



Schools website estimate

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Executive summary

Introduction

Recent work with Head Teachers from several schools and colleges has given Popcorn unique insight into the objectives and user requirements of a good school website. As a result, we can now offer educational establishments our finished product: a professionally-designed, bespoke, school website package. A Popcorn-designed schools website is packed with the sort of features and useful functionality normally found in high-end commercial websites, yet is available at a highly-competitive price intended to align with educational budgets.

Much more than an online prospectus, our educational website provides a means of communication with students, their parents, staff and the local community. The functionality includes the latest school news, forthcoming events, photo galleries of recent trips, internal staff vacancies and press cuttings for example. It can even generate and send a schools newsletter by email. No additional hardware or software is required.

The standard Popcorn educational package alone will provide your school or college with a great website. You can also choose to add extra functionality from a range of add-ons, or brief us to write a bespoke application for you. We will then take your established branding and design the website package around it.

Understanding the pressures on educational budgets we have kept the cost of your new website as low as possible by creating a standard but comprehensive function set, based on proven school layout templates. This layout is designed to make incorporating your school branding (logo, colour palette, fonts, etc) straightforward. Once we have been awarded the project to build your website, a design brief will be worked out between you and our design team, as part of the overall project requirements specification.

Thanks to our comprehensive content management system, pages can be added, edited or removed easily by you and your staff without any further involvement by us. Written content can be pasted in directly from whichever word processing software you use. Images and links to other files are easily placed on pages for viewing and/or download. The content management system ensures a consistent look and feel to all pages throughout the site, ensuring your website looks professional while being easy and enjoyable to maintain.

Summary of requirements

The overall objective of the project is to replace your existing website or create a new one if one does not exist.

We have defined your requirements as including:

- You require a leading school / college website which caters for the information needs of its users (current and prospective students, their parents, current and future teachers, as well as meeting the needs of the school management team, governors and DfES)
- You require a website to emphasise the identity, quality and style of the school, any specialist status, etc
- You require important information to be available to the school community through logical navigation and in a useable format
- You require full control over content in an easy-to-use Content Management System (CMS)
- Your users require important and time-sensitive news such as 'School closed until Friday due to boiler problems' etc being available on the website immediately
- You require users to be able to find your website easily using search engines



Please note that your website will require specialist hosting (due to the CMS and associated databases), therefore if your current provider is unable to host the site, Popcorn can provide this service on our dedicated servers

Costs

One-off design and development costs

The standard package costs £1,900. This provides everything most schools would require. Additional functionality can be added to this standard package as optional extras (see website fee structure at the end of this document).

Alternatively, you can lease your website at a monthly cost of £90 (Additional options would need to be paid for in full prior to the site going live). Site leases run for a minimum term of 3 years.

Website hosting

If your current Internet Service Provider is unable to host your website, then Popcorn can host your website and associated programming, including all databases for £99 per year.

Website support and maintenance (WebWorks)

To ensure that your website never gets out of date and that you get the best value from your investment, we've produced a 'Web Site Management Programme' called WebWorks. We're confident that, once you realise what's included in WebWorks, you'll find new ways to utilise it. WebWorks helps you keep your site right up to date. It also entitles you to Popcorn site support and provides the simple reassurance that your website is being continuously monitored behind the scenes. WebWorks ensures your website stays up and running without you having to do a thing!

The price for this suite of over 15 different services is £19 per month and includes;

- Half an hour of Popcorn developer time each month updating your site
- Testing for broken links and ensuring your contact email form works properly
- Testing of related email accounts
- Emergency 24 hour call-out
- Detailed easy-to-read visitor / marketing site activity statistics

Please be aware that any content and functionality not outlined in this document does not form part of the estimate. Your school is responsible for adding the content to each page through our easy-to-use Content Management System.



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Understanding the project requirements

A solid understanding of the customer's requirements is the foundation upon which excellent websites are built. This section outlines our understanding of your requirements and those of the proposed users of the website.

The requirements define the scope of the project, so if you feel any of them have been misinterpreted or omitted, please let us know so that this estimate can be amended.

Website aims and objectives

The overall purpose of the website is to provide users with up to the minute information about your establishment (establishment may be a school, college or other educational provider, but for simplicity it will be referred to as a school throughout this document), each department, courses, school life and ongoing school events and achievements. In developing this website, your school aims to create a platform for improved communication with the whole school community.

Website users

External users

The primary users of the website will be current and prospective students and their parents. The primary reasons they will use the website are to find information about the school, such as term dates, etc. The action you specifically wish them to take, is to find the information they require without having to contact your admin office. This website places no limit on the number of pages or the amount of content you may publish.

Additionally, the website has a number of secondary users. The most important of these are from the local community: press, governors and education officials. The reasons they will use the website are to research the school, view exam results and other reports. Prospective new staff will also be using the website to get an understanding of the school, its ethos, culture and record.

Internal users

In addition to the external users, a number of internal users have been identified. These include:

- Heads of departments and teachers responsible for updating their own pages within the site
- Administrative staff responsible for updating their own pages, such as vacancies, canteen menu, letters to parents etc
- Parent-teacher groups, PTA, events and news, fund raising news, future meeting details and minutes of meetings
- School governors
- Teachers using the site to keep up to date with news and events within the school

Creative brief

A creative brief will be undertaken as part of the project planning of the website. You have complete control of this project and are required to approve each stage of the development, including design.

Content requirements

Popcorn will provide an empty 'skeleton' website where the content of each page will be added directly by your school.



Our proposed solution

The solution we propose aims to address your requirements in the most creative and cost-effective manner. Our development process will focus on the site user requirements, as well as your school's business objectives.

Standard website package detail

Our powerful, cost-effective website package for schools gives you:

A bespoke, professionally-designed website

A unique website – proudly proclaiming what's special about your school – whilst being easy to maintain.

Automatic formatting of layout

Ensures the site's look and feel is consistent throughout.
Pages look consistent – and it's easy to add and remove them.

Easy maintenance by one or more people

No risk of damage to the site structure, thanks to secure design and individual access rights.

Customisable menus

You choose what goes into your content.

Site administration and maintenance rights

The site administrator can give individuals with responsibility for maintaining certain areas of the site, login rights to access just those areas. Wholesale changes are prevented and possible damage to the site avoided.

Comprehensive content management system (CMS)

Every page on the site can be added, edited regularly and deleted through the CMS. The CMS also makes it possible to add links and images, while multiple files can be attached to pages.

Your website – based on a flexible template design

We have developed a school website template following research and work carried out with several educational establishments. By distilling their requirements into a standard set of basic features and marrying them to a robust but versatile framework, we have been able to devise an inexpensive platform on which we can build highly-individual websites for any number of schools. The underlying structure of the site we will build for you therefore has the flexibility to adapt to any mix of information you want it to carry.

Search

This function allows users to enter keywords and search all the pages on the website. It returns a list of relevant links through to the pages where the keywords have been found. The most relevant pages are displayed higher.

Login

This allows registered users to access the site Content Management System (CMS). The CMS frees you from the need to invest in additional hardware or use complicated software - just log in to the site's admin page, then add in word processor text, pictures and other files where you want them. If you require users to log-in to other online applications related to your website, then a new page displays the different login options.



Side panels

One on each side of the screen, these panels introduce and link to your choice of pages. The panels can also carry intros to external links.

Full content management

Every page within the website can be edited through this system. New pages, new departments etc can be added as required.

The CMS allows you to select promotional panels for the homepage. These then click through to the individual pages within the website.

Event Calendar

Site visitors can select linked dates (in bold) on the month grid to view events. Apple Mac users can add items automatically to their preferred diary software, by selecting a link offering the event details in iCal format. Using the Administration system, authorised users can add, edit and delete events from the calendar.

Today's Menu

The school lunch menu can be edited on a daily basis. Related information on the nutritional goodness of what's on offer can be also be edited via the Healthy Eating page. Visitors can see at a glance what's for lunch each day; parents can check the menu to ensure their children have the opportunity to eat balanced meals.

Latest School News

Administrators can add any suitable news stories, which can include date, headline, content and images. Visitors can get a snapshot of what's happening in the school by viewing the headlines on the homepage and selecting an item for more detail.

Additional extra Feature Details

The standard package will provide the best solution for the majority of schools; however we have created additional functionality modules which can be added to the website to increase its capabilities.

Photo Galleries

Photographs can be uploaded, captioned and arranged into galleries by administrators. Site visitors can select a gallery to view thumbnails of all photographs in that gallery. Selecting a photograph will show a larger version with caption.

Staff Vacancies

Administrators can advertise current staff vacancies to attract suitable applicants. Visitors to the website can then see what vacancies are available at the school.

Attachments

This facility allows documents, audio or video to be attached within pages. Controlled by the CMS, these files are located on your computer then uploaded to the website.

Email Newsletter

This is a facility which allows the school to generate html email newsletters branded with the school's website identity and send them out to a mailing list through the website server. Administrators can create email newsletters by editing content within a template-based design and send them to subscribers at will. Visitors can choose to be kept up to date on school life by supplying their email addresses to be added to the newsletter mailing list.



Sample - Typical school website page structure

Homepage

- Welcome message
- Links to all pages
- Ability to select what feature panels to display

School Information

- Message from head teacher
- Specialist status information
- About the school / Ofsted reports
- Key personnel
- School news desk
- Year 7 admissions
- Prospectus
- Term dates
- The school day
- Newsletter
- Staff vacancies
- Healthy schools
- School layout plans
- Getting to school
- Contact details and how to find us using Google Maps
- FAQs

Student Section

- Key dates / events
- RM Easylink
- School productions
- Student voice
- Homework table
- Useful links

Departments

- Technology/art
- Science
- MFL
- English
- Maths
- Geography
- PE
- Drama & dance
- Music
- Design & Technology
- Etc.

School Life

- Photo galleries
- Newspaper articles
- Weekly sports fixtures
- Trips and excursions
- Local press cuttings
- Letters home

The canteen

- weekly menu
- Healthy eating



Popcorn professional hosting

Popcorn provides a specialist solution to meet the needs of businesses requiring a reliable dedicated hosting package. The combination of high-level web facilities, such as 500MB of web space and a 5GB monthly transfer limit, in addition to many key features for advanced task processing, means you will be completely equipped to run and maintain a fully-scalable site.

Unlike our competitors, all servers hosted on Popcorn's networks are firewall-protected by default. When your server first goes online, it is completely shielded from all Internet traffic by a dedicated FireRack appliance.

Our primary site for server hosting is REDBUS in London's Docklands, which is the UK's premier server hosting location. Our facility has multiple, independent, telco connections, multiple diverse mains electricity feeds, UPS and diesel generator backup.

The benefits

- First-class service – full business support
- Scaleable – 500MB of web space and 5GB monthly transfer limit
- Secure –SSL for secure website hosting (additional charges apply)
- Safe – firewall protected

The features

- 500MB web space as standard
- Generous 5.0GB transfer limit per month
- FTP access
- Graphical web stats on site traffic
- Raw website access logs
- Secure website hosting (SSL) (additional charge applies)
- Full CGI capability
- UNIX shell account
- Perl
- MySQL capability
- PHP functionality
- Technical support
- Domain name registration and DNS



Website fee structure

The fee structure includes the one-off design and development costs for the creation of your website.

Standard School Website package

Requirements analysis and conceptual design	£1,900
<ul style="list-style-type: none">Information design - develop site structureSite mappingPhoto library image research / selectionDevelopment of the content delivery planConceptual designPage wireframes and page design mock-ups	Or
HTML and client-side code development	£90
<ul style="list-style-type: none">Development of HTML and client-side codeProduction of page templates and CSSDevelopment of 'breadcrumb' trail	per month
Website deployment	
<ul style="list-style-type: none">Transfer of approved site from Popcorn development servers to final hosting serverIntegration of server-side and client-side elementsSearch engine optimisation of images and codeCustomer training in CMS and other site administrationApplication and user testingIntegration with email systemsOptimisation of website for search engine listingFinal approval documentation and site sign-over	



Ongoing costs

<p>Company domain name registration and hosting</p> <ul style="list-style-type: none"> ▪ Transfer, forwarding or purchase of single domain name ▪ Email services are not provided as your existing ISP will continue to provide this service ▪ Website hosting 	<p style="text-align: center;">£99 Per year</p>
<p>WebWorks - website monthly maintenance</p> <p>For your monthly subscription you will receive:</p> <ul style="list-style-type: none"> ▪ Up to half an hour's work on your web site. This may include general maintenance, content changes or even new development ▪ A full and extensive report, updated every 24 hours, on how many visitors your website received, what pages they read, where they came from and the words they used in search engines to find you. Note that your site needs to be hosted on one of our servers to take advantage this service ▪ An emergency direct contact number to a company director ▪ Monthly testing of all your website's pages, links and images ▪ Monthly testing of contact forms ▪ Monthly testing of your default email account ▪ Annual search engine health check ▪ Browser compatibility testing (as new browsers or versions are launched) ▪ Ongoing email and telephone technical support ▪ Ongoing administration of your web site domain names ▪ A discount of 15% on all further maintenance or development on your website ▪ A report on the work we have carried out to your website each quarter 	<p style="text-align: center;">£19 Per month</p>

Fee structure notes

- In this virtual world, we believe that we do not actually have to meet in order to complete your website. Eliminating meetings means costs can be kept down. Of course, you are welcome to visit our offices at any time, but this quotation does not allow for any meetings at your school.
- Due to the time constraints involved, we recommend the appointment of a client representative for the school to provide a single point of contact and decision making for each functional area (including general areas). Your representative must be readily available for the entire duration of the project.
- Where you are providing content, failure to provide content in a timely manner and in an appropriate format may delay the development and delivery of your website.
- The project outlined above includes a number of client sign-off milestones. Delays in sign-off will delay the development and delivery of your website.



- Any changes you request that affect the functionality or timing of the end product, once this estimate has been agreed and accepted, may incur additional costs. Under such circumstances, a revised estimate or an Additional Charges Form will be provided to you for agreement.
- Although we keep abreast of best-practice in search engine optimisation and build all our websites accordingly, we cannot guarantee search engine position, which is subject to a number of external variables.

Exclusions

- Unless otherwise stated, any databases required will be developed and launched with a subset of your data sufficient only for the development of the application. It will be your responsibility to populate the database fully.
- Any work required in altering or upgrading your technical infrastructure is not covered within the scope of this document. We would be happy to recommend a supplier or quote for such work if required.
- Unless otherwise stated, the above costings do not include the provision of photography or written content, which must be provided by you. If you do require content to be provided please ask, as we would be happy to quote for this separately.
- Unless otherwise stated, the above costings do not include the development and provision of any transactional or search capabilities.
- Unless otherwise stated, the above costings do not include the development of animation such as animated GIFs or Flash.

Estimate validity and payment schedule

This estimate is valid for three months from the date of issue.

We will provide you with an invoice for 50% of the agreed cost at the start of the project, which we request is settled prior to development work commencing. A second invoice for the outstanding balance will be raised on final approval. If the final approval or change request is not forthcoming within a period of one month of the project being deemed by us to be complete, we reserve the right to raise the final invoice regardless.

Once final payment is received, all copyright will transfer to your school. Final payment is to be settled within 30 days from invoice. VAT at 17.5% will be added to all prices.



Our approach

The Popcorn development process

By understanding the core elements of the process that leads to the creation of a website, both you as the client and our project manager can utilise resources effectively and efficiently.

The Popcorn development process focuses on the key deliverables and client sign-off points needed to take a website from an initial concept to a reality.

The process moves through 5 project phases:

Discover – establish your needs and the needs of your ‘customers’ (the users). Some initial project planning is undertaken during this phase and this proposal is a preliminary result of this phase of work

Define – take this statement of needs and turn it into a clear statement of requirements (the project scope). The project planning begun in the previous phase is built on here

Design – complete the conceptual design for the site and develop visuals and database schematics for your sign-off

Develop – create graphics, content and code

Deploy – publish and test the website and get your final approval

There are a number of key principles that underpin our approach and we ask you to buy into them. These are:

We are client led and user focussed – we make every effort to understand your requirements and to identify the specific needs of your school and the users of your website. In this way, we can deliver a website you are proud of and that helps you provide your users with the information and interaction they need.

Creating a website is a collaborative process – not just internally between our designers and developers, but externally through involving you. Your engagement in the process is vital in delivering a quality product. For this reason, we see you as integral to the project team and rely on you for timely and constructive feedback and input.

Quality is not an optional add-on – aspects of the project that define the quality of a website cannot be omitted. Ensuring a good user experience is at the centre of our commitment to excellence in design and functionality. Similarly, ensuring that your project is delivered on time, budget and to your requirements is not optional.

We are transparent in our dealings with customers and suppliers – we have no hidden costs or agendas. Transparency all round is essential to good relations and therefore good websites.

We aim to deliver a high-quality product at a reasonable price – we aren’t the cheapest around and we don’t pretend to be. We believe we are truly amongst the best though and deliver excellent value for money.

If the customer has a problem, we have a problem – we make every effort to be responsive to your needs. We will deal with any issues raised and provide timely feedback.



Estimate agreement

By signing this estimate, you are agreeing on behalf of your company to the contents of the estimate and the costs associated with the work specified. As this estimate forms the scope of work to be undertaken, please ensure you understand the contents fully, as future changes may incur additional costs.

Separate terms and conditions are also required to be signed. These form the contractual basis for the relationship between your school and Popcorn.

	Cost	Please Tick
Standard School Website package One off cost	£1,900	
Standard School Website package Monthly Leasing	£90 Per month	
Optional - WebWorks (Website Maintenance)	£19 per month	
Extras 1 - Photograph Galleries	£200	
Extras 2 - Staff Vacancies	£200	
Extras 3 - Attachments	£200	
Extras 4 - Email Newsletter	£400	
TOTAL		

Client agreement

I agree to the requirements, proposed solution and costs contained within this estimate:

Signed on behalf of the client organisation: _____

Name of signatory (printed in capitals): _____

Date signed: _____



Confidentiality

All material contained within this estimate shall remain the property of Popcorn Web Design Limited and cannot be reproduced without prior consent.

All materials and intellectual property supplied by the client in the course of the project remain the property of the client.

