





The Warning Improvement Project (WIP)

Market Engagement Event

11th May 2-4pm

Agenda

Item	Speaker	Time
Introduction	Clare Blackburn- Project Manager	14:00 – 14:10
WIP Overview: background & ambition	Claire Kemp- Product Manager	14:10 – 14:30
WIP Overview: diagram & capabilities	Mark Saunders- Product Manager	14:30 – 14:50
Commercial Approach	Neil Widdop- Commercial Lead	14:50 – 15:05
Q&A and close	Clare Blackburn- Project Manager	15:05 – 16:00

Introduction

Clare Blackburn

Project Manager

Today's Objectives

Objectives

- Provide an overview of the current service.
- Set out the Environment Agency's ambition for future development of services.
- Explain the Environment Agency's current thinking.
- Gain creative market insight to inform our approach.

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.
- 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.

Who are the Environment Agency?

- An executive non-departmental public body sponsored by Defra. (This is an Environment Agency project working with a mixed project team from both the EA and Defra.)
- We work to create better places for people and wildlife, and support sustainable development.
- Within England we're responsible for:
 - regulating major industry and waste;
 - treatment of contaminated land;
 - water quality and resources;
 - fisheries;
 - inland river, estuary and harbour navigations;
 - conservation and ecology.
- We are also responsible for managing the risk of flooding from main rivers, reservoirs, estuaries and the sea.

WIP Overview: background and ambition

Claire Kemp

Product Manager

Our vision & objectives

Vision

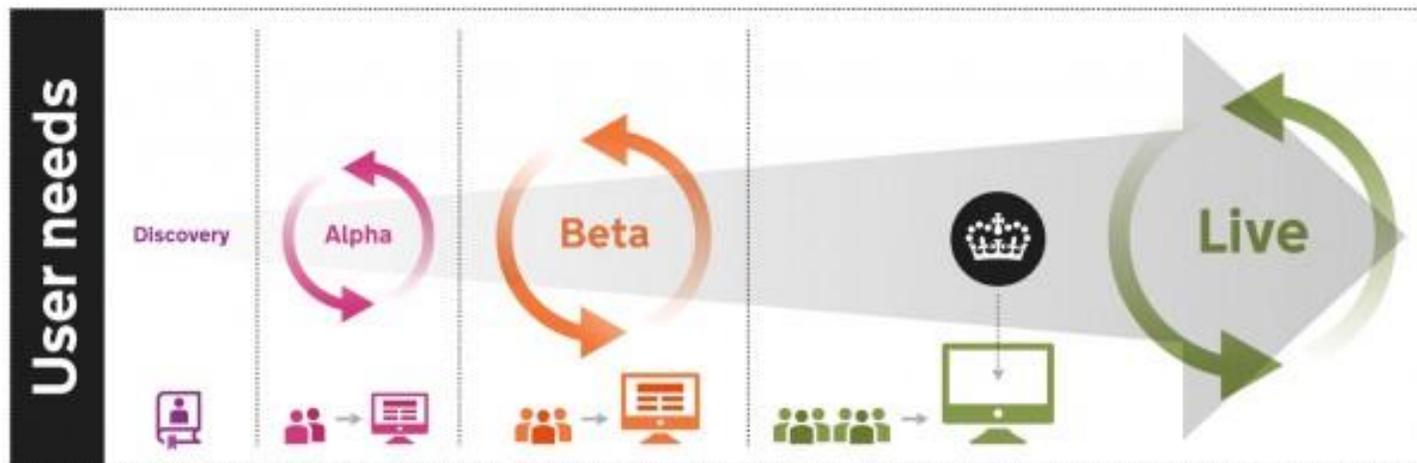
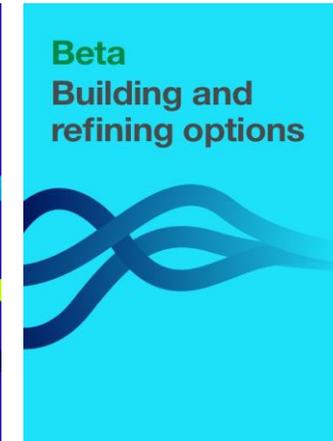
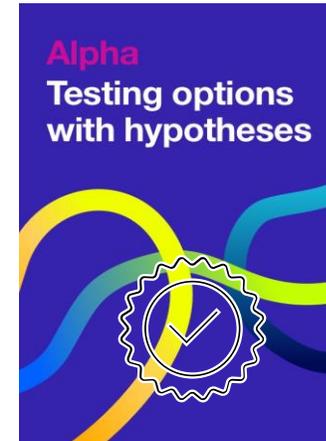
- We will improve the way we prepare and communicate flood warnings.

Objectives

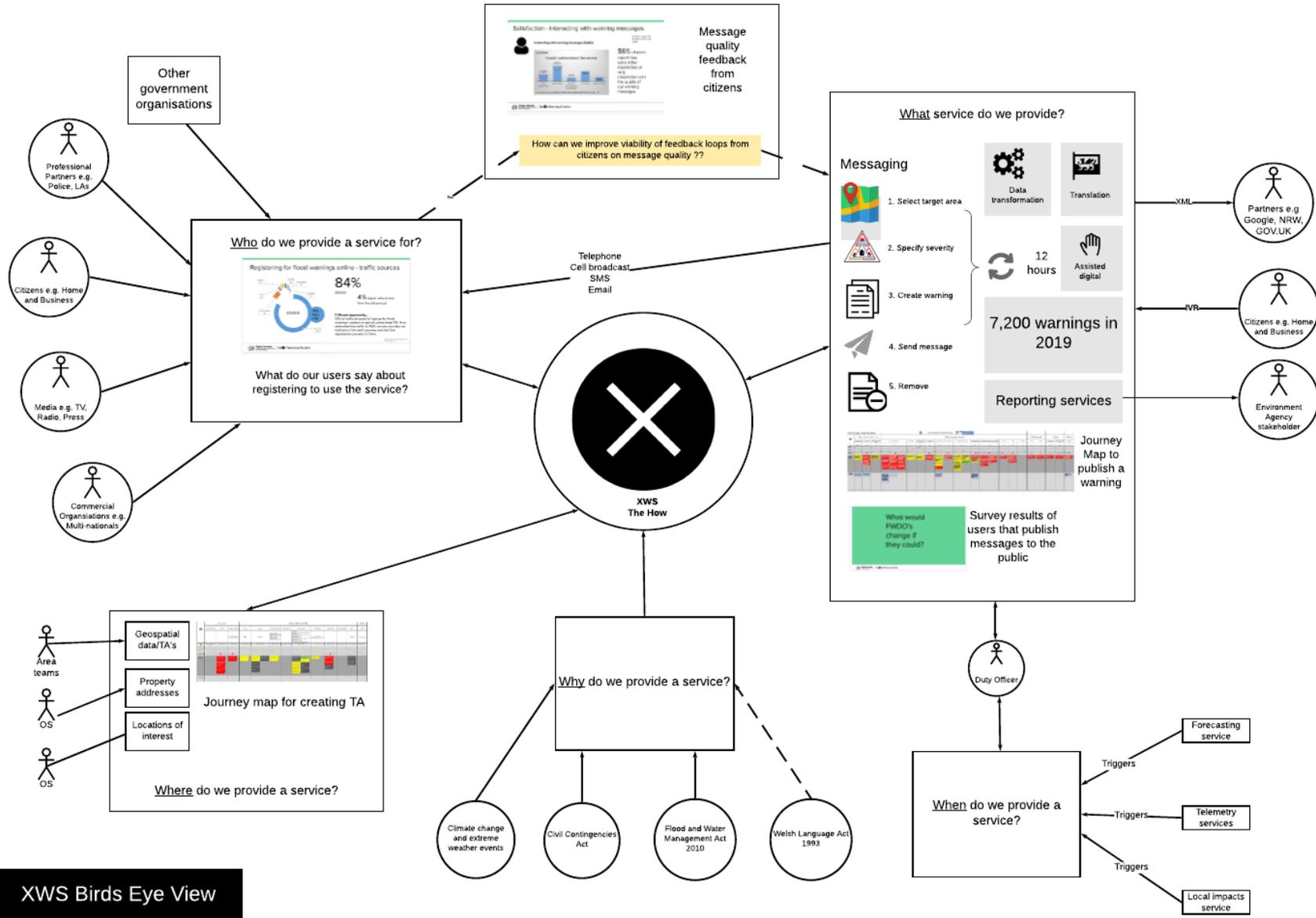
- We will design a service that meets our users' needs.
- We will establish a service team that will continue to develop and evolve flood warning products and provide continuity of service from December 2024 for England.
- We will deliver a resilient cost-effective service that exploits modern technologies and innovation in line with the Environment Agency's Incident Management Strategy.

Background – approach

- Replace our existing flood warning system
- GDS service standards
- Discovery
- Met GDS Alpha service standards



Flood warning service



Background - MVP

When	Milestone name	Capability required
First phase of development	MVP	<ul style="list-style-type: none"> <input type="checkbox"/> Users can register for flood warnings online to addresses <input type="checkbox"/> Duty officers can create and issue flood warnings via text and e-mail to predefined flood warning areas, as well as update and remove warnings <input type="checkbox"/> Flood warnings in force are sent to a data feed <input type="checkbox"/> Manage internal and external accounts <input type="checkbox"/> Incorporate contact data for 'unregistered' users received from telephone operators
Second phase of development	MVP +1	<ul style="list-style-type: none"> <input type="checkbox"/> Users can register for flood warnings online to non-address locations <input type="checkbox"/> Users can provide asset data for locations that they wish to register for targeted alerts <input type="checkbox"/> Duty officers can create and issue flood warnings via telephone <input type="checkbox"/> Data can be interrogated, and key reports completed <input type="checkbox"/> Flood warnings are sent to an Interactive Voice Response (“IVR”) service <input type="checkbox"/> Flood warnings can be sent to a static list of unregistered contacts <input type="checkbox"/> Processes in place to form data requests to telephone operators and process data received from them <input type="checkbox"/> Create new flood warning areas and flood alert areas <input type="checkbox"/> Integrate with other products in the wider service

Background – MVP continued

When	Milestone name	
At the point of cutover from FWS	Minimum viable service (“MVS”)	<ul style="list-style-type: none"> <input type="checkbox"/> Users can register for flood warnings online to an operational boundary <input type="checkbox"/> Users can register, update their details, and cancel their flood warning account via an assisted digital route <input type="checkbox"/> Flood warnings can be sent to a live list of unregistered contacts <input type="checkbox"/> Data is requested and received from telephone operators and welcome messages process put in place <input type="checkbox"/> Update flood warning areas <input type="checkbox"/> Severe flood warnings can be sent via the government emergency alerts service <input type="checkbox"/> Send welcome messages to new contacts supplied by telephone operators including the option to opt out
Post-cutover	MVS +1	<ul style="list-style-type: none"> <input type="checkbox"/> Users can update and cancel flood warnings online <input type="checkbox"/> Users receive confirmation of changes made to their flood warnings <input type="checkbox"/> Users receive reminders that they receive flood warnings <input type="checkbox"/> Flood warnings can be sent via social media <input type="checkbox"/> Flood warnings can be sent via a smart device <input type="checkbox"/> Data can be requested ad-hoc and received from telephone operators
Post-cutover	MVS +2	<ul style="list-style-type: none"> <input type="checkbox"/> Flood warnings can be sent automatically when a threshold is exceeded <input type="checkbox"/> Flood warnings can be sent in other languages <input type="checkbox"/> Data is updated and received live from telephone operators

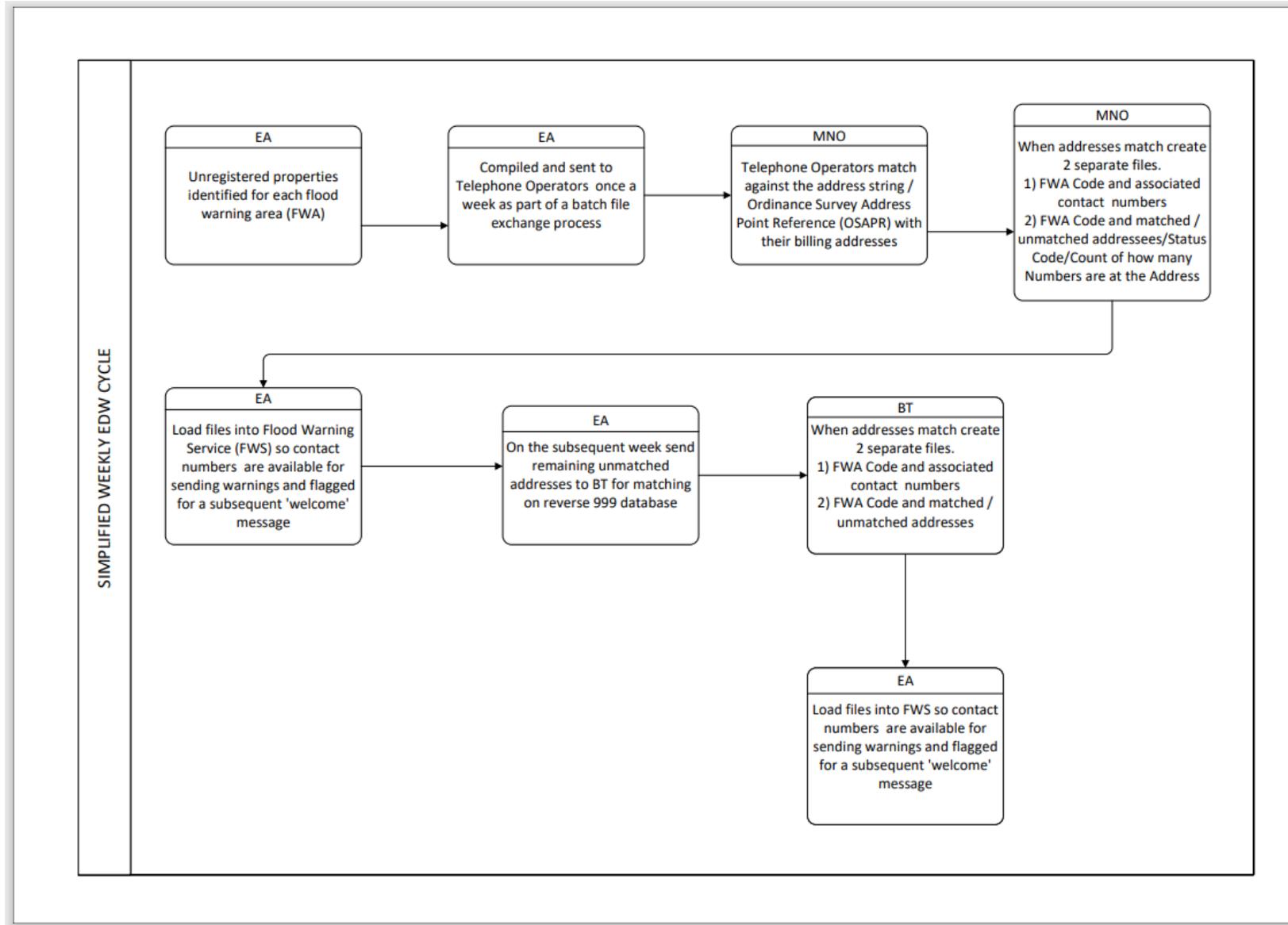
Background - workstreams

Workstream	Description
Strategic plan	How we deliver, plan and govern the project
Technical Flood Warning Hub	Set of back-end services which will be used by front-end web-apps e.g. get flood warnings. Integration with existing downstream applications
Extended Direct Warnings (EDW)	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
Further discovery work	User research and discovery to identify user needs
Get flood warnings	GOV.UK service that will allow external users (both citizens & organisations) to sign up to location(s) they want to receive a notification when flood warnings are issued; to manage their own details following sign up; and to provide feedback about the service

Background - workstreams

Workstream	Description
Manage target areas	Service that will allow internal users to create and maintain target area data and provide that data to downstream systems
Send & receive flood warnings	Service that will send flood warnings to downstream systems; to automatically opted-in users; and to external users that have signed up to receive flood warnings for their selected location(s)
Manage flood warnings	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
Manage the service	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.
Planning for success	A workstream that focuses on continuously improving how the project delivers and creates a future service team

Extended Direct Warnings



What we have learnt – user needs

Epic User Need ID	Epic User Need title	Service component	Service map theme	Consolidated need	As a	I want	So that
WIP001	Actively seek a flood warning service	Get flood warnings	Awareness	As a Citizen or Organisation I need to know that there is a service so that I can decide if I want to use the service	Citizen or Organisation	to know that there is a service	I can decide if I want to use the service
WIP002	Decide what warning service is right for me	Get flood warnings	Discovery	As a Citizen or Organisation that is thinking about registering to use the service I need information so that I can understand what I need from the flood warning service	Citizen or Organisation	information	I can understand what I need from the flood warning service
WIP003	Choose flood warning locations	Get flood warnings	Sign up	As a Citizen or Organisation I need to choose locations so that I can receive warning messages for those locations	Citizen or Organisation	to choose locations	I can receive warning messages for those locations
WIP004	Register for the service	Get flood warnings	Sign up	As a Citizen or Organisation I need to provide contact details so that I am registered for the service and will receive warning messages for my locations via my specified channels	Citizen or Organisation	to be able to register for the service and provide multiple methods of contact	I can receive warning messages for locations via my specified communication channels
WIP005	Authenticate my registration	Get flood warnings	Sign up	As a Citizen or Organisation that is registering to use the service I need to authenticate during registration so that I can be sure it will be me that will receive warning messages	Citizen or Organisation	to authenticate during registration	I can be sure it will be me that will receive warning messages
WIP006	Customise flood warning notifications	Get flood warnings	Sign up	As a Citizen or Organisation I need to customise options during registration so that I can receive warning messages appropriate to my needs	Citizen or Organisation	to customise options during registration	I can receive warning messages appropriate to my needs
WIP007	Provide Assisted digital	Get flood warnings	Sign up	As a Citizen or Organisation that require assisted digital or non digital user support I need to be provided with assisted digital options so that I can sign up and be warned about the risk of flooding	Citizen or Organisation	to be provided with [assisted digital or non digital user] support when I find myself struggling to use the on-line service	I can sign up and be warned about the risk of flooding
WIP008	Manage flood warning locations	Get flood warnings	Sign up	As a Citizen or Organisation I need to manage multiple locations and assets so that I can receive warning messages for those locations	Citizen or Organisation	to manage multiple locations and assets	I can receive warning messages for those locations
WIP009	Imminent risk of flooding	Get flood warnings	Possible event	As a Citizen or Organisation I need to be warned if there is imminent REAL risk to my locations or assets so that I can make relevant preparations	Citizen or Organisation	to be warned if there is imminent REAL risk to my locations or assets	so that I can make relevant preparations
WIP010	Create warning message	Manage flood warnings	Actual Event	As a Duty officer I need to create the appropriate severity warning message containing the most accurate information for the locations identified so that I can publish the message as a warning	Duty Officer	to create the appropriate severity warning message containing the most accurate information for the locations identified	I can publish the message as a warning
WIP011	Send warning message	Send & receive flood warnings	Actual Event	As a Duty officer I need to send the warning message via the relevant channels so that systems, citizens and organisations will receive the message I created	Duty Officer	to send the warning message via the relevant channels	systems, citizens and organisations will receive the message I created

What we have learnt – prototypes

- Get flood warnings
- Manage flood warnings
- Get flood warnings for your organisation

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

Get flood warnings prototypes

This is not an end to end journey service prototype.

This is a collection of prototypes used for testing ideas for Alpha on the service 'Get flood warnings'.

The prototypes cover Alpha ideas across the external user journey (signing up to flood warnings).

Alpha design tests

[Clear stored data](#)

Version	Status	What's changed
VERSION 6-1	READY FOR UR October 2021	Sign in A/B testing (magic link expires): <ul style="list-style-type: none"> • Start page - UPDATED • Add locations - UPDATED • Choose warnings/alerts - UPDATED • Sign in - UPDATED • Manage locations - UPDATED
VERSION 6-0	READY FOR UR October 2021	Sign in A/B testing (magic link doesn't expire): <ul style="list-style-type: none"> • Start page - UPDATED • Add locations - UPDATED • Choose warnings/alerts - UPDATED • Sign in - UPDATED • Manage locations - UPDATED
VERSION 5-0	READY FOR UR August 2021	<ul style="list-style-type: none"> • Sign in - UPDATED • Manage locations - UPDATED

Manage flood warnings prototypes

This is not an end to end journey service prototype.

This is a collection of prototypes used for testing ideas for Alpha on the service 'Manage flood warnings' which is the internal service used to create, update and remove flood warnings for users of the external 'Get flood warnings' and third-party consumers of our open data.

Prototype versions and changes

Version	Status	What's changed
Version 3	CURRENT January 2022	Create warning message content journey: <ul style="list-style-type: none"> • Target area overview - CHANGED • Flood impact time - CHANGED • Flood cause peak time - CHANGED • Flood factors - CHANGED • Flood response - CHANGED
Version 3	TESTED November 2021	Create warning message content journey: <ul style="list-style-type: none"> • Target area overview - CHANGED • Flood certainty - ADDED • Flood impact time - ADDED • Flood cause peak time - ADDED • Flood factors - ADDED • Flood factors - ADDED • Flood response - ADDED • Local response - ADDED • Outlook message - ADDED • Headline - ADDED • Message content text - CHANGED
Version 2	TESTED June 2021	Issue a warning journey: <ul style="list-style-type: none"> • National overview - ADDED • Regional overview - ADDED • Search for target area - CHANGED • Target area overview - CHANGED • Message content text - CHANGED • Spoken message content - MOVED • Urgent spoken message - MOVED • Professional partner message - ADDED

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

Get flood warnings for you organisation

Use this service to:

- get flood warnings for your organisation
- get flood warnings for more than 9 locations in England
- give more than one person access to your organisation's warnings

There is another service if you need to [get flood warnings for only a few locations](#).

[Start now](#)

Before you start

This service uses Defra Identity and Government Gateway.

You will also need a file of your locations to upload.

If your locations are not in England

There are different services if your locations are in Wales or Scotland. You can [set up flood warnings for Wales](#) and [set up flood warnings for Scotland](#).



Ambition for the next year – user needs

- Continue to explore the needs of our users.
- User research and prototyping how organisations want to sign-up and manage their flood warnings.
- How we integrate sign-up journey for 'Get flood warnings' so citizens & organisations can 'Get flood warnings' via GOV.UK service.
- How we manage target areas.
- How we manage the service including reporting and data management.

Ambition for the next year

Following on from the market engagement events and analysis of the market we will use these to inform our next steps including:

- review our workstreams and roadmap to consider what could be built in house and/or via a supplier;
- start to plan our 18-month transition from our existing system to new system;
- Looking to go out to tender in late summer/autumn.

WIP Overview: diagram & capabilities

Mark Saunders

Product Manager

Capabilities

- Organised around a central "hub": Technical Flood Warning Hub.
- Single source for our flood warning data and information.
- Flexibility in design and delivery.
- Shared capabilities between services.
- Ability to add capabilities in the future.
- Need to maintain integration with existing services.

Appendix A and Annex 1 give more detail.

Capabilities

The diagram shows

- The capabilities we need – our current knowledge.
- Central "hub" to provide data and information to capabilities.
- Basic schedule - colour coded.
- Integration points with existing services.

The diagram does NOT show

- Proposed architecture.
- Proposed solutions.

Commercial Approach

Neil Widdop

Commercial Lead

Overview

The EA intends to use market engagement to ensure that the WIP commercial approach:

- is attractive to the market;
- ensures that the latest technology is utilised to build a platform to meet future needs;
- is able to achieve the operational needs of the future service;
- is able to build a service that meets user needs;
- forms a strong partnership between the EA and the supplier;
- delivers a strong and resilient service team; and
- supports continuity of service for end users.

What are we seeking (1/2)

- An implementation approach that prioritises minimising downtime and keeping users informed, ensuring a frictionless and disruption-free experience for existing users.
- An implementation approach that sets out pro-active approaches to collaboration with third-parties (including the outgoing supplier) and integration of the necessary (exit and implementation) programme activities.
- A highly intuitive and usable “self-service” user-centric multi-channel platform, compliant with the Service Standard and developed using agile ways of working.
- An approach to mass notification that maximises user adherence and influences behaviours to encourage users to take actions which reduce the impact of flooding.
- A responsive state of the art platform which is adaptable to changing policy objectives and capable of meeting the changing ways in which the public interact with technology services.
- A joined up, responsive, socially inclusive, user-centric support offering that provides a 360° view of the user and maximises the variety of contact channels which make it easier for users (throughout the technology competence spectrum) to interact with the service through a seamless user journey.

What are we seeking (2/2)

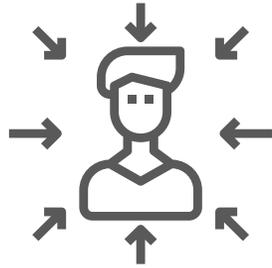
- A supplier that improves awareness and user adoption of the platform, proactively promoting new ways to use the platform and increasing channel shift away from non-digital sources.
- A portable, scalable and reliable cloud-agnostic platform, built using a standards-based approach to enable rapid change, greater interoperability with other platforms, and closer integration of the core components.
- A modular, reusable and future-proofed architecture which is flexible and adaptable to the EA's broader needs and developments in technology.
- A supplier that leverages the user-base to build a community around our service to enable continuous improvement.
- A multi-disciplinary team that works in the open in a collaborative and transparent manner, moving away from a traditional combative “vendor vs client” model.
- A platform that uses processes to protect users' privacy and secure the onwards transportation of data (built in accordance with the principle of least privilege for sensitive data), and recognises the importance of using data as an asset.
- A methodology for IT service management aligned to best practice which drives consistency across the management of infrastructure and platforms to ensure consistent levels of performance and reliability.

Packaging approach

Whilst the EA will use the market engagement and any associated insights to refine our packaging approach, the EA is currently minded to procure all capabilities as a single contract at this stage because:

- further disaggregation would increase the service and technical integration risks;
- any potential savings achieved would be offset through increased contract management and technical oversight;
- responsibility is best sat where the capability lies;
- a larger single contract is likely to be better value for money overall for the EA;
- a key objective for WIP is technology rationalisation and this will be difficult to achieve with a disaggregated procurement approach.

Key packaging considerations



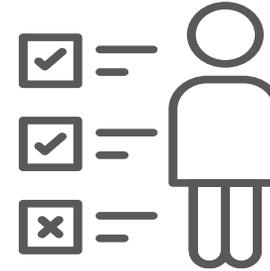
User needs



Value for money



Evidence based



Internal/external
delivery capability



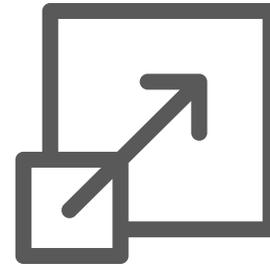
Supply chain
attractiveness



Sustainability



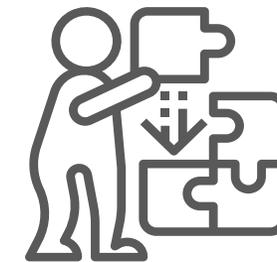
Social value



Scalability



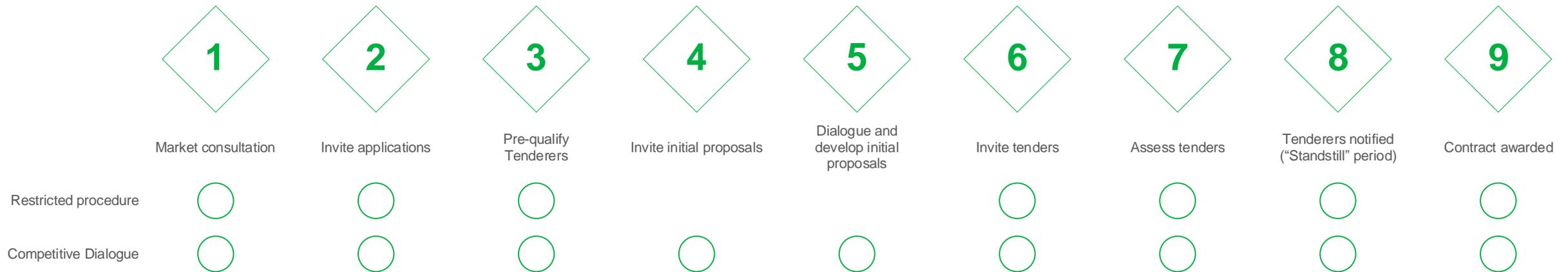
Policy influences



Ease of
transition and
integration

Route to market

- Due to the significant business change activities and related costs, the EA intends to procure a contract for up to 10 years (e.g. 6+2+2) and therefore is not considering framework agreements as a viable route to market.
- We are considering the relative pros and cons of the following “OJEU” (as was) routes to market, **the restricted procedure** (<5 suppliers) vs **the competitive dialogue procedure** (<4 suppliers) (current preference).



Award criteria and social value

The EA is minded to adopt the following award criteria:

- technical solution: 65%;
- social value: 10%;
- price: 25%.



Social value is now **mandatory** in government contracts.



Defra plays a leading role in IT sustainability in government.

Key commercial considerations

- Form of contract.
- Implementation approach.
- Payment mechanism and performance management regime.
- Infrastructure and platform management rationalisation.
- Roles and responsibilities.
- Opportunities for reuse.
- Future proofing.
- TUPE.

Next steps

Prospective tenderers are invited to complete a market engagement questionnaire at <https://forms.office.com/r/sVnUAYMVDM> by Monday 16th May 2022 10:00.

We are especially interested to hear about:

- a) software and technology services that are relevant to WIP; and
- b) any views on the extended direct warnings (EDW) service.

The EA will review those questionnaires and then invite a subset of prospective tenderers (up to 15) to a 30-minute one-to-one session (held at 13:00-13:30, 13:45-14:15, 14:30-15:00, 15:15-15:45, or 16:00-16:30) on:

- Tuesday 24th May 2022,
- Wednesday 25th May 2022, or
- Thursday 26th May 2022.

Questions

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