

# WordPress accessible development and support services

Service definition document, Lot 3: Cloud support



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# About Studio 24

[Studio 24](#) is an ethical agency specialised in digital design and technology. We have been building accessible websites on the open web since our inception in 1999.

We are a team of 15, based in Cambridge, UK, working globally. We work with large and small clients across the public sector and not-for-profit sector, including UK Parliament, Democracy and Boundary Commission Cymru, High Speed 2 (HS2), The World Wide Web Consortium (W3C), Royal National Institute of Blind People (RNIB), and CBM.

We create strategic, digital products (websites and web apps) with user-centred design that work for everyone. We focus on the end-user's needs while ensuring we deliver on your business goals.

We achieve this by uniting strategic thinking, design and technology to create great user experiences.

We manage and support client websites on cloud hosting across a variety of platforms: WordPress, Craft CMS and Laravel. We use established web standards to build robust, performant, sustainable websites that work for everyone, regardless of ability or device.

We're a fiercely ethical agency and have believed in building accessible websites on the open web since our inception.

You can read about:

- How we approach [Social Value](#)
- Our [Modern Slavery policy](#)
- Our [Environmental policy](#)

## Procurement frameworks and affiliations

Studio 24 is proud to be affiliated with the following partners and frameworks:

### Cyber Essentials Plus

We take security seriously at Studio 24. We are Cyber Essentials Plus Certified, have spent considerable time building secure AWS cloud infrastructure, and follow industry best practice guidance on security in web application development work, including [National Cyber Security Centre](#) and [Open Web Application Security Project \(OWASP\)](#).

### Charter for Digital Inclusion

We've pledged to help end digital poverty by signing the [Digital Poverty Alliance's Charter for Digital Inclusion](#). We want to make a tangible difference in bridging the digital divide and creating a society where digital opportunities are accessible to all.

### Crown Commercial Service Supplier

Studio 24 is an approved supplier on Crown Commercial Service's G-Cloud 15 and the Digital Outcomes and Specialists 7 frameworks.

### Disability confident employer scheme

We've started our [Disability Confident](#) journey to think differently about disability, and take action to improve how we recruit, retain, and develop disabled people.

# WordPress accessible development and support services



Studio 24 is an award-winning, accessibility-focussed agency that delivers enterprise WordPress solutions for clients such as UK Parliament, HS2, and HMICFRS.

We offer managed support, security monitoring, and proactive maintenance. We customise WordPress to deliver unique business and user requirements ensuring accessibility, security and data privacy compliance.

## Service features

- Fully managed WordPress websites, including development and consultancy
- WordPress installation and configuration
- Headless and multisite website solutions
- Multilingual solutions, including support for Welsh-language websites
- Sustainable web design
- Comprehensive support, advice and training, including 24/7 support options
- Proactive maintenance, CMS updates, and monitoring
- Accessibility, security and data privacy compliance
- Solutions that follow GOV.UK Design Principles and Service Standards

## **Service benefits**

- 15 years of WordPress expertise with small to large websites
- Experience of managing large web estates with multiple websites
- Strategic thinking to meet your business and user needs
- Experience of working in a complex stakeholder environment
- Supports your team to efficiently manage your website
- Fast, secure, and reliable website
- Experience of reliable and secure WordPress plugins
- Customised WordPress admin to help editors manage content
- Truly accessible solutions, WCAG 2.2 AA-level compliant
- Open source technology with no license fees

## **Our services**

Studio 24 brings a multidisciplinary team of strategic design and technology experts to transform your digital project.

### **Strategy and Discovery**

We help clients understand what's possible in digital and the best way to achieve their goals. Strategy and planning is the most important part of any project. We use our expertise to guide and advise you, transforming your digital strategy into success.

### **Content strategy**

Content is such an important part of the web, a lot of our work is the planning, creation and delivery of content. We help you understand what content you need on your site, what communicates to your users, and what content will help you achieve your goals.

### **Design**

Taking a user-centered approach to design focuses us on what really matters: your users. Our creative team will bring your project to life. We design for mobile first, which means we focus on communicating your message on small screens first, then scaling up for larger screens.

This helps focus on the really important content, and gives great results across any device; mobile, desktop and in-between.

### **Technology**

Digital technology has always been in our blood. Our technical work is led by Simon R Jones, who leads the technical vision at Studio 24. We've built a wide array of digital products for our clients, including membership systems, e-commerce, auction sites, complex booking forms, and custom CMSs.

We're big believers in open source, we specialise in WordPress and Craft CMS, develop custom web applications on Laravel and Symfony, and use high-performance tools such as Varnish and Elasticsearch.

## **Cloud Hosting**

We host and manage websites for many clients on a variety of cloud platforms and have been doing so for over 20 years.

We currently offer managed hosting on both AWS and Mythic Beasts (green web hosting).

We pride ourselves on setting up reliable and robust hosting that is secure and flexible. We aim to use appropriate resources making hosting more sustainable and cost-efficient. We use efficient tools such as Varnish Cache to absorb high traffic spikes. Backed by our support service, this results in fast, reliable websites that stay online to serve their users. We also manage domains and SSLs on behalf of our customers, taking the complexity out of digital.

## **Support and maintenance**

Our support and maintenance service is focussed on maintaining your website, keeping it online, responding to support issues and providing proactive maintenance.

We have a dedicated team to help manage support and maintenance for our clients, which is backed up by the studio development team. For those clients with critical support requirements we offer 24/7 out of hours support to respond to any critical issues with your site.

# Accessibility

At Studio 24 we champion an accessible web, working with clients such as W3C and RNIB to make sure that nobody is left behind. Maintaining an accessible website is an ongoing and collaborative process. It is easiest and most cost-effective when considered at the very start of a project – from research and planning, through to design and development.

All our work meets the W3C Web Content Accessibility Guidelines (WCAG) version 2.2, AA-level. Our front-end starter kit [Amplify](#) gives us an accessible starting point for projects.

## AAA-level accessibility

Where possible, we aim to meet AAA-level. For example, using AAA-level colour contrast can result in a clearer design for all.

For W3C we ensured AAA-level was reached for some elements. Our approach to [building the main navigation](#) is an example of iterative development paired with user testing to ensure a high AAA-level of accessibility.

## Studio 24's guide to accessible content

We believe accessibility is an ongoing, collaborative effort with our clients. We've written a [guide to accessible content](#) which provides tips and resources to help our clients make sure that their content is as accessible and user-friendly as possible.

## Working with us

We deliver successful projects spanning strategy, UX design and digital technology; no drama, just good digital.

We see our team as an extension of yours. This requires collaboration and transparency from both sides. Effective communication is key throughout the project. To facilitate this we use a mix of:

- Face-to-face / video meetings
- Written regular status and budget reports
- Use of Basecamp to centralise emails
- Show-and-Tell demos to include a wider range of stakeholders on the project journey
- Use of tools such as Miro for collaboration and Usersnap to manage test phases

## Our approach to agile

Being agile is all about solving complex problems through inspection, adaptation and transparency. By reviewing and testing our work, changing plans in response to new information and being open and honest – we can deliver a well-researched result that meets your user's needs.

From a practical view, our sprints follow the standard agile flow:

- Sprint planning meetings, to confirm sprint goal and backlog tasks
- Daily standups with the team and product owner to unblock any issues / questions
- Sprint reviews, to demo, discuss and review the work achieved

- Sprint retrospectives, to identify what we can improve in the next sprint

We also recommend integrating 'pauses' between project phases, to give teams the chance to consider outcomes from the previous phase and the priorities for the next phase.

## Client case studies and testimonials

Our team truly cares about doing good in the world, working on projects that make a real difference to people.

### W3C



[The World Wide Web Consortium \(W3C\)](#) was founded by the inventor of the web, Tim Berners-Lee, and is responsible for key standards that make the World Wide Web work (such as HTML, CSS, accessibility, web payments and more).

Between 2020 and 2022, Studio 24 worked with the iconic web standards body W3C on the redesign of their website.

We continue to work with W3C, supporting them with the main website, and working with other teams on improvement projects (Web Accessibility Initiative, Community Groups).

*"I appreciate the expertise of the agency and their willingness to find creative solutions. I love the way Studio 24 work, their professionalism, dedication, expertise. I feel we have the best partners for our project."*

Coralie Mercier, Head of Marketing and Communications, W3C

[Read our W3C case study online](#)

## Royal National Institute of Blind People (RNIB)

### R N I B

See differently

RNIB Bookshare is an essential service run by UK charity RNIB to support learners with a print disability to access curriculum and leisure books online – over 1.2 million titles.

The website enables learners who cannot read standard print, including those with dyslexia or who are blind or partially sighted, to read the same books, at the same time as their peers, giving them the same educational opportunities and creating an inclusive environment in education.

We redeveloped the RNIB Bookshare platform due to a requirement to replace a legacy platform.

*"I wanted to thank you for your expertise, patience, and support throughout this process. Your contributions have been invaluable to the whole team here at RNIB. This project has highlighted the importance of strong matrix working and the crucial role of excellent external partners in delivering something as significant as Bookshare. It's a vital part of RNIB's history and the future of how we support learners across the UK."*

Mari Jones, Chief Operating Officer

## High Speed 2 (HS2)

# HS2

High Speed Two (HS2) is Britain's new high-speed railway. HS2 will cut travel time between Britain's two biggest cities to under an hour, supporting the government's mission for growth, connecting businesses with new opportunities.

We were appointed as High Speed 2's digital partner in 2017 and tasked with designing and developing their new public facing website in WordPress.

The website needed to clearly communicate the project to a wide variety of stakeholders including the public, contractors and job seekers. We carried out a number of stakeholder interviews, which helped inform the content strategy and information architecture. Using a component based design and set up within the WordPress Content Management System (CMS), we have made it easy for HS2 to manage their content and page layouts, as the project progresses.

Since launch we continue to support and maintain their website; and have developed additional HS2 WordPress sites including Learning Legacy & Health and Safety. We also developed a dedicated Job Brokerage platform (built in Laravel), which brings together all HS2-related jobs from all contractors across the country.

*"Studio 24 are delivering us both capability and capacity. We gave them a constrained brief to deliver extremely quickly. They responded with composure, confidence and clarity. Since then, they have become a trusted partner, patiently shaping briefing and responding with solid delivery."* Head of Digital, HS2

## UK Parliament



In 2019, Studio 24 was appointed as the dedicated WordPress development partner for the Parliamentary Digital Service (PDS), following a competitive tender via G-Cloud.

The project comprised 7 websites all to be launched in early 2020 to coincide with a wider re-branding of the main UK Parliament website. This work had to be completed within a 10 week timeline. The websites aim to inform and empower people of all ages across the country as they engage with UK Parliament and democracy.

As part of our onboarding process we migrated the 3 separate research library websites into 1 WordPress multisite install: the Commons Library, the Lords Library and the POST Library, with one landing page. We also migrated Research Briefings content from a single site to the 3 research library sites, setting up automated redirects for over 8,000 old URLs pointing to important research briefing documents. These redirects have worked flawlessly since launch.

We continue to work with PDS on hosting, supporting and maintaining a portfolio of 11 WordPress websites; along with specific new and iterative website projects.

*“Solution-focused, rather than sales focused. Studio 24 can be relied on to work very effectively with a wide range of stakeholders. Always personable and professional, they provide detailed plans of work and competitive pricing. Finally, they have responded promptly and ably*

*to a range of non-functional requirements, sometimes with limited notice.”* Tim Barnes, Product Delivery Lead

## Let's talk

We'd love to hear from you about your next project.

Contact Emma at [hello@studio24.net](mailto:hello@studio24.net) or 01223 328017.