



DHSC Engage
Social care reform website
Estimate
November, 2021



Estimate

Social care reform website brief

- New campaign website to be built on the Engage platform.
 - To be delivered by Big Blue Door [REDACTED]
- Design and branding:
 - Logo will be commissioned [REDACTED]
 - Modern, fresh look and feel with a nod to the DHSC and Care brands.
- Site structure:
 - Homepage linking off to two main parts:
 - "Public information" - about 9 pages.
 - "Stakeholders / workforce" - about 2 pages.
- Interactive components:
 - Social care reform checklist
 - Interactive map - to showcase local authority based opportunities, services, etc.
 - Resource hub for leaflets, posters, videos, etc.
- [REDACTED]
 - [REDACTED]
- Training:
 - CMS training included for the DHSC team.
- Timelines:
 - Launch planned for w/c 29 November.
 - [REDACTED]
- Commercial:
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - [REDACTED]
 - **Total = [REDACTED] - £12,100.00 excl. VAT**