

Digital Carbon Reduction and Sustainable Website Optimisation

Service Definition

1. Service overview

The Digital Carbon Reduction and Sustainable Website Optimisation service provides a structured approach to assessing and reducing the environmental impact of digital services.

The service supports public sector organisations to understand website carbon emissions, identify efficiency improvements and prioritise actions that improve sustainability and performance.

2. How the service works

The service is delivered through an assessment of the environmental impact of agreed digital services or websites. This includes analysing page weight, asset usage, performance characteristics and hosting efficiency where information is available.

Findings are used to establish a baseline carbon footprint and to identify opportunities for optimisation. Prioritised recommendations are provided to support sustainable design, performance improvements and reduced digital carbon impact.

The service focuses on analysis and guidance rather than implementation.

3. Skills and experience

The service is delivered by teams with experience in:

- Digital sustainability assessment
- Website performance optimisation
- Sustainable design principles
- Technical analysis of digital services



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- Public sector digital delivery

Teams have experience supporting public sector organisations to balance performance, accessibility and sustainability objectives.

4. Relevant experience

The supplier has the ability to deliver sustainability and performance assessments for public sector digital services. Experience includes reviewing large and complex websites, identifying efficiency opportunities and supporting prioritisation of sustainable improvements.

5. Onboarding and offboarding

Onboarding

Onboarding includes:

- Confirmation of scope and objectives
- Agreement of websites or services to assess
- Access to relevant performance data where available
- Stakeholder alignment and information gathering

Buyers are responsible for providing access to websites, analytics and technical information as required.

Offboarding

Offboarding includes:

- Delivery of assessment outputs and recommendations
- Handover of documentation and findings
- Clarification of next steps and prioritised actions
- No ongoing access is required following service completion unless agreed.



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6. Service constraints

The service provides analysis, measurement and optimisation recommendations only. It does not include code changes, hosting migration or technical implementation unless explicitly agreed.

Assessment accuracy depends on access to relevant data and the characteristics of the existing digital estate. Buyers remain responsible for approving and implementing recommended changes and for organisational sustainability reporting.

7. Service management and support

Service management includes:

- Planned delivery against agreed milestones
- Progress updates and stakeholder communication
- Issue identification and resolution

Support is provided throughout the delivery period and is proportionate to the time-limited, assessment-based nature of the service.

8. Technical and operational requirements (if applicable)

Buyers require:

- Access to public or internal websites
- Performance or analytics data where available
- Named stakeholder contacts

No specialist software installation is required.

9. Hosting, data and security

Not applicable.

The service does not require hosting or long-term data storage. Any data accessed during delivery is handled in line with agreed security and information governance requirements.



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10. Exit, data return and deletion

On service completion:

- All agreed outputs are provided to the buyer
- Any temporary working data is deleted or returned as agreed

Exit activities ensure a controlled and secure end to the service.



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