

Service Definition

Website Design

Service Type

Website Creative Design and Build

1. Service Overview

Website Design is a service that provides the design, build and ongoing operation of websites tailored to each client's requirements.

The service focuses on understanding organisational goals and translating them into secure, functional and user-friendly websites. It is suitable for public-sector organisations, educational bodies and other organisations requiring professionally designed websites with content management, data capture and analytics functionality.

Websites are delivered as hosted cloud services and are accessible via standard web browsers.

2. What the Service Does

The service enables organisations to:

- Design and launch bespoke websites aligned to business objectives
- Capture and manage user data securely
- Publish and manage content via a content management system (CMS)
- Provide e-commerce functionality where required
- Monitor website usage through analytics and reporting

Each website is tested prior to launch to ensure functionality and usability.

3. Service Scope

Included

- Bespoke website design and build
- CMS access

- User data capture functionality
- Optional e-commerce functionality
- Search engine optimisation
- Responsive design for desktop, tablet and mobile
- Usage analytics and reporting
- Documentation and training

Excluded

- API access
- Connection to public sector networks
- Dedicated account management
- Onsite support

4. Deployment and Architecture

- **Cloud deployment models supported:**
 - Public cloud
 - Private cloud
 - Community cloud
 - Hybrid cloud
- **Multi-cloud support:** Yes
- **Data hosting location:** United Kingdom
- **Scalability:** Distributed cloud web servers are used for each client to manage peaks in demand.

5. Service Features and Benefits

Key Features

- Bespoke website design and build
- CMS for user updates
- User data capture and download functionality
- E-commerce capability
- SEO configuration
- Management information and reporting dashboards

Key Benefits

- Simple user-managed content updates
- Reduced reliance on technical staff for routine changes
- Secure handling of user data

- Improved insight through analytics and reporting
- Flexible design tailored to organisational needs

6. User Access and Compatibility

- **Access method:** Web browser interface
- **Supported browsers:** Microsoft Edge, Chrome, Firefox, Safari, Opera
- **Installation required:** No
- **Mobile access:** All websites are fully responsive and render correctly across mobile, tablet and desktop devices.

7. Customisation

The service can be configured to allow users to update:

- Content
- Imagery

User permissions and access levels can be tailored. Most clients choose to request changes from the supplier rather than making design changes themselves.

8. Onboarding, Training and Documentation

Onboarding

- Online training and guidance
- Access to supporting documentation

Documentation

- Formats: PDF
- Training sessions are recorded and made available for later review

9. Support and Service Management

Support Channels

- Email

- Telephone support

Support Availability

- Monday–Friday, 9am–5pm (UK time)
- Initial response within 1 working day

Support Levels

Support requests are prioritised as follows:

- **Level 1:** Issues impacting customers
- **Level 2:** Issues impacting internal processes
- **Level 3:** Requests for change or enhancement

Support is provided equally to all clients. Support is available to authorised third parties.

10. Service Availability and Resilience

- **Guaranteed availability:** 95% (subject to availability of underlying hosting providers)
- **Service recovery:** In the event of a complete service disruption, recovery will be attempted within 1 working day.
- **Outage reporting:** Email alerts
- **Resilience approach:** Available on request

11. Data Management

Data Ownership

All data remains the property of the client at all times.

Data Import and Export

- Import format: CSV
- Export format: CSV

End-of-Contract

- Website design services are paid for at the time of delivery
- Intellectual property ownership transfers to the client

- Client data is handed over seamlessly when services cease

12. Security and Compliance

Data Protection

- Data encrypted at rest
- Data stored and processed in the UK
- Encryption applied to physical media

Data in Transit

- Protected using SSL/TLS (legacy versions under 1.2)

Penetration Testing

- Conducted at least annually
- Performed by an external organisation

Incident Management

- Continuous monitoring
- Automated alerts
- Reversion to a previous stable version in the event of an incident

Identity and Access

- User authentication required
- Username/password and Multi-Factor Authentication (MFA)
- Role-based access controls
- Access restrictions reviewed at least every 6 months

13. Governance and Assurance

- Named board-level individual responsible for service security
- Software Security Code of Practice followed
- Security governance self-assessed against recognised standards
- Staff screened to BPSS level
- Secure development practices followed (self-assessed)

14. Offboarding and Data Sanitisation

- Equipment disposal handled by a third-party destruction service
- Data deletion available on request

15. Pricing and Trials

- Discount available for educational organisations
- No free trial offered