

KNOWLEDGE TRANSFER NETWORK

Safety Tech Innovation Network

Branding & Website Design

Invitation to Tender and
Statement of Works

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1. Overview

Safety Tech Innovation Network is a project facilitated and delivered by The Knowledge Transfer Network (KTN). It is co-funded by The Department for Digital, Culture, Media and Sport (DCMS) and Nominet, the official registry for UK domain names.

The aim of the Network is to stimulate innovation and adoption of 'safety tech' - products and services that facilitate safer online experiences, and protect users from harmful content, contact or conduct.

The Network will do this by addressing two primary audiences. First, it will engage businesses in the tech sector, in particular those who are managing multi-user communities, to demonstrate the business and societal benefits of safety tech. Second, it will engage the safety tech providers, creating a community that works collaboratively to develop innovative solutions for common problems.

This new network requires:

- a branded stand-alone website to build awareness for the online safety technology sector;
- an online collaborative working space to support innovation projects

The website will launch around 30 September 2020 and the initial contractual period lasts until March 2021. However it is the intention that the Network will continue beyond this once additional funding becomes available.

2. Objectives

The safety tech sector consists of companies in fields such as data and computer science providing a range of tech solutions and applications to help increase safety on websites and in apps and video games such as those allowing user-generated content and interactions.

Examples of British companies and the products and services they provide include:

- Cyan Forensics, Cubica Technology and VigilAI are working closely with law enforcement on ‘digital forensics’ - the automated identification, location and removal of illegal child sexual abuse and terrorist material
- Crisp, Qumodo and Spirit AI are assisting moderators of social media and gaming platforms to actively identify and respond to bullying, harassment and abuse on their platforms
- SuperAwesome, SafeToNet, Yoti and Trust Elevate are providing tools that verify the age of users and ensure phones, tablets and the apps on them are safe and appropriate for children
- South West Grid for Learning, Smoothwall and Opendium are filtering, blocking or blacklisting harmful content across school, business or home internet
- Full Fact, Factmata and Astroscreen are tackling false, misleading or harmful online narratives, by providing fact-checking services or promoting trusted news and information

In the [Online Harms White Paper](#), the UK government set out a world-leading package of online safety measures, designed to make companies more responsible for their users’ safety online. As part of these measures, a new duty of care will be introduced under which a regulator will hold companies to account for tackling a comprehensive set of online harms.

Technology can play a vitally important roles in helping companies to detect and address online harms occurring at scale, and comply with regulation. The White Paper therefore set out a specific set of measures to grow ‘safety tech’.

In May 2020, the Government published the results of a world-first safety tech sector survey [and announced the establishment of a Safety Tech Innovation Network](#) to further drive growth.

Objectives of the Safety Tech Innovation Network

The DCMS [sectoral analysis of the UK safety tech sector](#) identified an emerging sector with a number of positive growth indicators. For example, growth rates are 35% per annum, the sector comprises 25% of the international market, and is estimated to be worth £1bn by the mid 2020s.

Growth, however, remains at an early stage. In particular, as is typical of many other emerging tech sectors, the sector analysis revealed the need for concerted activity to support sector growth by stimulating customer demand, and to institute a system of networks to facilitate cross-sector collaboration around innovation.

The Safety Tech Innovation Network is our response to this need. We will build and adapt the model of Innovation Networks used to grow other emerging sectors - such as Immersive Tech (<https://www.immerseuk.org/>) and 5G (<https://uk5g.org/>), both of which are also delivered by KTN.

Specifically the objectives of the Safety Tech Innovation Network are to:

- Build the technical capabilities of UK-based businesses to protect citizens in the online environment and communicate how this supports their business objectives.
- Develop the 'safety tech' innovation ecosystem, to help ensure that digital solutions, products and services brought to market increasingly meet the needs of business, government and regulators.

The objectives of the website and Innovation Network brand are:

- **To stimulate demand for safety tech from within the UK tech sector**, by driving awareness and showcasing the benefits of safety tech, primarily to companies who maintain large multi-user communities;
- To create a **straightforward route to market** for safety tech companies by connecting potential buyers to suppliers of safety tech;
- To support the **formation and growth of the UK safety tech sector**, a supply-side community of dedicated safety tech firms that works together to address common issues and needs;
- To engage companies in a series of **Innovation Challenges** - in which potential buyers and vendors come together to deliver specific projects to deliver adoption and innovation of safety tech.

3. Audience Profile

This website will be used to engage with two broad user groups, on the demand and supply side:

a) Demand side (goal: to drive company adoption of safety tech)

Our research suggests that the target audience on the 'demand' side for safety tech consists broadly of **digital product teams** who manage websites, apps or games which carry user-generated content or which allow user interactions; **and**

- which are of a large enough scale to make human-only moderation impossible or impractical; **and**
- whose brand values align with ensuring a positive and safe user experience - for example, to encourage repeat visitors by maintaining a positive, non-toxic and engaged user community

This market consists primarily of high street, B2C brands - for example, games manufacturers, or service providers with large, on-platform user communities, or builders of platforms targeted specifically at under-18s. Within this group there are particular opportunities to address companies delivering potentially 'high-risk' functionality - for example, live streaming or live chat.

Within these product teams, target roles include Product managers, Technical architects, User experience designers, User researchers, CTO's & CIO's.

We are organising a roundtable event during wb 3 August 2020 for representatives of the above audience, to explore and discuss their needs for a website.

b) Supply/innovation side (goal: to drive innovation of safety tech)

DCMS has published a detailed report - '[Safer Technology, Safer Users: the UK as a world-leader in online safety](#)' which examines the safety tech innovation ecosystem in the UK.

This report identifies around 70 dedicated ‘safety tech’ companies in the UK. These companies produce a range of products such as automated moderation solutions, filtering software, age-assurance services and mechanisms for detecting and countering disinformation. **These companies will form the core of the ‘supply-side’ innovation community for the Innovation Network.**

Other key participants in innovation projects also include:

- nonprofits and charities such as Internet Watch Foundation, Samaritans and NSPCC, whose collaboration is an essential part of delivering successful safety tech;
- government departments and other public sector bodies with an interest in driving innovation to achieve policy goals

4. Deliverables Required

We would like providers to adopt working principles that are consistent with the [Government Technology Code of Practice](#).

The limited time available to build and launch this website, and the nascent nature of the safety tech industry, means we will follow agile principles of iterative development from an MVP site - following a general strategy of “build, release, test and iterate”.

Deliverables within this project period are:

- A website, to be delivered in phased stages, with Phase 1 (MVP) to launch end Sept 2020;
- A ‘Safety Tech Innovation Network’ brand;
- A simple collaborative workspace to deliver community-driven innovation projects

Although development will be iterative, we ahead of site build we would expect an agency to help us create and work towards an outline vision for a mature site, with particular reference to how functionality will support the user needs of its audience.

The website is to be hosted by KTN within its AWS environment. Developers will be granted permissions necessary for ongoing build and maintenance.

Phase 1 - MVP website launch (end September 2020)

We would like an MVP version of the site to launch at the end of September 2020, to launch at Leeds Digital Festival. This should set out the proposition of the Network and allow users to begin to engage with it.

We will workshop with the successful bidder the specific components of this MVP site. However we currently imagine functionality and features available to the public to be:

- Branded homepage / about us
- **How safety tech can help you** - to provide an overview of the benefits of the different types of safety tech
- **Directory of providers** - a list of the 70 UK-based safety tech providers. Ideally this should be filterable by one or more of six categories, but a static list would be acceptable
- **Upcoming events**, with functionality to allow users to express an interest
- **Innovation Challenges** - initially a holding page
- **Subscribe/join** form
- **News/updates/blog** functionality to allow for new articles to be posted
- Contact us / Feedback

For the 2020/21 delivery, all products will be branded **beta** and will link to a feedback form - following the general model set out here:

<https://design-system.service.gov.uk/components/phase-banner/>

Subsequent Phases

We will work with the provider to plan two further development sprints, between October and December 2020. These sprints are likely to include:

- Including dynamic functionality to the Directory of Providers page
- Expanding the 'How Safety Tech Can Help You' content
- Expanding the Innovation Challenges section on the static site

We may also require advice on options for setting up a collaboration platform, using a tool such as Basecamp, as well as light branding work on the chosen platform if this is needed.

Back-end functionality

The developers will be responsible for full maintenance of the site, including but not limited to patching, availability, security, backup and replication.

Back-end functionality will help enable a team at KTN and DCMS manage an active online community, publishing and curating a variety of content from members and stakeholders.

To support this we require:

- Access to a publishing CMS - an off-the-shelf package such as Wordpress is fine
- The ability to capture and segment lists of members of the Network and/or its mailing lists
- Direct email integration
- Possibly: APIs to connect to KTN's Workbooks CRM if funding will allow.

Available Assets and expertise needed

We expect the development process for website design and content to be iterative. DCMS can supply the provider with a wide variety of source material, around which to build content. Where appropriate source material is not available then DCMS can be commissioned to produce additional drafts. However we expect the provider to take an active role in designing and creating site content and user journeys, rather than just acting as a publisher.

We anticipate that the provider will provide the following functions:

- Product management - the ability to work with KTN/DCMS to develop a compelling vision for a final project, and for how it will serve its audiences
- Agile delivery management - the ability to iterate a product from MVP to maturity
- UX / front-end design - conscious design of the user journey, with a front-end that is modern, designed and attractive

- Content design - processes in place to ensure that published copy is high quality, concise and relevant to audiences
- Technical architecture - advice on the most efficient and appropriate technology strategies to achieve strategic goals
- User research - we will not require primary user research to be undertaken as part of this project, but we will expect the agency to be able to define user needs based on existing materials and the output of research roundtables organised by DCMS/KTN

Partner logos will be available, with access to an image library.

5. Technical Considerations

Development should follow the principles set out in the [Government Technology Code of Practice](#) where possible.

In addition, suppliers **must** demonstrate how they will comply with the following requirements:

- Cybersecurity
 - must meet industry recognised security practices and as such hold Cyber Essentials Plus certification or higher (ISO 27001)
 - The site will be assessed daily via NCSC web check tool and all security issues and recommendations must be resolved as part of the on-going maintenance within agreed time frames
 - independent penetration testing to assure the integrity and security of the hosting environment will be required
 - identify how critical security issues will be addressed as part of ongoing maintenance work, within agreed time frames
- Accessibility
 - comply with [Public Sector Web Accessibility Requirements](#), including the international WCAG 2.1 AA accessibility standard
- Domain
 - The developer will be provided with a set of domain names to link the site to.

- Data Privacy
 - All Personally Identifiable Data must be capable of being captured, stored and processed compliant with GDPR requirements.
- Integration
 - an Industry standard non-proprietary intuitive CMS system should be used
 - Build must allow export to KTN's CRM (Workbooks) and Email platform (DotDigital)
- Hosting
 - The web site will be hosted by KTN, at its expense, on its AWS hosting environment. Bidders should indicate whether staff involved in site development are AWS certified.

All assets developed will be made available under the Open Government License.

6. Budget

Site build

£20,000+VAT for brand, design, build and testing. This includes:

- launch of MVP site at the end of September 2020
- technical sprints to address critical/priority areas of site performance, where these do not meet agreed specifications;

two design sprints from October-December 2020 to build out additional content and functionality

Maintenance and support

Additional funding will be available for an ongoing site maintenance and support contract. Please provide a separate quote for this.

Fees

Timesheets are not required for this work as this is a set deliverable not bound by time or hourly rate.

Expenses will be paid as per the “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which are provided separately.

7. Term and Expiry Date

The work must commence August 2020, with phase 1 completed by end of September 2020. The contract period expires on 30 March 2021. Although we are identifying sources of funding to be able to continue to run and grow the Network after this period, this cannot be guaranteed.

8. Submission

In response to this Statement of Works, please provide the information listed below by Friday, 31st July at the latest. Submissions will be assessed on an ongoing basis until this date. Shortlisted suppliers will be invited to pitch to KTN/DCMS and Nominet representatives before a final decision is made. These pitches are expected to take place online, w/c 3rd August 2020.

1. Short narrative describing how you would approach the project i.e. your design approach, suppliers you may have to collaborate with to deliver etc.
2. One or more examples of a brand you have previously taken from concept through to roll out. If you do not have an example of this work, please select a suitable alternative piece of work and associated narrative.
3. One or more examples of a website or digital product you have taken from concept through to live, with supporting narrative.

4. Initial schedule of costs. Recognising that this would be subject to change and within the constraints of the overall budget, suppliers are asked to submit a timeline of estimated costs for the duration of the project i.e. August 2020 to end of March 2021.

4. Additional Information. KTN invites suppliers to provide any additional information in the form of video content, imagery or links, which provide supporting evidence that suppliers recognise and work in accordance with KTN values as an organization. Suppliers might include evidence of environmental management practices, environmental or social aims and social responsibility, diversity and inclusion policy and practices.

Principal Contact for the Invitation to Quote

Please direct any questions or communications on this Invitation to Quote to:

Richard Foggie

Knowledge Transfer Manager, Digital Economy and Internet of Things, KTN

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Terms and Conditions

Any contract offered will be subject to “KTN’s Terms and Conditions of Contractor Engagement – Company Edition”, which are provided separately.

Please note that KTN reserves the right to not select any supplier if we feel none meet our requirements and budget.