

Phew Website System - Service Definition (G-Cloud 15)

Website Services Specification

Product: Phew! Framework Websites

Provider: Phew Design Limited

1. Service Overview

Phew! Framework Websites are accessible, user-friendly WordPress-based websites designed specifically for organizations in the education and healthcare sectors. Built with accessibility at their core, our websites help you communicate effectively with professionals, families, and communities.

1.1 Key Benefits

- **Accessibility-first:** Designed and monitored to meet WCAG 2.1 AA standards
- **Easy to manage:** Intuitive WordPress interface requires no technical expertise
- **Secure and reliable:** Hosted on UK infrastructure with SSL certificates and regular backups
- **Flexible:** Optional features can be added to meet specific organizational needs
- **Compliant:** Built-in compliance documents (privacy, cookies, accessibility statements)

2. Core Features

2.1 Content Management

- WordPress CMS for easy content updates
- Page builder with multiple layout options
- Media library for images and documents
- Menu management
- Revision history and version control
- Draft and preview capability before publishing

2.2 Accessibility Features

- WCAG 2.2 AA compliant design
- Silktide accessibility monitoring (first year included)
- Accessibility statement generation
- Alt text support for images

- Keyboard navigation
- Screen reader compatibility
- Clear heading structure
- Colour contrast compliance

2.3 Standard Website Elements

- Responsive design (mobile, tablet, desktop)
- Search functionality
- Contact forms
- News/blog section
- Events calendar
- Partner/member organization displays
- Testimonials
- Cookie consent management
- Privacy policy templates
- Terms of use templates

2.4 Security and Hosting

- UK-based secure hosting
- SSL certificate (Let's Encrypt)
- Automated daily backups
- Regular security updates
- WordPress core and plugin updates
- DDoS protection
- Malware scanning

3. Optional Features (Chargeable Extras)

3.1 Document Management System

- Centralized document library
- Document categorization and tagging
- Search and filter functionality

- Version control for documents
- Access statistics and download tracking
- Document expiry notifications

Best For:

- Organizations sharing policies, procedures, and guidance
- Training materials distribution
- Resource libraries

3.2 Members Area (Login System)

- Secure user authentication
- Role-based access control
- Private content areas
- Member-only resources
- Discussion forums
- User profiles

Best For:

- Partnership-only content
- Professional resources requiring login
- Restricted access materials

3.3 Newsletter System

- Email newsletter creation and distribution
- Subscriber management
- Template library
- Campaign scheduling
- Open and click tracking
- Unsubscribe management

Best For:

- Regular stakeholder updates
- Training announcements
- News distribution

3.4 Polls and Surveys

- Create custom polls and surveys
- Multiple question types
- Results visualization
- Export response data
- Anonymous or authenticated responses

Best For:

- Stakeholder consultation
- Feedback collection
- Quick opinion gathering

3.5 Framework Tables

- Display complex data in accessible tables
- Sortable and filterable content
- Responsive table design
- Export functionality

Best For:

- Displaying frameworks or standards
- Comparison tables
- Data presentation

3.6 Guide Questions

- Interactive guidance tools
- Conditional logic pathways
- Custom question flows
- Results pages with recommendations

Best For:

- Decision-support tools
- Self-assessment questionnaires
- Triage systems

4. Service Delivery

4.1 Access and Availability

- **Platform:** WordPress CMS hosted in UK
- **Availability:** 24/7 website access (subject to planned maintenance)
- **Supported Browsers:** Current versions of Chrome, Firefox, Safari, Edge
- **Mobile Access:** Fully responsive design

4.2 Implementation

- Website design and structure planning
- Content migration from existing site (where applicable)
- Page layouts and template setup
- WordPress configuration
- User account creation and training
- Accessibility compliance setup
- First year Silktime accessibility monitoring
- Compliance documents (privacy, cookies, accessibility statement, terms)

4.3 Training

Mandatory Training: At least one website administrator MUST complete Phew!-delivered Core WordPress training before:

- Accessing support services
- Managing website content independently
- Training other users

Core WordPress Training Covers:

- Admin dashboard navigation
- Adding and editing pages (including layouts)
- Menu management
- Media library usage
- Site options and settings
- Partner/member management
- Revisions and troubleshooting
- Compliance documents (cookies/accessibility/terms/privacy)

- Accessibility overview

Optional Training (for purchased features):

- Document Management system usage
- Silktide accessibility monitoring
- Partners section management
- Testimonials management
- Members Area (Resources) usage
- Comment management
- Newsletter system setup and usage
- Advanced Learning - Bespoke (for experienced users)

Training Delivery:

- Live online sessions via Microsoft Teams
- On-site training available (additional costs apply)
- Training materials and documentation provided
- Post-training support materials

5. Support Services

5.1 Technical Support

Eligibility: Available only to users who have completed Phew!-delivered training

Support Channels:

- Email: support@pew.org.uk
- Telephone: 01234 779050
- Online help documentation

Support Hours: 09:00-17:00, Monday-Friday (excluding English public holidays)

Support Structure: Time-based support allocation (minimum 200 minutes per year included)

Response Times: We aim to respond to support requests within 4 business hours

Support Covers:

- Technical issues and bug reports
- Content management assistance

- How-to questions about website features
- Accessibility guidance
- Account and access issues
- General website guidance

5.2 What's Not Included

- Support for non-trained users
- Content writing or creation
- Custom design work beyond agreed scope
- Third-party plugin support
- SEO or marketing services
- Graphic design services

6. Hosting and Infrastructure

6.1 Hosting Levels

Standard hosting configuration included (Level 2 - 700MB). Upgraded hosting available for:

- Sites with Document Management, Newsletters, or Members Areas
- Larger sites with extensive content
- High-traffic websites

6.2 What's Included in Hosting

- UK-based secure servers
- Daily automated backups
- SSL certificate
- WordPress core updates
- Security monitoring
- DDoS protection
- Uptime monitoring

7. Accessibility Commitment

7.1 First Year Accessibility Monitoring

- Silktime accessibility monitoring (100 pages)

- Regular accessibility scans
- Issue identification and reporting
- Accessibility compliance tracking

7.2 Ongoing Accessibility

- Option to continue Silktide monitoring (100 or 1000 pages)
- Accessibility issue remediation guidance
- WCAG 2.2 AA compliance maintenance
- Accessibility statement updates

8. Your Responsibilities

8.1 Content Management

- You're responsible for accuracy and appropriateness of all website content
- Ensure you own or have licenses for all uploaded content
- Maintain up-to-date compliance documents
- Review and update content regularly
- Ensure content meets accessibility standards

8.2 User Management

- Ensure at least one trained administrator
- Only trained users manage website content and request support
- Manage user access and permissions appropriately
- Keep login credentials confidential

8.3 Legal Compliance

- Comply with applicable laws including Online Safety Act 2023, UK GDPR
- Maintain current privacy policy and cookie policy
- Ensure content doesn't infringe third-party rights
- Manage user-generated content (if enabled)

8.4 Prohibited Content

Content must not be:

- False, misleading, or defamatory

- Obscene, offensive, or inappropriate
- Infringing intellectual property rights
- Violating any laws or regulations
- Containing malware or malicious code

8.5 Support Usage

- Manage support time allocation effectively
- Exhaust self-help resources before contacting support
- Provide clear information when requesting support
- Additional support time available if annual allocation exceeded

8.6 Data Protection

- You are the Data Controller; Phew! is the Data Processor
- We process data only on your instructions
- We don't use your data for any other purpose
- You control who has access to your website and data

8.7 Backups and Updates

- While we provide daily backups, you should export critical content regularly
- Accept WordPress and plugin updates as recommended
- Test website functionality after major updates
- Report any issues promptly

8.8 Appropriate Use

Framework Websites: For public-facing information sharing and stakeholder communication

Optional Features: Use Document Management, Members Areas, and other features for their intended purpose

Not Suitable For: Websites are not suitable for storing or sharing confidential or sensitive information

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