



# HAF, SEND and Wraparound Booking

## A solution for all council funded programmes



## G-Cloud 15 • Lot 2b • Cloud Software

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# Introduction

## Company overview

Eequ is a UK market leader in booking and event management software for providers of community services.

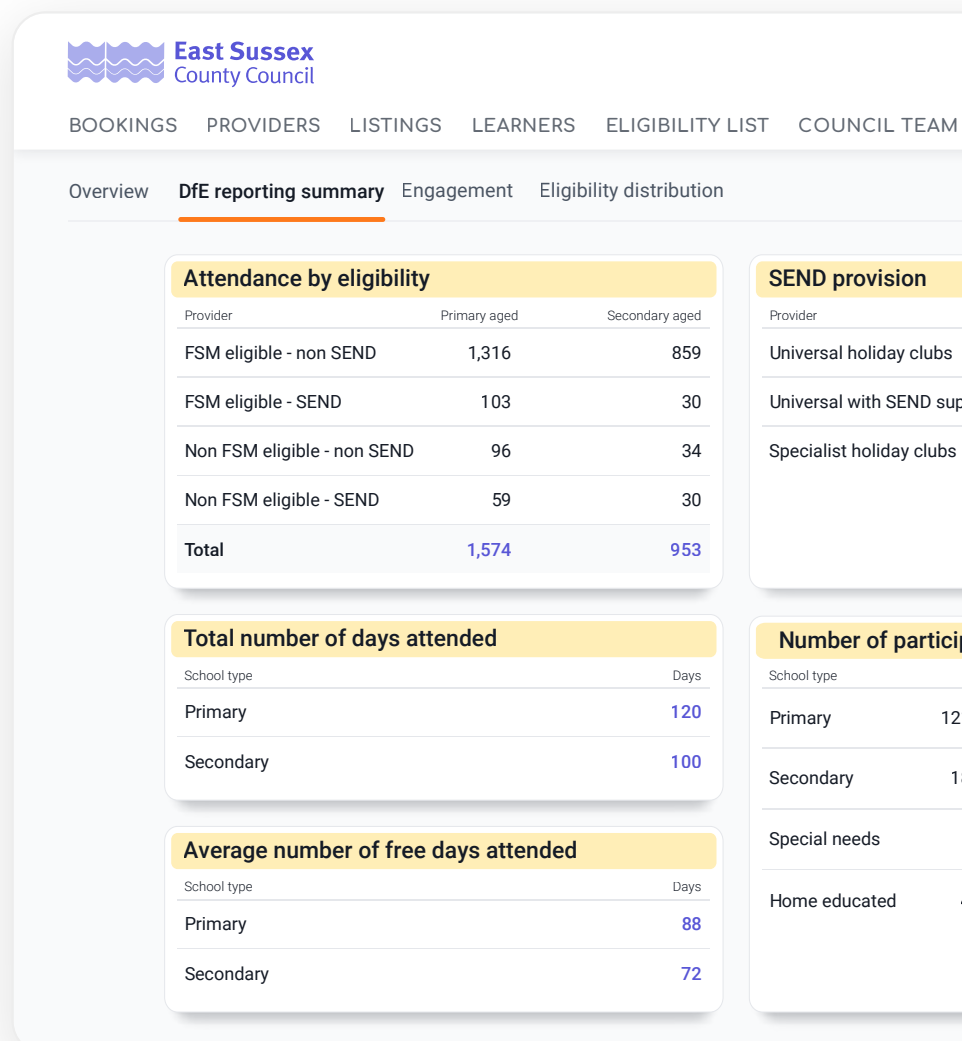
In addition to serving the private and charitable sectors, Eequ is also the premier provider of a central HAF solution for Local Authority HAF teams, working with 72 Local Authorities\* up and down the country.

Eequ's mission is to improve social mobility by strengthening emotional intelligence (EQ), empowering providers, and connecting communities through meaningful experiences.

\*As of January 2026



The mobile app interface features a top navigation bar with the Eequ logo, a menu icon, a user profile icon, and a search icon. Below the navigation bar is a large image of a child archery. The main content area has a dark background with the text "HAF PLAY FREE AND BE WILD" and "Rewilding children, families & communities". It also includes a "Mentored by PROJECT REWILD Learning from the wild" section, a "Funded by East Sussex County Council" section, and a "Universal holiday club" section. At the bottom, there are "CONTACT" and "BOOK" buttons.



The web interface for East Sussex County Council shows a navigation bar with links for BOOKINGS, PROVIDERS, LISTINGS, LEARNERS, ELIGIBILITY LIST, and COUNCIL TEAM. The main content area has tabs for Overview, DfE reporting summary (selected), Engagement, and Eligibility distribution. The DfE reporting summary tab displays three tables: Attendance by eligibility, Total number of days attended, and Average number of free days attended. The SEND provision table is also visible.

| Provider                    | Primary aged | Secondary aged |
|-----------------------------|--------------|----------------|
| FSM eligible - non SEND     | 1,316        | 859            |
| FSM eligible - SEND         | 103          | 30             |
| Non FSM eligible - non SEND | 96           | 34             |
| Non FSM eligible - SEND     | 59           | 30             |
| <b>Total</b>                | <b>1,574</b> | <b>953</b>     |

| School type | Days |
|-------------|------|
| Primary     | 120  |
| Secondary   | 100  |

| School type | Days |
|-------------|------|
| Primary     | 88   |
| Secondary   | 72   |

| Provider                 |
|--------------------------|
| Universal holiday clubs  |
| Universal with SEND sup  |
| Specialist holiday clubs |

| School type   | Number of participants |
|---------------|------------------------|
| Primary       | 120                    |
| Secondary     | 100                    |
| Special needs |                        |
| Home educated |                        |

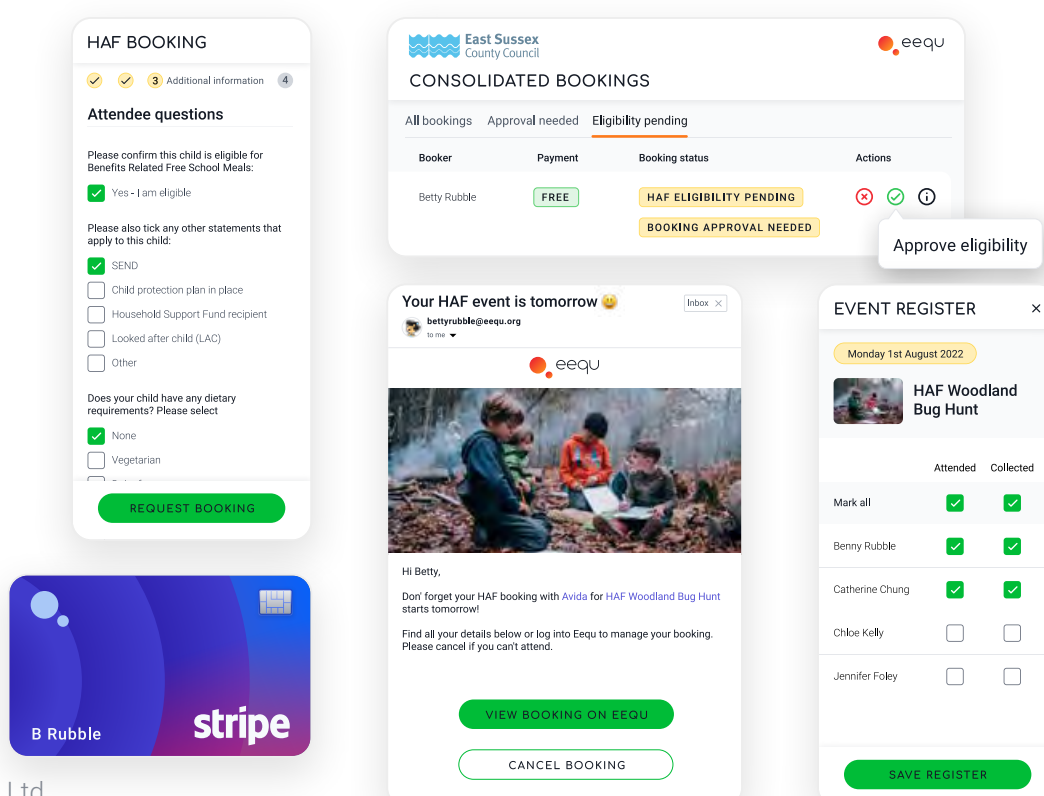
## Value proposition

**The Eequ HAF solution was initially developed in collaboration with East Sussex County Council. We continue to improve and evolve its software as a collaborative project bringing together 72 local authority clients as one agile team.** The Eequ team also provides valuable consultancy services through its wide ranging industry experience working with Local Authorities and a variety of funded programmes.

Eequ understands that the families it serves can be low-tech and may have language and other learning barriers. With this in mind, we have developed a particularly beautiful and accessible software which is complemented by high levels of human support for all users. Eequ understands that council-funded providers may be low-tech and have limited admin resources. Our software is simple to use but caters to the many different nuanced processes that providers adopt for managing their activities. Eequ is focused on improving engagement and attendance through clever workflows,

with accessibility as another primary goal. Its technical architecture ensures highly accurate data insights, enabling councils to make accurate and fair decisions, with assessments about complex issues such as discretionary places, provider performance and school engagement. Eequ's goal is to lighten the admin load for council teams, freeing them to spend more time on building a quality HAF programme and supporting their providers. Together we aim to provide data-driven evidence of the value and importance of the HAF programme and to secure future funding.

This Innovative platform meets the government priority of the Childcare Sufficiency Duty by catering to the needs of all council teams: HAF, SEND Short Breaks programme, the National School Breakfast Programme, the National Wraparound Childcare Programme, Family Hubs, Alternative Provision, half term offers and any other council-funded events or community activities.



## Social value

**In alignment with the Social Value Act, Eequ fosters a community-centric approach to education.** Through our community learning marketplace and booking platform, we're promoting life-long learning and actively contributing to the socio-economic and environmental upliftment of communities.

**Access to Holistic Learning:** Eequ's portal provides diverse, in-person learning experiences, promoting not only intellectual but also emotional, social, and spiritual growth (EQ).

**Authentic Relationships:** Through our platform, we facilitate genuine human encounters, which studies have shown to be crucial for positive life outcomes.

With our vision of community-driven learning, we're committed to reaching more communities, empowering more providers, and positively impacting countless attendees.

In essence, Eequ is not just about education; it's about weaving a social fabric where every individual, regardless of background, can learn, grow, and contribute meaningfully to the community. We're proud to align with the values and priorities of the Social Value Act, championing a brighter, interconnected future for all.

[View our full social value statement is here](#)



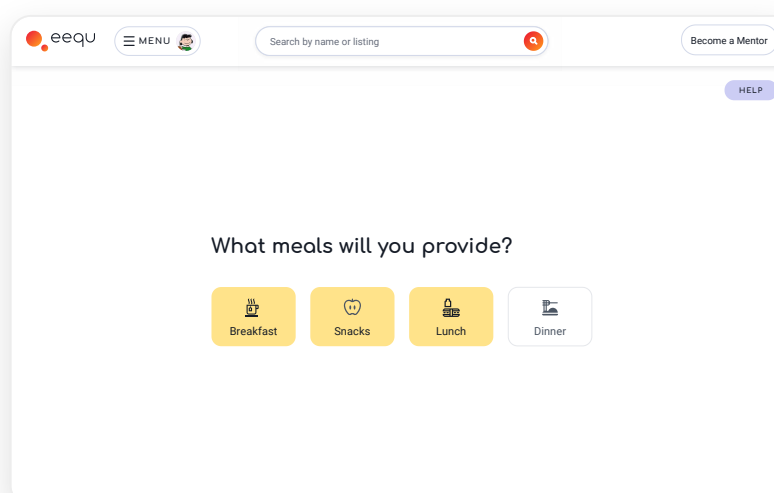
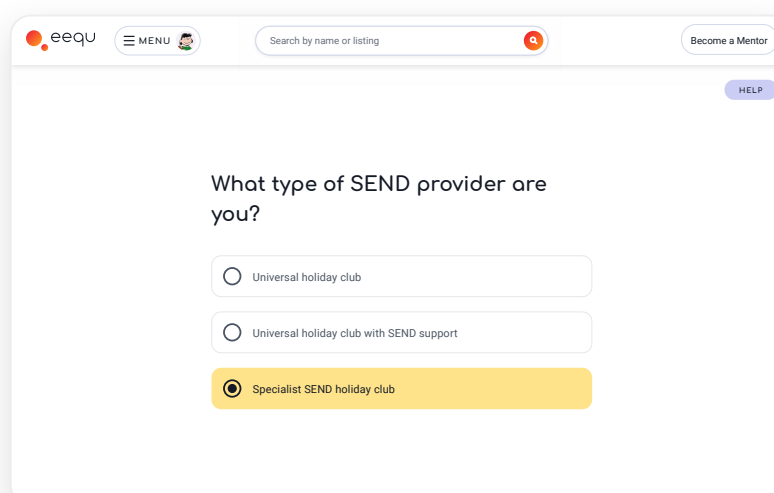
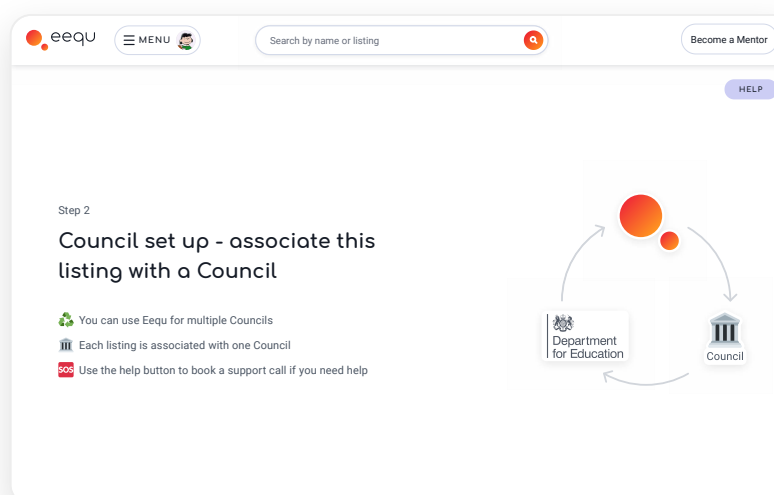
## Overview of the G-Cloud service

### Eequ provides a central booking and data management system.

The booking system appears simple to parents and provider administrators, however, beneath its seemingly straightforward exterior lies a highly sophisticated software capable of handling many complex scenarios and detailed data analysis.

Each provider creates and manages their own account with any number of beautiful listings. They link their listings with the funding council to ensure the safe and efficient passing of data. Providers manage their own bookings and appreciate the autonomy. Providers have extensive features which include flexible editing of details and group sizes, paid tickets, childcare processing, additional checkout questions, staff scheduling, messaging and other settings. They also benefit from comprehensive online registers and complete their responsibilities by taking the register. All information stays securely within the system, with no data passed externally.

Parents do not need a code as eligibility checking is done automatically. Eequ is designed to be enjoyable and simple with checkout questions stored for ease of future bookings. Parents do not need to pre-register, nor do they need any help documents. They just simply book. Allowing all parents to book without barriers ensures that no vulnerable family falls through the cracks and the council can utilise its 15% discretionary fund with clear insights into their priority groups. Parents cannot double book themselves or book for the wrong-aged child. Even the most low-tech



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## Continued: Overview of the G-Cloud service

parents are empowered to manage their own bookings, cancel sessions and send messages. Parents receive a series of attractive emails including two reminders to reduce non-attendance.

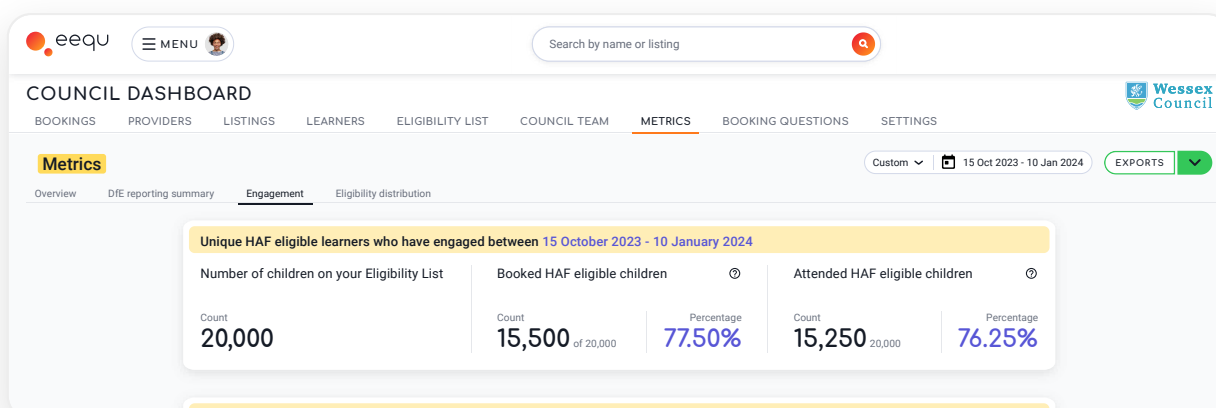
Councils, schools and providers can create collections of listings to target families. Councils can see detailed performance metrics for each provider and each listing, enabling them to check against the contract commitments or to pay the providers according to any agreement. Councils have comprehensive dashboards with real-time data on the programme's performance. Councils can customise checkout questions and determine their own programme principles with additional settings. Eequ computes and displays all the required numeral data for the DfE reports in accurate detail and precise format. Eequ also provides the Enhanced DfE report in the precise format required by the DfE. In addition to the data required by the DfE, Eequ provides other useful data on engagement, use of discretionary funds, schools, attendees and more.

Eequ is known for its high level of one-to-one support for parents, providers and council teams. We carefully record and analyse support needs, translating these into improvement actions so that the platform continuously evolves to meet the needs of the HAF community.

## Continued: Overview of the G-Cloud service

### Councils features and benefits

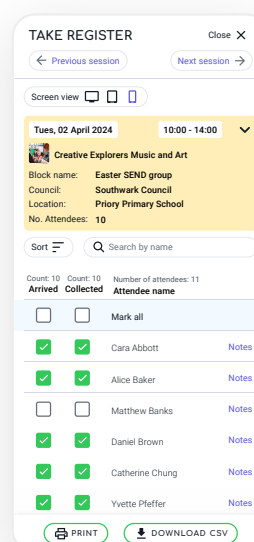
- Full cloud services - **no council IT resources** are required
- A **fully mobile and iPad** responsive web application
- **Unlimited provider** accounts
- A comprehensive **council dashboard** allows councils an attractive overview of all bookings, providers, listings, attendees, and metrics
- Add an **unlimited number of administrative team members** to take the register or assist with council delivery
- **Automatic eligibility checking** against the Free School Meals list or other sources
- Ability to create many other eligibility categories to **monitor the 15% discretionary places**
- Ability to **change the declared eligibility category** for accurate data
- Ability to **update typos in names or dates of birth**
- Ability to **customise registration questions** for bookers and attendees
- **Prevention of double bookings** for attendees across providers
- Accurate monitoring of **engagement**
- **Accurate metrics** showing how bookings are distributed across FSM and other eligibility places
- Complete computation of **all metrics required by the DfE**
- Ability to **review and award discretionary places**
- Ability to **curate a cohort of vulnerable children** to add to the FSM list as a curated HAF cohort
- **Comprehensive exportable reports** including cancellations with reasons and attendance per child
- Unlimited **one-to-one onboarding**, training and technical support for providers
- Council can have **unlimited portals to display the collection** of HAF listings for any delivery
- Council can **view aggregated data for Bookings**: approved, cancelled, late cancelled and attended to make payments to providers
- **View individual listing data** for any venue
- **Export registers** for spot checks
- Council can **view sessions booked and attended** for any child within any date range
- Export **schools report with participation**
- The council can export the **HAF Extended DfE Report** in the precise format required



## Continued: Overview of the G-Cloud service

### Providers features and benefits

- Guided, **step-by-step digital onboarding flow**
- **High-quality, descriptive listings** with multiple photos
- Ability to create **custom questions** to add to the default HAF questionnaire
- The ability for providers to **adjust session size**, and number of available tickets
- Ability for providers to **offer paid places** to non-HAF eligible attendees in same listing
- Secure **payment processing** with Stripe
- Process **Childcare Payments**
- Offer **adult places** without corrupting DfE data
- **Fully automated waiting lists** managed for you
- **Schedule** when to start and stop accepting bookings
- Bookers can **register their interest** and receive an email notification before a listing goes live
- Option to **prevent last minute bookings** for a custom period
- Option to **allow walk in bookings**, useful for open access provisions
- Ability to **add staff to listings**, showing biography and providing access to registers
- **Unlimited administrator access** to support programme management
- **Serve multiple councils** with the same account
- **Online registers** with notes and emergency messages
- Providers can **send bulk messages**, noting marketing consents
- Providers can **cancel any session** for any child with a message
- Providers and council can **create bookings** on behalf of Parents, whilst recording DfE data
- **High SEO** with SEO-friendly landing pages backlinked to 70 LA's to improve discoverability and search ranking
- **Two-step booking process** allowing providers the final decision
- **Expression of Interest Feature** for SEND Specialist and Alternative provisions with prescriptive bookings
- **Customisable exports** of data
- High accessibility **conforming to WCAG 2.2 AA Standard**
- Platform can be **translated into other languages**



## Continued: Overview of the G-Cloud service

### Parents features and benefits

- No need to pre-register
- Parents can search and filter by provider, date range, SEND, age of child
- Recently viewed display for easy browsing
- Ability to book any number of sessions for multiple children in one checkout flow
- Pre-poulate previous checkout answers
- Clear confirmation and two reminder emails for each booking
- Parents can send to, and receive messages from any provider directly and securely
- Online schedule of upcoming sessions
- Parents can cancel any booked session for any child with a message
- High accessibility, translates into other languages
- Ability to book paid sessions if not eligible for HAF
- Ability to pay with Childcare Vouchers
- Chat support 7 days a week
- Optional secure Portfolio for each child



### Associated services

The Eequ price is fully inclusive of support. It includes:

- Parent, provider and council support
- Providers can use their accounts outside the HAF programme
- Paid bookings incur a low transaction fee



## Information assurance

Eequ follows GDPR regulation and is guided by the National Cyber Security Centre 14, Cloud Security principles and Lightweight Cloud Security Framework.

### Our security accreditations include:

- Cyber Security Plus certification which includes an independent audit
- ISO 27001
- Penetration tested
- Regular vulnerability scans with an external accredited security organisation
- We conduct security training for all staff on Online Security, Information Security, Remote Security and Personal Security
- We are registered with the ICO

Our Information Security Policy and our Risk Register, Disaster Recovery and Business Continuity Plan is available on request.



## Data back-up and restoration

### Data backup

#### Frequency

Our data is backed up every minute on Amazon Web Services (AWS) to ensure maximum protection and quick recovery in the event of unexpected incidents, leveraging AWS's global, secure, and reliable infrastructure.

#### Retention

We maintain backups for one month. All backups are encrypted using Amazon Web Services (AWS) standard encryption protocols, ensuring data security during both transit and at rest with industry-leading AES-256 encryption, safeguarding against unauthorised access and maintaining confidentiality.

### Data recovery

#### Process

In the event of data loss, our team can initiate a recovery process to restore the affected data from the most recent, unaffected backup.

#### Time-line

The time taken for data recovery depends on the amount of data and the nature of the incident, but we aim to minimise downtime and restore operation as quickly as possible.

## Business continuity statement/plan

### Eequ has a detailed Disaster Recovery and Business Continuity Plan available on request

The purpose of this plan is to identify risks to service delivery and have an executable plan for Eequ in the event of a disaster or serious event.

The management team will regularly review the risk assessment to ensure accuracy and that de-risking is prioritised in the development process accordingly and appropriate risk management practices will be observed throughout our service delivery.

We consider incident communication to be of critical importance in order to maximise information and minimise uncertainty for customers

We aim to achieve zero downtime by monitoring and acting promptly on alerts. Our deployments are made using a zero downtime method.



## Incident management process

### Core on-call team

This team is the first to know something is wrong, almost immediately upon impact (usually from monitoring and alerting tools). Internal teams work behind the scenes to detect, swarm, contextualise, and resolve incidents with collaborative communication tools.

### Front-line support team

This team will directly answer questions and give customers updates during the incident. An incredibly important role, this team gets the right information to pass along to end users.

### The CEO

The CEO will communicate with the front-line support team so they know what's going on, the potential impact on all stakeholders, and an estimate of how long an incident could last.

### External customers

If the incident affects external customers some communication must be sent out to explain the problem and when they can expect a fix – or at least an update every nth amount of time. For issues that are still currently affecting our customers' ability to use our product, we would never go more than one hour without sending an update. We also indicate when to expect the next update. If it is a severe enough incident – especially one involving security or data loss – we will expedite external comms and pull in the necessary other stakeholders (legal, councils, ICO etc.).

## Privacy by design

**We have proactively integrated privacy from the start in every aspect of our product development and operations to comply with the EU General Data Protection Regulation (GDPR).**

This is how we ensure adherence to GDPR and prioritise privacy:

### **Data minimisation**

We collect only the necessary data for its intended use, limiting data collection, storage, and usage, thus reducing unauthorised access risks.

### **Encryption and anonymisation**

Data protection is bolstered through robust encryption in transit and storage, and where feasible, data anonymisation to prevent identification of individuals.

**Embedded privacy** is a foundational element of our technology, integrated from the design phase, ensuring it's not an afterthought but a core aspect of our product architecture.

### **Regular data privacy impact assessments (DPIAs)**

We conduct DPIAs with every council team to evaluate and mitigate data processing risks, addressing potential privacy issues proactively.

### **User consent and control**

Our services empower users with clear consent mechanisms, visibility of and control over their data, including straightforward options to withdraw consent.

By embedding privacy into our technology and operations from the outset, we not only comply with GDPR but also build user trust through a commitment to protecting personal data against threats.

### **Transparency**

We maintain transparency in our privacy policies, clearly outlining how data is collected, used, and protected.

### **Training and awareness**

Our team receives regular training on GDPR compliance and privacy protection, ensuring awareness and adherence to best practices.

### **Vendor management**

We only select third-party vendors that comply with GDPR and incorporate strict data processing and confidentiality clauses in agreements.

### **Data breach response**

A comprehensive data breach response plan is in place, detailing notification procedures to authorities and individuals as required by GDPR.

### **Continuous monitoring and improvement**

We commit to regularly monitoring our privacy practices, adapting to regulatory changes, technological advancements, and best practices.



## Ordering and invoicing

Council teams can contact [avida@eequ.org](mailto:avida@eequ.org) to request a demonstration of the product as well as supplementary information, quote and a brochure. They will be supplied with a data room containing online links to all security documents, insurances, procurement documents and promotional materials. The data room will contain procurement templates to aid the creation of their DPIA and Privacy notice as well as previously prepared IT security questionnaires.

Councils will pay an annual subscription fee.

## Pricing overview

**Our pricing model is designed to promote diversity of provision and community services.**

To ensure even the smallest local authorities can access Eequ, we've designed a pricing model that scales according to the funding or budget awarded to the LA for HAF, SEND Short Breaks, or any other relevant programme.

We don't want to limit the number of providers a council can engage by charging per provider. Our goal is to reduce administrative burden, enabling councils to allocate funding across as many local businesses as possible.

## Availability of trial service

### Eequ offers a paid trial

The paid trial is charged on a pro-rata basis, calculated from the annual contract fee for the duration of the trial period. If the trial is successful and the council wishes to continue to a full procurement, they may continue their contract without a break.



## On-boarding

**Eequ provides high quality support and training for providers, parents and council teams. The price is fully inclusive of this support package.**

After the contract has been agreed we will arrange four onboarding sessions with the council and a senior account manager to set up the LA dashboard. In addition to this, we will train all of your providers with bespoke training workshops.

We will share the experiences of other councils and advise on best practice. Councils can select their own checkout questions and discretionary eligibility categories, as well as configure optional settings to suit their preferences.

During onboarding calls, we will guide the council team to help them maximise the platform and take full advantage of all its features.

The council team can reach us anytime via live chat or by booking a video call, usually the same day. Chat messages are typically responded to within a few minutes.

We utilise screen sharing video support calls to help council teams navigate the dashboard or new features.

## Off-boarding and service migration

**If a council team wishes to leave a contract, they may do so at the end of any contract period with 3 months' notice.** During this time we will prepare an exit plan with particular reference to the destruction of the HAF questionnaire data that contains the personal information processed by the LA during the contract.

We will collaborate on communications to providers and offer them access to the platform beyond the contract with no subscription fees

All data can be exported for future manual analysis.

All HAF data will be destroyed via a script and the council dashboard will be shut down.

## Training

### We offer a comprehensive training programme for all councils and providers.

The four primary methods of training are detailed below:

1. We provide a high-quality, step-by-step onboarding link for providers to go from account creation all the way through to creating their first listing.
2. We offer one-to-one training calls by video to all providers.
3. We offer provider webinars during the onboarding period.
4. We organise feedback webinars with the councils twice per year to review outcomes, share insights, and support continuous improvement.

Providers can chat with us via the *Message Support Link* in the menu at any time and we normally respond within minutes. We also offer good coverage during the evenings and weekends to support providers' different working patterns.

We provide personalised video support messages to practically demonstrate how to use the interface in response to queries.

We send newsletter updates with tips and new features.

We have a dedicated [HAF help centre](#). It is full of articles and videos.

Providers often like to use Eequ beyond HAF which is a distinct advantage for LA's who are seeking to make more community activities available. We provide continued support for providers outside of the HAF programme.

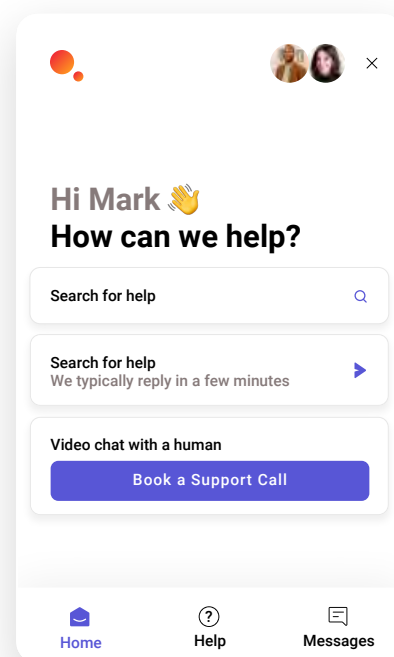
We have a Feature Request Board for providers, allowing providers to submit requests for features and they can vote on feature requests by others.

Parents can chat with us via the *Message Support Link* in the menu at any time and we normally respond within minutes. We also offer good coverage during the evenings and weekends to support parents' different working patterns.

We can provide personalised video support messages to practically demonstrate how to use the interface in response to queries.

We have a dedicated [HAF help centre](#) for parents that is full of articles and videos.

We provide letter templates and help articles for councils to new providers to distribute for onboarding. Similarly, we provide help articles for providers getting ready for a new delivery.



## **The process for continuous training**

Eequ training is ongoing. The platform develops quickly as we continually set new goals to address challenges the HAF, SEND Short Breaks or any other council programme. We pro-actively organise regular group and individual meetings. The council teams receive regular newsletters with feature updates and tips for managing their delivery successfully. These contain illustrated help guides and video tutorials. Both individual and group meetings effectively address all the ongoing training needs of the existing or new council members.

## **Procedure for resolving platform-related issues throughout the contract period**

We make it easy for parents, providers and councils to report a bug. They can do this via chat or by using our dedicated Bug Report board. These reports are triaged immediately, and we aim to respond with an update within a few minutes. Sometimes the reported bugs are user errors. In this case we create a user experience ticket so that we can brainstorm why the user made this error and what we could have done to avoid it.

We strive to reduce our support calls by making our platform so intuitive that little or no support is needed.

Our official Service Level Agreement (SLA) is provided below but we aim to exceed these minimum standards:

[Service Level Agreement for Eequ](#)

## Collaborative council development

We invite the new team to join our inspiring group of 72 council teams\* who meet after each delivery to feedback and brainstorm ideas for features that may help to tackle **current challenges**. Once the council teams have articulated their problem statements, Eequ will design feature proposals. Councils can choose to co-fund or contribute towards the development of these features.

In this way, the council teams come together as a collaborative agile development team, which is a very innovative and exciting way of working.

\*As of January 2026



## Implementation plan

**Your authorised council users will be given access to the council dashboard.** There are several optional settings and areas of customisation that we will explain in the first onboarding workshop. No council IT resources are required.

A detailed implementation plan can be provided to the buyer on request.

## Service management

**Our off-the-shelf cloud product is managed to uphold availability and reliability.** Most maintenance is deployed without any disruption, ensuring a seamless experience for users.

### IT service management (ITSM)

Our processes are informed by ITSM best practices, tailored to our service and customer requirements.

We commit to efficient service delivery, problem management, change management, and continuous improvement.

## Service constraints

**Our service operates within defined constraints to ensure optimal performance, availability, and support.** We continuously monitor the platform's performance, adeptly managing complex computations across millions of records to promptly identify and optimise any performance issues. Availability is guaranteed during office hours, with support responses typically within hours—often just minutes

via our chat system. Monitoring extends to evenings and weekends, ensuring requests outside working hours are addressed with comparable efficiency. Customisations are developed collaboratively with councils, involving discussions and prioritisation exercises to introduce new features that enhance our service. While we do not adhere to a set schedule for the deprecation of features, advancements may lead to the depreciation of existing functionalities as part of our commitment to iterative improvement. Certain features may be deprecated in response to evolving Department for Education (DfE) requirements, ensuring our service remains compliant and current.

### Service constraints

#### Maintenance windows

We perform maintenance outside peak hours, where necessary communicating plans in advance to minimise impact.

#### Customisation level

The platform offers some customisation to meet council preferences whilst ensuring system integrity and performance.

#### Deprecation schedule

Customers receive advance notice about any changes, ensuring smooth transitions without operational disruption.

## Service levels

Eequ categorises service and support issues for the council's booking and data solution into the following severity levels:

### Severity level

#### Severity level 1

Assigned when there is a critical business impact on the council, with the solution or a key component completely non-operational.

#### Severity level 2

Applicable when significant business operations are affected due to the non-functionality of important aspects of the solution.

#### Severity level 3

Designated for issues causing minor business impact where the solution's performance is not significantly hindered.

### Support response times

#### Severity level 1

- Initial response time: Within 4 working hours
- Regular updates: Every 2 working hours
- Resolution time: Within 8 working hours

#### Severity level 2

- Initial response time: Within 1 working day
- Regular updates: Once every working day
- Resolution time: Within 3 working days

#### Severity level 3

- Initial response time: Within 2 working days
- Regular updates: Once every 5 working days
- Resolution time: Within 2 working weeks

## Operational support hours

Eequ guarantees the availability of support services during Normal Support Hours, which are defined as Monday through Friday, aligned with standard council working hours.

Support services are routinely provided in the evenings and weekends, however, response times may be slower for non-urgent requests.

## Notification procedures

Should an incident arise that impedes Eequ's capacity to deliver the agreed support services during Normal Support Hours, Eequ will promptly inform the council of the incident and its impact.

## Outage and maintenance management

To mitigate the risk of technical issues causing delays, we employ a **comprehensive outage and maintenance management strategy**. This includes proactive outage avoidance measures, such as continuous monitoring of system health to identify potential issues before they impact service. Our service performance planning involves regular capacity analysis and scalability enhancements to accommodate growing user demands without compromising performance. Downtime is exceptionally rare. Additionally, we prepare for ad-hoc service needs by maintaining flexible resources and an agile response team capable of addressing unexpected demands or issues promptly. Through these practices, we ensure a resilient, reliable service that maintains high availability and performance standards.

## Financial recompense model for not meeting service levels

### Non-compliance and remediation

In the event Eequ does not adhere to the Service Levels agreed upon, we will undertake the following steps:

#### Performance evaluation

Should non-compliance occur three times within 60 days, we will promptly conduct a review to determine the cause and formulate a corrective action plan, which will be shared with the council.

#### Communication

We will keep the council informed with regular updates as we work to resolve any issues.

#### Escalation and review

Issues will be escalated as needed. Post-resolution, Eequ will engage in review meetings with the council to discuss ongoing service improvement.

Our focus is to ensure the council's needs are met through a cooperative and dedicated approach to service excellence.



## Customer responsibilities

**It is incumbent upon the council to ensure compliance with relevant GDPR regulations concerning the formulation of questions within the questionnaire provided to bookers.**

This responsibility includes the comprehensive review and determination of the appropriateness of such questions under GDPR guidelines.

The council is tasked with the development of a Data Protection Impact Assessment (DPIA). We will collaborate on this work. This assessment is crucial for identifying and mitigating any potential data protection risks arising from the use of our software.

The council is also obligated to create and maintain a Data Privacy Notice. This notice must reference Eequ explicitly and be hosted by them, with Eequ provided a link to this notice for direct referencing at the point of checkout.

The council is expected to engage in a democratic process within the council group utilising the Eequ product. This process may involve voting on and prioritising feature requests collectively. It is understood and agreed that any amendments necessitated by changes to the Department for Education (DfE) requirements will take precedence over other feature requests, ensuring compliance and relevance of the service to programme standards.

## Technical requirements and client-side requirements

Our technical requirements ensure the smooth operation of our service and should be documented in the Order Form, as agreed upon by both parties.

### Internet connectivity

Essential for accessing and using the service.

### Browser updates

Councils must ensure their web browsers are up-to-date.

### Whitelisting [www.docsend.com](https://www.docsend.com)

Preferred for securely sharing procurement documents.

### Whitelisting [www.eequ.org](https://www.eequ.org)

Required for unrestricted service access.

### Whitelisting [hello@eequ.org](mailto:hello@eequ.org)

Required for transactional emails.

## Development life cycle of the solution

We employ the Agile methodology for our software development, ensuring flexibility, rapid iteration, and continuous delivery.

Concurrently, we guide our council group in adopting the LEAN startup methodology.

This methodology allows us to swiftly develop and deploy functional solutions, then iteratively improve them, ensuring that we effectively meet our council groups' needs with data-driven decisions.



Our complementary approach enables us to:

**Identify problems/needs:** We start by recognising the specific challenges or requirements that need addressing.

**Develop hypotheses:** Based on identified problems, we formulate hypotheses about potential solutions.

**Test with minimal viable solutions (MVS):** We create and deploy a minimal viable solution (MVS) to test our hypotheses in the real-world conditions of the HAF/council funded programme.

**Measure results:** The impact of the MVS is carefully measured to evaluate the hypothesis's validity.

**Iterative improvement:** With data to support our hypotheses, we quickly implement a solution and then continuously refine and enhance it based on ongoing feedback and results.

## After-sales account management

**At the heart of our after-sales account management is a deep commitment to building and nurturing customer relationships through unique and collaborative approaches.** As a dedicated technology partner for councils, we pride ourselves on our ability to understand the intricate challenges and objectives of local authorities from a systemic perspective. This comprehensive understanding enables us to consider the interplay between various programmes and departments, ensuring that our software solutions are both precise and adaptable, capable of serving a wide range of contexts effectively.

**To manage and enhance these relationships, we focus on:**

### **Active communication**

We maintain open lines of communication between our councils, providers and our team. We pro-actively arrange feedback and coaching sessions as well as ensure that all queries, feedback, and suggestions are addressed promptly and effectively.

### **Customer satisfaction**

Our goal is to retain long-term business relationships by consistently meeting and exceeding council and provider expectations, ensuring that our solutions contribute positively to their operations.

### **Partnership growth**

We are keen on expanding our business partnership by exploring new use cases for our software, such as extending its application to SEND Short Breaks programme, the National Wraparound Childcare programme, the Breakfast Club programme, Family Hubs, Alternative Provision, half term offers and any other council-funded events or community activities, thereby adding value to our customers' operations. By acting as more than just a supplier and instead as a strategic technology partner, we aim to support councils in achieving their goals, fostering a relationship that grows and evolves to meet the dynamic needs of local authorities.

## Termination process

**In managing contract termination, we ensure clarity and fairness, aligning with standard Framework terms and contract practices for local government systems.**

This approach maintains transparency and safeguards both parties' interests, facilitating a respectful end to our business partnership.

### Key points include:

#### Notice period

We comply with the Framework standard terms of 30 days.

#### Termination clauses

Both parties' rights, obligations, and responsibilities, including handling confidential information are normally outlined in the standard IT contract for local government cloud services.

#### Responsibilities upon termination

We will securely destroy council data and support the transition.

#### Early termination for cause

We comply with standard Framework terms. Buyers can no-fault terminate with 30 days notice, with no early termination fees.

#### Post-termination support

We commit to provisions for support to ensure minimal operational disruption, including data migration and service decommissioning.

#### Payment terms

Contracts are paid in advance. Upon termination, no further payments are due from the client, and refunds for unused portions are not provided unless due to a breach of contract.



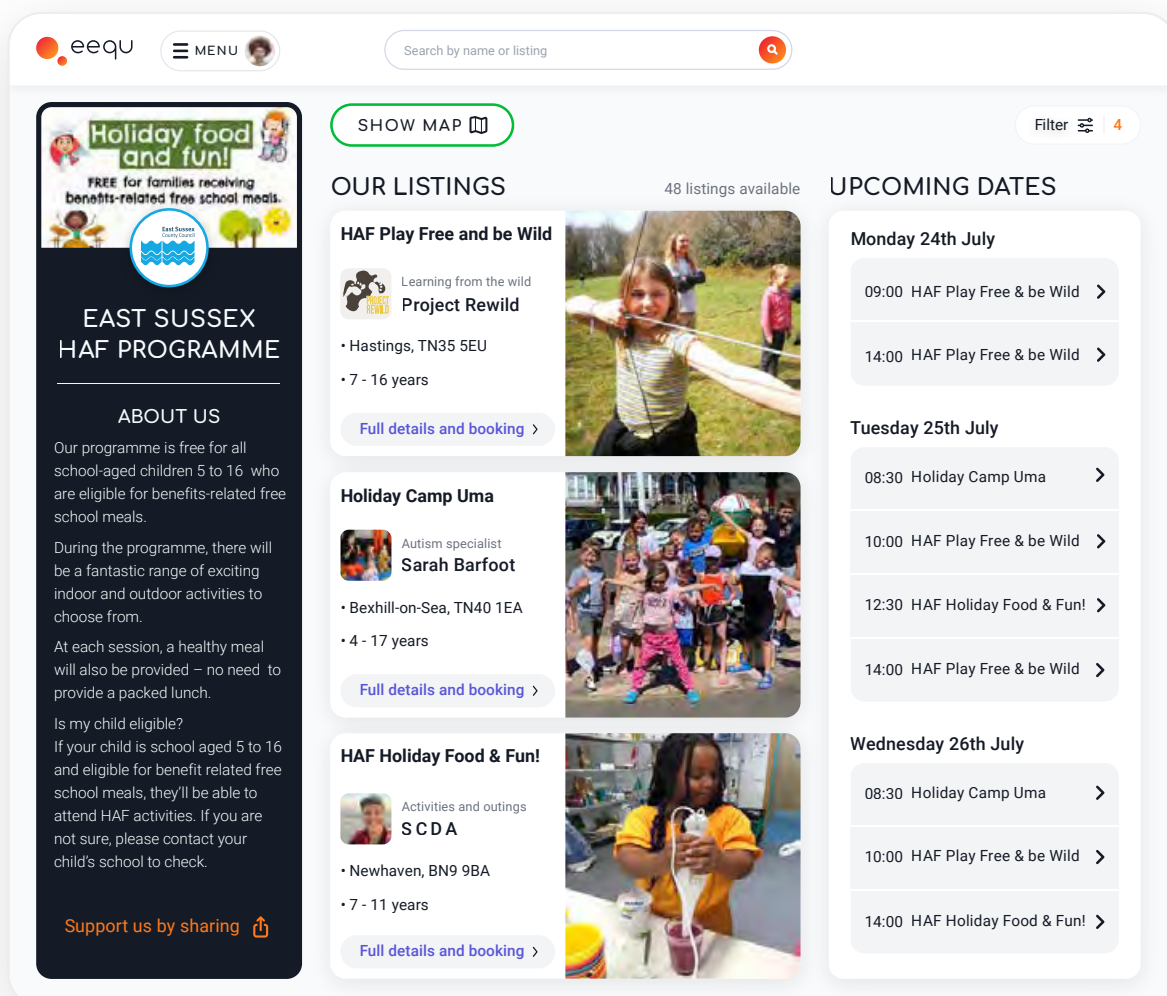
## Case study:

### Development of the HAF platform with East Sussex County Council



#### Introduction

In 2022, we embarked on a pioneering project with East Sussex County Council to develop a comprehensive Holiday Activities and Food (HAF) platform. Leveraging our existing popularity as a booking system for community activities, this initiative aimed to address the unique challenges faced by providers who had received grant funding from the council but struggled with data provision, primarily due to their low-tech capabilities and limited administrative resources.



The screenshot displays the eequ HAF platform interface. At the top, there's a navigation bar with the eequ logo, a menu icon, and a search bar labeled "Search by name or listing". Below the navigation bar, the main content area is divided into three columns. The left column features a large banner for the "EAST SUSSEX HAF PROGRAMME" with a sub-header "ABOUT US" and a detailed description of the program. The middle column, titled "OUR LISTINGS", shows a grid of activity cards. Each card includes a title, a brief description, a location, and a "Full details and booking" link. The right column, titled "UPCOMING DATES", lists activities for specific dates, including "Monday 24th July", "Tuesday 25th July", and "Wednesday 26th July". The interface is clean and user-friendly, with clear navigation and detailed information for each activity.

## Case Study: Development of the HAF Platform with East Sussex County Council

### Challenge

The primary challenge was to create a system that could not only serve a demographic with limited technological proficiency but also handle complex computations for accurate eligibility checking and discretionary assessments.

Moreover, technological and language barriers presented significant hurdles for parents attempting to book activities, necessitating a solution that was both accessible and user-friendly.

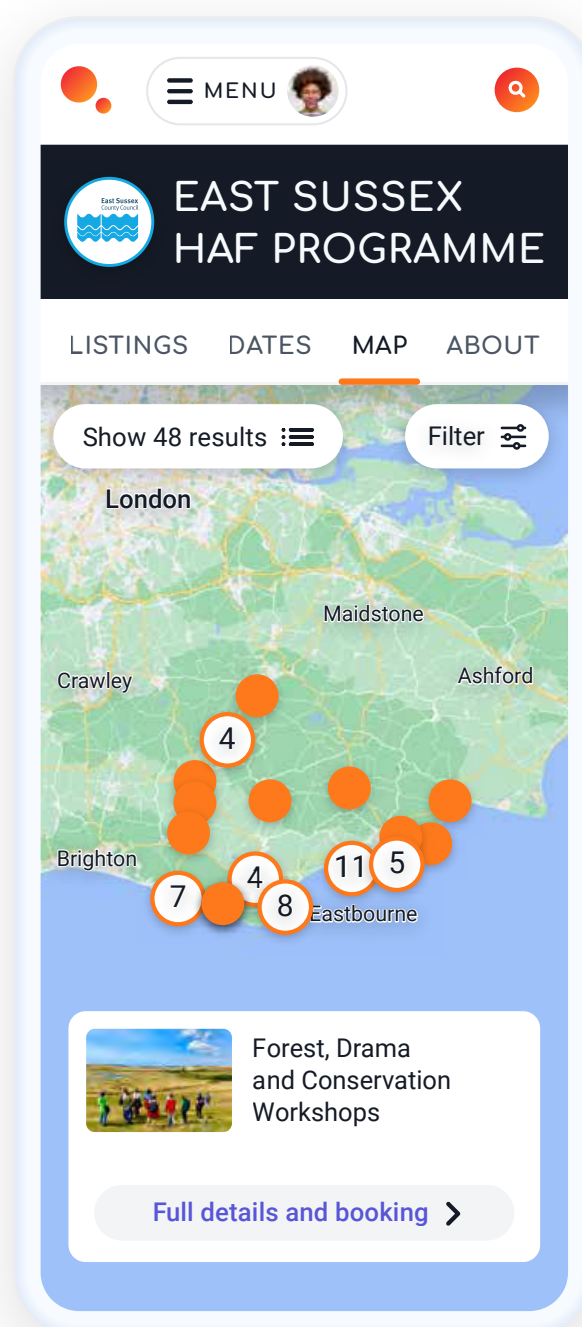
### Solution

In response, we developed a platform that built upon our existing framework, enhancing it to meet the specific needs of the HAF programme. Our approach was iterative, focusing on user experience to ensure the highest levels of accessibility.

This included features for easy language translation and interfaces designed to accommodate learning differences, effectively overcoming the challenges faced by parents.

### Results

The success of the platform was measured through precise engagement and attendance figures, which saw consistent improvement with each delivery. Notably, over 60% of the HAF providers continued to use Eequ for their activities outside the HAF programme, underscoring the platform's popularity and effectiveness. Moreover, the investment in the platform generated a significant ripple effect, broadening the visibility and accessibility of community activities far beyond the scope of the HAF programme itself.



## Case Study: Development of the HAF Platform with East Sussex County Council

### Expansion

Initially led by the innovative vision of East Sussex, our collaboration has since expanded to include a consortium of 72 councils - a number that continues to grow. This collective effort has enabled the pooling of resources towards the development of a singular, advanced

system tailored to the nuanced needs of local communities. The collaboration represents a unique opportunity to leverage shared goals and insights, resulting in a robust and versatile platform that serves a broad demographic.

### Research and development

In our pursuit of innovation, our research and development activities are aimed at pushing the boundaries of what's currently possible within the software domain. Our projects are driven by the quest for groundbreaking solutions that address complex technological challenges with the creation of new or significantly improved software architectures and decision-making modules. This approach is rooted in a commitment to exploring uncharted territories of technological capability, where the answers are not predefined and the path to achievement involves rigorous experimentation and refinement.

Our work often ventures into areas of technological uncertainty, where we experiment

with various architectures and design principles to discover the most effective ways to meet advanced performance and scalability requirements. Although we tread in realms where outcomes are not guaranteed, our focus remains on delivering innovations that hold the potential to set new industry standards and offer substantial benefits to both our sector and society.

Our research and development efforts aim to contribute to the wider technological landscape. While the specifics of our innovations are proprietary, they represent our ongoing commitment to not only solving today's challenges but also paving the way for tomorrow's advancements.

### Conclusion

The development of the HAF platform exemplifies our commitment to creating solutions that address complex challenges through collaboration and innovation. The project's success not only showcases our ability to adapt and refine our services but also highlights the importance of technology

in enhancing community engagement and support. As we continue to work with an expanding group of councils, our focus remains on delivering accessible, efficient, and impactful solutions that meet the evolving needs of communities across the UK.

# Our Council partners



**Barking & Dagenham**



**Calderdale Council**



**North Lincolnshire Council**



**Aida Hancock – CEO**

**[aida@eequ.org](mailto:aida@eequ.org)**

Request brochures and book a demo by clicking below:

**HAF booking solution**

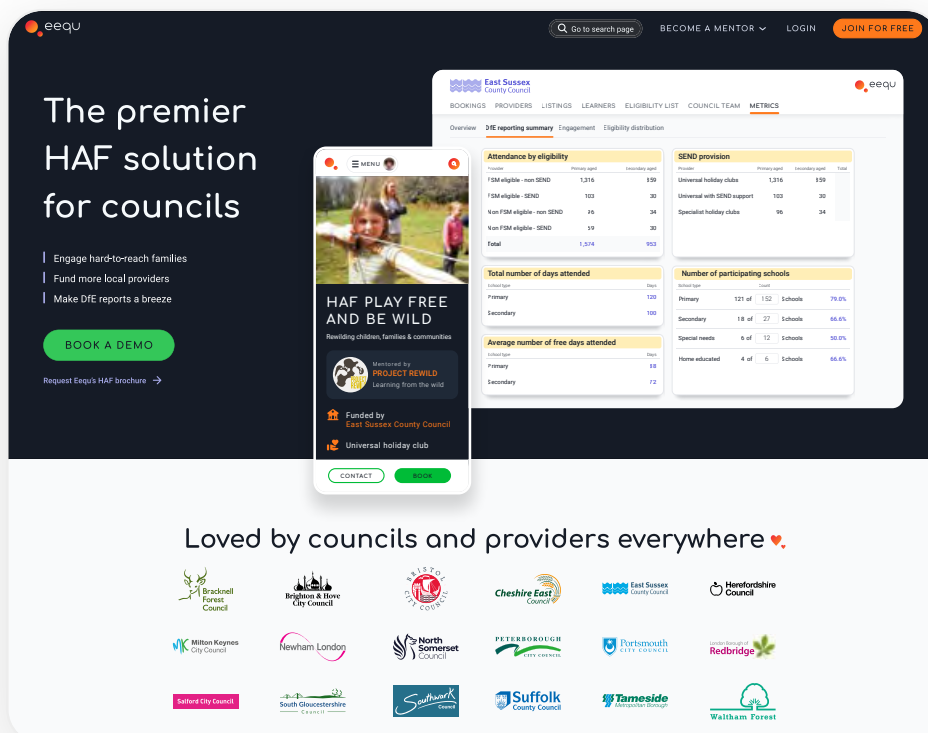
[eequ.org/haf](https://eequ.org/haf) →

**SEND Short Breaks booking solution**

[eequ.org/send-short-breaks-booking-solution](https://eequ.org/send-short-breaks-booking-solution) →

**Wraparound childcare booking solution**

[eequ.org/wraparound-childcare-booking-system](https://eequ.org/wraparound-childcare-booking-system) →



The premier HAF solution for councils

- Engage hard-to-reach families
- Fund more local providers
- Make DfE reports a breeze

[BOOK A DEMO](#)

[Request Eequ's HAF brochure →](#)

**HAF PLAY FREE AND BE WILD**

Rewilding children, families & communities

**Supported by PROJECT REWILD**

Learning from the wild

**Funded by East Sussex County Council**

Universal holiday club

[CONTACT](#) [REQUEST](#)

**East Sussex County Council**

BOOKINGS PROVIDERS LISTINGS LEARNERS ELIGIBILITY LIST COUNCIL TEAM METRICS

Overview DfE reporting summary Engagement Eligibility distribution

| Attendance by eligibility   |              |                |
|-----------------------------|--------------|----------------|
| Category                    | Primary aged | Secondary aged |
| F5M eligible - non SEND     | 1,316        | 159            |
| F5M eligible - SEND         | 103          | 30             |
| Non-F5M eligible - non SEND | 26           | 34             |
| Non-F5M eligible - SEND     | 19           | 30             |
| <b>Total</b>                | <b>1,514</b> | <b>253</b>     |

| SEND provision              |              |                |
|-----------------------------|--------------|----------------|
| Category                    | Primary aged | Secondary aged |
| Universal holiday clubs     | 1,316        | 159            |
| Universal with SEND support | 103          | 30             |
| Specialist holiday clubs    | 96           | 34             |

| Total number of days attended |      |       |
|-------------------------------|------|-------|
| School type                   | Days | Count |
| Primary                       | 100  | 100   |
| Secondary                     | 100  | 100   |

| Average number of free days attended |      |       |
|--------------------------------------|------|-------|
| School type                          | Days | Count |
| Primary                              | 18   | 18    |
| Secondary                            | 72   | 72    |

| Number of participating schools |            |            |
|---------------------------------|------------|------------|
| Category                        | Count      | Percentage |
| Primary                         | 127 of 152 | 79.0%      |
| Secondary                       | 18 of 27   | 66.0%      |
| Special needs                   | 6 of 12    | 50.0%      |
| Home educated                   | 4 of 6     | 66.0%      |

Loved by councils and providers everywhere ❤️

Bracknell Forest Council, Brighton & Hove City Council, Cheshire East Council, East Sussex County Council, Herefordshire Council, Milton Keynes City Council, Newham London, North Somerset Council, Peterborough City Council, Portsmouth City Council, Redbridge, Sefton City Council, South Gloucestershire Council, Southwark Council, Suffolk County Council, Tameside Metropolitan Borough, Waltham Forest