

Service definition: G Cloud 15

Content since 2004

Scroll is a leader in the supply of content services. We are a specialist content consultancy and offer content design, content strategy and training, as well as related UX services. We are based in London but work across the UK.

We provide flexible, cost-effective services for projects of all sizes and at all stages (discovery to live, training and beyond). We can supply entire teams, user researchers and trainers, or a bench of qualified content designers.

We have over 22 years of experience in the public sector. We have deep roots in the user-centred design community, attracting the best practitioners in the profession and training upcoming talent.

Our work offers value for taxpayer money. We collaborate with other suppliers to deliver and continuously improve end-to-end services that meet user needs.



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Why and when to procure content services

Discoveries and new services

The earlier the better: if you involve content strategists and designers from the start, you can save time and money. We can assess your content, prioritise areas to focus on and reposition your efforts towards what users want and need.

Transformation programmes

You can't lift and shift content if you're moving platforms, targeting new audiences or switching to a new CMS. You need the services of a content team to position content at the centre of the activity and drive user needs from within. We'll identify and work collaboratively with users and stakeholders, produce content iteratively, and engage stakeholders.

Ad-hoc injections of advocacy or expertise

Are you short of content expertise? Do you need someone to advocate for content and raise its profile in your organisation? We can quick-start your team by working alongside you and upskilling your staff in content design skills, or by coaching senior management in content commissioning and strategy. Or perhaps you need help over a hurdle or deadline, such as meeting accessibility requirements, publishing a critical piece of content or making a business case for a user-centred design project.

Knowledge transfer and training

Content is critical to the appeal and reputation of every organisation. We can help build in-house expertise by working with you to get an idea of your processes, then recruiting or training your permanent team. We work alongside you to understand your priorities and users, then create or refine your content operations, workflows and governance. We do this consultatively and then offer training and post-project support so you continue to have access to advice and ad-hoc support.

Bringing efficiencies

Do you use your website as a platform for users to self-serve? Is it a critical resource for vulnerable people? Or does it communicate guidance or legislation that users must follow in order to be compliant?

Our content designers are expert in translating complex source material that's tightly regulated into actionable, accessible and authoritative content for users. We shape your content to your audience clearly and safely, protecting your reputation and enhancing it by serving your users well.

We improve the relevance and accuracy of search, create better experiences for the user and support the harvesting of useful data for the site's analytics team, which helps analyse, shape and refine digital (and even operational) strategies.

This usually means a legacy of fewer calls to your helplines, a smaller content estate to maintain, and leaner BAU processes.

Why choose Scroll?

Flexibility and expertise

Scroll's expertise is unparalleled – we have been working in the content world for over 22 years and have worked with all the major government departments, as well as numerous organisations in the charity and private sector.

We have more than 250 associates ("Scrollies") across the UK. Our large central team supports clients and Scroll people alike. This ensures we give our admin and account management the same attention to quality and detail as we give to our services.

We scale teams quickly and bring in additional expertise at short notice to meet sprint requirements. We have pre-vetted, trained and experienced practitioners whom we brief so they're productive from the start. Onboarding is seamless and quick. Offboarding includes detailed knowledge transfer, debriefing, and the option to retain post-contract support or training. We work collaboratively at every step of the way and merge seamlessly with clients and other suppliers in blended, agile teams.

We are set up to deploy multiple teams at once, with a single point of contact assigned to every account, and account management provided free of charge.

We share our work openly, blogging about progress, challenges and innovation, to address concerns and build trust with transparency.

Service management

Scroll's approach to service management is to invest in a central support team that's larger than most consultancies of our size. This is so we can support both you and the content designers on your project.

Every project has a dedicated account manager attached to it, who will manage day-to-day contract management, updates, monitoring and reporting on the progress of delivery and the budget, checking the pace of work, identifying when more expertise is needed, identifying and flagging any risks, behind-the-scenes advice and pastoral care to Scroll associates, cyber-security and data protection, and overseeing the onboarding of all Scroll team members (including vetting).

The Scroll account manager will also draw on the services of other members of our central team, at no additional cost to you, including:

- our finance manager for invoicing and budget-tracking
- admin support to speed up vetting queries, recruitment and contracts
- content design expertise for advice on 2i and content approach strategies
- our IT support to ensure cybersecurity conventions continue to be in place and for any IT-related queries

You'll be able to contact your account manager and our admin team via a central email address. This gives us a clear audit trail and means a member of the team can respond to you quickly at any time.

Social value

We advocate for accessibility in our content creation processes, through shaping branding and style guidelines in our work with clients. We design content that is user-centred, accessible and based on evidence around user experience so that we can meet all users' needs. We communicate this in our work and through knowledge transfer, aiming for a legacy of improved user focus on all our engagements with all clients and partners.

The values of equality and diversity, inclusivity and fairness permeate all our activities and decisions. We review our carbon reduction plan every year with our partners, SME Climate Hub, and we have been awarded the "We invest in people" accreditation from Investors In People in recognition of our ongoing commitment to excellent people management. Our social value strategy to be more sustainable and inclusive contributes to our customers' own targets.



- We are Cyber Essentials Plus certified.
- We are a Living Wage Employer.
- We have "We invest in people" accreditation
- We are signed up to the Fair Payment Code (Gold Award).
- We are certified Carbon Neutral.
- We are certified Disability Confident.
- We are signed up to the Mental Health at Work commitment.
- We have Good Business Charter accreditation.
- We abide by the Government's Supplier Code of Conduct.
- We champion ethical supply.
- We buy from local businesses and services.
- We are an SME owned and run 100% by women and with a focus on staff welfare.
- We align with the priorities of the Civil Service Diversity and Inclusion Strategy: 2022 to 2025.

Value for money

We are lean: we keep our overheads to a minimum in order to pay our content experts more and charge our clients less.

- Account management provided at no extra cost.
- No hidden costs: we don't charge additional running costs for admin.
- We do not mark up third-party costs (eg software licences) or expenses.
- We work in a transparent way: we share documentation, presentations and our experiences so you get value that's not limited to deliverables.
- We don't reinvent the wheel: we will use what we've learnt from past projects (since we started in 2004) to avoid the expense of redoing work.

Life cycle costing

We offer value over the entire life of each contract, mainly through our flexibility. We aim to leave you in a stronger position to take work forward alone and build on the expertise we've introduced.

- Time and materials: we don't bill you for days we don't work (so you may find your PO lasts longer than anticipated and can buy you additional days' work).
- We don't charge you for retainers if the start date of your project is delayed.
- We can scale team size down or up within days, so you pay only for the work you need without giving notice unless you choose to do so.
- We work closely with you to enable knowledge transfer at every step of the way of the project so you acquire the skills to continue without us.

Discounts

- We offer discounts to registered charities, the education sector, local government and not-for-profits.
- We offer volume discounts, typically after 100 days.

Our services: content above all

Scroll designs content that meets the needs of users as simply, clearly and quickly as possible. We have written or edited thousands of pages currently on GOV.UK and across central and local government, and have been publishing to GOV.UK since its infancy. We work both inside and outside IR35, and our 250+ associates have amassed years of experience working for the largest and busiest government departments. We offer:

- content design
- content strategy
- user research and related UX services
- editorial and proofreading services
- coordination of large-scale projects
- training in content design and content strategy
- a large pool of content designers trained in Whitehall Publisher



Department
for Work &
Pensions

"Given a relatively loose brief and tight time constraint, Scroll tackled the work with enthusiasm and determination. They defined outcomes, identified a wide range of stakeholders to engage with directly, called upon external sources of information, and wove a number of different strands into a coherent approach. Scroll was able to deliver clear content and guidance, along with setting up the conditions to test their outputs objectively under field conditions."

– Deputy Director, Department for Work and Pensions (DWP)

Content design

We design content that's accurate, clear and concise. We prioritise user needs and ensure all content is user-focused, as well as delivering a policy intent.

1. **We use analytics, research and insights** to understand audiences' needs, motivations and abilities.
2. **We publish what users came online to do**, setting measurable goals for content to see if needs are being met.

3. **We use feedback** from user testing to validate or iterate our content decisions and measure content performance. We learn, adapt, iterate.
4. **We make our content easy to find.** We use a simple content hierarchy to avoid confusion. We avoid duplication and optimise content for search by using users' language and designing clear user journeys.
5. **We prioritise clarity and efficiency:** our content is reusable. We say it once, correctly, then share and reuse it consistently in a range of formats and materials. Content should be easy to understand regardless of how complex the topic is.
6. **We ensure our content is accessible:** we use plain English and the appropriate level of detail for the user need. We consider users' situations, abilities and the devices they use. We don't use language or images that exclude people. All our content meets accessibility guidelines.
7. **We establish sustainable content maintenance and governance practices:** we manage content through its lifecycle, from publication to archiving. We set a review date for everything and use analytics and feedback to check content still meets a user need, is accurate and relevant. We remove content that is out of date or under-performing and create content that's missing.

Having an effective content strategy in place helps ensure you have an overview of your content and good governance processes for it. This helps to future-proof content. We'll agree user-centred KPIs with you at the start of a project and report on them. We use these to measure things like task completion rate, time on task, search queries and user error rate.

We collaborate with user researchers, interaction and service designers and senior stakeholders to develop prototypes, content governance, taxonomies and workflows. We work in an agile way, matching deliverables and performance to sprints, reviews and the wider project's trajectory. We will advise on what delivery methods to use and how to measure success while ensuring consistency of approach. We ensure that content:

- meets user needs
- achieves your organisation's strategic objectives
- delivers policy intent



Medicines &
Healthcare products
Regulatory Agency

"Scroll's expertise in content helped us really focus on the user and they fully delivered against our objectives for the project. With their help, we completed a thorough audit of priority content and constructed a deliverable approach to improve accessibility, meet legal requirements and make our content much easier to understand for both specialist and non-specialist audiences."

– Medicine and Healthcare products Regulatory Agency (MHRA)

Content design for services

Content design is central to building digital services. Scroll supplies experienced content designers to work in agile, multidisciplinary teams. We work with developers, business analysts, user researchers, interaction designers and stakeholders to build digital services, taking part in every stage of development from discovery to live. We also work with service designers to understand entire user journeys – including offline steps – to develop end-to-end services.

Our content designers are experienced in applying the GDS Service Standard and GDS Design Principles, collaborating with peers to use and adapt components from the GOV.UK Design System. We are experienced in preparing for and participating in GDS service assessments. We build close working relationships with UX colleagues and use tools such as Figma and the GOV.UK Prototype Kit for rapid sketching and prototyping. We work with user researchers to test and iterate designs, and our agile approach enables us to work quickly and flexibly to solve problems.

'Find a lost TRN' service for DfE (Case study)



Department
for Education

Scroll worked with DfE to create a digital service for finding a lost Teacher Reference Number (TRN) – needed to apply for a job or log into DfE systems. The DfE helpdesk took up to 5 working days to locate a TRN, but the digital service could recover TRNs instantly. Scroll worked as part of a multidisciplinary team to launch an alpha version of the service, creating content, testing it, iterating based on user feedback, and communicating with stakeholders. Our research showed that teachers found the service helpful and easy to use. As soon as we launched the service, calls to the helpdesk about lost TRNs started to drop.

User research

Scroll's user researchers design and carry out research that helps agile teams gain an understanding of the people who use public sector services. This user research underpins everything, from the design of a service to the policy and proposition behind it.

We work closely and strategically with service, interaction and content designers to make sure that services meet user needs and can also deliver policy intent. We conduct inclusive user research with a range of different users to help ensure that content and services are accessible and easy to use.

Our researchers work within multidisciplinary teams to understand the problems the team is trying to solve, designing and conducting research to help with the team's decision-making. Research methods can be scaled according to budget and include card sorting, surveys, interviews, A/B testing, concept/prototype testing and focus groups. Following research, we analyse and then present the findings.



"We are incredibly pleased that the work we did resulted in being ranked number 1 for accessibility against other UK housing authority websites. Working with Scroll helped us to get there – their focus on reliable user data and user-centred content helped us meet our project goals."

– Head of Digital Products, Joseph Rowntree Housing Trust

Training

Scroll offers bespoke content design and strategy training tailored to your team, and delivered in-person, remotely or a mix of both.

In a deliberate departure from conventional all-day, off-the-shelf training, Scroll's training syllabus is modular and bite-sized, with an emphasis on practical exercises, not lectures. All training is tailored to the specific needs identified by the organisation, so can flex to suit the attendees, whether content novices or experienced practitioners.

Our experience of content design and strategy in the public and private sectors ensures you learn the latest evidence-based approaches, with trainers experienced in training and teaching, who are also senior content practitioners themselves. Our courses can include:

- structure, tone and style: writing for the web
- applying house style, branding guidelines and tone of voice
- using evidence and analytics to plan your content and measure performance
- agile working techniques, including relevant tools
- applying GDS approach and GOV.UK style
- business processes and workflow, managing lifecycle
- writing for accessibility
- strategies for liaising with stakeholders and gaining sign-off
- user needs and user stories
- content audits
- content design for digital services in a multidisciplinary team
- generative AI for content designers
- quality control and quality assurance

We also provide materials and options for ongoing support to extend the training. See [our training offering](#).



"Scroll worked closely with us to make sure they understood all of our training needs, and the training was well-paced, interactive and accompanied by useful reference materials. It has made a big difference to how confident people feel."

– Essex County Council

Content strategy and audit

Our content strategy consultancy encompasses organisation, culture and processes, so you can create an environment where effective content can be managed efficiently. It includes:

- **Content processes** - end-to-end analysis from requirement to retirement
- **Measuring content performance** – measure the effectiveness of content, including for SEO
- **Content lifecycle management** – manage web content to continuously improve user experience
- **Stakeholder and governance management** – bring content owners, subject experts and content designers into harmony
- **Inventory and audit** – qualitative evaluation of current content
- **Tone of voice, style guides and taxonomy** – set standards for consistent content
- **Creating agency** – how the content team can be an agent for change in their organisation
- **Skills analysis** – establish the skills and structures required by content teams to optimise user experience. See [our training offering](#).

Content optimisation for AI and cloud services

We can help you optimise existing content for AI and cloud services or create new content with these platforms in mind. Our content designers and strategists ensure content is easy for AI to understand, analyse and process. We can:

- conduct **content audits** to assess readiness for AI, identifying duplication and content that should be removed or restructured
- develop **intuitive taxonomies** to categorise, structure and tag content
- **break content down** into small, reusable chunks that are easy for platforms to resurface
- create **templates** to standardise structure
- advise on **best practice** around content and AI
- check for compliance around **copyright and accessibility**
- **review AI-generated content** closely to check for errors
- **train LLMs** (large language models) to understand how to generate and analyse content
- help you **establish guidelines** for your staff on how to get the most out of AI when using it to work with content
- advise you on using AI to **create efficiencies** (eg creating content in bulk) and to make the most of Cloud innovations

The process of making your content easier for AI systems to process also makes it simpler and clearer for users to understand.

Information security and IP

Over the years we have fine-tuned how best to protect your data, content and intellectual property.

Vetting

We automatically vet all new staff and associates to BPSS (Baseline Personnel Security Standard) as a minimum, and several of us have SC (Security Check) and CTC (Counter Terrorist Check) clearance. Included in BPSS is an up-to-date DBS (Disclosure and Barring Service) certificate.

Information security and data protection

We have up-to-date Cyber Essentials Plus accreditation and comprehensive information security policies.

All staff must comply (via their contract) with our extensive data protection policy. This policy defines personal data as Scroll uses it, and covers the types of information we collect, how we use that information, how long we keep information, third-party access to our information, our role as data controller, consent, data security and data breaches.

All Scroll staff and associates sign an End User Device Agreement (reviewed every year), where they agree to comply with numerous security requirements, including firewalls, MFA, passwords and encryption.

We have successfully answered rigorous data protection, data security and information security questionnaires, before working for extremely security-conscious clients in financial services and regulation

GDPR

We have carried out a lot of work to ensure we are GDPR compliant, including a data audit, a data register, a comprehensive data breach procedure, a GDPR risk assessment and reworked data protection and privacy policies.

ICO certificate

We are registered as a data controller with the Information Commissioner's Office (ICO).

IR35

We can accommodate inside-IR35 projects as well as those that are outside IR35, and have methodical processes in place to ensure we don't expose our clients or associates to risks and liabilities around IR35.

We check all our contracts against the HMRC IR35 tool when projects start and at 6-monthly intervals to make sure that working practices aren't likely to be found in breach of workers' regulations or IR35, even if at the start of the project they were deemed outside. We also use Qdos to assess and insure IR35 determinations, for the protection of our clients and Scroll associates alike.

Intellectual property

When assigning copyright to the buyer, we ensure that this is reflected in all contracts with our staff and associates.

Our experience

Department for Education (DfE) – content design team

Scroll has been working with the DfE since 2004, in teams like DDaT and Teacher Services. Since 2017, we've supplied a flexible team to DfE'S Digital Comms Team (DCT), providing a digital content design service for the department.

Our content designers work collaboratively to create and publish accessible, user-focused content for GOV.UK. They also work to embed the principles of creating good content, helping DfE colleagues understand the importance of user needs and using data and analytics, and working to ensure that content is communicated in the most effective way.

Our **DCT** team has received numerous accolades over the years, with DfE's Director of Comms praising the team's "flexibility, pragmatism and hard work".



Department
for Education

"I just wanted to put on record my enormous thanks to the dedicated Scrollies who helped get our latest guidance...over the line. Theirs was a tremendous effort in difficult circumstances, and it included long hours and late working alongside our civil service team."

Department for Health and Social Care (DHSC) – out of hours service

DHSC called on Scroll when the demands of content work and website updates relating to Covid proved too much for their small team to handle. The team was stretched during the working week, and struggling to provide essential cover on evenings and weekends.

In response, Scroll set up a rota of content designers and editors who worked evenings and weekends. Within a week, we had 2 Scrollies working on the rota system, preparing content for Covid updates, often at very short notice and with multiple stakeholder involvement.

This was so successful in relieving pressure on the permanent civil service team that DHSC requested we add to the team. We currently have 6 Scrollies working on the rota, turning around urgent documents for policy teams and helping to keep GOV.UK content up to date. Our re-tender to continue this work in February 2023 was successful, in part in recognition of the good work we had previously carried out.

UKRI – content design patterns

Scroll worked with UKRI on a large, complex project transitioning 9 research councils' content into a single site. Scroll content designers and researchers were part of a blended team alongside UKRI's developers and delivery manager. As well as content, we ensured that the choice of CMS templates, styles and IA optimised user experience, rather than reflecting organisational or technical preferences.

We consulted academics and industry users to inform design decisions we took, documenting these as content patterns and manuals, to build consensus and a consistent vision among policy teams and owners. The result? UKRI ran a survey in January 2023 comparing results to their 2018 survey:

- overall satisfaction had increased from 46.5% to 66%
- ease of finding information had increased from 46.7% to 62%
- clear and easy to understand score had increased from 54% to 72.6%



"Scroll's expertise in content design and accessibility was invaluable in enabling us to produce a site that greatly enhanced the UX, accessibility needs, and all key functionality requirements."

– Head of Digital Services and Engineering, UKRI

Cumbria Council – content design training and strategy

Cumbria Council were migrating from 7 sites down to 2. Scroll delivered initial content design training which led to Cumbria identifying that they needed strategic and operational frameworks to raise the quality of content across Cumbria's county and district council sites.

We co-developed a website proposition with the web content team, who were given advice on change management and gaining management endorsement for their solutions. We delivered training which resulted in a set of content design guidelines to ensure consistent user experience across district, county and unitary sites. All the training materials are freely accessible to the content team for reference or further training.



"Scroll's help and strategic overview was invaluable – their bespoke training has given us the tools and confidence to make sure content serves (and continues to serve) the user first."

Barnardo's – website transformation

A Scroll content design team worked in partnership with Barnardo's to transform the charity's website, which had over 12,000 pages of complex, repetitive content, and was expensive and almost impossible to maintain.

Our team worked closely with Barnardo's brand, tone and subject matter experts, UX and user research colleagues. We redesigned the information architecture and menu structure, simplified user journeys and reduced the word count by rewriting information in plain English.

As a result, the page count dropped from 12,000 to 200. Barnardo's now has a streamlined website which is efficient and easy to maintain, and where content is easy to find, understand and act on.



"The Scroll team has been an invaluable asset, whether working in agile teams or with subject-matter experts. Their knowledge of content design and willingness to go the extra mile to meet our needs – and above all our users' needs – have helped us create a website...that we are justifiably proud of."

– Director of Design, Data, Digital and Technology, Barnardo's

Our clients

Here is a small selection of the many organisations Scroll has worked with since 2004. [See our website for a full list.](#)

Government and public sector

 Cabinet Office	 Crown Commercial Service	 Department for Business, Energy & Industrial Strategy	 Department for Education	 Department for Environment Food & Rural Affairs	 Department for Transport
 Department for Work & Pensions	 Department of Health & Social Care	 Foreign, Commonwealth & Development Office	 Government Digital Service	 HM Courts & Tribunals Service	 HM Revenue & Customs
 HM Treasury	 Home Office	 Medicines & Healthcare products Regulatory Agency	 Ministry of Housing, Communities & Local Government	 Care Quality Commission	 HSE Health & Safety Executive
 highways england	 METROPOLITAN POLICE	 NHS	 TRANSPORT FOR LONDON	 HM Land Registry	 UK Research and Innovation

Charities and advice

 Believe in children Barnardo's	 christian aid	 citizens advice	 Equality and Human Rights Commission	 JRF JOSEPH ROUNTREE FOUNDATION	 SCOPE Equality for disabled people
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Higher education

 Middlesex University London	 Office for Students ofs	 The Open University	 UCL	 UNIVERSITY OF OXFORD	 University of Southampton
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Local government

 BUCKINGHAMSHIRE COUNCIL	 CROYDON	 Cumbria Council	 Essex County Council	 Lambeth	 Leeds CITY COUNCIL
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Private sector, regulators and finance

 barclaycard	 Bupa	 citb	 EUROPEAN CENTRAL BANK	 Financial Ombudsman Service	 PSR Payment Systems Regulator
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