





# **Warning Improvement Project (WIP)**

**Second market engagement event  
8<sup>th</sup> November 13:30 – 15:30**

# Introduction

**Pete Howe**  
Project Manager

# Agenda

Item	Speaker	Time
Introduction	Pete Howe – Project Manager Nick Jones – Project Executive	13:30 – 13:40
Market engagement update	Neil Widdop – Commercial Manager	13:40 – 14:00
Project progress	Claire Kemp – Product Manager	14:00 – 14:05
Procurement specifics	Neil Widdop – Commercial Manager Claire Kemp – Product Manager	14:05 – 14:40
Q&A and close	Pete Howe – Project Manager	14:40 – 15:30

# Today's objectives

## Objectives

- Provide an overview of our progress since the last event.
- Explain what the EA has learned from the first round of market engagement.
- Explain how market insight has informed our approach.
- Provide details of next steps.

## Housekeeping

- This session will be recorded and shared with attendees.
- These slides and the attendee list for this event will be shared with attendees.
- Attendees should mute their microphone unless they are asked to unmute by EA.
- Attendees should turn off their camera to preserve bandwidth.
- Please advise in the chat window if quality is degraded at any point.
- In the Q&A session, those wishing to ask a question should raise their hand in Teams.
- Q&A will be recorded in writing and published after the event.

# Market engagement update

**Neil Widdop**  
Commercial Manager

# Market engagement summary

- EA published a Contracts Finder notice\* and a PIN on the 26<sup>th</sup> April.
- ~50 suppliers attended the virtual event on 11<sup>th</sup> May.
- ~25 suppliers completed the market engagement questionnaire.
- Following EA's review of market engagement questionnaires, EA then held drop-in sessions with ~15 suppliers throughout May, in order to discuss our requirements and procurement approach in more detail, including how we might improve or adapt our requirements or procurement approach based on suppliers' experience of delivering equivalent services and solutions.
- EA also held interviews with equivalent agencies in USA, Australia, Belgium, and the Netherlands (amongst others) to help inform our approach.

\* <https://www.contractsfinder.service.gov.uk/Notice/88632a6b-e47e-4558-9322-5fa6fb39d41d>

# What did we learn

- ✓ There will be sufficient competition for WIP.
- ✓ Solutions are likely to consist of a mixture of COTS products configured to meet our needs with customisation for user interfaces and integration between systems (e.g. EA integrations, GOV.UK “look and feel”). The procurement process is being designed to allow for all options (e.g. proprietary public warning systems, COTS GIS, COTS CRM, COTS omnichannel, “pick and mix” build approach). Suppliers stated that well articulated functional requirements and interface specifications are essential.
- ✓ Suppliers were supportive of our packaging approach (i.e. a single contract).
- ✓ Suppliers were supportive of a ~18 month implementation and a phased/modular approach to transition was recommended. However, winter will be a high risk time to cutover from the legacy system to the new system, therefore suppliers proposed extending the current contract (expires Dec 2024) into at least spring 2025.
- ✓ Suppliers were supportive of incorporating digital services and website prototypes into their overall solutions, and working as part of a hybrid team. Suppliers stated that clarity of the collaborative hybrid teams' roles and responsibilities, and any dependencies on any third parties, is key.
- ✓ There was varying levels of understanding of the EDW service but a good demonstration of companies who work with mobile network operators (MNOs).
- ✓ Suppliers were supportive of a competitive dialogue, a 10 year term, and our award criteria.



# Updated commercial approach

Theme	Status	Narrative
Packaging approach	No change	EA is still proposing to procure all capabilities as a single contract as this is consistent with how other international authorities run and procure similar schemes, and this allows EA to benefit from SaaS solutions. The selection process has been made as lean as legally permissible (recognising the role that SMEs can play in this procurement), consisting of only a self-certification selection questionnaire and 6 modules for case studies.
Procurement route	Change	Engagement with equivalent international agencies and the Cabinet Office showed that Competitive Procedure with Negotiation (CPN) has traditionally been used to procure these types of services. EA have therefore concluded that a one-stage CPN is the preferred option and will be supported by suppliers, since it will still provide the route to market which enables negotiation on key issues.
Award criteria	Change	Price has been given 10% more weighting, therefore the award criteria have been updated to technical solution (55%, -10%), sustainability (including social value) (10%), and price (35%, +10%). All tenders will be subject to a minimum quality threshold to avoid “low balling”. Weightings would be consistent with recent equivalent procurements (e.g. Scotland, Belgium).
Limit on tenderers	No change	In order to minimise the cost of the procurement exercise to all parties, EA still intends to limit the number of pre-qualified tenderers to a maximum of 4.
Contract term	No change	The contract term will be 6+2+2 as previously proposed. This is consistent with equivalent contracts (e.g. Scotland, State of California) and would avoid a re-procurement until year ~4.
Form of contract	No change	Whilst EA still intends to use the model services contract, significant revisions will be made.

# Project progress

**Claire Kemp**  
Product Manager

# Our vision & objectives

## Vision

- We will improve the way we prepare and communicate flood warnings.

## Objectives

By November 2025 we will:

- Design a service that meets the needs of our users to provide meaningful information that inspires action to reduce risk to life, property and infrastructure.
- Deliver a capability to consistently deliver warnings 24/7 and evolve this capability in response to changing needs driven by climate change.
- Deliver a service that improves the nation's resilience to climate change.
- Deliver an efficient and cost-effective service that supports the EA's net zero ambition, and is built using open standards, enabling interoperability with other agencies and component reuse.

# Themes

Themes	Description
Public facing flood warning service	<ul style="list-style-type: none"> <li>• GOV.UK service that will allow external users (both citizens &amp; organisations) to sign up and manage location(s) they want to receive notifications for</li> <li>• Service that will send flood warnings to external users that have signed up to receive flood warnings for their selected location(s); to automatically opted-in users; and to downstream systems</li> </ul>
Duty officer services	<ul style="list-style-type: none"> <li>• Service that will allow duty officers to select a location and create flood warning message for those locations containing the appropriate information about the flood risk</li> </ul>
Internal services	<ul style="list-style-type: none"> <li>• Set of back-end services which will be used by front-end web-apps e.g. get flood warnings. Integration with existing downstream applications</li> <li>• Collect contact data for users that live in flood warnings areas that have not signed up to our service so we can automatically send messages to those users who are at risk of flooding</li> <li>• Service that will allow internal users to create and maintain target area data and provide that data to downstream systems</li> <li>• Service which will allow the Environment Agency to manage users, run reports, monitor success and all other administrative type functions required by the service as a whole.</li> </ul>
Enablers	<ul style="list-style-type: none"> <li>• Enable us to deliver, plan and govern the project</li> </ul>

# Procurement specifics

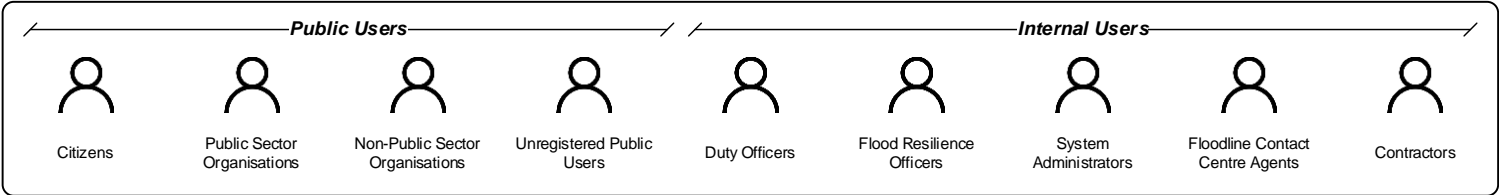
**Neil Widdop**  
Commercial Manager

# Procurement overview

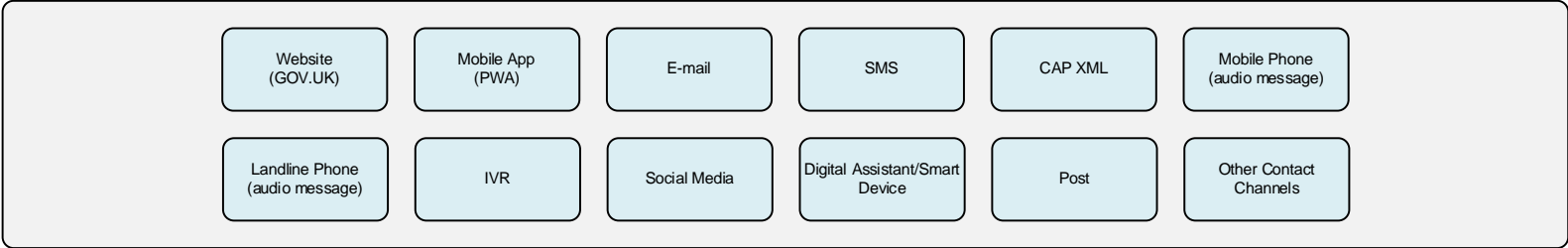
# Key services

The capabilities required for NFWS are set out in the next slide and summarised below:

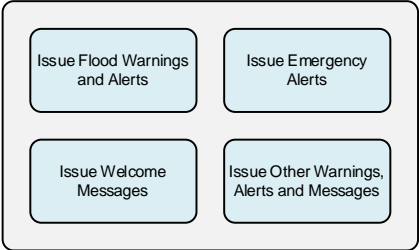
- To implement and cutover to NFWS in its entirety (“**Public Beta**”) within 18 months of the contract commencement date.
- To provide the core NFWS functionality for users within England, including:
  - Define (geographic) operational boundaries and target areas.
  - Provide a common operational picture by region.
  - Create warnings and manage warnings in force.
  - Allow users and organisations to register to receive warnings.
  - Issue warnings and other messages through multiple contact channels.
  - Manage mobile network operators (MNOs) and obtain “unregistered users” contact details for each region.
  - Ingest data or publish data to GIS systems, address systems, flood risk mapping systems, telemetry systems, forecasting systems, and data sharing systems.
- Provide product delivery, user-centered services, IT service management and hosting.
- Provide the capability to introduce future services, such as additional geospatial services, new contact channels, new flood and/or geospatial related digital services, and new message types (e.g. environment related incidents, such as drought).
- Provide the option for other Defra Group bodies and other UK government departments to utilise the service for other warning and alerting purposes.



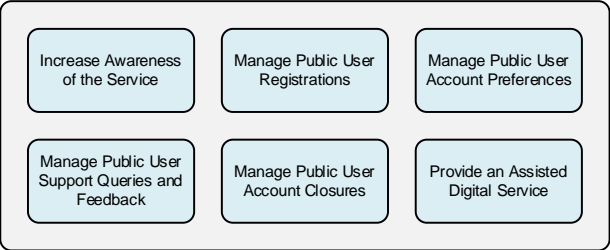
**Contact Channels**



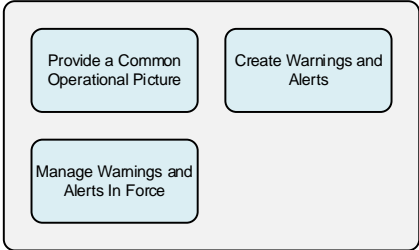
**Notification Services**



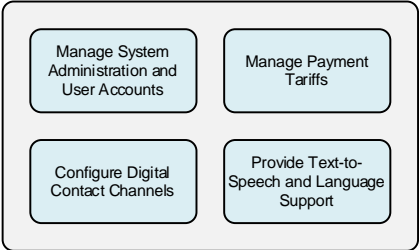
**Public User Account Services**



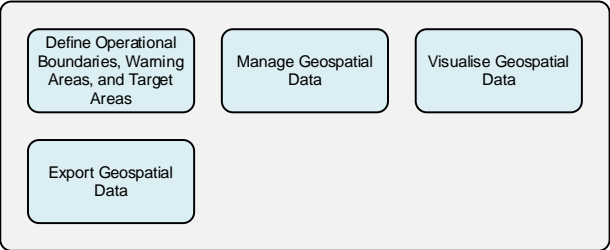
**Duty Officer Services**



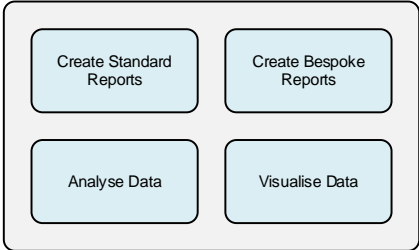
**System Administrator Services**



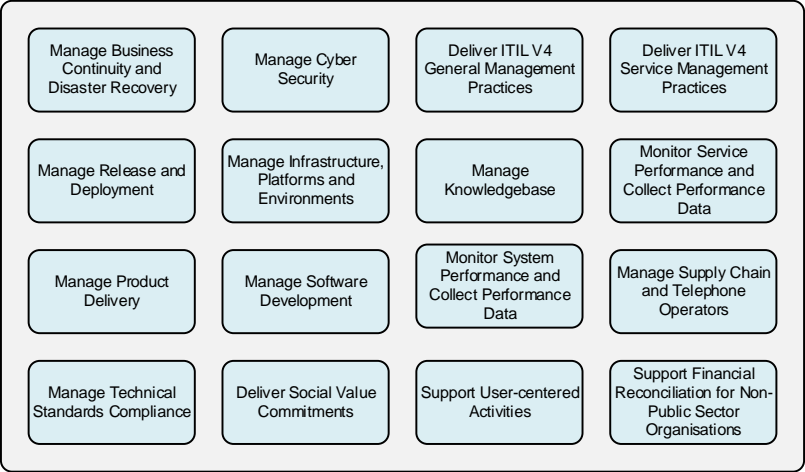
**Geospatial Services**



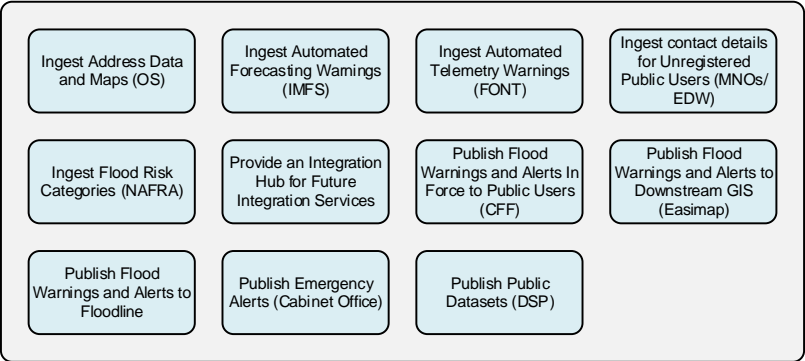
**Reporting Services**



**Service Management**



**Integration Services**





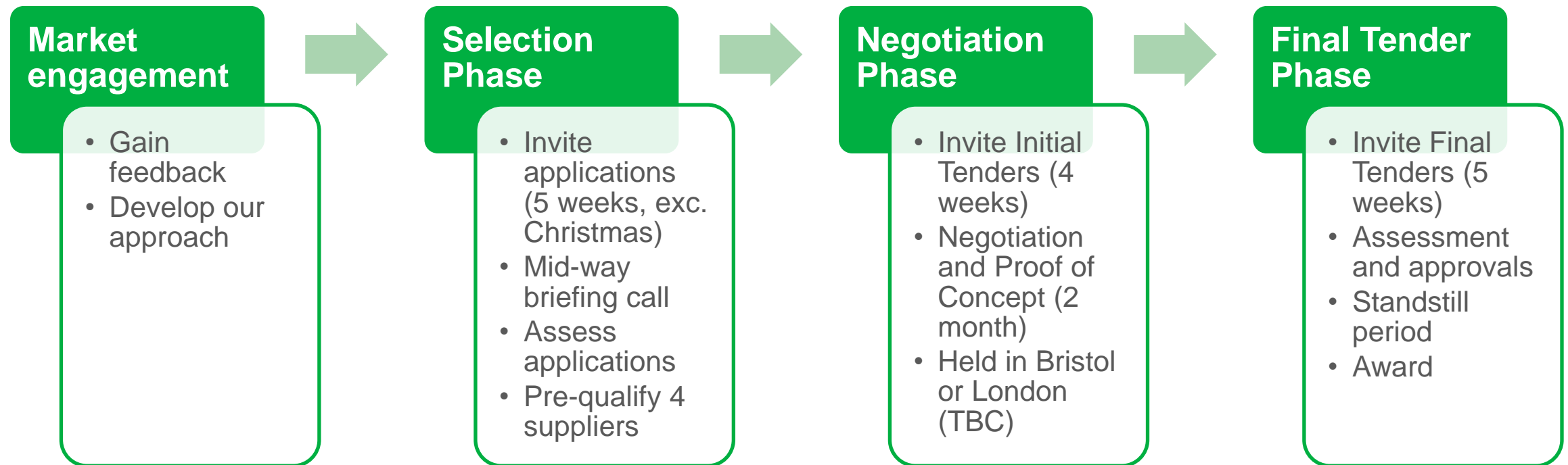
# Budget

Item	Initial term						Extension options			
	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Y10
Implementation	£3m	£2m								
Operations *		£0.75m	£1.5m	£1.5m	£1.5m	£1.5m	£1.5m	£1.5m	£1.5m	£1.5m
Continuous improvement *		£0.5m	£1m	£1m	£1m	£1m	£1m	£1m	£1m	£1m
Indexation allowance (worst case 6%)			£0.15m	£0.3m	£0.45m	£0.6m	£0.75m	£0.9m	£1.05m	£1.2m
Anticipated initial term value	£17.75m						£13.9m			
Anticipated total contract value	£31.65m									

\* subject to indexation

# Procurement procedure

One-stage Competitive Procedure with Negotiation (CPN)

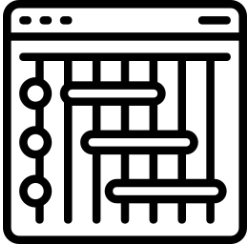


# Procurement programme

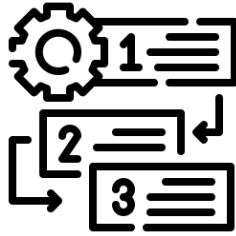


*\* indicates indicative dates*

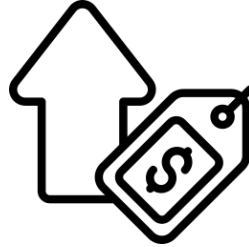
# Areas for negotiation



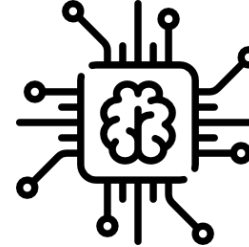
Implementation



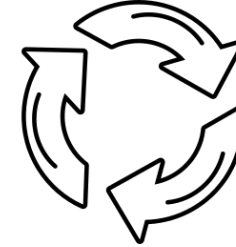
MVP prioritisation



Cost drivers



Technical solution



Opportunities for reuse  
(e.g. ELAs, GOV services)



Future proofing  
(i.e. reusability going forward)



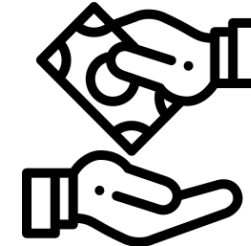
Hybrid team formation



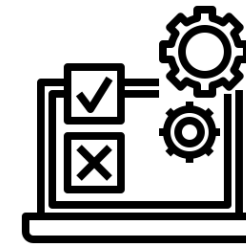
Self-serve capabilities



Alternative ways to meet requirements  
(e.g. EDW)



Payment mechanism (inc. inflation) and performance management regime



Lightweight Proof of Concept (PoC)

# Proof of Concept (PoC)

We would like to gather views on creating a light weight Proof of Concept (PoC) (for the pre-qualified suppliers) in the procurement process where:

- Users can register for flood warnings.
- Duty officers can manage flood warnings.
- Flood warning is sent to users via digital channels.

The PoC would ideally demonstrate:

- potential back office technology that will be used.
- compliance with the GOV.UK Design System.

Please complete the live poll!

Get flood warnings

ALPHA This is a new service – your [feedback](#) will help us to improve it.

[< Back](#)

Get flood warnings

Use this free service to:

- get flood warnings by text message, email or automated telephone message
- edit or remove contact information you have already registered

This service will tell you when a flood from rivers, the sea, or groundwater is expected in a flood risk area in England.

You will get updates about changes to the flood situation. This might be information about higher water levels, or if an earlier start to the flood is expected.

This service does not cover [surface water flooding](#).

Signing up takes around 10 minutes.

Start now >

Before you start

You will need an email address.

You may need a phone number you can be contacted on day or night.

[Flood warnings for Scotland, Wales and Northern Ireland.](#)

Sign in

[Sign in to continue](#) if you already have an account.

Other ways to get flood warnings

You can also sign up by calling Floodline:


Telephone: 0345 988 1188

Textphone: 0345 602 6340

24-hour service


[Find out about call charges](#)

### National flooding overview




136

Flood alerts in-force



29

Flood warnings in-force



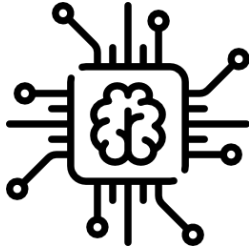
4

Severe flood warnings in-force

Area	Alerts in force	Warnings in force	Severe warnings in force
<a href="#">Cumbria and Lancashire</a>	12	2	0
<a href="#">Devon and Cornwall</a>	8	3	2
<a href="#">East Anglia</a>	13	1	0
<a href="#">East Midlands</a>	12	3	0
<a href="#">Gtr Mancs Mersey and Ches</a>	8	1	0
<a href="#">Herts and North London</a>	9	3	0
<a href="#">Kent S London and E Sussex</a>	12	1	0
<a href="#">Lincoln and Northants</a>	6	2	0
<a href="#">North East</a>	5	3	1
<a href="#">Solent and South Downs</a>	12	3	1
<a href="#">Thames</a>	11	1	0
<a href="#">Wessex</a>	10	2	0
<a href="#">West Midlands</a>	8	1	0
<a href="#">Yorkshire</a>	10	3	0



# Award criteria



## Technical solution

55%

### Including:

- Implementation plan.
- User experience.
- Technology solution.
- Cyber security.
- Ways of working.
- Organisation and personnel.
- Data and information.



## Sustainability

10%

### Incorporating social value measures:

- Create new businesses, new jobs and new skills.
- Effective stewardship of the environment.
- Tackle workforce inequality.
- Improve health and wellbeing.



## Price

35%

# Document overview

# Procurement documents

Tender documents

Contract Notice (FTS)	Opportunity Notice (Contracts Finder)	Descriptive Document	Selection Instructions	Selection Questionnaire
TUPE data	Asset Registers	Exit Plan		

Contract

Core Terms	Schedule 1 (Definitions)	Schedule 2 (Services Description)	Schedule 3 (Performance Levels)	Schedule 4 (Standards)	Schedule 5 (Security Management)	Schedule 6 (Insurance Requirements)	Schedule 7 (Authority Responsibilities)	Schedule 8 (Supplier Solution)	Schedule 9 (Commercially Sensitive Information)	Schedule 10 (Notified Key Sub-Contractors)
Schedule 11 (Third Party Contracts)	Schedule 12 (Software)	Schedule 13 (Implementation Plan)	Schedule 14 (Testing Procedures)	Schedule 15 (Charges & Invoicing)	Schedule 16 (Payments On Termination)	Schedule 17 (Benchmarking)	Schedule 18 (Financial Distress)	Schedule 19 (Financial Reports & Audit Rights)	Schedule 20 (Anticipated Savings)	Schedule 21 (Governance)
Schedule 22 (Change Control Procedure)	Schedule 23 (Dispute Resolution Procedure)	Schedule 24 (Reports & Records Provisions)	Schedule 25 (Exit Management)	Schedule 26 (Service Continuity Plan & Corporate Resolution Planning)	Schedule 27 (Conduct Of Claims)	Schedule 28 (Staff Transfer)	Schedule 29 (Key Personnel)	Schedule 30 (Deed Of Guarantee)	Schedule 31 (Processing Personal Data)	Schedule 32 (Intellectual Property Rights)



# Procurement documents

Sets out the overall aims for the procurement, the procurement process, and the contracting approach

Tender documents

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# Procurement documents

Sets out the overall  
the procurement  
the contracting

Sets out the administrative  
arrangements and the  
instructions for the Selection  
Phase

Tender documents

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# Procurement documents

Sets out the overall approach to the procurement process and the contracting process

Sets out the administrative arrangements and instructions for the tendering process

Sets out the fields that need completing in Atamis electronically

Tender documents

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# Procurement documents

Sets out the overall structure of the procurement process and the contracting process

Sets out the administrative arrangements and instructions for the tendering process

Sets out the fields that need completing in Atamis electronically

Tender documents

Contract Notice (FTS)

Opportunity Notice (Contracts Finder)

Descriptive Document

Selection Instructions

Selection Questionnaire

Sets out the commercial “heads of terms”

Exit Plan

Contract

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# Procurement documents

Sets out the overall structure of the procurement process and the contracting process

Sets out the administrative arrangements and instructions for the tendering process

Sets out the fields that need completing in Atamis electronically

Tender documents

Contract Notice (FTS)	Opportunity Notice (Contracts Finder)	Descriptive Document	Selection Instructions	Selection Questionnaire
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Sets out the commercial "heads of terms"

Sets out the functional, non-functional, implementation, and optional requirements

Contract

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# Procurement documents

Sets out the overall structure of the procurement process and the contracting process

Sets out the additional information and instructions for the contractor to complete Phase 1

Sets out the fields that need completing in Atamis electronically

Tender documents

Contract Notice (FTS)

Opportunity Notice (Contracts Finder)

Descriptive Document

Selection Instructions

Selection Questionnaire

Sets out the commercial "heads of terms"

Sets out the functional, implementation and optional requirements

Sets out the KPIs

Contract

Core Terms

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Schedule 3 (Performance Levels)

Schedule 4 (Standards)

Schedule 5 (Security Management)

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Schedule 17 (Benchmarking)

Schedule 18 (Financial Distress)

Schedule 19 (Financial Reports & Audit Rights)

Schedule 20 (Anticipated Savings)

Schedule 21 (Governance)

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Schedule 23 (Dispute Resolution Procedure)

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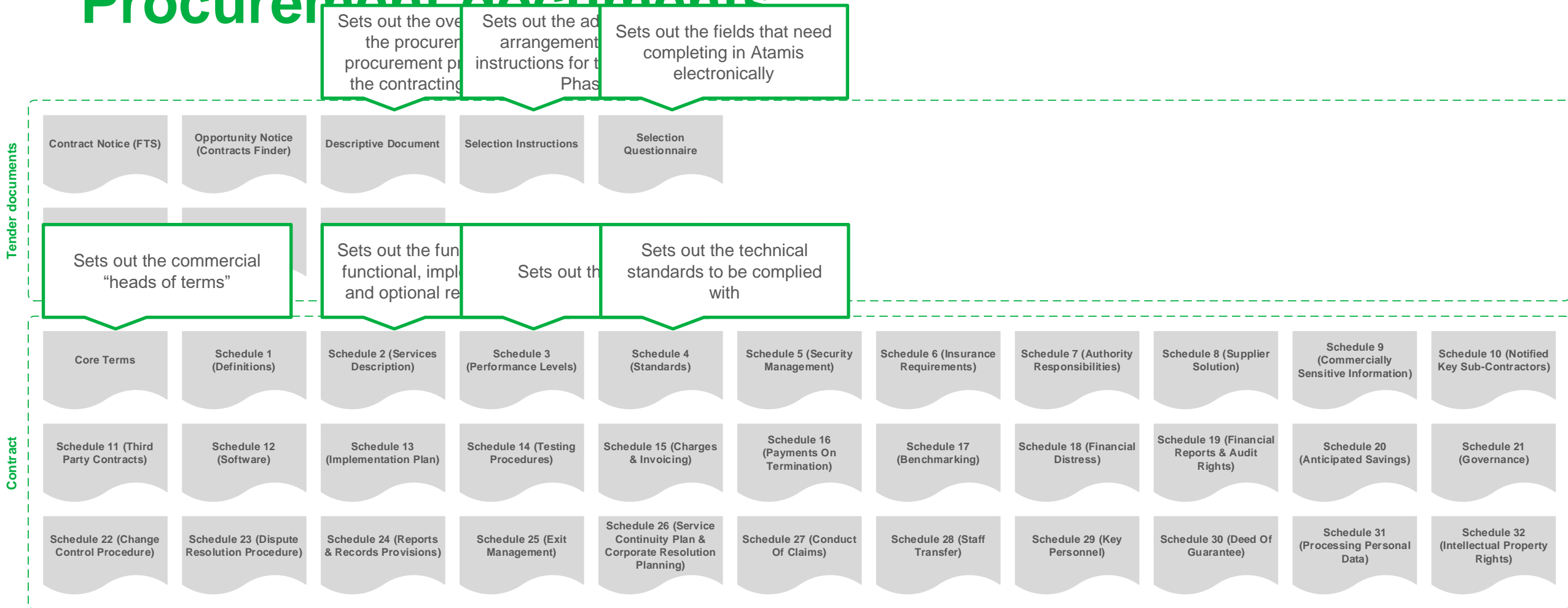
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Schedule 30 (Deed Of Guarantee)

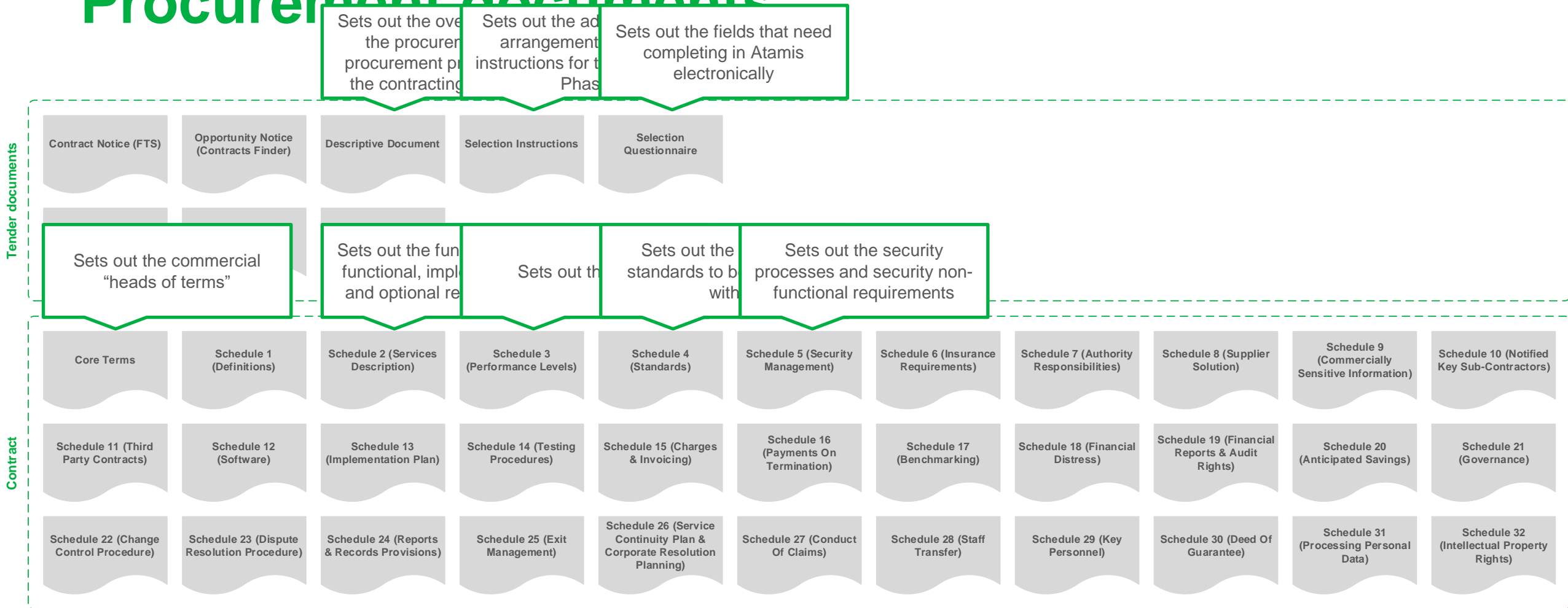
Schedule 31 (Processing Personal Data)

Schedule 32 (Intellectual Property Rights)

# Procurement documents

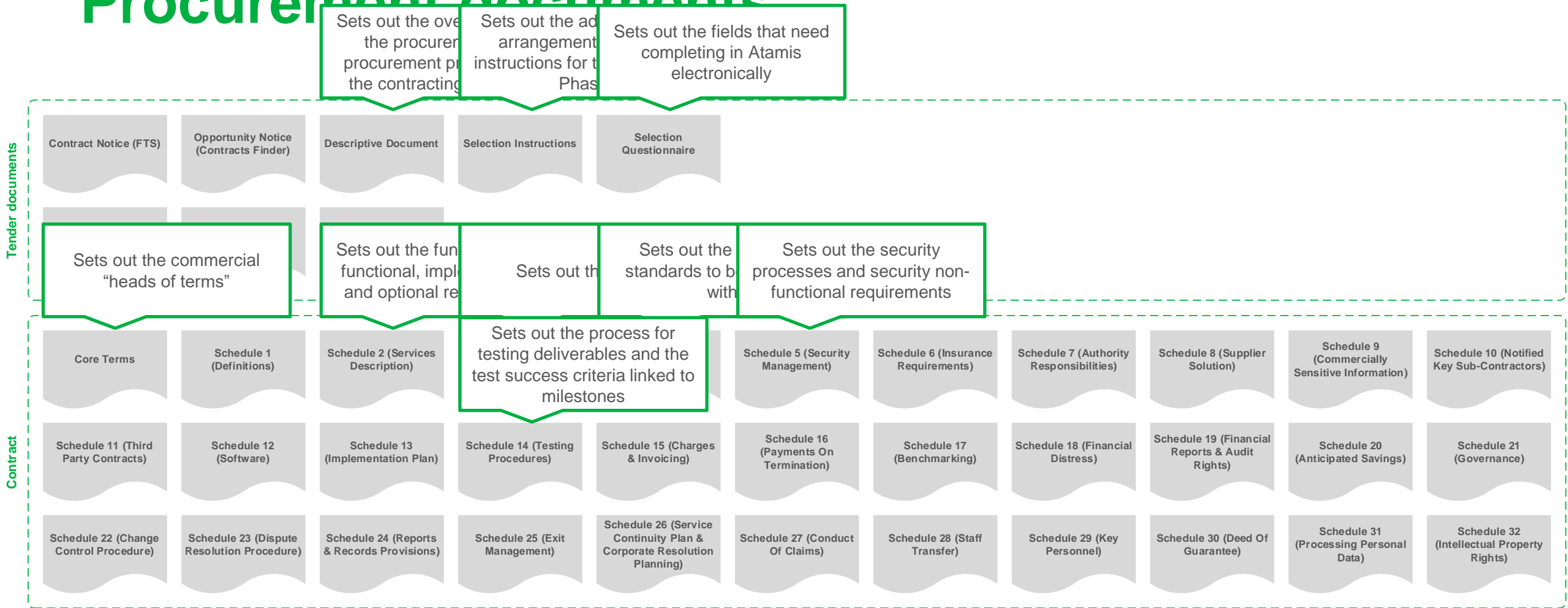


# Procurement documents

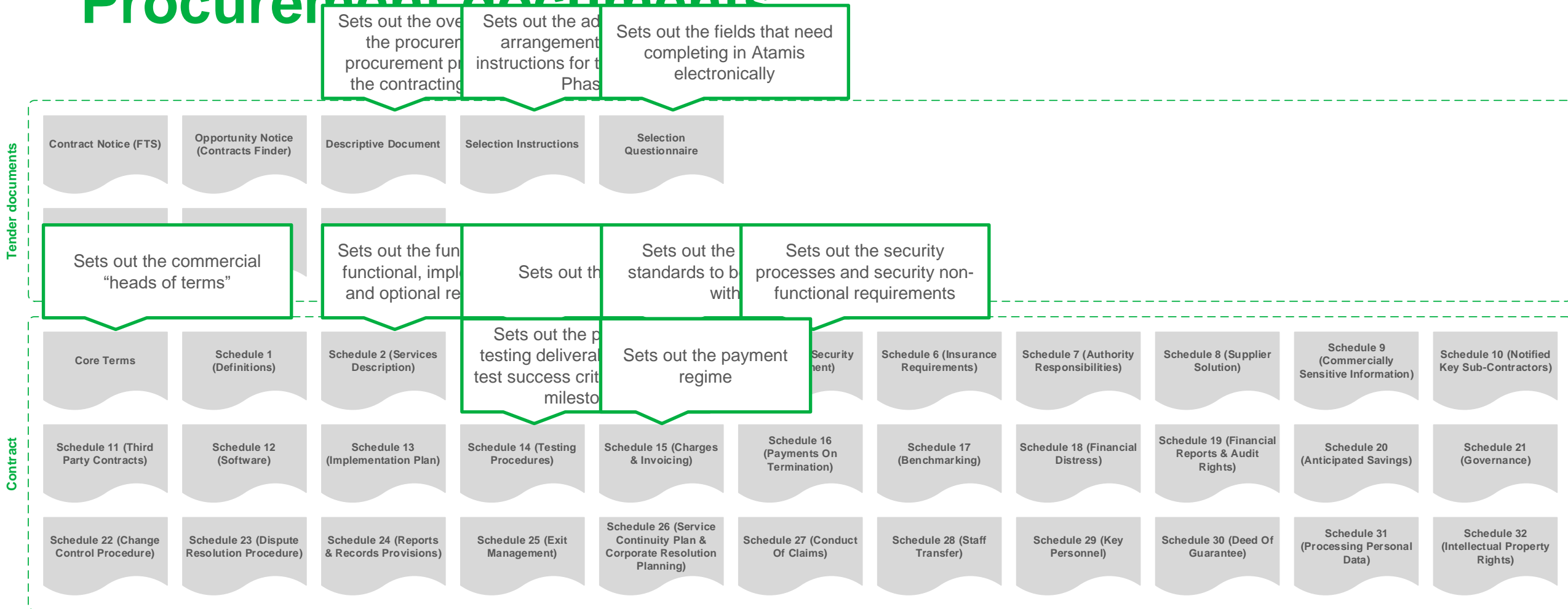




# Procurement documents



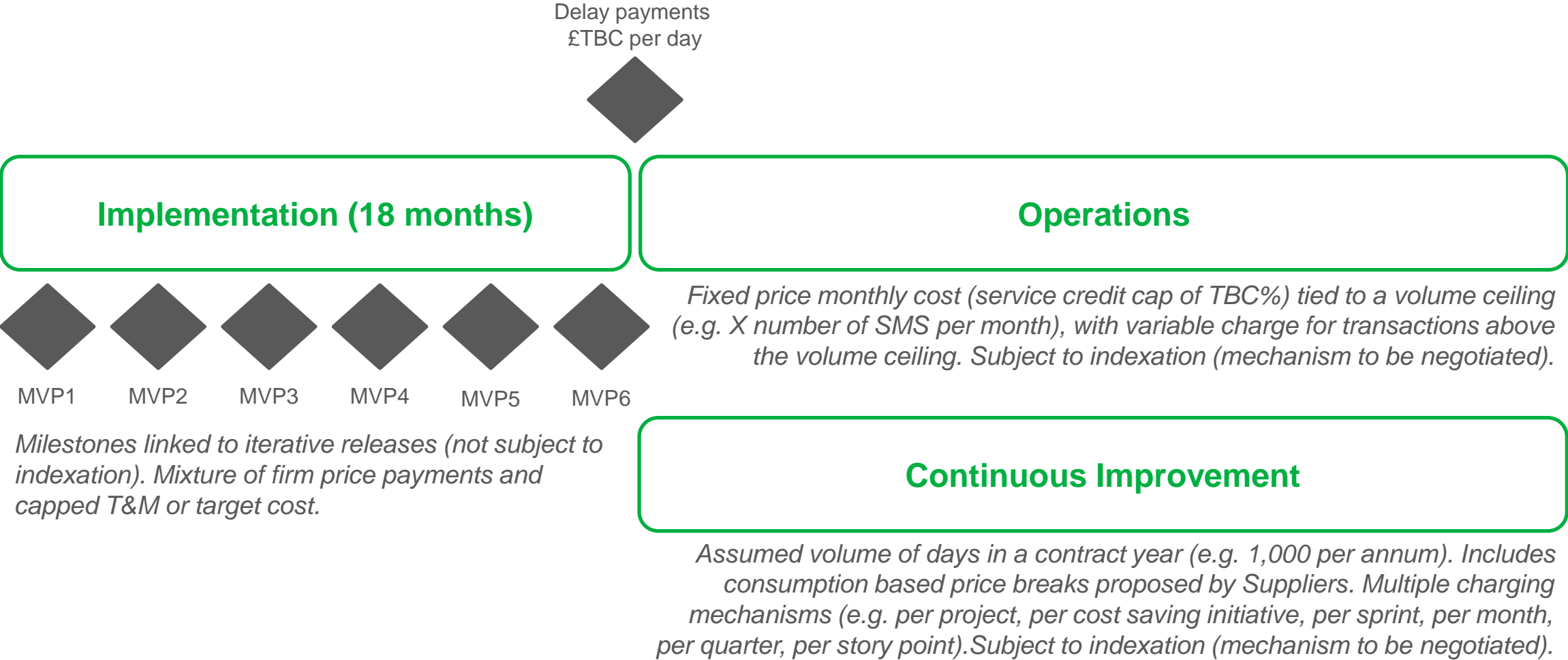
# Procurement documents



# Key contract modifications

- Guarantee not required (subject to suitable financial standing).
- Bi-annual Continuous Improvement Plan and associated gain-share mechanism (i.e. 50:50 shared reward for efficiency and cost saving initiatives).
- Apprentices should represent 2.5% of the workforce for this contract, alongside other social value commitments.
- Additional transparency requirements (e.g. advertising on Contracts Finder, VCSE/SME spend reporting), financial distress (e.g. requirements relating to “public sector dependent suppliers” or “critical service contracts”), and supply chain payment performance requirements removed where not applicable.
- Performance reporting simplified.
- Sustainability requirements enhanced.
- Governance and ways of working requirements enhanced to reflect hybrid team approach.

# Starting position for payment mechanism



# Questions

Please use the team's function to raise a hand if you have a question

# **Selection Phase overview**

# Selection criteria summary

Criteria	Assessment type	Response required
Economic and financial standing	Pass/Fail	Self-certify
Insurance	Pass/Fail	Self-certify
Suppliers past performance (PPN04/15)	Pass/Fail	Self-certify
Skills and apprenticeships (PPN14/15)	Pass/Fail	Self-certify
Modern Slavery Act (PPN05/19)	Pass/Fail	Self-certify
Sustainability and Net Zero	Pass/Fail	Written
Technical and professional ability, including: <ul style="list-style-type: none"> <li>• Transition and transformation of a public facing digital service.</li> <li>• Customer relationship management (CRM) platforms.</li> <li>• Public facing digital services.</li> <li>• High-volume contact management platforms.</li> <li>• Integration platforms.</li> </ul>	Qualitatively scored	Written

# Economic and financial standing tests

Self-certify against the following metrics:

- **Credit rating:** S&P BBB-, Moodys Baa3, Fitch BBB-, or D&B risk indicator 2.
- **Annual turnover:** £2m PA.
- **Operating margin** (Operating Profit / Revenue): >5%.
- **Quick Ratio/Acid Ratio** ((Current Assets – Inventories) / Current Liabilities): >0.8.

Documentary evidence to be provided pre-award.



# Insurance tests

Self-certify that you have, or can commit to obtain prior to commencement of the contract, the following insurances:

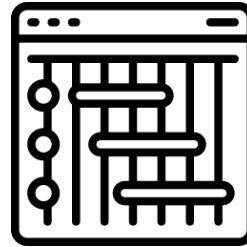
- **Employer's (Compulsory) Liability Insurance:** in accordance with the Law of England and Wales.
- **Public Liability Insurance:** £10,000,000.
- **Professional Indemnity Insurance:** £2,500,000.
- **Product Liability Insurance:** £10,000,000.

Documentary evidence to be provided pre-award.

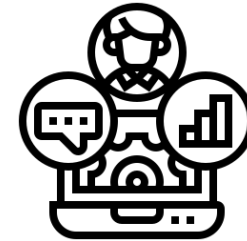
# Key selection criteria



Sustainability and  
Net Zero



Transition and transformation of  
a public facing digital service



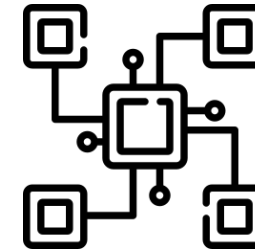
Customer relationship  
management (CRM) platforms



Public facing digital  
services



High-volume contact  
management platforms



Integration platforms

# Sustainability and Net Zero test (draft)

- A commitment to gain ISO14001 certification (self certify).
- A commitment to net zero operations by 2030 (self certify).
- A commitment to follow (self certify):
  - eMission 2030  
([https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/989667/EA-net-zero-2030.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/989667/EA-net-zero-2030.pdf)).
  - Greening Government Strategy.
  - Greening Government Commitments.
  - Defra Group Sustainable Information Technology Strategy.
- How you have planned for carbon zero services in previous projects.
- How you have utilised renewable energy and/or carbon neutral suppliers in previous projects.
- How your organisation has monitored and reduced emissions in previous projects.
- How you work with your suppliers and supply chain to reduce emissions and environmental impacts in previous projects.
- How you have reported an accurate ICT footprint based on the services consumed (on estates and with suppliers, encompassing embodied/embedded carbon) on previous projects.

# Technical and professional ability test #1 (draft)

Criteria	Weighting	Page limit	Areas of competence to demonstrate
1. Transition and transformation of a public facing digital service	20%	10 sides of A4	<ul style="list-style-type: none"><li>• Provisioning the underlying infrastructure to support the public facing digital service.</li><li>• Developing a Service Standard compliant digital service using user centered designed methodologies.</li><li>• Developing a new public facing digital service in parallel to the existing live service.</li><li>• Transferring in and/or mobilising staff.</li><li>• Cleansing and migrating multiple data sets (e.g. user data).</li><li>• Ensuring users were kept aware of the change to the service.</li><li>• Cutting over to the new public facing digital service with minimal disruption to users.</li></ul>

# Technical and professional ability test #2 (draft)

Criteria	Weighting	Page limit	Areas of competence to demonstrate
2. Customer relationship management (CRM) platforms	10%	5 sides of A4	<ul style="list-style-type: none"><li>• Operating a socially inclusive platform which manages user interactions via multiple contact channels (e.g. text, e-mail, IVR, phone).</li><li>• Adapting your platform in order to influence user behaviour.</li><li>• Providing a platform which manages different user groups (e.g. personal, business).</li><li>• Providing a platform which provides a 360° view of the user.</li><li>• Using the platform to improve awareness of the service or brand.</li><li>• Providing a platform with “back office” functions (e.g. reporting, configuration, administration).</li><li>• Providing a platform which manages user enquiries, complaints, and information requests.</li></ul>

# Technical and professional ability test #3 (draft)

Criteria	Weighting	Page limit	Areas of competence to demonstrate
3. Public facing digital services	30%	15 sides of A4	<ul style="list-style-type: none"><li>• Identifying upcoming trends affecting either the user, policy or legislation, or the technology used to provide the services.</li><li>• Developing user stories.</li><li>• Developing, prototyping and iterating Service Standard compliant digital services.</li><li>• Interoperating your digital service with a third-party platform.</li><li>• Utilising innovative methods to respond rapidly to changes in the technological, policy or legislative, or user environment, and improve outcomes.</li><li>• Identifying and understanding a user community.</li><li>• Eliciting and responding to user feedback.</li><li>• Considering social inclusivity and accessibility in the design and build of digital services.</li><li>• Working as part of a hybrid team.</li><li>• Increasing awareness of the digital service and migrating users to, and driving take-up of, self-service digital solutions.</li></ul>

# Technical and professional ability test #4 (draft)

Criteria	Weighting	Page limit	Areas of competence to demonstrate
<p>4. High-volume contact management platforms</p> <p><b>Each project example quoted must issue at least 2,000,000 (TBC) electronic user notifications per year.</b></p>	30%	15 sides of A4	<ul style="list-style-type: none"> <li>• Operating a platform that issues large volumes of notifications concurrently.</li> <li>• Operating a platform that includes different users groups (e.g. users with accounts and those without accounts) and enables users to register for notifications.</li> <li>• Providing an audit trail for the issuance and receipt of user notifications.</li> <li>• Considering social inclusivity and accessibility in the design and build of contact management platforms.</li> <li>• Operating multiple contact channels for user notifications.</li> <li>• Operating platforms that allow internal users to create, tailor and manage user notifications.</li> <li>• Operating platforms that allow internal users to tailor contact channels within configurable parameters.</li> <li>• Operating platforms that allow ingestion of third party databases (e.g. addresses, location data, user accounts).</li> <li>• Working with telephone operators and mobile network operators in the provision of contact management platforms.</li> <li>• Providing high availability (e.g. 99.99%, 24/7), high criticality IT service management for contact management platforms.</li> </ul>

# Technical and professional ability test #5 (draft)

Criteria	Weighting	Page limit	Areas of competence to demonstrate
5. Integration platforms	10%	5 sides of A4	<ul style="list-style-type: none"><li>• Implementing platforms which ingest real-time data and information from third party systems operated by other technology providers.</li><li>• Implementing platforms which allow sharing of data and information to third party systems operated by other technology providers.</li><li>• Implementing platforms across a range of operating systems and cloud platforms.</li><li>• Implementing platforms which manage geospatial data.</li><li>• Implementing platforms which manage environmental data.</li><li>• Implementing APIs in accordance with government standards.</li></ul>



# Questions

Please use the team's function to raise a hand if you have a question

# Thank you

Please register for an Atamis account at:  
**<https://defra-family.force.com/s/Welcome>**