



New WCAG 2.1AA compliant website proposal

Throop & Holdenhurst Parish Council

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Snapshot – Throop & Holdenhurst Parish Council

Since the introduction of The Public Sector Bodies (Websites and Mobile Applications) (No.2) Accessibility Regulations 2018 (to give its full title) came into force on 23 September 2018 you have identified your Council needs a new compliant website. The aim of the Regulation is to ensure public sector websites and mobile apps are accessible to all users, especially those with disabilities. This means that all new public sector websites will need to meet accessibility standards and publish an accessibility statement unless they are exempt. Those affected include:

- Central government and local government organisations (including city, town and parish councils)
- Some charities and other non-government organisations

The breadth of WCAG 2.1AA compliance in respect to a website covers many areas, some relate to how it is technically constructed, how the information is presented and the alternative options for users if they cannot access the website's information in a way that works for them. You can read a helpful article here: ['Website W3C & WCAG 2.1 accessibility compliance: What it means for councils & public sector websites and what you need to do'](#).

WCAG 2.1 has 3 ratings, A, AA & AAA. The following proposal outlines the provision of a WCAG 2.1 AA rated compliant website, the costs involved, what's included and what's not. It also outlines your responsibilities moving forward.

Meeting Accessibility Requirements

Since the release of the WCAG 2.1 guidance documentation, we have developed a website package solution that meets the compliance requirements that is both cost effective and provides clerks and those who manage a public body website with the tools needed to run the site. The Aubergine W3C & WCAG 2.1 compliant website package service meets the requirements in terms of providing an AA-rated compliant framework and website at the point of launch. Once live, we also maintain your site to ensure the underlying code is supported correctly and kept up to date with all software requirements. Optionally, we can provide regular compliance scans of your website's pages.

What you get in the package:

- ✓ A W3C & WCAG 2.1AA compliant website built on the easy-to-use WordPress CMS platform.
- ✓ A robust page builder system to provide you with great page layout flexibility & control.
- ✓ An accessibility compliant and fully mobile friendly website.
- ✓ Website admin tools to add new and update all the content on your website yourself.
- ✓ Training to get you started plus ongoing support.
- ✓ SSL-protected website hosting on our UK servers.
- ✓ We'll manage all software updates, so you don't have to.
- ✓ We will provide you with on-going support when you need it – email, online or phone.
- ✓ We will ensure your website remains GDPR compliant.
- ✓ We will manage your domain name and make sure this remains active, should you need it.
- ✓ We will provide GDPR-compliant email services for you, should you need it.
- ✓ All our team are UK-based (Bedfordshire).



Compliance testing, limitation & ongoing

Both W3C & WCAG compliance are driven by many factors, some you have control over and others you don't. In most cases, as long as the base website build has been created in a natively compliant format, any deviation from compliance will typically be as a result of content being added to a web page is not compliant and then renders it non-compliant.

As such, the provision of our service to you is limited to:

- 1) the creation and launch of a W3C & WCAG2.1 AA compliant website
- 2) an optional quarterly report of your site that highlights any pages that may have rendered the website non-compliant and a recommended solution. (excludes uploaded documents)

We can also provide an optional technical support package to assist you with running the site, which you may choose to help you in meeting those ongoing support needs.

Once live, it is your responsibility to ensure that any words, images or documents that you add are compliant. We recommend you perform regular checks of the site using free online checkers or browser extension to ensure continued compliance – particularly for new pages and documents added since its launch. As part of our optional service to you we provide 4 checks and reports per year highlighting any problem areas, but recommend you review the site after each time you add content and to use any of the online free checkers as referenced by the Government's Digital Guidance department.

We will ensure that your website complies with W3C & WCAG2.1 AA compliance from a technical position at the point of launching and will notify you if we spot any page that is non-compliant as a result of content incompatibility for you to address prior to launch. Please note that this does not include uploaded documents.

In the event that you become aware of any part of your site that you feel falls outside of WCAG compliance, it is your responsibility to notify us so that it may be assessed by us and, should a problem be found, a solution scheduled for fixing.

Regular review

It's important to emphasise that your organisation needs to agree to a frequency of how often the website is checked for compliance and set that in your accessibility statement.

Delivering on Specification of Work

Given the requirements, it is our recommendation that the site be built on our **custom built WCAG 2.1AA compliant Wordpress framework designed specifically for councils**. It is the world's most popular website platform and allows you to have full control over the site's pages and content in the most efficient way.



The website system is **natively search engine friendly** and **well supported**. We ensure that the Core Wordpress framework and its plugins are kept up to date to ensure full functionality is maintained.

We also recommend a multiple layer of admin user permission controls so that you can have multiple administrators of the content but provide publishing, content and member control to only those you wish.

Our proposal includes:

- ✓ Project scheduling and planning
- ✓ Technical analysis of your existing set-up to ensure continuation of services
- ✓ Development of the website from your choice of our preconfigured design templates
- ✓ Review and compliance testing
- ✓ Content migration (optional)
- ✓ Analytics integration (optional)
- ✓ Website training instructions & access to Learning Centre. In person training available at extra cost
- ✓ Pre-live WCAG compliance check and report
- ✓ Ongoing support and website hosting
- ✓ Domain registration & management

Additionally, the following "behind the scenes" features will be built into the website:

- ✓ High speed page loading
- ✓ Anti-spam features on contact forms
- ✓ WCAG, W3C & GDPR best practice guidance for the website framework

Support

We ensure that all sites are tested thoroughly prior to launch and Wordpress and plugin updates are handled by us as part of the package. Nonetheless, we recommend an additional support package be put in place to help you manage the website after it is set live.

Support package options available on the 'costs' page in this document.

Key Audiences

You have identified your key audience groups and the probable reasons they will visit the website and what information they will seek and access. The website framework is configured to fully support all identified content types that you wish to provide to your user groups in a fully WCAG 2.1AA compliant environment.

The key audience group content types include **Events, Documents, Meeting Information and Dates, full page and signposting building tools** to support your key messaging, **announcement tools for major alerts, reporting tools** that include **forms and redirections to County Council & District services, contact forms, mobile responsiveness, news + other features** that include **digital noticeboards, community areas, venue & venue feature areas** - all of which controlled through the Wordpress admin system.



The process

We offer a well-crafted and designed system that has been created with town and parish councils in mind and contains a flexible page builder tool that includes a wide selection page area styles from which you can choose and make your individual pages. In addition, the system is offered with a choice of two packages that include various levels of support depending on the level of support you have internally – we will guide you as to which one is right for you.

Those packages and design template can be viewed here:

<https://www.aubergine262.com/wcag-compliant-websites-for-public-bodies/>

Once you have chosen which package you would like for your council, the process will be as follows:

1. We'll send you a questionnaire to capture the details needed to build your website – everyone's needs are different so it's important to do this first.
2. A summary of all services outlining what's included, the timing, costs and any extra services.
3. You will be presented with an invoice that covers the cost of development of the site and this will need to be paid before your site build can begin.
4. You will need to provide us with your council's logo, any colours you prefer as well as a link to your existing site.
5. We will provide you with a template to complete your WCAG 2.1 Accessibility Statement & Accessible Documents Statement if you have not made one – this is required for the site launch.
6. We will also require your domain name access so that we can point the domain to your new site. You may wish your own IT support to handle this and so we will need their contact details and an introduction.
7. You will need to let us know if you wish us to migrate your existing website's content to the new site – this is an extra chargeable service so ensure it is mentioned when booking the work.
8. We will then build the website and once complete, we will arrange training on the admin area. If you wish to have one-to-one training, this can be arranged at an extra cost of £199 + VAT for a 2-hour session via video call.
9. When you have added all the page content to the website we will need to check it for WCAG2.1 & GDPR compliance and provide you with a report showing any content you may need to change to make it compliant. The scan process does not include uploaded documents. These must be checked by you before uploading.
10. Once checked again and validated, we'll agree a go-live date.

Post-live support is then handled either by phone or by using our online support system.



Consideration

Website hosting

Your new website will be hosted on our UK-based, SSL-protected servers. That way we can ensure GDPR and WCAG compliance of the system.

Branding & logos

We will require your brand media pack of logos, colours and other visual assets that your council use in its online identity. If you do not have one, we can provide a logo & identity design service by our experience graphic design team.

Project timeline

Whilst every website is slightly different in the number of pages and content, we recommend you consider the following timeline for the development of your website:

Stage 1	Discovery & scoping:	1 weeks from initial enquiry
Stage 2	Development:	2 weeks from planned date
Stage 3	Content importing & training:	1 weeks after development
Stage 4	Testing – then go-live:	1 week after content input

Final testing and debugging on development server before launching and making live. These timings are estimates based on a typical and average site size and content but may be subject to alteration subject to sight of content required for migration.

Costing

Basic set up & year 1 consists of:

- 1) One-off set up: £700 + VAT (SLCC member discount)
- 2) Annual SSL-protected hosting & basic support (2 hours support annually): £199 + VAT pa
- 3) Quarterly WCAG compliance website monitoring scan & reports: £299 + VAT pa
- 4) Registration of .gov.uk domain £100 + VAT pa
- 5) Set up of MS O365 email service (9x accounts) £290 + VAT (email mailbox service paid directly to Microsoft and is charged at £4 per mailbox, per month.
- 6) Set up of MS Office+cloud storage for clerk based on 3 hours IT remote support £210 + VAT + monthly subscription fee paid directly to Microsoft at £9.40 + VAT per month, per user.
More information can be found here: <https://www.microsoft.com/en-gb/microsoft-365/business/compare-all-microsoft-365-business-products>

Total fees for year one: £1798 + VAT + monthly subscription fees for Microsoft

Year 2 reduces to £199 + VAT for hosting & support and £299 + VAT for ongoing compliance scan & report service + any optional extras shown. **Year 3** as year 2. Year 4 onwards costs TBC likely in line



with current levels.

The above costing is based on your requirement specification and includes an 1hr video call training sessions (additional remote training can be arranged see overleaf), full admin area access, access to our WCAG Learning Centre library and our continued support to ensure the system continually meets WCAG requirements are included in the package with the exception of the following additional items. Each module priced:

Enhanced functionality optional services

1) Transfer of website content to new website An estimate can be provided upon sight of content volume	@£25 + VAT per hour*
2) Event booking system with online payments + admin tools	£200 + VAT (<u>per year</u>)
3) Venue booking enquiry page	£200 + VAT (one off)
4) Admin area calendar of showing events & availability	£250 + VAT (one off)
5) Private Admin area for staff & councillors (with login levels) to review and access non-public files	£100 + VAT (<u>per year</u>)
6) Online payment page for ad-hoc payments (using the Stripe, Worldpay or Paypal Business payment gateway)	£500 + VAT (one off)
7) eForm builder module	£100 + VAT (one off)
8) + Extended annual support package (12 hrs per year)	£720 + VAT (<u>per year</u>)
9) Additional 1-hr video call training sessions	£199 + VAT

***Note regarding content transfer**

An estimate will be provided but as a guide, content transfer typically takes 30mins per page plus 5 mins per document that is uploaded. There is a file size limit of 5Mb per file for uploading. Documents of a larger size may require alternative hosting provision.

Ongoing costs

Once your website is set up and running the annually recurring costs payable to us reduce considerably and are as follows.

- 1) Annual website hosting & basic support £199 + VAT pa
- 2) Quarterly WCAG compliance website monitoring scan & reports: £299 + VAT pa
- 3) Domain name registration £100 + VAT for .gov.uk domain

Plus, other annually renewable items from the optional items list may also be required.



Aspects to note

You will need to ensure you have full DNS control and access to the domain. We can become your registrar (as we are JISC registered) and permitted to manage .gov domains.

We can include Google Analytics for performance reporting to ensure that a fuller picture of the website's traffic and use is understood and allow you to learn user behaviour and make subsequent improvements to the website. A Google Analytics account will be needed for your organisation if one does not exist. We will assist you in setting this free service up if you do not have it.

Training Staff

Training on a new website system is vital. As part of the basic package, we provide you with access to our WCAG Learning Centre that contains a library of simple, short videos to watch and learn how to use all areas of the website as well as remote-based training session for you and your staff members.

Also included are 2x 1hr video call training sessions for your staff by one of our experts. We recommend that these sessions are conducted over 2 occasions during the process with each being an hour long. Our team are always on hand to provide any additional support or should they need.

Certification & accreditations

To provide assurance of both our processes and abilities, we are **Cyber Essentials certified**, **JISC accredited** and are **Official Crown Commercial Suppliers for the UK Government** ([view details](#)).

Credibility

- ✓ We are official SLCC partners and have developed the WCAG compliant website package in partnership with them.
- ✓ We work with both SLCC & NALC to produce both written articles and present webinars and conferences on website accessibility.
- ✓ We work with regional CALCs and Council Associations to support their members with website accessibility queries.
- ✓ We are official Crown Commercial Suppliers of WCAG digital services to public bodies.



References

- 1) Sarah Sandiford, head of central services, Leighton Linlade Town Council
sarah.sandiford@leightonlinlade-tc.gov.uk 01525 631920: www.leightonlinlade-tc.gov.uk
- 2) Sheryl Birtles, Nantwich Town Council, sheryl.birtles@nantwichtowncouncil.gov.uk
01270 619224 www.nantwichtowncouncil.gov.uk
- 3) Emma Coleman, Clerk for Anglesey Council, clerk@anglesey.staffslc.gov.uk
01283 538983 www.angleseystaffs-pc.gov.uk
- 4) Andrea Paterson Bollington Town Council, admin@bollington-tc.gov.uk
01625 786638 www.bollington-tc.gov.uk

Frequently asked questions

Why do you use WordPress?

WordPress is open source content management software and currently powers around 30% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customisable websites to modern standards and observes web development best practices. Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project. WooCommerce is an eCommerce engine and extension that integrates with the WordPress CMS.

What is information architecture?

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

Where is the website hosted?

Your website needs to be hosted by a hosting company that specialises in business hosting. We provide UK-based WordPress-optimised hosting services but if you would like your website to be hosted on your own provider we will need to perform a hosting account survey first to establish that it will be compatible with a site of this kind. We may need to recommend a change in hosting package if it does not meet the minimum requirements for a WordPress website.

Who do I call if something goes wrong with the website or I can't figure something out?

Provided you subscribe to one of our ongoing website support packages, we will be your first point of call should something go wrong with your website. In accordance with our SLA, we will determine what the problem is and respond with a fix-time or the information for you to address the solution yourself. We will provide training and tutorials to assist you in using your website once it is launched.



What happens after the website is launched?

Once your website is launched, we will provide 3 months of support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to one of our ongoing website care plans to make sure your website is looked after and maintained. These website care plans include updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365.

How long will it take to appear at the top of Google?

The time it takes for your website to appear on page 1 of Google depends on a great number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimisation fundamentals built-in.

Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk to more about your search engine strategy (if we haven't already.)

How will I know if anyone is visiting my website?

We will install Google Analytics tracking on your new website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, pageviews the amount of time people are spending on your website.

Once you subscribe to one of our website support plans you can choose to receive more detailed analysis about your website performance and recommendations on how to improve. Please ask for more details about what's included in these support plans.

What happens if I want to add some features to the website while you're building it?

Whilst we like to be flexible and responsive to your needs, we also like to deliver what we promise within the timeframes and budgets we have allowed. If you ask us to add new features to your website while we are building it, we will most likely ask why? If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige. If this new feature is something you would like to add to your website but is not directly tied to your original objectives then we will suggest to schedule it for a second iteration of the website once it has been launched. This will require a new proposal.



Payment terms

Our payment terms are as follows:

Site build fees are due on engagement and agreement of project inclusions. Work can only begin upon cleared funds.

Hosting & support package fees will be due at the point of going live.

If you are paying monthly on a 12-month contract package, you will be invoiced in the month prior to the fee falling due and it must be paid by the last day of the month.

Payment is to be made by BACs or cheque in GBP. We do not accept credit or debit card. Any failure to meet these payment terms will result in the deactivation of your site until the cleared fees are received.

If you are unable to supply all of the right content at each stage we require, it does not mean we have not done our job. Once the site has been built & tested and is ready to go live, either with your

content or placeholder images and dummy text, we will issue the final invoice. Once the final invoice is paid we will 'hand over the keys' and make the site live to the public internet but will ensure that you are fully trained to maintain the content yourself thereafter.

If the final invoice is not paid within the credit terms we have given you, we are under no obligation to keep the site on our testing server or continue with the project in anyway.

Renewals

Your hosting, support and any extra services, such as domain name registrations are annually renewable and you will be sent an invoice 60 days prior to the expiration date of your annual service contract. If payment is not received by the due date, your service will be suspended until the payment is made.

All sound good? The next steps:

To accept the proposal by replying in writing with your acceptance of the proposal.

- 1) Please reply by email to the person you received the proposal from notifying them of your intention to accept the proposal.
- 2) We will send you our KYC (Know Your Customer) questionnaire to perform our required due diligence and gather necessary information to begin the project.
- 3) We will send you an invoice for the work along with an engagement letter for signing. This will set out a schedule of works.
- 4) Submit your payment of the project fees. We prefer a BACs payment rather than a cheque to avoid the need to go to the bank.

Once these steps have been completed, we will begin the project.



Terms, service level agreement (SLA) and definitions

The terms

The full terms & conditions of our service, to which you are agreeing, are available on our website here www.aubergine262.com/terms-of-trade, along with our Service Level Agreement (SLA) & definitions.

What Do Both Parties Agree To Do?

As our customer, you have the power and ability to enter into this contract on behalf of your company or organisation. You agree to provide us with everything that we'll need to complete the project – including text, images and other information – as and when we need it and in the format we ask for. You agree to review our work, provide feedback and approval in a timely manner too. Deadlines work two ways and you'll also be bound by any dates that we set together. You also agree to stick to the payment schedule set out at the end of this contract.

We have the experience and ability to perform the services you need from us and we will carry them out in a professional and timely manner. Along the way we will endeavour to meet all the deadlines set but we can't be responsible for a missed launch date or a deadline if you have been late in supplying materials or have not approved or signed off our work on-time at any stage. On top of this we'll also maintain the confidentiality of any information that you give us.

Summary

We will always do our best to fulfil your needs and meet your goals, but sometimes it's best to have a few things written down so that we both know what's what, who should do what and what happens if stuff goes wrong. In this contract you won't find complicated legal terms or long passages of unreadable text. We have no desire to trick you into signing something that you might later regret. We do want what's best for the safety of both parties, now and in the future.

Design

If we are designing your application we'll create designs for the look-and-feel, layout and functionality of your website. After the design concept phases, this contract includes one final main design plus the opportunity for you to make up to two rounds of revisions and one final build version of the website.

If you're not happy with the designs at this stage, you will pay us in full for all of the work that we have produced until that point and you may either cancel this contract or continue to commission us to make further design revisions at our standard design rates.

HTML and CSS Layout Templates

If the project includes HTML markup and CSS templates, we'll develop these using valid HTML and CSS code. The landscape of web browsers and devices changes regularly and our approach is to look forward, not back. With that in mind we will test all our markup and CSS in current versions of all major desktop browsers to ensure that we make the most from them. Users of older or less capable browsers or devices will experience a design that is appropriate to the capabilities of their software.



Browser support

We do not cater for people using Microsoft Internet Explorer 10 or older and cannot predict the behaviour of that browser.

We will also test that these templates perform well on Apple's iPad. We will not test old or abandoned browsers, for example Microsoft Internet Explorer 10 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. If you need us to consider these older browsers, we will charge you at our standard old browser rate for any necessary additional design work, development and testing.

Photographs

You will supply us photographs in digital format. If you choose to buy stock photographs we can suggest vendors of stock photography. Any time we spend searching for appropriate photographs will be charged at our standard discovery rate. If you choose to provide us with your own photographs, we will need to ensure they meet minimum quality and format standards before they are used to ensure quality throughout the project.

Changes and Revisions

We know from plenty of experience that fixed-price contracts are rarely beneficial to you, as they often limit you to your first idea about how something should look, or how it might work. We don't want to limit either your options or your opportunities to change your mind. The estimate/quotation prices at the beginning of this document are based on the amount of work we estimate we'll need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra pages or templates or even add new functionality, that won't be a problem.

However, you will be charged accordingly and these additional costs will need to be agreed to before the extra work commences. This additional work will affect deadlines and they will be moved accordingly.

We'll be up front about all of this if and when it happens to make sure we're all on the same page before proceeding. We may also ask you to put requests in writing so we can keep track of changes. If the nature or functions of the project change significantly throughout the process, we reserve the right to deem the current project cancelled. At this point you will pay us in full for all the work we have done and may commission us to complete the new project based on the new requirements. This will require a new quote and contract.

Technical Support

You may already have professional website hosting, you might even manage that hosting in-house; if that's the case, great. If you don't manage your own website hosting, or your current hosting environment does not support the solution we are providing, we can provide you with professional, business-class WordPress hosting for your website. The basic hosting package includes 2 hours free support during the time of your hosting that can be used against general support, bug-fixing or guidance you may need. All support requirements outside of the use of these 2 hours will require you to provide us with a full specification of your requirements against which we will issue a quotation for the work. Any work we provide as part of a separate contract of service falls without our standard terms of support and service.



If you require technical support services that exceed 2 hours annually, we recommend you discuss these requirements with us and a suitable support plan can be provided at additional cost.

Service level agreement (SLA)

We provide our support services in accordance with our service level agreement. The full description of what support is provided and when, along with the definition of terms, can be found here:

www.aubergine262.com/terms

Legal stuff

We can't guarantee that the functions contained in any web page templates or in a completed website will always be error-free and so we can't be liable to you or any third party for damages,

including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this website and any other web pages, even if you have advised us of the possibilities of such damages. If any provision of this agreement shall be unlawful, void, or for any reason unenforceable, then that provision shall be deemed severable from this agreement and shall not affect the validity and enforceability of any remaining provisions.

GDPR – General Data Protection Regulation compliance

It is your responsibility to ensure that your website remains GDPR compliant. The website will be

launched and conform to GDPR compliance guidance, but we cannot be responsible for any aspect once it is launched. You must maintain your own data protection review processes to ensure that any data you capture on the site conforms to current laws. If we are your website hosts, as Data Processors, we will share with you our Privacy Statement that explains ours and your responsibilities in relation to GDPR.

Copyrights

You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by your good selves, or that you have permission to use them.

When we receive your final payment, copyright is automatically assigned as follows:

You own the graphics and other visual elements that we create for you for this project. If you like, we'll give you a copy of all files and you should store them really safely as we are not required to keep them or provide any native source files we used to make them.

You also own text content, photographs and other data you provided, unless someone else owns them. We own the markup, CSS and other code and we license it to you for use on only this project. We love to show off our work and share what we have learned with other people, so we reserve the right to display and link to your completed project as part of our portfolio and to write about the project on websites, in magazine articles and in books about web design.

But where's all the horrible small print?

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If, for some reason, one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place. Although the language is simple, the intentions are serious, and this contract is a legal document under exclusive jurisdiction of the courts of the United Kingdom.



Our full terms and conditions can and must be read at: www.aubergine262.com/terms

If you have a few questions give us a call on 07810 753878 as it makes sense to talk over the finer detail in person.



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This proposal is prepared in good faith and knowledge provided and is subject to our terms of business, EO&E.