



Abingdon-on-Thames Town
Council
Royse Court, Bridge Street
Abingdon-on-Thames
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New Website Development

Invitation to Tender

December 2025

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Project Title

Abingdon-on-Thames Town Council Website.

Purpose

Quotations are invited to provide the service of designing and developing the new website of Abingdon-on-Thames Town Council, hereafter referred to as 'ATC'. The existing website is accessible at the following address: www.abingdon.gov.uk

Introduction

Abingdon-on-Thames Town Council invites qualified website development agencies to submit tenders for the design, development, and delivery of two new websites:

1. A primary website for Abingdon-on-Thames Town Council focusing on the council's statutory functions, governance, services, community engagement, and promotion of local events.
2. A standalone website for Abingdon County Hall Museum, including a dedicated section for the Abingdon Local History Society.

We have identified the following websites as examples of exemplary local council sites:

[Henley Town Council – Henley-on-Thames Town Council](#)

[Ware Town Council](#)

[Welcome to Thame Town Council - Thame Town Council](#)

[Welcome - Wetherby Town Council](#)

Abingdon-on-Thames Town Overview

Abingdon-on-Thames within Oxfordshire has a strong claim to be England's oldest town. Archaeological digs have shown that this was one of the earliest areas in which our hunter-gatherer ancestors first began to lead more settled lifestyles. Today, Abingdon is known for its beautiful views of the River Thames and the Ock, as well as its historic buildings and busy Market Place.

The Abingdon-on-Thames Town Council seeks to ensure that its online presence reflects its role in supporting local services, governance, and community initiatives. The Abingdon County Hall Museum, situated in a Grade I listed building, is a focal point for local heritage, while the Abingdon Local History Society plays an important role in preserving and sharing the town's history.

Abingdon-on-Thames Town Council is funded by a precept paid by residents through their council tax bills, other income is acquired through the councils' assets such as the county hall, hire of the Market Place and rooms in the Guildhall.

Apart from its own responsibilities of managing the Market Place, Cemetery, Playgrounds, green spaces, bus stops and the towns property portfolio; the council also directly, or indirectly, supports many local activities and awards grants to other local groups.

The Town Council also funds and organises the annual Fun and Music in the Park, a range of Civic events, Clubs and Societies Day and the Christmas Light switch on which are all promoted through the website.

Requirements for both websites

Abingdon-on-Thames Town Council

The council needs to offer a modern, redesigned website that reflects its key role and contribution to the town and builds upon the already established branding of its core activities. The website should inform the users of the council's statutory requirements, promote the town to visitors and offer an effective guide of the town's events, both internal and external.

Other requirements:

- Provide clear information on council governance, meetings, minutes, policies and services. The ability to easily upload large files and PDF documents that staff can add/remove/modify.
- User friendly, easy to navigate and use.
- Meet/exceed the Transparency Code for Local Government 2015
- Designed in the Abingdon-on-Thames Town Council colours and follow the brand guidelines ([Appendix 1](#))
- Web accessibility and compliance (WCAG 2.1 AA / GDPR)
- Effective signposting and links to ATC responsibilities, District responsibilities and County Council responsibilities.
- News updates
- Access to the *Town Crier* magazine (via PDF uploads)
- Event listings
- Links to social media channels
- Contact information
- Online bookings for the marketplace and Guildhall rooms using the Rialtus system.
- Online ticket purchasing for Town Council events
- Information and guidance on applying for grants

- Link to Reduce the Risk (Abingdon is now a Town Council Charter for this charity)
- Contact submission form to subscribe to mailchimp newsletter

Museum and History

- Present museum information, exhibitions, collections and visiting details.
- Support digital storytelling, image galleries and archival material.
- Include a fully integrated section for the Abingdon Local History Society.
- Enable online ticketing or booking (optional/add-on depending on cost).
- Allow museum staff to manage and update content easily.

Scope of work

The selected supplier will be responsible for the following tasks:

1. Websites design: Design and development of a modern, user-friendly website layout that aligns with the organisation's branding guidelines. (see appendix 1)
2. Development: Developing the website using appropriate technologies (e.g. HTML5, CSS, JavaScript etc) to ensure responsiveness and compatibility across devices. The secure website will be www.abingdon.gov.uk
3. Domain name: Set up and register www.abingdon.gov.uk domain name under the ownership of ATC and www.countyhallmuseum.gov.uk under the ownership of ATC.
4. Implement search functionality, event calendars and document libraries.
5. Functionality: Integrating necessary features and functionalities, including but not limited to: Contact forms and links, Online booking and payment feature for events, survey facility for WP forms, social media integration, Newsletter sign up and image and video galleries.
6. SEO Optimisation: Implementing basic on-page SEO best practices to ensure websites are searchable.
7. Testing: Conducting thorough testing across various browsers and devices to identify and fix any issues.
8. Training: Provide training sessions for staff on how to use the CMS effectively for content management. Upon completion of the design and build there will be a requirement to train members of the team in the use of the website and also provide a support service for period of three months to ensure any issues are dealt with efficiently. The staff will be responsible for ensuring content is up to date and relevant on the ATC website. It is a requirement however, that any CMS put forward under this tender opportunity be easy to manage and navigate.

9. Maintenance: Offering ongoing maintenance and support services post-launch, including security updates and bug fixes.

Timeline

Deadline for submission of proposals will be Monday 9th February 2026.

Selection of Supplier will be at the Community Committee meeting on Wednesday 18th February.

Project start date will be as soon as possible following selection and no later than 31st March.

Actions

Action 1

First introductory briefing meeting (via Teams) with ATC representatives for strategy and site map, April 2026.

Meet ATC representatives in person or via a video call, to establish sitemap and screen blueprints (wireframe) following that meeting.

Action 2

Start of the project process March 2026.

Coordinate with ATC representatives on the technical development of the website to ensure on-time delivery and coherence with ATC's requests. Multiple corrections and adjustments should be possible during the technical process, and website in progress should be visible on a temporary web address (for instance).

Action 3

Place content on the new website in coordination with ATC representatives.

Action 4

Deliver the new website, stable and ready to be run. Project will not be deemed complete until all snagging issues are resolved. Payment may be withheld until all work is completed and satisfactory.

Website deadline launch: by 1st September 2026.

Tender

Tenders should be broken down into the following three sections:

Design and implementation cost: To cover all aspects of the design including snagging, implementation and staff training.

Hosting cost: ATC requires pricing under separate cover for three years of dedicated hosting for both websites. The websites and content must be held and hosted within the UK or Europe. We will require a Service Level Agreement (SLA) provided by the supplier, with 99% network uptime and require assurances around meeting response times associated with service-related incidents.

The first-year hosting to commence on 'go live' of the websites.

IT Support:

Within this commission we are seeking three years of IT support:

1. Initial staff training to edit, amend and add content, to remove subscribers, to view and edit bookings.
2. UK business hours support
3. Software and security updates
4. Regular backups of websites
5. Accessibility checks to ensure compliance

We require the pricing for the three years of IT support under separate cover.

Budget

The budget for this project is seven thousand five hundred pounds with additional budget for IT support. Add-ons such as Mailchimp and Rialtas will be funded by the council from a separate budget. Suppliers are expected to provide detailed cost breakdowns in their proposals showing detailed annual support costs as a separate item.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience and expertise in website design and development for councils.
- Portfolio of past projects, especially those similar in scope and complexity.
- Proposed approach and methodology.
- Cost-effectiveness/economic value.

- Inclusivity/accessibility proposals.
- Design suitability.
- References and client testimonials. A list of references - Quality of the technical and professional capacity proposed by the tenderer in terms of website creation.

Evaluation Scoring System

A standard 0–5-point scoring system will be used to assist in the decision-making process and is detailed below:

- | | |
|---|---|
| 0 | Unacceptable: Non-compliant/deficient for the criteria used. |
| 1 | Poor: Limited response which is lacking sufficient detail or is inaccurate. |
| 2 | Below expectations: Minimal achievement of requirements with weaknesses or omissions. |
| 3 | Adequate: Reasonable achievement of requirements with weaknesses or omissions (which would be difficult to overcome). |
| 4 | Good: Comprehensive response, detailed and relevant with no inconsistencies. |
| 5 | Excellent: Exceptional submission, demonstrating high ability, understanding, and experience to deliver the project to a high standard. |

Submission Instructions

Interested suppliers should submit their proposals via email to lizzie.martin@abingdon.gov.uk no later than 4pm on 9th February 2026.

Proposals should include the following:

- Company profile and credentials.
- Proposed approach and methodology.
- Detailed cost breakdown of the website design and implementation, and under separate cover detailed costs of hosting and support based on 1 year and 3 years.
- Portfolio of past projects.
- References and client testimonials.

Contact Information

For enquiries or clarifications regarding this tender please contact Lizzie Martin via email lizzie.martin@abingdon.gov.uk or telephone 01235 522642.

Appendix

[Appendix 1 – Abingdon-on-Thames Town Council Style Guide](#)