

GP Website and Digital Engagement Platform

Service Definition

1. Service overview

The GP Website and Digital Engagement Platform service provides a configurable, accessible website platform for GP practices and primary care organisations. It supports the publication of practice information, patient communications and ongoing content updates through a managed digital platform with ongoing support.

The service is suitable for public sector organisations, including health and care organisations, that require a compliant and maintainable digital presence.

2. How the service works

The service is delivered by configuring a website platform using pre-defined, accessible content blocks aligned to primary care requirements. The platform includes a content management system that allows authorised users to publish and update content.

Initial setup includes platform configuration, user access setup and content structure configuration. Ongoing support is provided for platform operation, content updates guidance and issue resolution within the agreed scope.

The service focuses on enabling consistent digital engagement at a high standard adhering to accessibility and regulatory standards rather than bespoke application development.

3. Skills and experience

The service is delivered by multidisciplinary teams with experience in:

- Website platform configuration
- Accessibility and compliance standards
- Content management system setup
- Ongoing digital service support



HM Government
G-Cloud
Supplier

SPINDOGS

- Public sector digital delivery

Team members have experience supporting digital services for health and care organisations, including environments with regulatory and accessibility requirements.

4. Relevant experience

The supplier has delivered and supported website platforms for public sector organisations requiring accessible, user-managed digital services. Experience includes configuring content management systems, supporting non-technical users and maintaining compliance with accessibility standards.

Client experience is provided in anonymised, sector-level terms in line with G-Cloud requirements.

5. Onboarding and offboarding

Onboarding

Onboarding includes:

- Confirmation of service scope and responsibilities
- Platform configuration and setup
- User access and role configuration
- Initial guidance on content management
- Handover of documentation

Buyers are required to provide content, approvals and access details to support setup.

Offboarding

Offboarding includes:

- Support with content export where applicable
- Account closure and access removal
- Data handling in line with agreed retention and deletion processes



HM Government
G-Cloud
Supplier

SPINDOGS

6. Service constraints

The service does not include clinical systems, appointment booking systems or bespoke application development unless explicitly agreed. Integration with third-party systems is limited to what is supported by the platform unless otherwise specified.

Content creation, accuracy and regulatory compliance remain the responsibility of the buyer. Delivery timescales depend on timely access, approvals and content provision by the buyer.

7. Service management and support

Ongoing support covers:

- Platform availability monitoring
- Issue triage and resolution
- Guidance for content updates
- User access management support

Support is provided during agreed support hours. Service management activities are proportionate to the platform-based nature of the service.

8. Technical and operational requirements (if applicable)

Buyers require:

- Internet access
- Website url
- Named users for platform administration
- A supported modern web browser

No specialist hardware or software is required beyond standard web access.

9. Hosting, data and security

Hosting is included as part of the service.

Data is hosted in agreed locations suitable for UK public sector use. Security controls are applied to protect platform access and data integrity. The buyer retains ownership of all content and data entered into the platform.

Business continuity and disaster recovery arrangements are applied at platform level.

10. Exit, data return and deletion

On service termination:

- Buyer-owned content can be returned in an agreed format
- Platform access is removed
- Data is deleted or retained in line with agreed retention policies

Exit support is provided to ensure a controlled and secure service closure.



HM Government
G-Cloud
Supplier

SPINDOGS