

Web editing, proofing and content services

G-Cloud 15

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Web editing, proofing and content services

Our content and customer experience services reach from behavioural insight and inclusivity strategy, through human-centred service design, to digital experience platform strategy and out into digital, creative, content and UX design and delivery. CDS' comprehensive suite of customer experience services deliver compelling, intuitive and accessible user journeys, improving engagement and supporting the effortless delivery of digital services to our clients' customer bases.

CDS' multidisciplinary agile teams, user research specialists, design studio and accessibility teams provide digital experience platform strategy and implementation, behavioural insight, research and analysis, accessibility and inclusivity strategy definition and implementation, audience engagement/UX services, content strategy and content creation and communications planning and delivery.

We work with trusted open-source and low-code partners to define, architect and build engaging front ends with minimal cost and effortless maintenance, and our content strategists provide clear, concise copy with robust information architectures, keeping our customers' content fresh and accurate.

CDS' content and customer experience services include:

- Accessibility consultancy and audit services
- Application consultancy, development and support services
- CMS solution consultancy, implementation and support
- Content production cloud solutions
- Content strategy and design consultancy
- Content auditing and reviewing
- Digital experience platform (DXP) performance consultancy
- Digital experience platforms (DXP)
- Digital services consultancy
- Inclusivity consultancy, user testing and research services
- Insight and content and editorial services
- Internal communications solution consultancy
- Optimizely DXP Content Cloud
- Public access solution consultancy
- Service design, user centred design and UX consultancy
- Umbraco DXP and managed cloud platform.

Our user-centred approach aligns with the GDS Standard and supports users with a range of digital literacy/skills and accessibility needs.

Case study

CDS provides strategic editorial guidance and technical implementation to support PRA's complex regulatory documentation requirements, ensuring absolute accuracy in the materials that govern how banks and financial organisations operate. A dedicated team of highly experienced, security-cleared technical editors and proofreaders is assigned to this work. To meet these stringent requirements, we

apply rigorous project management, enforce a two-tier peer review process for every change before publication, and provide security-cleared staff, ensuring the confidentiality and integrity of data.

Services delivered

CDS provides access to a dedicated team of highly experienced technical editors and proofreaders to provide:

- Strategic consultation for new regulatory document planning and development.
- Expert technical drafting, editing and proofreading of legal instruments and regulatory documentation using the Bank's extensive editorial conventions to ensure absolute consistency.
- Comprehensive editorial services for complex technical document creation and maintenance, editing content using simple, clear language.
- Conversion of approved legal instruments from Word to HTML using the Bank's Content Management System, enabling accessibility optimisation.
- Compliance with house-style and branding guidelines.

Key outcomes

- 100% SLA compliance maintained throughout 10-year contract term with zero accuracy failures ensuring the BoE receive reliable, high-quality outputs.
- Successful contract extension of an additional two years based on exceptional performance reinforcing client trust and continuity of service.
- Client recognition with the lead contact referred to as "The Oracle" demonstrating subject matter expertise.
- Developed comprehensive editorial processes and customer style guide for improving consistency, efficiency, and quality across all deliverables.
- Successfully trained the in-house PRA editorial team enabling long-term self-sufficiency.

Service overview

CDS editors have 30-years' experience of copywriting, editing, proofreading and graphic design for both cloud and digital platforms. Prioritising accessible and inclusive content, our experts offer various editing styles, e.g. website-specific content, plain English and easy reads. We also provide technology platform services, principally CMS content population and PDF to HTML conversions. Additionally, our work will align to your brand and house style, many of our editors have government and police security clearance.

Features and Benefits

Features

- Writing for general or defined audiences
- Processes assured to ISO 9001 and ISO 27001
- Applying a single tone of voice for consistency
- In-team review as part of quality management processes
- Working to brand/house-style guidance
- Friendly professional service
- Experience across most central government departments
- Easy to check proofing/edits via tracked changes or comments
- Single point of contact
- All staff have SC and police security clearances.

Benefits

- Reputation, brand and profile building
- Professionally produced product, spelling and grammatically correct
- Able to support customer internal resources during peak periods
- Good advice saves money and reduces risk
- End product is appropriate to use, channel specific
- Consistency in presentation and tone of voice
- Accessible to target audience
- Reduced risks – e.g. cost overruns, fit for purpose.

Our approach

Proofreading including house style

We begin by reading and absorbing the document; as well as the content of the client's house style guide and ensure the document's content adheres to the requirements of that guide. Correct the copy as needed for grammar etc. Usually done using Word's tracking and commenting tools.

Copy editing including plain English

At this stage we consider amendments to the document's structure (paragraph order, adding headings etc.) and readability/tone of voice to improve ease of reading and understanding. Plus rewording jargon, editing out non-inclusive language and ensuring terms are used consistently. We also offer a plain English edit to convert to a style of English suited to a broad-based, non-technical audience.

Easy Read

This process requires a heavy edit of client's copy. We identify and present key messages in very easy language. Designed primarily for people with learning barriers and disabilities. Adding supporting images and presenting in a standard, easy-to-follow format.

Copywriting

Our editorial team is experienced in SEO research, meta content, and optimised copywriting for multiple digital channels. We ensure that all written copy adheres to brand messaging frameworks and tone of voice. Optimised web copy will keyword optimised to increase website performance.

Confidential, sensitive and/or potentially sensitive content

CDS editors hold standard-level SC clearance for HM Government work. They also hold clearance for NPPV (non-police personnel vetting) work.

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 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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