

A GREENER HAWICK

VILLAGE POLL PROPOSAL

7 Nov 2022
Gardner Puzelli Media Ltd

V1.0

FUNCTIONALITY

CORE

Coding Standards:

Gardner Puzelli Media Ltd. (the Supplier) produce standard compliant, performant and maintainable code for every project.

We use a mix of proprietary and open-source web technologies always paying attention to use the “best tools for the job” in order to create websites that are fast, reliable and accessible across a variety of devices and platforms.

We insist on building ‘mobile-up’, not ‘desktop-down’.

We Support :

Latest 2 versions of any browser (desktop and mobile) with more than 2% market share at release time

FUNCTIONALITY: What can the USER do?

Register Online:

- Register securely online
- Forgot password request

Edit Profile:

- Personal profile and preferences
- Change password

View map:

- View Hotspots & details on list
- View Hotspots & details via map

Vote:

- Vote from suggestions assigned to each Hotspots. Colour-coded voting ‘flags’ based on voting category.
- Prioritize votes via scale of 1-5
- View users own Hotspots

Comment:

- Leave a comment against a Hotspot and view all users comments

Contact:

- Contact admin for general enquiries

FUNCTIONALITY: What can the ADMINISTRATORS do?

View & Action Notifications:

- Alert system for all reported comments. Delete comments / block user.

Create/Edit Hotspots:

- Create new Hotspot by selecting geo-locale point on map.
- Create Hotspot name & description, upload image or video.
- Edit existing Hotspots with same on-screen controls. The location of Hotspots with either existing votes or comments cannot be edited.
- Unpublish Hotspot, removing from map and listings.

View Hotspot ‘Vote’ Data:

- Open overlay to view total votes per Hotspot by voting suggestions
- Filters to show gender / age group
- .xls or .csv download

Central User List:

- Repository listing all users, showing status and any alerts against user
- Open Search Users tool.
- Filter users by all fields (Surname / Name / Gender)
- Edit user details. Change user status to block access to map.

Development costs

	TOTAL COSTS
<p>1) Environment development, including:</p> <p>Consultation, Planning & Set-up</p> <ul style="list-style-type: none"> • Consultation: up to 4hrs online strategy meetings x 3 polls • Planning: up to 4hrs online meetings to review Hotspot choices & voting suggestions x 3 polls • 1st poll set-up: up to 50 Hotspots created & populated • 2nd poll set-up: up to 50 Hotspots created & populated • 3rd poll set-up: up to 50 Hotspots created & populated <p>Pre-launch Marketing (Prior to each of 3 polls)</p> <ul style="list-style-type: none"> • Content messaging for multi-channel campaigns • A5 leaflet, A2/A3 poster design • Facebook banner & photo-post graphic design <p>Live Marketing (During live periods of first 3 polls)</p> <ul style="list-style-type: none"> • Weekly e-newsletter blast to registered users • Weekly Facebook photo-post graphics 	<p>£5,880 GBP</p>

Server costs

	TOTAL COSTS
Managed Servers& Hosting (p/a) 1 x 2GB RAM, 40GB storage http server	£720 GBP

Early Adopters Licensing Incentive

Early Adopters will hold a broadcast license to operate all software products developed to deliver the project at **no charge other than annual server costs for the period of two years**. From year three onwards, licensing costs would be £1800 per year.

Non-essential maintenance and Hotspot population/marketing of further polls **are not included** in the license and would come under tiered Support Packages if further consultation/Hotspot population/admin or marketing support were required. (Ref. [Support Packages](#))

Servers may require upscaling, **accruing additional cost**, if traffic load exceeds predicted volumes resulting in excessive unacceptable load times. Each server upgrade would **double quoted server costs**, however the Supplier would only realistically foresee one potential future upgrade based on catchment population and maximum potential traffic.

PACKAGES & COSTS PER NEW POLL DURING LICENSE PERIOD

Additional Polls Package Costs

	BASE	STANDARD	PREMIUM	ENTERPRISE
• POLL SET-UP AND POPULATION				
New poll set up configuration	YES	YES	YES	YES
Hotspot creation & population	No	Up to 30	Up to 50	Up to 75
• CONSULTATION				
Consultation	1 hr	2 hrs	2 x 2hrs	2 x 2hrs
Customer Support Availability during live Poll	1 day p/w 12pm-5pm	1 day p/w 12pm-5pm	2 day p/w 9am-5pm	3 day p/w 9am-5pm
• MARKETING				
Pre-poll: Facebook banner & photo post graphic	No	No	YES	YES
Pre-poll: print design (A5 double-side Flyers / A3 Posters)	No	No	YES	YES
During poll: weekly Facebook photo-post graphics (1 month max duration)	No	No	YES	YES
During poll: mass mail campaign	No	No	No	YES
Post poll: Facebook photo-post graphics	No	No	YES	YES
Post poll: mass mail campaign	No	No	No	YES
ADDITIONAL POLL COST	£252	£504	£672	£840