

Website Carbon Usage and Sustainability Audits

Service Definition

1. Service overview

Website Carbon Usage and Sustainability Audits is an advisory service providing an objective assessment of the environmental impact of websites. It supports public sector organisations that need evidence-based insight into digital carbon usage to inform prioritisation, remediation planning and more sustainable service delivery.

2. How the service works

The service is delivered as a structured, time-boxed audit based on agreed scope and objectives.

Typical delivery activities include:

- Onboarding to confirm audit scope, objectives and success measures
- Review of website structure, page types and delivery approach
- Assessment of page weight, assets and data transfer volumes
- Review of hosting environment and content delivery efficiency
- Analysis of requests, scripts and third-party services
- Assessment of performance factors affecting carbon usage
- Review of carbon measurement tools and methodologies used
- Identification of high-impact pages, components and dependencies
- Identification of risks, issues and constraints
- Documentation of findings and prioritised recommendations

The buyer provides access to the website, hosting information and relevant documentation. Delivery is typically remote.



HM Government
G-Cloud
Supplier

SPINDOGS

3. Skills and experience

The service is delivered by practitioners with experience in technical auditing, website performance analysis and digital sustainability assessment.

Roles typically involved include:

- Delivery or project manager
- Technical lead or architect
- Front-end or performance specialist
- Digital analyst

The team applies established analysis and measurement approaches appropriate to public sector digital services.

4. Relevant experience

The supplier has the ability to deliver website sustainability and technical audit activities for public sector and regulated organisations.

Typical examples include:

- Carbon usage audits for public-facing websites
- Sustainability reviews aligned to performance and technical health
- Assessments to support environmental impact reporting and planning

Provides a clearer understanding of digital carbon drivers and prioritised actions to reduce impact.

5. Onboarding and offboarding

Onboarding

The service begins with mobilisation to confirm scope, timelines, stakeholders and access requirements. The buyer provides access to websites, hosting details and any existing sustainability or performance data.

Offboarding

At completion, all audit findings, analysis outputs and recommendations are provided to the buyer in an agreed format. A close-out session is held to review findings and clarify next steps.

6. Service constraints

The service is advisory only and does not include implementation or ongoing optimisation. Findings depend on the quality and availability of website access, hosting information and measurement tools provided by the buyer. Carbon usage estimates reflect available methodologies and performance at the time of audit and may change as content, infrastructure or traffic patterns change.

7. Service management and support

Delivery is managed by a named delivery lead responsible for coordination, progress reporting and communication. Regular check-ins are used to validate findings and confirm direction. Issues and risks related to access or dependencies are escalated as required. Ongoing support after delivery is not included.

8. Technical and operational requirements (if applicable)

Buyer involvement may include providing access to website platforms, hosting configurations and relevant analytics or monitoring tools. No specialist buyer-provided infrastructure is required beyond agreed access arrangements.

9. Hosting, data and security

The service does not include hosting or operation of systems. Buyer-provided data is used solely for delivery of the audit and handled in line with agreed confidentiality and security requirements. No long-term data storage is required.

10. Exit, data return and deletion

At the end of the service, all buyer-owned data and materials are returned as part of the agreed outputs. Any copies held for delivery purposes are deleted in line with agreed



confidentiality arrangements. No ongoing access or transition support is provided beyond close-out activities.



HM Government
G-Cloud
Supplier

SPINDOGS