

Monthly Recurring Payments Programme

Revised 18th May 2020

Over the past five years the monthly payment programme has become the standard contracted payment method with all of our website clients and in general terms we think the process and payments are well understood. However, the current COVID crisis has raised further questions about what the payments include, and we felt it was timely to write up updates on the payments and what they are actually for.

The standard contract for the design of website services normally includes an initial payment and agreement to enter into an ongoing monthly direct debit for the duration of the contract which will include web design, testing, support, continuous software upgrades to the content management system, cloud based hosting, back up services, security protocols and remote client support in using the content management system and other technical and support services.

The initial payment is not the full cost of the website it is a portion of the cost of the site and is a down payment on future services provided as outlined in the paragraph above.

The Background to the Monthly Payment Packages

The rationale was simple but multi-faceted.

We had long term clients who knew after two years that their site had become out of date both visually and technically but had not budgeted for a website redesign. This meant quite often that sites would deteriorate quite dramatically in performance terms until they had to be rebuilt. This was not healthy for Plan B nor the client, so we decided on a contract that took an initial payment and then on a monthly direct debit payment basis.

Initial Payment

The initial payment varies from client to client dependant on the website template purchased and any add on services requested on top of the basic payment plan. These add-ons may include the integration of third-party software, or content writing or other marketing support services.

Recurring Monthly Payments

These monthly payments are not for hosting or any monthly charges; they are for the ongoing provision of your current site and services as well as future proofing your digital presence by in part advance paying for the redesign of each and every site after two years. The bi annual redesign of client sites is at no additional cost (excluding any third party add-ons, or specific software builds) and the monthly fees continue.

In essence the monthly payments are paying partly for the work already done on the live site, partly for ongoing software development, services and support and partly for your future site at the end of the two-year period.

The aim is to spread your digital investment and ensuring that your online presence is as future proofed as we can make it.

The Impacts of CoronaVirus

We have already written to all clients highlighting the possibility of deferring payments for a period of time but we need to be open and state that if every client did this we would suffer greatly and our position would clearly become difficult.

Many of our costs are fixed; we cannot simply mothball and switch off everything that keeps your sites live. Hosting, security and back ups are possibly more important than ever and we have to maintain all of these.

Our software development has to continue too. It's continuous with incremental improvements twelve months a year. Many of these will not be seen but they are being undertaken. We are contracted to upgrade client websites biannually and that has to continue too.

In short, your recurring payments are paying for the work we have done for you, the work we're doing for you and the work we will be doing for you.

If you think about it in another way; if you had paid £1200 or £2400 or £4800 six months ago for a new website you'd have paid in advance for many of the services provided and wouldn't be considering going back to that company looking for a refund. In

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spreading your investment, we have, in this instance assumed the risk of client failure and we unfortunately cannot stop charging or offer discounted monthly payments.

We are being hit like everyone else, but we feel obliged to look at what we can do to help everyone get through an extended period of closure should it become apparent that a season is going to be lost. The following are being offered to our clients from 1st of June 2020.

- We are willing to look at reducing the monthly payments by up to 40% during the period of the business closure
- These reductions would be rolled over to the agreed date when they became due and payable either as a lump sum or spread over a maximum of the number of months that had accrued. For example of a 40% reduction in payments was applied for nine months, the balance outstanding would then be spread over the same subsequent nine months period by direct debit.
- This would be by necessity a contractual agreement and should the business fail or be sold the debt would become due and payable immediately

This may not be perfect but we do believe it's fair and if it helps our clients get through to the other end then we will do what we can.

This correspondence should not be taken as an offer but an invitation to discuss the details with us further but please do not unilaterally cancel your direct debit. This will jeopardise your site, your search engine rankings and could lead to the loss of your site and while we understand that we're all under pressure, it's just not the way to do business!



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