



G-Cloud 15

Service	Community Services Directory & Virtual Coach Portal
Document	Service Definition

SERVICE DESCRIPTION

APPLICATION

Our Community Services & Virtual Coach portal is a public digital service that helps residents to discover and engage with local health and wellbeing services, supporting content, digital tools, health coaches and peer groups in their local area. It is based on Ember Technology's Digital Engagement framework and offers Local Authorities a method of supporting self-management of issues such as:

- Improving health & wellbeing
- Increasing physical activity
- Reducing isolation
- Weight management
- Smoking cessation
- Alcohol and substance abuse
- Self-management of chronic disease
- Financial management
- Bereavement
- Mental health & anxiety
- Improving sleep

Local Authorities can use this platform as a consolidated, centralised communication platform to provide information about local services and to make online resources available to residents.

Residents can use the platform to discover local services and resources using a variety of location and subject matter search and recommendation tools or by using the Virtual Coach. The Virtual Coach is a configurable, scalable Appreciative Inquiry pathway tool that helps residents to discover relevant services, online tools and information resources that they can use to address the specific issue that they have.

The system has been extensively co-designed with residents and people suffering from chronic health conditions and the AI pathway methodology was developed by Doncaster City Council in partnership with Sheffield Hallam University. Design and development have been in alignment with UK Digital Service Standards and under audit by Scottish Government Digital Service Standards and the Digital Assurance Office. The system can be branded and configured in line with branding guidelines.

The system helps Local Authorities to:

- Support residents to find and connect with community care, health and wellbeing services.
- Promote self-management and agency in relation to personal health and wellbeing
- Reduce demand on statutory services.
- Support localism and community cohesion
- Meet the obligations of the Care Act 2014
- Align with Levelling Up Missions 8
- Support local Social Prescription initiatives

The system can be deployed independently or in an integrated package with our Community Wealth Builder Portal to support direct listing by service provider members (subject to admin approval loop).

KEY FEATURES & FUNCTIONS

Admin Features & Functions

- Data and record import (supports data migration from legacy systems, databases, and CRM)
- Self-listing and service listing approval loop for LA admin – pre-listing approval.
- Multiple service grouping options (e.g. by expertise, interest, subject matter, location)
- Content publication, tagging and targeted distribution (e.g. local information and news, training, and support materials, call to action images and campaign materials)
- Create campaigns, projects and application forms within the CMS
- Create and publish new Virtual Coach pathways within the CMS
- Engagement usage reports and insights

Residents and Public Users Features & Functions

- Discover content, services, organisations and events in your local area.
- Search by location and subject matter
- See article content, services and events by mapped and list views
- Use the Virtual Coach AI pathways to discover services, tools and content recommendations.
- Download resources and toolkits.
- Find and participate in Peer-to-Peer support groups.
- Contact community connectors, health coaches and
- Make self or third-party referrals.
- Accessibility maintained to latest standards (WCAG 2.2 AA at the time of publication)

EXAMPLES

The following screen shot examples are from prior implementations of this platform for Doncaster City Council. Please note that all content shown in the examples below is either in the public domain or sample content.

Figure 1 – Home Page Example

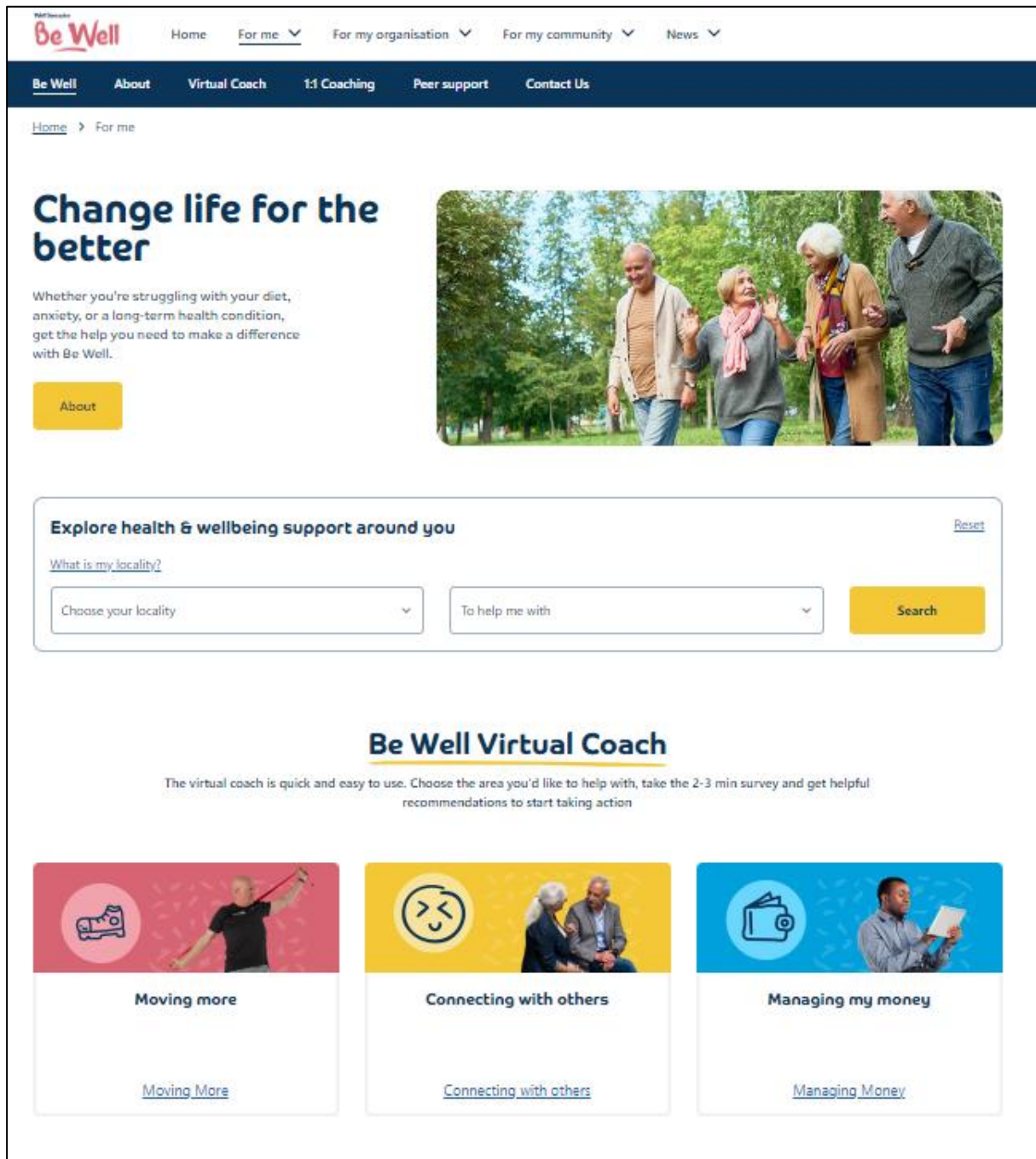


Figure 2 – Explore Local Support

Change life for the better

Whether you're struggling with your diet, anxiety, or a long-term health condition, get the help you need to make a difference with Be Well.

About



Explore health & wellbeing support around you

[What is my locality?](#)

Choose your locality

Choose your locality

- Central
- East
- North
- South

To help me with

Search

[Reset](#)

Be Well Virtual Coach

The virtual coach is quick and easy to use. Choose the area you'd like to help with, take the 2-3 min survey and get helpful recommendations to start taking action

Change life for the better

Whether you're struggling with your diet, anxiety, or a long-term health condition, get the help you need to make a difference with Be Well.

About



Explore health & wellbeing support around you

[What is my locality?](#)

Central

To help me with

- Bereavement
- Chronic Pain
- Connecting with Others
- Diabetes
- Healthy Weight Management
- Long Covid
- Managing Money
- Moving More
- Respiratory Conditions
- Wellbeing

Search

[Reset](#)

Be Well Virtual Coach

The virtual coach is quick and easy to use. Choose the area you'd like to help with, take the 2-3 min survey and get helpful recommendations to start taking action

Figure 3 – Mapped Results View


[Home](#)
[For me](#)
[For my organisation](#)
[For my community](#)
[News](#)

[Be Well](#)
[About](#)
[Virtual Coach](#)
[1:1 Coaching](#)
[Peer support](#)
[Contact Us](#)

[Home](#) > [For me](#) > [Search results](#)

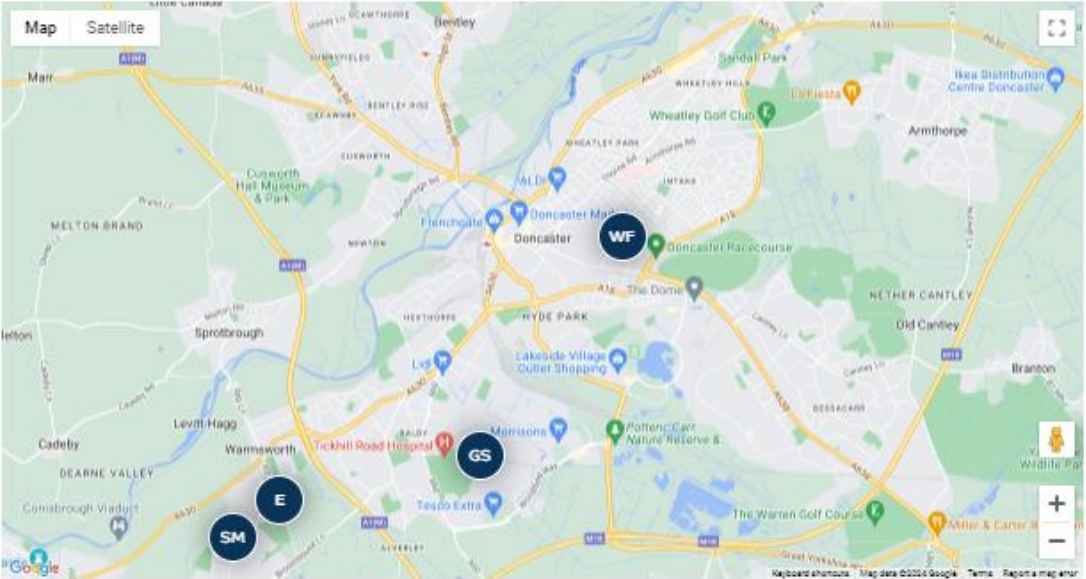
Health & Wellbeing support

Explore health & wellbeing support around you [Reset](#)

[What is my locality?](#)

[Articles \(0\)](#)
[Events \(0\)](#)
[Organisations \(29\)](#)

[List](#)
[Map](#)





Get support from a Be Well Coach

[Get help for someone else](#)

Figure 4 – Virtual Coach Introduction


[Home](#)
[For me](#)
[For my organisation](#)
[For my community](#)
[News](#)

[Be Well](#)
[About](#)
[Virtual Coach](#)
[1:1 Coaching](#)
[Peer support](#)
[Contact Us](#)

[Home](#)
[For me](#)
[Virtual Coach](#)

Virtual coaching

Want to change life for the better? Take positive action, here and now, with the Be Well virtual coach.

How does virtual coaching work?

The Be Well virtual coach is a quick and simple way to start taking ownership of your health and happiness. It only takes a few minutes — just choose the area you'd like help with, then answer some straightforward questions. The virtual coach will then use behavioural science to instantly suggest things you can do to make a difference. If there's something you need help with that isn't shown here, or you'd rather speak to someone in person, you can refer yourself for free 1:1 coaching, too.



What do you need help with?




Moving more

Being more active can help you to live and feel better, while reducing the risks of illnesses including cancer, heart attacks, and strokes. But movement isn't just good for our physical health — it supports our mental wellbeing, too. If you'd like to move more, our virtual coach can help you explore little changes that make a big difference.

Do you want to:

- Be more active?
- Feel stronger?
- Look after your mental wellbeing?

[Get started](#)




Connecting with others

Humans are social by nature. Being around other people is really important to your health and wellbeing, and can improve your mood, reduce chronic stress, and even lessen inflammation. If you're feeling a little isolated or would like to be more sociable, our virtual coach can help you to take your first steps.

Do you want to:

- Talk more with others?
- Feel less lonely?
- Find local groups?

[Get started](#)




Managing Money

Money can be a difficult and emotional issue. The rising cost of living is causing financial difficulties for many, leading to stress and anxiety and making it difficult to live well, while stigma around debt means many struggle to ask for help. If you'd like to work on the way you manage and feel about money, our virtual coach is a good place to start.

Do you want to:

- Find money advice services near you?
- Manage your existing debt?
- Get help with budgeting?

[Managing Money](#)

Downloadable resources

Explore our resources to find ideas and guidance that will help you take your first steps.



Moving More

[View resource](#)



Connecting with Others

[View resource](#)



Managing Money

[View resource](#)



Time to Relax

[View resource](#)



Eating Well

[View Resource](#)



Sleeping

[View Resources](#)


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[Home](#)
[For me](#)
[Virtual Coach](#)
[Moving more resources](#)

Moving more resources

A collection of downloadable resources to help you move more



Physical activity for adults and older adults

[Download](#)



Physical activity for women after childbirth

[Download](#)



Physical activity for disabled adults

[Download](#)



Physical activity for pregnant women

[Download](#)



SMART Goals Template

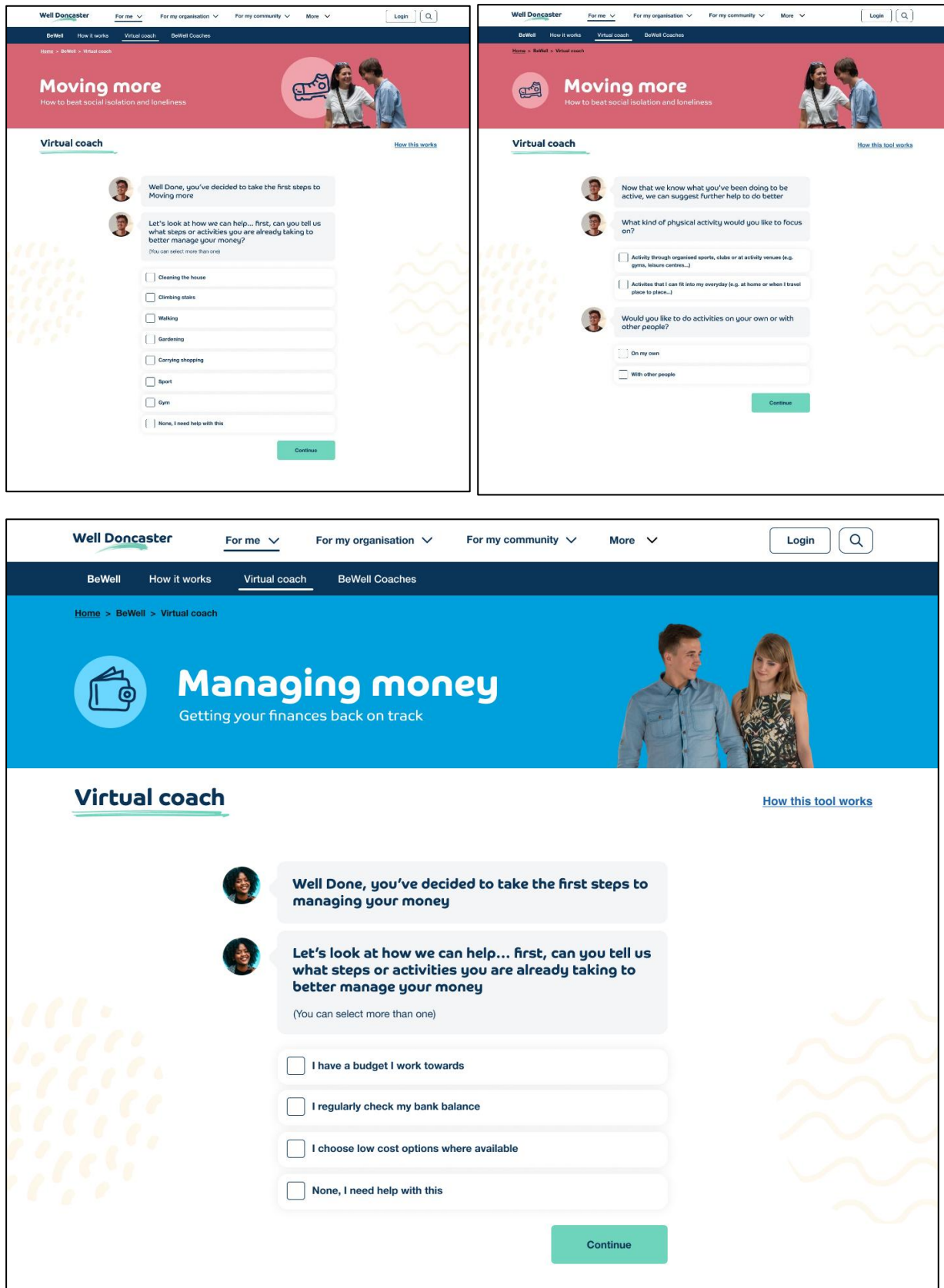
[Download](#)



Temptation Bundling

[Download](#)

Figure 5 – Virtual Coach Appreciative Inquiry Pathway



The figure displays three screenshots of the Virtual Coach interface, showing the 'Moving more' and 'Managing money' pathways.

Top Left Screenshot: 'Moving more' - Virtual coach

Header: Well Doncaster | For me | For my organisation | For my community | More | Login | Search

Navigation: BeWell | How it works | **Virtual coach** | BeWell Coaches

Breadcrumb: Home > BeWell > Virtual coach

Moving more

How to beat social isolation and loneliness

Virtual coach | [How this works](#)

Well Done, you've decided to take the first steps to Moving more

Let's look at how we can help... first, can you tell us what steps or activities you are already taking to better manage your money?
(You can select more than one)

- ☐ Cleaning the house
- ☐ Climbing stairs
- ☐ Walking
- ☐ Gardening
- ☐ Carrying shopping
- ☐ Sport
- ☐ Gym
- ☐ None, I need help with this

[Continue](#)

Top Right Screenshot: 'Moving more' - Virtual coach

Header: Well Doncaster | For me | For my organisation | For my community | More | Login | Search

Navigation: BeWell | How it works | **Virtual coach** | BeWell Coaches

Breadcrumb: Home > BeWell > Virtual coach

Moving more

How to beat social isolation and loneliness

Virtual coach | [How this tool works](#)

Now that we know what you've been doing to be active, we can suggest further help to do better

What kind of physical activity would you like to focus on?

- ☐ Activity through organised sports, clubs or at activity venues (e.g. gyms, leisure centres...)
- ☐ Activities that I can fit into my everyday (e.g. at home or when I travel plans to place...)

Would you like to do activities on your own or with other people?

- ☐ On my own
- ☐ With other people

[Continue](#)

Bottom Screenshot: 'Managing money' - Virtual coach

Header: Well Doncaster | For me | For my organisation | For my community | More | Login | Search

Navigation: BeWell | How it works | **Virtual coach** | BeWell Coaches

Breadcrumb: Home > BeWell > Virtual coach

Managing money

Getting your finances back on track

Virtual coach | [How this tool works](#)

Well Done, you've decided to take the first steps to managing your money

Let's look at how we can help... first, can you tell us what steps or activities you are already taking to better manage your money?
(You can select more than one)

- ☐ I have a budget I work towards
- ☐ I regularly check my bank balance
- ☐ I choose low cost options where available
- ☐ None, I need help with this

[Continue](#)

Figure 6 – Virtual Coach Results

Well Doncaster
For me
For my organisation
For my community
More
Login

BeWell
How it works
Virtual coach
BeWell Coaches

Home > BeWell > Virtual coach



Managing money

Getting your finances back on track



Virtual coach

[How this tool works](#)



Great, here are some services available in your area below



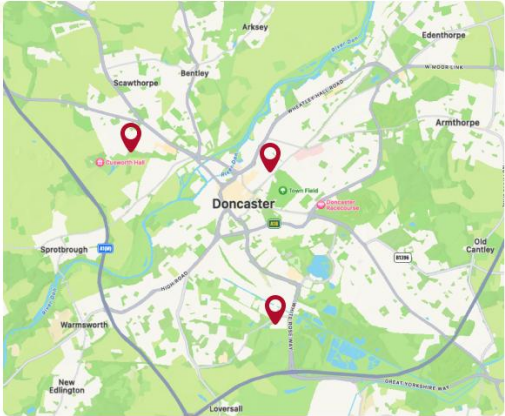
Was this helpful?

☐ Yes I found this helpful
☐ No, I need more help

Your Recommendations



Groups and support organisations (3)



Moneywise

email: info@stiegerhomes.co.uk
Tel: 01302 862862
Minicom: 01302 862719
[Visit website](#)

Community Money Advice

email: info@cmabentley.org
Tel: 01302 637336
[Visit website](#)

Doncaster West Development Trust - Money Matters

Email: info@dwtd.org.uk
Tel: 01709 866 466
[Visit website](#)

ON-BOARDING

Ember provides the following onboarding, branding, localisation and configuration support based on our services rate card.

- Performance objectives and initiation session
- Localisation – configured and deployed for any community or local authority area.
- Technical configuration of all functionalities and reporting requirements
- Integration with other services and information systems
- Brandable in line with your branding guidelines and strong local brand identities
- Content planning, analysis, migration, and SEO optimisation support
- Data migration and import from legacy systems, databases, and CRM's
- Dedicated Project Management allocated
- Admin, reporting and CMS training
- Report configuration & integration with client preferred BI systems

OFF-BOARDING

The off-boarding process involves several steps to ensure a smooth transition and the secure handling of data in according with regulation and compliance. Here's a general outline of our off-boarding process:

- **Notification and Planning:** The client notifies Ember of their intention to terminate the contract and this begins the off-boarding process, Ember then acknowledges the request and initiates the necessary procedures.
- **Data Extraction:** Ember assists the client in extracting their data from the system which includes providing tools, access and guidance on exporting data in standard formats such as CSV or JSON.
- **Data Deletion and Disposal:** Once the client has retrieved their data, we then securely delete any remaining data from their systems according to established data sanitisation processes. This ensures that no sensitive information is retained beyond the termination of the contract.
- **Equipment Return or Disposal:** If any hardware or equipment was provided as part of the service, Ember arranges for the return or proper disposal of these assets in accordance with applicable regulations and best practices.
- **Contract Closure:** Ember and the client complete any necessary paperwork or administrative tasks to formally close the contract and terminate the service agreement.
- **Final Billing and Financial Settlement:** Any outstanding invoices or financial matters are resolved, and the client's account is settled according to the terms of the contract.
- **Feedback and Evaluation:** Ember look for feedback from the client regarding their experience with the service and the off-boarding process, this feedback helps improve our services and assists our Quality Management processes.
- **Follow-Up Support:** Embers may offer additional support or assistance to ensure that the client's transition away from the service is successful and any lingering questions or concerns are addressed.

CUSTOMISATION AND CONSTRAINTS

The system can be customised in the following ways:

- Off the Shelf
 - Hosted under your preferred domain in AWS or Azure
 - Branded in alignment with brand guidelines
 - Configuration of all system communications and end points (email)
 - Localised content migration
- Integrations
 - Data import & export
 - Existing & legacy systems
- SLA
 - Support and response times can be configured to specific requirements
- Workflows & business logic
 - Can be adapted to meet requirements
- Additional functionalities
 - Can be implemented on request

SERVICE LEVEL

Our Service Levels support the quality of service that clients can expect, including response times, resolution times, and other key metrics.

As standard we typically guarantee 99% availability, our services are designed for high availability and based on our historic performance we expect the system to be available more than 99% 24/7. Under the terms of the annual subscription agreement, technical support is provided by our Service Desk which is operational for business hours from Monday to Friday.

Support Requests can be logged 24/7 via our customer portal or email during the service hours. Our commitment to service response levels are:

PRIORITY 1 (CRITICAL IMPACT)

Response Time: Within 1 business hour.

Resolution Time: Within 3 business hours.

Description: Priority 1 incidents are critical and have a significant impact on service availability, we commit to responding to Priority 1 incidents promptly, typically within one business hour and aim to resolve them within three business hours to minimise disruption and restore service functionality swiftly.

PRIORITY 2 (SIGNIFICANT IMPACT):

Response Time: Within 4 business hours.

Resolution Time: Within 1 business day.

Description: Priority 2 incidents have significant impact on service availability but may not be as critical as Priority 1 incidents. We commit to responding to Priority 2 incidents within four business hours and aim to resolve these within one business day of impact on service availability.

PRIORITY 3 (MINIMAL IMPACT):

Response Time: Within 1 business day.

Resolution Time: Within 4 business days.

Description: Priority 3 incidents have minimal impact on service availability. We commit to responding to Priority 3 incidents within one business day and aim to resolve them within four business days to address any issues on service stability.

These Service Levels ensure that clients receive timely support and assistance from our team based on the severity and impact of the reported incidents or service requests. By establishing clear response and resolution times for different priority levels we can maintain high service quality and satisfaction while effectively managing and prioritising support activities. We also provide access to an Account Manager and a dedicated support manager to facilitate communication and ensure a personalised support experience tailored to their needs.

Our full support and hosting agreement and terms are available during the G-Cloud clarifications process or on request.

TECHNICAL REQUIREMENTS

Access to our service is performed securely via a unique URL, ensuring encrypted data transmission according to industry standards. The only requirement is an HTML5-compliant browser like Edge, Chrome, Safari, and Mozilla Firefox.

For optimal user experience, use the latest stable browser release, although, the last two versions are also supported.

SUPPORT

Our support processes are designed to provide comprehensive assistance for our accessible services across all levels. We offer three tiers of support: Level I, Level II, and Level III. Level I support involves basic customer assistance and is typically managed by our clients themselves through our deployed helpdesk. For more technical issues, our Level II support team steps in, collaborating with Level I as necessary to resolve customer concerns. Level III support represents our most advanced tier, handling complex technical challenges that cannot be resolved at lower levels and needs engineering input.

Clients can report issues through our dedicated helpdesk accessible via our 24/7 online portal or email. Each reported issue receives a unique identifier for tracking purposes, ensuring accountability and transparency throughout the resolution process with monthly reporting on progress of issues. Our support team diligently monitors incoming tickets prioritising them based on severity and impact on business operations.

We adhere to predefined response times for each severity level ensuring timely resolution of issues to minimise disruption to our services and our goal is to provide exceptional support, delivering prompt and effective solutions to issues.

As part of the on-boarding process we provide detailed documentation and knowledge resources to empower clients in troubleshooting common issues independently of the support process.

Overall, our support processes are structured to deliver a seamless and responsive experience, allowing clients to focus on their core business activities with confidence in our technical support capabilities.

HOSTING

We can deploy our services in any hosting cloud provider, but our preferred hosting environment is Amazon Web Services (AWS), a leading cloud platform renowned for its scalability, reliability, and robust security features. Leveraging AWS services, we ensure that our services operate within a secure and compliant ecosystem.

Data transmission within our AWS-hosted environment is encrypted to industry standards, guaranteeing the confidentiality and integrity of sensitive information during transit. AWS's adherence to stringent security protocols, including encryption at rest and in transit, provides an additional layer of protection against unauthorised access.

AWS maintains a comprehensive set of security certifications and accreditations, including ISO 27001, SOC 1/2/3, PCI DSS, and FedRAMP, demonstrating their commitment to meeting the highest security standards. By leveraging AWS's security credentials our services are deployed and operated within a platform that prioritises security and compliance.

In addition to AWS's built-in security features we engage independent third-party providers for regular external and internal vulnerability scanning ensuring proactive identification and mitigation of potential security risks within our AWS environment.

DATA GOVERNANCE

We have rigorous Information Assurance and Data Governance controls and process, safeguarding the confidentiality, integrity, and availability of the data we hold. We adhere to globally recognised standards such as ISO 27001 and Cyber Essentials Plus ensuring that our information security practices align with the highest industry benchmarks.

Our commitment to ISO 27001 signifies our robust framework for establishing, implementing, maintaining, and continually improving an Information Security Management System (ISMS). Our Cyber Essentials Plus certification demonstrates our proactive measures to protect against common cyber threats, providing clients with peace of mind regarding the security of their data.

SECURITY & BUSINESS CONTINUITY

We prioritise security and business continuity to ensure the uninterrupted operation of our services and the protection service data while maintaining our Service Level commitments. Our approach includes proactive security measures and comprehensive business continuity planning.

We adhere to stringent security protocols which includes regular assessments, vulnerability management, and robust access controls, aligning with industry best practices and standards such as ISO 27001 and Cyber Essentials Plus. This commitment to security ensures that our infrastructure remains resilient against threats and vulnerabilities, safeguarding the confidentiality, integrity, and availability of our clients' data.

In parallel, our business continuity plan is designed to mitigate risks and minimise disruptions to our services. We maintain rigorous recovery time objectives (RTO) and recovery point objectives (RPO), ensuring swift recovery and minimal data loss in the event of an incident. This enables us to uphold our service commitments and deliver uninterrupted support to our clients even in the face of unforeseen challenges or disruptions.