



Cowbridge with Llanblethian Town Council

Request for Quotation: Social Media and Website Support Services

Date: 27th February 2025

Introduction:

Cowbridge with Llanblethian Town Council is seeking quotations from qualified and experienced providers to manage and enhance its social media presence and website. The Council aims to continually improve its online communication, ensuring a professional and effective digital presence that accurately reflects its work and engagement with the community.

This Request for Quotation (RFQ) is based on the current provider's proposal and seeks to build upon the existing services while ensuring value for money and a robust digital strategy.

Scope of Services:

The Council requires a comprehensive service encompassing the following areas:

1. Website Management:

- **Website Overhaul and Technical Maintenance:**

- Develop the existing website, identifying and rectifying broken pages and coding errors.
- Ensure all pages are fully functional and optimised for user experience.
- Provide ongoing technical support, including HTML and coding expertise.
- With Town Council staff Implement a controlled update process to prevent future errors, potentially including a process where all changes are routed through the support provider.

- **Content Updates and Management:**

- Regularly update website content, including event listings, news, and other relevant information.
- Implement visual enhancements to improve the website's aesthetic appeal.



- Ensure the website is accessible and compliant with relevant accessibility standards.

2. Social Media Management:

• Content Creation and Scheduling:

- Develop and create engaging content for platforms such as Facebook, Instagram, and potentially other relevant platforms.
- Schedule and publish posts as required but at least on a weekly basis, ensuring consistent and timely communication.
- Create bespoke, professional graphics using tools like Photoshop, ensuring they are unique to the Council and legally compliant.

• Engagement and Community Interaction:

- Monitor social media channels and respond to comments, messages, and inquiries in a timely and professional manner.
- Foster¹ community engagement and build positive relationships with followers.

• Event Promotion:

- Develop and execute social media campaigns to promote Council sponsored and wider community events and initiatives.
- Create eye-catching graphics and promotional materials.

3. Reporting and Analysis:

• Monthly Performance Reports:

- Provide monthly reports, within a week of the month end, summarizing website traffic, social media engagement, and key performance indicators (KPIs).
- Offer insights and recommendations for continuous improvement.

4. One-Off Projects and Community Engagement:

• Support for Community Working Groups:

- Included in the base fee attendance at Community Working Group meetings to provide, marketing and digital communication expertise and support.



- **Provision of Quotes for One-Off Projects:**

- Be able to provide quotes for extra projects such as Christmas brochures, banners, floor stickers, and marketing plans for large town events.

5. Graphic Design:

- Provision of bespoke graphic design, ensuring all designs are owned by the council, and all legal rights are maintained.

Quotation Requirements:

Please provide a detailed quotation that includes the following:

- A breakdown of costs for each service area outlined above.
- A description of your experience and expertise in website management and social media marketing.
- Examples of your previous work, particularly in creating bespoke graphics and managing community-focused social media accounts.
- A proposed schedule for implementing the services.
- Details of your availability and response times.
- Information on your approach to ensuring legal compliance and data security.
- Proposed costs for one off projects.
- Proposed costs for monthly/annual service.

Evaluation Criteria:

Quotations will be evaluated based on the following criteria:

- Experience and expertise.
- Quality of proposed services.
- Cost-effectiveness.
- Demonstrated understanding of the Council's needs.
- Quality of previous work examples.
- The successful company will be awarded a contract for three years with an option to extend for a further two years



Submission Details:

Please submit your quotation electronically to townclerk@cowbridge-tc.gov.uk by Friday 28th March 2025.

Contact Information:

For any questions or clarifications, please contact Clair Helen Davis on 01446 77 33 85 or townclerk@cowbridge-tc.gov.uk .

Thank you for your interest in providing services to Cowbridge with Llanblethian Town Council.