "News & Events" page shall display a calendar, and a list of summaries of recent news items entered by authorised users. It shall be possible to date items (i.e. events); dated items shall be displayed in the calendar and the news list. It shall also be possible to create undated news items, which shall be displayed in the news list but not the calendar.

Contact details

Web Group leader: Bill Egerton (bill.egerton@tiscali.co.uk) 01305 832872