

Content strategy and design consultancy

G-Cloud 15

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Content strategy and design consultancy

Our approach to content strategy and design consultancy brings together a wide range of experience across content channels and platforms, research, data-driven insight and a deep commitment to human-first design. We improve audience engagement by creating content strategies that alter opinions, change behaviour and build engagement based around both stakeholder requirements and identified user needs.

Service overview

CDS offers comprehensive content and design consultancy to produce engaging, useful, and scalable content frameworks that reflect your audience's needs. We work with your stakeholders and audiences to create meaningful content strategies that alter opinions, change behaviour, and build engagement.

CDS is a multi-award-winning strategic change agency. We enable your change in pursuit of improved outcomes.

Our approach to content strategy and design consultancy brings together a wide range of experience across content channels and platforms with a deep commitment to human-first design.

We have experience in a comprehensive range of creative and content services from Content strategy, auditing, accessibility, UX design, and audience research through to content creation, design and delivery across on and offline channels. Our services bring creative ideas to life enabling us to create truly engaging content that transforms communications and experiences across creative, digital, print and technology.

Our creative studio consists of a talented team of creative artworkers, graphic designers, brand professionals and illustrators, as well as copywriters, editors, channel planning specialists, and marketing and accessibility consultants. Our industry experts approach challenges with a wealth of knowledge that can redefine content strategy and design to produce meaningful stories that you want to tell, efficiently and on time.

We are passionate about accessibility and focus on combining creativity with inclusivity – ensuring that creative outputs are clear, accessible to all, and on-brand.

Our creative experience is extensive and includes – magazines, newspapers, newsletters, forms, annual reports, corporate plans, technical reports, brochures, leaflets, posters, flyers, adverts, exhibition design and outdoor advertising. Our digital outputs include microsites, web banners and infographics, video content, and bespoke design for social media channels.

Features and benefits

Features

- Focused on accessibility and inclusivity of content and content strategies
- Results driven
- Bespoke service designed to meet objectives for the long-term.
- Inclusive design
- Comprehensive range of creative, design and content services
- Experience strategy (insight, research, and user experience)
- Brand engineering
- Conceptual creative
- Content strategy, production, and distribution
- Multi-channel focused.

Benefits

- Award-winning, in-house design and content consultancy team
- Content that meets your strategic goals and user needs.
- Meeting key accessibility requirements and WCAG compliance
- Single point of contact, responsible for successful delivery
- User-centred and human first design approach
- Outputs are designed to be accessible to all
- Iterative creative approach based on user feedback
- Design decisions based on research, not assumptions
- Improved communications and user engagement across channels
- Consistent brand experience across on and offline channels
- Right content to the right contact using the right channel in the right context.

Our approach

Our approach to content strategy and design consultancy starts with the user. Our intention is to deeply understand your audiences needs and requirements, so that we can create content strategies that alter opinions, change behaviour and build audience engagement.

We have a wide experience across content channels and platforms, research, data-driven insight and a deep commitment to human-first design. Our design consultants apply user-centred techniques to create interfaces, written content and publishing strategies that will deliver the outcomes you need.

We will help you:

- Define your goals
- Conduct persona research and understand user needs
- Run a content audit and
- Turn your data into actionable insights
- Choose or develop a content management system or digital experience platform (DXP) to optimise content delivery through every channel.
- Determine which type of content will be most effective to achieve your goals.
- Develop and build content ideas.
- Create the most effective content in all formats in audio, visual, digital and print media
- Publish and manage your content.
- Provide a content governance framework to support your content strategy.

Content should be governed by procedures and systems. This ensures consistency, which is key to the success of any communications strategy.

The content strategy and design consultancy life cycle typically follow a process:

- Understand user needs and requirements
- Develop the content or design strategy
- Create content and or design
- Edit, amend, approve
- Execute
- Store or archive collateral
- Analyse and optimise
- Update or repurpose content.

Content governance ensures that your organisation maintains an efficient process in its continuous content life cycle. Role based access to collateral prevents delays, legal and compliance issues, and inconsistent and off-brand messaging.

We will help you develop a comprehensive content governance model that creates a standard for effective, consistent content, resulting in the outcomes your organisation requires.

CDS are experts in accessibility and inclusivity, with a long track record in the design and development of accessible websites and documents. Our team includes dedicated in-house specialists who assure standards through accessibility and usability testing.

Business continuity and disaster recovery plans

CDS is committed to minimising and managing its exposure to disruption to the business and the services provided to our customers. This encompasses robust systems and processes necessary to maintain continuity of service and operations.

CDS maintains a comprehensive Business Continuity and Disaster Recovery (BCDR) plan, certified to **ISO 23001**, that defines clear roles, responsibilities, processes, and procedures for assessing and responding to disruptions to ensure

continuity during disruptions. **Our plan is tested annually with lessons learned incorporated into plan improvements.**

Our Business Continuity Management System (BCMS) is underpinned by regular business impact assessments and threat and risk analyses, and annual tests to ensure all contingencies remain effective, current, and fit for purpose.

Onboarding and offboarding

Onboarding

CDS provides a tailored onboarding pathway, based on clients' individual requirements.

Onboarding is a collaborative process, through which we fully understand our clients' short-, medium- and long-term goals, and plan our service accordingly, to deliver best value and appropriate resourcing, governance, communication and planning.

Our multi-disciplinary agile teams will work with project stakeholders to understand the client and project needs and requirements.

We will define and capture ways of working, including definitions of 'ready' and 'done', and identify acceptance criteria for each sprint, underpinned by modern test practices and OKRs.

Offboarding

Upon starting the engagement, CDS will provide an exit plan for client approval. This will cover matters such as knowledge transfer and documentation, roll-off schedules, data and asset transfer, intellectual property and removal of access / permissions and return of devices / equipment.

Ownership of data contained in any solution belongs to and rests with the client; as the service is decommissioned, raw data will be transferred to the client. CDS is certified to ISO 27001 for data security and will always adhere to these standards – including data removal and destruction.

Ways of working

At CDS we apply agile principles across our projects, primarily using the SCRUM Agile methodology. We operate multi-disciplinary squads that combine domain expertise with technical excellence, delivering value early and iteratively through two-week sprints. Our approach is underpinned by the following core practices:

- **Daily standups:** A team call for 15 minutes each morning to track progress, surface blockers and ensure sprint goals are achieved.
- **Sprint planning:** Held at the start of each sprint to prioritise the work, align on objectives and ensure the team is fully prepared.
- **Sprint review:** At the end of the sprint, the team demonstrate to all stakeholders the deliverables achieved and present the sprint goal for the next sprint.

- **Sprint retrospective:** For each sprint the team will review what went well, identify areas of improvement and embed lessons learned to drive continuous improvement.

Additionally, we have an Agile mindset and culture at CDS, in which we apply:

- **User-centred design and customer-focus:** Through collaboration and partnership working we deliver outcomes that meet user needs.
- **Adaptability and flexibility:** Short feedback loops enable us to respond quickly to change, with teams empowered to pivot as required.
- **Continuous learning:** Retrospectives encourage open, honest feedback to continually improve ways of working and delivery effectiveness.
- **Partnership and teamwork:** We create a one-team culture with our clients and their supplier partners, working collectively towards shared project goals.

Training

As well as continual ‘on the job’ knowledge transfer to upskill client teams, CDS can provide formal, comprehensive training for administrators and users prior to handover and go live designed to support successful change management, ensure smooth implementation and embed solutions that are integral to business operations. Our training also builds internal technical capability, empowering teams to become self-sufficient and reduce the long-term cost of change.

In most cases, we adopt a ‘train-the-trainer’ model, delivered through a blend of on-site and remote sessions. This is supported by comprehensive training materials and easy-to-follow digital end-user guides, written for non-technical audiences and compliant with WCAG 2.2 accessibility guidelines.

Service constraints

Attainable service levels will be dependent upon the service performance of cloud suppliers within the service chain. Maintenance windows may apply, and clients should refer to the SLA for the specific service in use.

Ordering and invoicing

We recommend contacting CDS before placing an order via G Cloud 14, to confirm and agree scope, scale, SLAs, KPIs, outcomes, etc. We will be pleased to support clients to define statements of work that reflect their requirements.

Invoices are issued monthly in arrears, with payment terms of 30 days.

Pricing

Timescales and costs vary, depending on several factors; we recommend a preliminary review to provide a firm cost.

Please refer to our pricing document and SFIA rate card.

Industry standards

CDS delivers all its services to internationally recognised standards. CDS is accredited to the following quality standards:

- ISO 9001 Quality Management Systems
- ISO 27001 Information Security Management
- ISO 14001 Environmental Management
- ISO 5001 Energy Management
- ISO 20000 IT Service Management
- ISO 22301 Business Continuity
- ISO 45001 Health and Safety Management
- ISO 10008 Evidential Weight and Legal Admissibility of Electronic Information
- Cyber Essentials Plus and IASME certified
- ITIL compliant service desk.

We comply with the Data Protection Act 2018 and UK GDPR regulations.

Contact details

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