

Website development

G-Cloud 15

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Website development – design, build and run

CDS Website Development, Design, Build, and Run Services are meticulously designed to cater to public sector entities striving to initiate or augment their digital front. We provide an all-encompassing solution that spans from inception through to design, development, deployment, and sustained management. Our services are aimed at delivering aesthetically captivating and functionally superior websites that not only foster public interaction and information sharing but also adhere to the most rigorous accessibility standards.

Our initial phase commences with a detailed discovery process during which our team collaborates closely with you to fully comprehend your organisational ambitions, the desired demographic, and specific website functionalities. This cooperative method ensures the website is precisely tuned to your strategic needs and optimises the end-user experience. At this stage, we evaluate existing digital assets to ensure seamless integration with your current systems.

Led by our proficient design team, the next step involves crafting user-friendly and visually engaging layouts that embody your brand ethos and effectively convey your message. We prioritise user accessibility and usability, ensuring the site is navigable by everyone, irrespective of their technical expertise or physical capabilities. This phase includes a cyclic process of receiving and incorporating feedback to refine design elements and user interactions, aligning with both your vision and user expectations.

Our development phase is managed by seasoned developers utilising cutting-edge web technologies to forge a responsive, secure, and scalable website. This phase emphasises rigorous coding standards and focuses on constructing a sturdy backend infrastructure that enhances content management and data processing capabilities. Comprehensive testing precedes the launch to ensure flawless performance across all devices and platforms. Following the deployment, we continue to provide support and updates, boosting site functionality and security as digital trends evolve.

Case study

Social Work England, the arms-length body that regulates Social Workers in England, needed to design and deliver a set of integrated, GDS-compliant, digital services. This included a front-end website that was engaging, accessible and catered for the needs of diverse user groups.

The public needed clear, easy to understand content about what Social Work England do and signposting to key services such as checking a Social Worker's fitness to practice and raising concerns. Social Workers, Education Providers and Local Councils needed more specific user journeys to understand and fulfil their regulatory obligations.

What we did

Through a process of user research, persona development, user journey mapping, UX design and technical development services (including data migration from

HCPC) CDS created an engaging Umbraco CMS driven public facing website. The website has a range of different audiences including social workers, members of the public, press/media and other regulatory bodies.

The main purpose of the website is to communicate and reinforce the professional standards; promoting social worker rights, enthusing partnership approach, building trust, developing and maintaining integrity and enabling professional development through identification of learning needs and evidencing learning impact.

The website is designed to support multiple user audiences and uses specific user journeys to deliver excellent experience based on individual user need.

The solution comprised:

- Public-facing website on Umbraco CMS (.NET-based, open-source)
 - User research driven
 - User centred design
 - Accessible HTML development
 - Umbraco template development
 - Workflow design, development and implementation
 - Media assessment management implementation
- GOV.UK Verify for social worker identity verification
- Identity Server for SSO
- Appian-based back-office (Case Management System)
- Azure cloud services
 - Design and build (full resilience)
- Appian cloud SaaS
- Service management design and implementation

We conducted user testing throughout Discovery, Alpha and Beta, to iteratively improve user experience.

Outcome

The solution, now live, met the GDS Service Standard, Technology Code of Practice and WCAG 2.1 AA. It passed Alpha and Beta GDS assessment and won Gold in 'Best use of digital in the public sector' at the 2020 Digital Impact Awards.

Our approach

CDS provides:

- User research
- Discovery and insight of existing content
- Data analysis and modelling
- Proof of concept (POC) and prototype development
- Full end-to-end solution development
- Data extracts and reporting configuration
- Management Information Dashboards
- Training

- Associated testing and deployment with ISO20000 processes
- Project management and programme management
- Consultancy and guidance on further improvement

Services relating to the design, agile delivery, support and maintenance cover a wide range of disciplines, including:

- Technical strategy consultancy
- Technical architecture and definition
- User research and UX design
- Generative AI solution development
- Security consultancy
- Business Intelligence dashboard design
- Transition planning
- Automated testing
- CI/CD pipeline
- Training
- Service Management including ITIL service desk provision, certified to ISO20000.

Features and benefits

Features

- Dedicated web design teams that produce engaging, visually attractive designs
- Adoption of the latest HTML5, CSS3, and JavaScript frameworks
- In-depth planning sessions to align with client and user expectations
- Continuous post-launch updates and maintenance to guarantee optimum security
- Integration of SEO techniques and tools to increase user engagement
- Deployment of comprehensive cybersecurity protocols to secure data
- ADA and WCAG compliance to ensure accessibility for all users
- Training on content management systems and website updates.

Benefits

- Robust online identity that resonates with public sector communication strategies
- Boosts user interaction through high-quality designs and dynamic features
- Assures full accessibility, meeting legislation and accessibility standards
- Secure, stable online environment with rigorous data protection measures
- Enables ease of content administration via an intuitive administration interface
- Improves online visibility and reach with integrated SEO strategies
- Ongoing reliability and performance through comprehensive support and maintenance
- Scalable solutions that can adapt to evolving organisational demands.

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.

Quality assurance and performance testing

CDS applies rigorous testing as part of our Quality Assurance process (ISO9001) to ensure we maintain quality across our deliverables and that outcomes are fit for purpose and fulfil functional and performance requirements.

Our testing capability is led by ISTQB (International Software Testing Qualifications Board) qualified testing experts with all the skills and expertise to quality assure AI, technology & cloud services.

We use a flexible, agile testing approach utilising tools and techniques tailored to each client's context to ensure solutions meet business objectives and success criteria.

We adopt an automation-first approach, embedding high-quality automated checks into robust CI/CD pipelines to ensure quality is treated as a first-class citizen throughout the deployment process.

Our testing services include:

- Test strategy
- Test planning
- Automated test frameworks
- Testing, defect management and reporting
- Support of customer UAT
- Security (perimeter/application) testing / DevSecOps
- Performance and stress testing.

Security services

CDS holds certifications to international standards - Cyber Essentials Plus and ISO27001 Information Security, encompassing physical security, personnel security, storage, electronic data handling and secure destruction.

We embed 'secure-by-design' principles in our standard service design approach, aligned with security best practises and in addition we provide expert security consultancy.

CDS works closely with National Cyber Security Centre CHECK-accredited providers to conduct IT Health Checks (ITHC)/penetration testing in line with best practice.

CDS staff are BPSS cleared as a minimum. We can deploy SC, NPPV cleared teams and staff with DV clearance, if required.

Ongoing support

Our service model is designed to provide comprehensive, proactive support that operates to

ISO20000:2018 Service Management and ITIL best practices, covering the full-service management lifecycle.

We deliver a fully managed service that encompasses application support, platform maintenance, incident management, problem management, change management, supplier management, and out-of-hours support for major incidents. This approach ensures that business-critical systems remain operational and performant whilst maximising customer value through continuous service improvement.

All CDS Service Delivery team are ITIL-certified.

We offer three service levels (Bronze, Silver and Gold) each providing:

- Online Service Desk Portal available 24x7 for logging and tracking incidents and requests.
- Telephone support via a dedicated helpline available from 9am to 5pm Monday – Friday (excluding English Bank Holidays).
- Highly skilled service desk team who manage and resolve incidents and requests in accordance with the agreed SLA.
- Ongoing maintenance including application of security patches.
- Structured change management to ensure updates are properly assessed, approved and implemented.
- Monthly performance report to provide visibility of service levels and operational metrics.

Support and maintenance contracts stipulate a minimum level of support provision per month, appropriate to the size and complexity of the service, aligned to the preferred service support tier. Additional time is chargeable at the day rates listed on the rate card.

SLA Incident response

Service	Bronze	Silver	Gold
Incident response			
P1 - To be called in	15 minutes	15 minutes	15 minutes
P2	1 hour	1 hour	1 hour
P3	1 hour	1 hour	1 hour
P4	4 hours	4 hours	1 hour
P5	1 working day	1 working day	1 hour
P6	1 working day	1 working day	1 hour
Target incident resolution - core hours			
P1	8 hours	6 hours	4 hours
P2	15 hours	11 hours	8 hours
P3	5 working days	3 working days	1 working day
P4	7 working days	5 working days	3 working days
P5	N/A	14 working days	10 working days
P6	N/A	N/A	N/A
Major Incident Report	N/A	10 working days	5 working days

Hosting managed services

CDS provides a range of consultancy and management services for design, implementation and management of application infrastructure, including:

- Technical architecture and implementation
- Infrastructure management and maintenance including:
- Critical security patches
- OS (operating system) patches: testing and deployment
- Application and platform availability
- Anti-virus & Malware updates

- Obsolescence management
- Proactive monitoring and alerting of Infrastructure & solution performance and function.

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 15, 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 rate card.

Industry standards

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

- ISO 9001 Quality Management System.
- ISO 27001 Information Security Management.
- ISO 20000 IT Service Management and IASME certified.
- ISO 14001 Environmental Management.
- BSI 1008 Electronic Information.
- ISO 22301 Security and Resilience (Business Continuity).
- ISO 45001 Health and Safety Management.
- ISO 10008 Evidential Weight and Legal Admissibility of Electronic Information.
- ISO 50001 Energy Management Standard.
- Cyber Essentials Plus.
- IASME certified.
- ITIL compliant service desk.
- PlanetMark Sustainability.

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

Contact details

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