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Attachment 3 – Statement of Requirements

Website Design and Build for the IEP

Contract Reference: CCCO19A34

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Attachment 3 – Statement of Requirements
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1. PURPOSE

- 1.1 The Inclusive Economy Partnership (IEP), part of the Cabinet Office (CO), is seeking the services of an Agency to deliver the provision of a new website to create an online communication hub for their community of stakeholders.
- 1.2 The IEP is a partnership of businesses, civil society organisations and government departments, who are working together to solve some of society's toughest challenges: financial inclusion and capability, mental health and transition to work for young people. Through the IEP, members work together to focus on these social issues and see how to solve them.
- 1.3 A basic micro-site currently exists (www.inclusiveeconomypartnership.gov.uk) but this needs to be redesigned and built out further to include additional features, which allow our stakeholders to download resources, share ideas and feel part of an online community.
- 1.4 This is required to represent the collaborative culture of the Inclusive Economy Partnership and all of the businesses and civil society organisations involved. Through this website, we hope to create a digital home for existing stakeholders, as well as open doors for more partners to join and add their weight to our movement.
- 1.5 The Cabinet Office (CO) may be referred to as 'the Authority/Client' hereafter.

2. BACKGROUND TO THE CONTRACTING AUTHORITY

- 2.1 IEP is an initiative currently being run jointly by the Business Partnerships Team (BPT) which sits at the heart of the government in the Cabinet Office Government Communication Service, and the Government Inclusive Economy Unit in DCMS.
- 2.2 The BPT works to build successful, long-term partnerships between business and government to deliver the voice of business into policy development and transformation.
- 2.3 The Office for Civil Society sits within the Department for Digital, Culture, Media and Sport. The Office for Civil Society (OCS) is responsible for policy relating to young people, volunteers, charities, social enterprises and public service mutuals.

3. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 3.1 The Client would like to build out the existing micro-site for the Inclusive Economy Partnership, which will better represent the collaborative culture of the IEP and all of the businesses and champions involved.

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- 3.2 Building on a successful first year, IEP is now focusing on building a 'community' of stakeholders, which will enable IEP partners to build on their involvement in the IEP and provide pathways for other organisations to get on-board. A fully functioning and attractive website is key to achieving this.
- 3.3 The IEP now wants to inspire more businesses and civil society leaders to step up and take action in three key ways: Amplifying current good activity to ensure more organisations adopt great practice to solve these big challenges; Scaling what works through the power of partnership, and the resources of organisations, and Innovating by developing brand new activity in collaboration with other businesses and civil society organisations to develop new ways of tackling these challenges.
- 3.4 The new website will be key to being able to amplify initiatives that are already working in the space.
- 3.5 The build of the IEP website has been broken down into two phases. Phase 1 - a website that hosts content about the IEP as well as sign up form for new organisations to join the Partnership - has already been completed (www.inclusiveeconomypartnership.gov.uk). This was developed using open source technologies, using Wordpress, so that it can now be adapted into the full website. The Agency will have access to the code repository and the code is owned by HMG.
- 3.6 This Statement of Requirements is for Phase 2 of the build, which will build out the existing microsite to include additional features and develop a distinctive look and feel for the IEP website.
- 3.7 The new build should include sections to educate and engage stakeholders, searchable and downloadable resources/content and a search function for stakeholders to learn more about each other and to partner with one another.
- 3.8 The branding, design and usability will also need to be redesigned. The current bounce rate for the website is 68.12%, which suggests that users are not exploring the full site. The Client would like this to be taken into consideration for the new design and welcome creative ideas to increase the pages viewed per session.

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4. DEFINITIONS

4.1

Expression or Acronym	Definition
CO	Means; Cabinet Office
IEP	Means; Inclusive Economy Partnership
DCMS	Means; Department for Digital, Culture, Media and Sport
OCS	Means; Office for Civil Society
GIEU	Means; Government Inclusive Economy Unit

5. SCOPE OF REQUIREMENT

5.1 The scope of this requirement is broken down to the following provisions:

- 5.1.1 Provision and creation of the website, incorporating all of the required aspects as outlined in Section 6 'The Requirement'.
- 5.1.2 Launch of the website once created
- 5.1.3 Code published on Cabinet Office Github
- 5.1.4 Ongoing maintenance for up to 2 years

6. THE REQUIREMENT

6.1 The Client requires the Agency to provide the following:

- 6.1.1 The redesign of the current Inclusive Economy Partnership [website](#) to build it out into a collaborative platform or hub. The Client envisages this website becoming a “portal for purpose”, which suitably reflects the ethos of the IEP and will showcase the best of our own work and others' work. The Client has worked closely with Nesta and would like the new website to have a similar feel and functionality to theirs: <https://www.nesta.org.uk/>.

6.2 It must have at least the following elements:

- 6.2.1 At least three new pages (one for each challenge area), to educate and share information with current stakeholders;
- 6.2.2 Searchable and downloadable resources and content, including news releases, guest blogs and information on upcoming events. (This content would be created by the Client so there is no requirement for content production or management);

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- 6.2.3 A function which allows stakeholders to search for - and learn more about - other organisations and projects;
 - 6.2.4 A redesign of the branding, design, usability, and function, in line with HMG style guidelines;
 - 6.2.5 Best practice for UX, performance, resilience and security, and follow the Guidance of Government Service Standard as outlined [here](#);
 - 6.2.6 WCAG 2.1 level AA accessibility standards as outlined [here](#);
 - 6.2.7 Build of the website so that is editable by our internal team to easily add new content;
 - 6.2.8 Launch of the website;
 - 6.2.9 If there is a need (determined at the discretion of the Client, subject to price, security or resilience), move the site from its current hosting provider to Cabinet Office's web hosting;
 - 6.2.10 Ongoing maintenance for up to 2 years after website launch. The Supplier must define how they will maintain the overall infrastructure of the website, including the CMS and the hosting.
- 6.3 The Client requires Bidders to provide pricing in regards to breaking down of costs, including but not limited to branding, account management, briefing and scoping, design, build and testing.

7. KEY MILESTONES AND DELIVERABLES

7.1 The following Contract milestones/deliverables shall apply:

Milestone/ Deliverable	Description	Timeframe or Delivery Date
1	Discovery phase with a user researcher;	Within two (2) weeks of Contract Award
2	Build an alpha prototype and test with users;	Within four (4) weeks of Contract Award
3	Build beta and test with users;	Within eight (8) weeks of Contract Award
4	Website sign off and final approval.	Within nine (9) weeks of Contract Award
5	Website launched	Within ten (10) weeks of Contract Award

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6	Ongoing maintenance	Up to 2 years after website launch
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8. MANAGEMENT INFORMATION/REPORTING

- 8.1 It will be necessary to work with the internal Cabinet Office team to define GDPR security requirements and ensure that the new site is GDPR compliant at launch. The Agency will need to outline what cookies are being used and for what purpose, and must ensure that they are compliant with the Client's current policy.
- 8.2 Install Google Analytics or Google Tag Manager so that the Client can monitor page views, conversation rates, etc. The Client will issue the UA code for central administration purposes. The Client will be responsible for analytics reporting, etc.

9. VOLUMES

- 9.1 The Client has a very engaged and captive audience, with 625 people already on our database. The current website was launched on 6th May and has had 844 unique views. This is expected to grow and evidence provided by load testing will be needed to ensure that the website can manage an increased volume.
- 9.2 The IEP Champions Advisory Board made up of seven business and seven civil society CEOs are heavily engaged with the IEP and want to be able to access regular updates/content and information on projects, events, etc.
- 9.3 There are over 120 organisations actively engaged with the IEP (either businesses or civil society organisations) that want to be able to access regular updates and information on more opportunities to get involved.

10. CONTINUOUS IMPROVEMENT

- 10.1 The Agency will be expected to continually improve the way in which the required Services are to be delivered throughout the Contract duration.
- 10.2 The Agency should present new ways of working to the Client during weekly calls and fortnightly Contract review meetings.
- 10.3 Changes to the way in which the Services are to be delivered must be brought to the Client's attention and agreed prior to any changes being implemented.

11. SUSTAINABILITY

- 11.1 Due to the nature of the IEP, the Client is particularly interested in receiving bids from social enterprises/SMEs.

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12. QUALITY

- 12.1 The Client will measure the quality of the Agency's delivery by the achievement of Service Level Agreements and KPIs as stated at section 15.

13. PRICE

- 13.1 Prices are to be submitted via the e-Sourcing Suite Attachment 4 – Price Schedule excluding VAT and including all other expenses relating to Contract delivery.
- 13.2 The Agency is asked to identify the overall cost for work conducted to complete the milestones as outlined in Section 7 'Key Milestones and Deliverables' and detailed within Section 5 'Scope of Requirement' and Section 6 'The Requirement'.
- 13.3 All pricing is to include the reporting requirements for each phase and to be clearly outlined within Attachment 4 – Price Schedule.

14. STAFF AND CUSTOMER SERVICE

- 14.1 The Agency shall provide a sufficient level of resource throughout the duration of the Contract in order to consistently deliver a quality service.
- 14.2 The Agency's staff assigned to the Contract shall have the relevant qualifications and experience to deliver the Contract to the required standard.
- 14.3 The Agency shall ensure that staff understand the Client's vision and objectives and will provide excellent customer service - with one key account manager as the point of contact - to the Client throughout the duration of the Contract.

15. SERVICE LEVELS AND PERFORMANCE

- 15.1 The Authority will measure the quality of the Supplier's delivery by:

KPI/SLA	Service Area	KPI/SLA description	Target
1	Project Management	To use Agile project methodology as outlined here , ensuring that it is managed effectively throughout the Contract;	100%
2	Contact	To maintain regular contact, including weekly calls and fortnightly meetings throughout the Contract, ensuring open channels of communication and regular check-ins on the progress of the website;	100%

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3	Delivery	To deliver and launch the website on time, ensuring it meets Government guidelines and standards.	100%
4	Network & Servers Uptime	Guarantee that the website, which is hosted on gov.uk, will be available 99.9% of the time, excluding scheduled or emergency maintenance.	99.9%
5	Response times	To acknowledge, if not fully answer, all emails/ calls from The Authority or emails to any support address advertised on the website within 4 working hours.	4 working hours

15.2 Where the Agency fails at any of the above KPIs, the Authority will, in the first instance, seek a mutually agreeable resolution with the Agency, through a Rectification Plan Process as per the Call-Off Terms and Conditions of the Framework. However, if this is not possible, the Authority reserves the right to cancel the agreement and seek alternative services.

15.3 If instructed to comply with the Rectification Plan Process by the Client under Clause 5.7 of the Call-Off Terms and Conditions, the Agency will submit a draft Rectification Plan to the Client to review as soon as possible and in any event within 10 Working Days (or such other period as may be agreed between the Parties) from being instructed to do so. The Agency shall submit a draft Rectification Plan even if the Agency does not agree that the Default is capable of remedy.

16. SECURITY AND CONFIDENTIALITY REQUIREMENTS

16.1 Personnel Vetting Requirements

16.1.1 As a minimum, all staff must comply with the Baseline Personnel Security Standard: The Agency will ensure that all staff have completed personnel security controls described in the Baseline Personnel Security Standard at https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/714002/HMG_Baseline_Personnel_Security_Standard_-_May_2018.pdf before commencing work.

16.1.2 All Agency staff (this includes third party subcontractors) which have access to Client/Buyer data must be willing to undergo security clearances and this will be mandatory for any staff accessing bulk

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data. In the event that Agency staff would have access to bulk live data (classified as Official Sensitive data), they must be willing to undergo an elevated clearance level (SC), provided by the Agency.

16.2 Designing and managing secure solutions

16.2.1 The Agency must have the ability to design secure solutions in accordance with the NCSC Security Design Principles: <https://www.ncsc.gov.uk/guidance/security-design-principles-digital-services-main>. For example: implementation of segmented and layered network architectures, comprehensive protective monitoring solutions.

16.2.2 The Agency must have a proven ability for implementing solution(s) which mitigate the security risks. The must monitor vendors and national vulnerability databases.

16.3 Certification Requirements

16.3.1 The Agency's solution shall be Cyber Essential Plus or be willing to obtain this certification within an agreed timescale as agreed with the Client.

16.4 Patching and Penetration testing

16.4.1 The Agency must proactively monitor Agency vulnerability websites and ensure all necessary patches and upgrades are applied to maintain security, integrity and availability in accordance with the Cloud Security Principles.

16.4.2 The Agency must undertake the following security assurance activities at their own cost and expense to demonstrate that the people, process, technical and physical controls have been delivered in an effective way:

- Penetration testing to be carried out by certified Crest or Check supplier.
- Penetration testing of the production environment before the first release to that environment and at such times after that as the Client may require.
- An annual IT Health Check (scope to be agreed with the Client) and where there is a significant change to infrastructure/service.
- After receiving the IT health check report. The full report must be shared with the Client and the Agency must produce a remediation

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plan to agreed timescales which will be managed through a security working group.

Evidence of this must be provided when requested within 24 hours.

16.5 Protective Monitoring

16.5.1 The Agency must have an effective protective monitoring regime in place at all times and produce sufficient evidence in the form of logs and other documents to the Client to confirm this. The Agency should:

- Provide operational security management reports. The content of these must be agreed with the Client
- Engage with the Client incident management process
- Demonstrate the ability to deliver protective monitoring across the supply chain

16.6 Data Processing, Storage, Management and Destruction

16.6.1 The Agency and Client recognise the need for the Authority Data to be safeguarded under current data protection legislation. To that end, it is preferred that the Agency holds and processes the data within the United Kingdom and in any event must be able to state to the Client the physical locations where the Client Data may be stored, processed and managed.

16.6.2 The Agency shall agree on any change in location of data storage, processing and administration with the Client in advance and such agreement may be subject to conditions.

16.6.3 The Agency must securely erase any or all Client Data held by the Agency when requested to do so by the Client; and securely destroy all media that has held Client Data at the end of life of that media in accordance with any specific requirements in this Agreement and, in the absence of any such requirements, in accordance with Good Industry Practice.

16.6.4 The Client data must not be passed to other third-party subcontractors.

16.7 Security Management Plan/Risk Management Documentation

16.7.1 The Agency must produce a Security Management Plan to be agreed with the Client.

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17. PAYMENT AND INVOICING

- 17.1 Payment can only be made following satisfactory delivery of pre-agreed certified products and deliverables.
- 17.2 Before payment can be considered, each invoice must include a detailed elemental breakdown of work completed and the associated costs.
- 17.3 Invoices should be submitted to: Cabinet Office, 70 Whitehall, London, SW1A 2AS.

18. CONTRACT MANAGEMENT

- 18.1 The Client requires weekly account calls, fortnightly meetings and daily interaction to ensure on-going progress. These meetings will take place at The Cabinet Office, 70 Whitehall, London, SW1A 2AS.
- 18.2 Attendance at Contract Review meetings shall be at the Agency's own expense.

19. LOCATION

- 19.1 The location of the Services will be carried out at the Agency's registered trading address or another address disclosed to the Client upon Contract Award.