

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
Section	1	Method Statement questions		
Question	1.1	Web design	<p>Bidders are required to detail how their system meets or will meet the requirements for web design including look and feel; third party interaction and functionality. Responses should include detail of previous experience of delivering the above elements, development work required and highlight any areas that can't be met or can be developed but won't be available until after the 1st September 2016.</p> <p>Bidders should provide examples of having provided key functionality in other websites they have built, examples of look and feel they have already developed and should identify which elements are included in their core product</p>	<p>Rock Kitchen Harris is a full-service agency that has been delivering exciting and engaging websites and digital projects reliably, on time and on budget since 1995. Our advertising and marketing roots help us get into the minds of our clients and their customers. We recognise that Inspire needs to be seen as generating awareness of the arts and providing a central voice for culture in the area.</p> <p>Our passionate, focused and highly skilled multidisciplinary team will provide you with a long-lasting website that will serve to stimulate public interest and generate significant returns for your organisation over the coming years.</p> <p>## Look and feel</p> <p>The look and feel of your website is vital: first-time visitors need to immediately connect with your brand, vision and ethos, feeling part of something and return visitors need to be able to engage with the community.</p> <p>The website look and feel must be authentic to Inspires' aspirations and your target audience and consistent with other marketing materials to promote a single powerful brand. We will draw upon research carried out when developing the brand to inform its application to the website whilst stringently following your brand guidelines, which we have already studied. Given your audience, we will avoid overuse of council and stakeholder branding and through consultative design we will adequately present your stakeholders (in particular funding bodies) while clearly presenting the culturally focussed Inspire identity.</p> <p>We will create a fresh, memorable and premium experience using bold typography, striking colours, on brand and high impact professional photography. Aesthetic impact will be underpinned by subtle design details such as accent colours and icons, which will strengthen the brand and imbue a sense of quality and personality.</p> <p>## Third party interaction</p>

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				<p>Whilst the Inspire website needs to be the central hub of activity for your audience, we recognise the need to work with, link to and plug in to other pre-existing services for maximum efficiency and cost-effectiveness.</p> <p>We have years of experience integrating with third party systems. We will work closely with you and your partners to put the best solution in place - be it links/popups to third party services, HTML widget embedding, or, direct integration with an existing API where available.</p> <p>We have reviewed your required external interfaces and during mobilisation, will work with each to propose the most appropriate interface method given the relationship and system requirements. For example in the case of content sharing, we recommend linking to the single definitive source. If this is not feasible, then we will use the next simplest approach - monitoring the definitive source and reflecting the changes via the CMS. For large or frequently changing piece of content, we will interface using APIs.</p> <p>We have experience of integrating both Eventbrite and Picatic event management systems,; the latter supports the increasingly popular Stripe payment platform, which is a potential way of processing payments online for its low fees, reliability and flexibility.</p> <p>## Functionality</p> <p>### Phase 1</p> <p>We will deliver all Phase 1 functionality by the required deadline:</p> <ul style="list-style-type: none"> * Event listings - our CMS will allow you to add event information across all the categories and fields listed in your requirements. We will also propose additional fields where appropriate, such as a clickable/searchable maps to display event locations. * E-booking - we will set up, integrate and provide you with access to either Eventbrite or Picatic, allowing customers to seamlessly book tickets for events directly from the website with automatic payment. Attendance can be managed using digital ticketing and free mobile apps, or using attendance lists.

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				<p>* News - you will be able to add news featuring headlines, rich text with formatting, images, video links and more. Specifying publish and expiry dates for the content will allow news articles to automatically show and hide on the website as required, after being efficiently added in batches.</p> <p>* Forms - the CMS provides you with the ability to create forms using text fields, text areas and other field types, and choose to both email responses to an address you specify or store them as entries viewable via the CMS. More advanced forms will be generated using WuFoo, a form creation system for complex forms with logic, branching and even payment facilities.</p> <p>### Phase 2</p> <p>We will deliver both the requirements outlined in Phase 2; we recommend finalising the chosen approach when they are needed, ensuring you adopt current best practice.</p> <p>* Staff area - whilst large platforms like Yammer exist, depending on staff numbers our professional preference is to implement Basecamp as a shared staff area, for example we implemented this for multiple stakeholders across several police forces. We will provide Inspire with a free Basecamp project area, where staff can post messages, link directly to Office 365 and other such tools, create and manage to-do lists, and chat in real-time.</p> <p>* Teachers area/students area - as per the specification and tender Q&A, we will provide all implied functionality from the Brilliant Book Award website as part of our offering. Based on developing numerous similar systems in the past, we have assumed that there is a central administrator for adding long/shortlisted books, and that teachers/ students can log in to register their votes; with the system automatically tracking votes. We will create a registration process to allow users to sign up and manage their account.</p> <p>### Phase 3</p> <p>* E-commerce - this requires a dedicated commerce platform. We will introduce a Shopify-powered e-commerce website overlaid with the core website brand and styling. We have used this powerful managed e-</p>

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				<p>commerce platform extensively, including on websites such as [Has Bean][1] for processing orders worth hundreds of thousands of pounds every year.</p> <p>* Donations - a dedicated and recognised donations platform is required. We have used JustGiving on websites such as [LOROS][2] to allow visitors to effortlessly donate thousands of pounds every year, including Gift Aid contributions. We will set up a Gift Aid profile and link it to the Inspire website.</p> <p>[1]: http://www.hasbean.co.uk/ [2]: http://www.loros.co.uk/</p>

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Question	1.2	Content creation and user journeys	Bidders are required to detail how they will approach supporting Inspire's content creation and user journeys	<p>We have a wealth of experience designing and delivering websites for the types of audience you have identified - from general visitors, to volunteers and job seekers to children. We understand the needs and demands from these audiences and can ensure that we meet them through thoughtful design and evidence gathered from user research.</p> <p>Matt Ots is our User Experience designer and works alongside Saransh Gupta (User Researcher) and Steph Brown (Content Marketer,) ensuring that content and related user journeys remain relevant, interesting and useful. He has worked at RKH for over 8 years for a range of clients including universities, central government departments, charities and local and national businesses.</p> <p>Activities the team will use to gather user insight and keep your website focused, relevant and interesting include:</p> <p>GUERILLA/POP-UP USER RESEARCH Our user researcher will visit public locations (such as your libraries) and conduct interviews and surveys with the public to give real insight into the sorts of website content they would be interested in and engaged by. The user researcher feeds back the findings to the wider design team and serves as an invaluable reference during the design and development process.</p> <p>STAKEHOLDER INTERVIEWS Your users take priority, but stakeholders are important too. Our team will interview key stakeholders from your organisation, taking particular note of challenges, fears, concerns and known solutions to help inform an overall better design. We ensure the project strikes the right balance between user needs and stakeholder requirements.</p> <p>CARD SORTING We will hold a card sorting workshop, whereby key stakeholders and public participants will join our team to discuss and prioritise content from the current and proposed website. Content pages are represented by individual cards that are physically laid out and discussed. As the workshop progresses, cards are prioritised and grouped based on emerging themes, ultimately forming the optimal website structure. We have used this technique to great effect with clients such as the Home Office and Segura Systems, ensuring</p>

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				<p>that navigation is simple and content is logically structured for ease of use.</p> <p>PERSONAS Our user researcher will interview real users and your existing insight and research to generate a range of 'personas' - fictional characters that each represent specific types of website user. Personas provide a consistent person that all design and usability decisions can be measured against.</p> <p>USER JOURNEYS Working in close collaboration with you either onsite or as part of an away day at our offices we will feed back all that we learn from user research and interviews, and develop a series of robust user journeys that cover the most important aspects of your website, and that can be effectively measured against in further user research once a Beta site has been developed.</p> <p>CONTENT CREATION With a firm understanding of the target audience, Steph (and the wider team if required) will ensure that all content created is relevant, interesting and engaging. Content will be measured against key performance indicators developed through personas and user journeys to ensure that it meets requirements.</p>

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Question	1.3	Content Management System	Bidders are required to detail which content management system they would use and how they would meet the requirements of the specification.	<p>Every digital project we have delivered in the past 15 years has been realised with open source software. We are strong proponents of open source software and the freedom, flexibility and low cost it provides to us and our clients.</p> <p>As a company we have been delivering Content Management Systems to our clients for over 20 years and we have developed specific expertise in configuring them to provide optimal functionality. We omit unnecessary features and ensure you have enough power to meet your day to day requirements without the complexities and training burden of more complicated solutions.</p> <p>The Content Management System we will use is [Wagtail][1], built on top of [Django][2], the [Python][3] web application framework. What this means for you is that you will have full access to a highly polished, incredibly simple and user-friendly CMS to manage your website content day to day. The CMS is incredibly easy to use, clients regularly tell us how simple we have made their job.</p> <p>Since Wagtail is open source, built atop an open source framework atop an open source programming language, it is highly flexible and can be configured to perfectly meet your needs at low cost and with minimal effort. It is a tried a tested platform used to power hundreds of websites with hundreds of CMS users, including large scale sites such as the [Royal College of Art][4].</p> <p>Some strengths and features that are particularly relevant include:</p> <p>FLEXIBILITY The CMS is modular and built on top of open source technologies. It is entirely flexible - us or another team could potentially develop additional functionality without affecting the core system, without having to rebuild it and without being suffering from lock-in.</p> <p>EASILY ADD AND EDIT CONTENT Many of our clients have commented on the simplicity of the CMS and how it allows them to add or edit content with minimal effort. Permissions mean that administrators and editors only need to see parts of the website that</p>

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				<p>are relevant to them.</p> <p>SIMPLE CONTENT FORMATTING Almost all modern CMS' provide content formatting through Microsoft Word-like toolbars, but many create output that breaks accessibility guidelines or looks poor. The editor in Wagtail CMS is able to accept cut and paste text from other sources, but its unique 'streamfield' function allows you to freely mix and match different types of content (headings, pictures, images, video embeds, etc.) without compromising the overall design. Editors still work with a toolbar and visual representation of content - they do not need to understand HTML or worry about choosing the 'wrong' colours or text styles. Pages added and edited via the CMS remain fully WCAG compliant (see later section on accessibility).</p> <p>[1]: https://wagtail.io [2]: https://www.djangoproject.com [3]: https://www.python.org [4]: http://www.rca.ac.uk</p>

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Question	1.4	Implementation Plan	<p>The bidder will provide</p> <ul style="list-style-type: none"> • Project management method and outline sample project plan to show actions, milestones, responsibilities, sequence/process and payment profile • Details of who the personnel working on the project are and their qualifications and experience • Make particular reference to the intended implementation timetable shown in Part 2 of the ITT documents. Indicate your ability to commit to have phase 1 functionality in place by the 30th June 2016, with full functionality in place by 1st September 2016 • Confirm that all tasks and actions described are included in the cost indicated in the Pricing Schedule 	<p>## Agile and Waterfall</p> <p>We manage projects in the way that best suits our clients. Irrespective of the methodology, communication is key. We will provide full access to Basecamp, an online project management system. Basecamp allows us to collectively and transparently discuss issues, share ideas, make decisions, upload files and track milestones. All communication is sent via email but Basecamp provides a definitive resource.</p> <p>You have outlined several phased approaches and have requested specific milestones for delivery so we will primarily use traditional waterfall project management methodology, introducing Agile where necessary. Exercises like wireframing will be completed and approved via Basecamp in accordance with the time scales, ensuring that resources are invested in the most efficient way.</p> <p>Internally, we will employ the Agile techniques our team are accustomed to including rapid prototyping, user research to drive design decisions, internal standup meetings to maintain team focus, and fixed-length development sprints to keep to budget.</p> <p>## Mobilisation team</p> <p>Your project will be overseen by Paul Sculthorpe, one of the directors and owners of RKH, and the person directly responsible for RKH's digital team. Paul has been with the company for over 15 years, starting as sole developer before growing the team to a third of the company overall. He will be actively involved where necessary.</p> <p>After 10 years managing projects for London agencies, Harshul Modha joined RKH a year ago. He is Digital Account Director and will run the project. He will monitor budgets, manage the team, schedule work and frequently communicate with you throughout.</p> <p>Kyle Bayliss, Senior Web Developer, has been at RKH for 7 years and will oversee the technical build of your website by guiding and advising the rest of the development team.</p>

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				<p>Andy Babic is a Web Developer that has been with us for 8 years and is particularly skilled in designing and configuring the Wagtail CMS that we will provide you. He will work alongside the rest of the development team to ensure that the CMS works as required.</p> <p>Matt Ots, User Experience Designer, has been with RKH for 7 years and will be responsible for the overall design and build of the public-facing pages, working closely with dedicated designers and ensuring that the site remains attractive and easy to use in accordance with recognised web standards.</p> <p>Saransh Gupta is a User Researcher that joined RKH last year with a background in Ergonomics and Human Factors. He will work closely alongside Matt, conducting user research, facilitating workshops and ensuring that real user feedback is used to inform the design and development of the site.</p> <p>These people will be supported by more than 20 others.</p> <p>## Mobilisation</p> <p>See implementation-plan.pdf for a detailed breakdown of our plan and time scales.</p> <p>## Commitments</p> <p>As per your intended implementation timetable, Phase 1 functionality will be in place by 20th June 2016, and full functionality will be in place by 1st September 2016. We can confirm that all tasks and actions described are included in the cost indicated in the Pricing Schedule.</p>

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Question	1.5	Technical support and training	<p>Bidders should provide</p> <ul style="list-style-type: none"> • Details of training provision, to include: <ol style="list-style-type: none"> i. Formal functional training provided to specialist and operational staff ii. Number of on-site training hours provided (at the customer's preferred location) iii. Remote and web-based training facilities iv. Training manuals and electronic support • Describe the process by which <ol style="list-style-type: none"> i. Inspire staff can log application problems, ii. How and where they are processed, iii. Inspire staff are kept informed of progress on logged problems. • What is the expected response time to resolve a recognised software malfunction in the core product (i.e. a "bug")? 	<p>Giving your organisation the freedom to make frequent changes and updates to the website is the best way to imbue it with the passion, dedication and understanding that is unique to you, and that it needs to communicate the importance of the organisation.</p> <p>Content Management Systems are a highly cost-effective way of doing this - so long as you know how to use the system you have purchased in the first place through ease of use and high quality training.</p> <p>To enable you to do efficiently use the CMS, we will ensure that your staff has a full understanding of exactly how to use the CMS day to day. We'll make sure your staff always have ready access to our support throughout the duration of the contract via Basecamp, telephone, and where necessary in person. We will help in any way we can.</p> <p>## Training provision</p> <p>We have found that the most effective way of teaching is for both your specialist and operational staff to learn by doing what they will respectively need to do on a regular basis.</p> <p>Harshul, Kyle and Andy will facilitate three 7.5 hour sessions, accommodating a small number of CMS users in a classroom environment. Based on your specific concerns and needs, they will be present to answer questions, provide demonstrations and speak to people individually to directly address concerns. Harshul will compile all feedback and learning from the sessions and make it available as a downloadable FAQ and bespoke training manual via Basecamp.</p> <p>We have found that this type of training is so effective, and the CMS so simple, that workshop attendees can go on to teach others with ease. A recent example is the Leicestershire-based hospice charity LOROS. We carried out a single day of training with key staff members, who then went on to teach new and existing staff members what they learned. The site has been running for over two years and we haven't had to provide any additional training since.</p> <p>## Electronic support</p>

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				<p>We provide direct access to the RKH team via Basecamp, where any questions can be shared with us and your organisation. Harshul will manage all raised issues, and he and the team will respond to any queries via Basecamp within one business day. These requests naturally extend the growing knowledge base in Basecamp - documentation grows around the real needs of your organisation. Your team will continue to have full access to Basecamp post launch and can log in at any time, providing a permanent online resource for them to refer to.</p> <p>## Response time</p> <p>Our initial response time on any raised issues for this project will be within 8 working hours. On similar projects of this scale and importance, we typically respond within around 4 hours, and have delivered to this level 100% of the time.</p>

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Question	1.6	Change Management	Bidders are required to detail how they will manage ongoing changes required to the website during the lifetime of the contract.	<p>## Ongoing changes</p> <p>It is natural and understandable that new requirements will arise as the site increases in use and relevance. We strike a balance between being there when you need us, and being proactive in suggesting new ideas - if our team has suggestions about how we can introduce a new feature or improvement due to changes in technology, Harshul will proactively raise it via Basecamp.</p> <p>We're proud to be flexible, proactive and fair in this area - if a site change is required, you can post it to Basecamp where Harshul will provide a timeline (and cost, where appropriate) for you to respond to before we take any action.</p> <p>Changes fall into three categories:</p> <ol style="list-style-type: none"> 1. Bugs are honoured by us and fixed at no charge for the first 12 months - we will measure their severity internally and prioritise to avoid impact to your service 2. Simple change requests (e.g. simple text amend) are carried out free of charge 3. More significant changes to functionality are quoted for accordingly at our hourly rates (see cost schedule). Depending on the size and scope of the changes we are happy to meet and discuss in person at no extra charge

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Question	1.7	Contract Management	<p>Bidders are required to detail how they will manage the contract. To include as a minimum</p> <p>a. Frequency of service reviews and what they will include</p> <p>b. Reporting</p> <p>c. Escalation paths and levels within the company for unresolved issues</p>	<p>We operate with as flat a structure as possible and want to build a long-term trusting relationship with you like we have our other clients.</p> <p>We recognise the need for you to have a key contact. Harshul will manage the contract and attend all service review meetings, consulting Paul on any relevant matters as and when required.</p> <p>## Service reviews</p> <p>Regular service reviews are important but we aim to provide a continual and reliable channel of communication at all times regardless, rather than you having to wait for a service review.</p> <p>We are flexible when it comes to regular service reviews - we would suggest that during the early stages of the project we meet every 4-5 weeks. Service reviews will cover:</p> <ul style="list-style-type: none"> - performance review (work completed, work in queue, work in backlog) - planning new features - blockers that need resolution - any other business <p>As time progresses and you become more comfortable and familiar with both the website/CMS and the relationship with us we would expect the frequency and/or duration of service reviews to decrease.</p> <p>A good example of how we conduct regular service reviews can be seen in the Police.uk project for the Home Office. We have provided a Basecamp project where we communicate almost daily, but once a month we meet in person to discuss the project. We also hold a monthly Security Working Group teleconference.</p> <p>## Reporting</p> <p>Making sure you're fully aware of all issues and current project status helps to maintain a continually high standard. Basecamp allows us to provide total transparency - at any time you can check high-level progress or delve into more detail.</p>

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				<p>Every meeting, service review and phone call is documented in Basecamp for future reference and a daily summary email is sent to you.</p> <p>## Escalation paths</p> <p>Paul Sculthorpe (Director) has full sight of project progress via Basecamp, from inception to technical issues to governance and contracts to delivery and review.</p> <p>At any time, you're able to escalate issues directly to Harshul (Account Director) in the via Basecamp but you will also have direct email and personal telephone contact with Paul if required. If Harshul cannot resolve the issue within five days, Paul is involved to assist.</p> <p>## Long term partnerships</p> <p>We are proud with our track record of fostering long term relationships with our clients. They are built on trust and mutual respect and honesty. Many of our clients have worked with us for long periods of time because we are trustworthy and reliable:</p> <ul style="list-style-type: none"> - we built the Content-Managed Leicestershire Police website in 1995 and have continued to provide the force website ever since - we redeveloped the Everards Brewery website in 2007 and have continued to work on it ever since - we have worked with the Home Office on Police.uk since 2009, and when the contract was due for renewal in 2015, they chose to extend with us rather than re-tender
Section	2	IT Functionality		
Question	2.1	Any data stored by an external supplier MUST only be stored within the boundaries of the EU.	Mandatory requirement. Providers must confirm compliance.	Yes

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Question	2.2	Data MUST NOT be accessible by other entities other than those defined in contract schedules.	Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.3	Data should be encrypted where confidentiality is required.	Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.4	The Solution should utilise Inspire's Active Directory for authentication	<p>Where there is no integration into an Inspire authentication facility, can the user-id authentication be managed by an Inspire administrator?</p> <p>Desirable functionality. Please describe how your solution can provide this?</p>	<p>Active Directory integration is a useful feature because it reduces user administration - your current AD server can be used to authenticate users logging in to the CMS we provide, rather than having to maintain separate user accounts.</p> <p>However, to ensure that budget is allocated to the areas that need it most and in the spirit of Agile development, we recommend omitting AD integration in phase 1 until collectively, we have a better understanding of the user levels and time this might save. From the outset, we would prefer to provide you with full user administration via the Wagtail CMS interface, which will allow suitably verified administrators to set up any number of users with granular permissions that allow a user, for example, to only add and edit blog entries, but not entire pages.</p> <p>In this area and wherever possible, we try to adopt an Agile stance by building only what is needed, reducing overall complexity and ensuring budget and resource is available where it is most needed first.</p>

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Question	2.5	Should utilise Inspire Active Directory for role based privileges	where Inspire AD is used for authentication Desirable functionality. Please describe how your solution can provide this?	<p>The previous answer covers our reasons for approaching this in an Agile manner. If or when Active Directory integration is required, then we can interface the login screen of the Wagtail CMS with the Inspire AD server, and use custom fields in the user profile to determine which parts of and how the user can access the CMS.</p> <p>Role based privileges are important because they give you the flexibility you need to safely distribute responsibility for the website across your team.</p> <p>In order to successfully integrate, we will need suitable credentials during the development stage so that we can fully test and Quality Assure the integration. Your AD server will also need to be accessible from outside your network as the public-facing website will be located outside of your network.</p> <p>We have successfully carried out similar Active Directory integration for Loughborough University so that staff across the campus can log in to the application we developed, which allows them to confidentially identify strengths and weaknesses in their leadership skills. The application is set to launch in the next few months.</p>
Question	2.6	Where connectivity and/or integration to 3rd party systems is required encryption security measures will need to be put in place such as SSL.	Connections such as payment providers are required by law to comply with PCI security standards. Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.7	SSL encryption is required where personal information or payment details are submitted to the website.	Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.8	The supplier will secure their systems with appropriate and update anti-virus software.	Mandatory requirement. Providers must confirm compliance.	Yes

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Question	2.9	Access, management and authoring of the website to be done via standard browsers such as Internet Explorer and Google Chrome without the need for additional software or plugins.	Current browser versions which are expected to be compatible with the content management system are Internet Explorer 11, Safari V9, Chrome V46 and Firefox V37 Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.10	Graceful degradation of website functionality should be performed where browsers are not able to provide full functionality (for older browser versions).	Desirable functionality. Please describe how your solution can provide this?	<p>Accessibility and inclusion should be considered in any website development, but it is a particularly pertinent issue for public sector organisations, where you have a duty to provide access to people from all demographics and abilities.</p> <p>We take every care to ensure that any functionality we include in every website we make leads to the most consistent experience possible across platforms and old browsers. Technologies like JavaScript can enhance the website experience for the majority, but it is important to ensure that those without it are not ruled out of the core functionality.</p> <p>We guarantee that every public-facing element of the Inspire website will feature graceful degradation so that the maximum spectrum of browsers and devices can be supported.</p> <p>Similarly, the same techniques we apply will allow the website to automatically support modern browsers across multiple platforms, from desktop to tablet to mobile.</p> <p>With projects like Police.uk which receives millions of visits per year, the range of browsers and devices used to access it are incredibly diverse - we meet the Home Office standard for accessibility, independently audited by RNIB.</p>
Question	2.11	Delivery of the website in a responsive manner, therefore ensuring that it will be	e.g. desktop monitors, mobile phones and tablets. Mandatory requirement. Providers must confirm compliance.	Yes

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		accessible through a range of platforms.		
Question	2.12	Integration facility of the content management system by means of REST and/or SOAP web services.	Desirable functionality. Please describe how your solution can provide this?	<p>The open source Wagtail CMS and Django, the framework it is built upon, were designed with flexibility and extensibility built in since inception. Both projects use modular, pluggable architecture and are built around modern REST APIs.</p> <p>As such, Wagtail features a fully functional REST API, allowing content to flow both into and out of the website with no intervention via the CMS.</p> <p>If you need to automatically insert content into the website, then we can work alongside you via suitable change requests to develop the functionality to do this via the API.</p> <p>If your team would like to access the website content programmatically, then the API is fully documented and maintained, and we can assist you in getting set up to consume the website content.</p>

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Question	2.13	Syndication of content to and from other websites.	In case web services are not available, please explain how syndication of content will be achieved. Mandatory requirement.	<p>Where third parties cannot provide APIs that allow us to programmatically push or pull content for syndication, then we will make your content as accessible as possible by other means. For any 'list' page (event listing, news articles, etc.) we will expose the content in industry-standard RSS format, so that it can be accessed and reused elsewhere without the need to re-key or cut and paste the data manually.</p> <p>If there are specific use cases where your content needs to be accessed in, for example, RSS format to be reused on a different website, then we can work with you to set this up. Working with the civil engineering company Danaher & Walsh, we set up RSS feeds of their articles so that they could reach a larger audience by being syndicated on industry websites and blogs.</p> <p>If content exists on other websites that you need to include on the Inspire website, then we can work with you to include it where the first-party website provides the content in an industry-standard recognisable format.</p> <p>A recent example where we have achieved this is in the John Ferneley College website. To avoid having to recreate calendar events on the website, the college exposed their Microsoft Office 365 calendar feed, which the website we created picks up and seamlessly integrates into the public-facing calendar.</p>
Question	2.14	The customer is able to access and use a content staging area allowing full editing rights to all pages before publishing.	Mandatory requirement. the bidder should explain how this can be achieved.	<p>With so many stakeholders and potential content editors, having the ability to preview content before it is launched to the public is critical. The Wagtail CMS provides all users with the ability to create draft content, which can be fully previewed within the context of the public-facing website before it has been officially published.</p> <p>This functionality allows one or many CMS users to ensure that their content is formatted precisely how they wish before going live. At any time the draft content can be instantly published, and vice versa.</p> <p>Related, we will include the Wagtail page history module in our CMS installation. This functionality means that every version of every page saved, draft or otherwise, is saved and can be restored at any point in future, providing peace of mind and security if mistakes are made.</p>

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Question	2.15	The customer will have full access to create and modify styles and designs through Javascript, HTML and CSS.	Where this isn't available by means of Javascript, HTML and CSS the bidder should explain how this can be achieved. Mandatory requirement.	<p>We can provide you with full access to create and modify HTML, CSS and JavaScript, but the Wagtail CMS is designed with user-friendliness and content editors, not designers and developers in mind. As such, direct access to the HTML, CSS and JavaScript template files is not provided out of the box.</p> <p>However, since we maintain all website source code in industry-recognised private repositories (GitHub and Bitbucket), we will provide full read and write access to those with sufficient privileges, such that in-house design changes could be accommodated.</p> <p>For security and stability we would need to further discuss this requirement with you before we allowed direct access to the repository, and any changes made would need to be agreed between RKH and yourselves before publication.</p> <p>We have the same arrangement with Everards Brewery, for whom we have developed several back office applications that allow licensees of their pubs to manage their own finances. The applications we have developed are fully accessible by sufficiently skilled developers within Everards Brewery, and their changes are committed and logged in the repository alongside our own.</p>
Question	2.16	The website and all administration interfaces, are required to exceed the basic level of compliance that the World Wide Web Consortium (W3C) recommend in their Website Content Accessibility Guidelines (WCAG) version 2.0 and achieve double A compliance. Double A checkpoints that are not met should be	Mandatory requirement. the bidder should explain how this can be achieved.	<p>With decades of experience designing and developing content managed websites for the public sector, we are very experienced in ensuring that we match whichever WCAG level is required by our clients.</p> <p>We will ensure that the Inspire website meets full WCAG AA compatibility as requested by checking it against the standards using a combination of both manual testing against checklists, and automated testing against validation tools. For multimedia content, where closed-captioning or transcripts are required, we assume that you will provide these via the CMS.</p> <p>We have achieved full WCAG AA compatibility on Police.uk, which we designed and developed for the Home Office. This website was independently audited by RNIB and actions from their report rectified within two weeks.</p> <p>We are happy to work alongside the auditor of your choice, or would be</p>

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
		<p>identified as part of the tender response. Any additional accessibility or disability testing that has been carried out should also be outlined</p>		<p>happy to arrange for RNIB to carry out an independent audit at an additional cost.</p>
Question	2.17	<p>The website should be able to display embedded media content such as Youtube videos.</p>	<p>Mandatory requirement. Providers must confirm compliance.</p>	<p>Yes</p>

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
Question	2.18	The Content Management System should be able to manage, store and display rich media content.	Desirable functionality. Please describe how your solution can provide this?	<p>The use of rich media is critical to the success of the Inspire website - the use of high impact photography and video helps to enrich the user experience and make it memorable and representative of the activities you promote.</p> <p>## Manage media content</p> <p>The Wagtail CMS is designed heavily around content editors, making media management seamless and simple. Wagtail provides you with the ability to upload single or multiple assets once and take advantage of media management specific features such as:</p> <ul style="list-style-type: none"> - automatic cropping and resizing - upload an image once in high resolution and the CMS will automatically generate all and any resized or cropped images as defined in the content templates we produce - content-aware cropping - when Wagtail has to create smaller versions of or differently shaped versions of the source image, it can intelligently crop the image to the part that contains the most interesting content (using the OpenCV library) - file management - use tagging and search to arrange and find files quickly and easily during content creation - choose from library - visually select media files from the library during page edits - no need to cut and paste URLs or remember file paths <p>## Store media content</p> <p>Your website will be hosted on cloud-based architecture using scalable storage infrastructure, and based on our experience of usage patterns for websites similar to yours, we will provision you with up to 200GB of storage space for images and other assets. This limit is for guidance only and we will not automatically enforce a limit - we will keep you updated well in advance of reaching any storage limits in our regular service review meetings when you first reach 50% capacity.</p> <p>## Display media content</p>

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
				<p>All uploaded media can be published within content pages by adding the content from within the asset library during page creation. Wagtail will automatically crop and size the image to fit most appropriately with the specific page template in use.</p> <p>A recent example of a client fully utilising these features is Danaher & Walsh, a civil engineering company whose content editors are limited in terms of their technical ability and software available onsite. They take full advantage of Wagtail's CMS features to ensure that images are cropped and resized automatically with no intervention from content editors.</p>
Question	2.19	Load time of web pages served by the Content Management System should on average not exceed 5 seconds.	Mandatory requirement. Providers must confirm compliance.	Yes

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
Question	2.20	The successful bidder will provide assistance with migration of content from the website from Nottinghamshire County Council.	<p>Explain how migration of content from the current website will be carried out and what experience the bidder has with this work. The current platform is jointly hosted on Easysite and Umbraco within NCC's infrastructure.</p> <p>Mandatory requirement.</p>	<p>We can provide all the help you will need to migrate content from your legacy websites.</p> <p>There is functionality available in both Easysite and Umbraco that allows you to automate the migration of content. Assuming that you can identify and list the content you wish to migrate, then we can feasibly automatically extract content and migrate it to the new CMS.</p> <p>However, given our research-driven approach to the design and development of the new website, we strongly recommend migrating content manually following a review procedure.</p> <p>This process will allow you and us to review and evaluate existing content to see if it should be imported into the new website as is, if it needs a content review and edit, or if it needs combining or deleting altogether as it is no longer needed.</p> <p>Matt Ots (UX Designer) and Steph Brown (Content Marketer) will work closely alongside your team for a total of 4 days, to help edit and transfer the content directly into the CMS, reflecting the optimised user journeys and architecture.</p> <p>There is an additional advantage to this approach - your new website will benefit from refreshed content that we know meets accessibility guidelines and has not carried across legacy problems from the previous websites.</p>
Question	2.21	Technical support is required to be available between the hours of 8am and 5pm during weekdays.	Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.22	Where the live service of the website is affected the supplier should respond to incidents within a time period of 15 minutes.	<p>Priority of the incidents will be communicated and agreed by the customer at the time of reporting.</p> <p>Mandatory requirement. Providers must confirm compliance.</p>	Yes

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Question	2.23	Where minor incidents are encountered the supplier should respond to these within a time period of 1 hour.	Priority of the incidents will be communicated and agreed by the customer at the time of reporting. Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.24	Incident resolution will be carried out on a priority basis with a minimum fix period of 4 hours and a maximum of 24 hours.	P1 priority is a "site down" status. Other priority statuses to be agreed. Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.25	Planned outages are communicated to the customer with a minimum of 7 days' notice.	Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.26	Uptime of the website will be monitored by the successful bidder with a minimum site availability of 99.8%	This information will be supplied to the customer on a monthly basis. Mandatory requirement. Providers must confirm compliance.	Yes
Question	2.27	Core service hours are between 8am and 8pm during weekdays and 9am and 1pm on Saturdays. It is expected that the successful bidder will endeavour to maintain availability outside the core service hours.	Inspire staff should have the ability to log into Google Analytics to review web statistics. Mandatory requirement. Providers must confirm compliance.	Yes

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
Question	2.28	Statistics such as visitor numbers, page views and geographic spread will be provided to the customer through Google Analytics.	<p>Inspire staff should have the ability to log into Google Analytics to review web statistics.</p> <p>Mandatory requirement. Providers must confirm compliance.</p>	Yes
Question	2.29	Resilience of the website and services should be provisioned by means of active and or passive fail over.	<p>Explain how resilience of the website and content management system is taken care of and that factors such as continuation of service, back ups and increased storage needs are taken into account.</p> <p>Desirable functionality. Please describe how your solution can provide this?</p>	<p>Continuity and reliability are important for the integrity of your brand - we will put appropriate measures in place to mitigate the risks.</p> <p>System maintenance is the responsibility of Iain Dawson and Liam Brown, two of our developers that also have years of experience in operations and security, but Paul (Director) and Kyle (Senior Web Developer) are also involved where required.</p> <p>The website will be checked every five minutes using Pingdom, a popular website monitoring tool that alerts us of minor issues before they escalate via email, SMS and Slack. We use server-level monitoring inside Rackspace's network which alerts us to hardware-level issues.</p> <p>We consistently meet the service levels you have defined through more demanding requirements for other clients and we can do the same for you. Uptime, incident response and page load are all covered. Transactions and user journeys we have been involved in designing are also covered.</p> <p>## Website and server resilience</p> <p>Your website will be hosted within our load balanced scalable Rackspace Cloud estate, who have a 99.999% uptime service level. We use them to host only websites and applications that we have developed - we do not provide any third party access. We do not host websites that other agencies have created and we stringently vet any package, framework or application that we introduce via test environments to ensure that our server estate remains safe and reliable.</p> <p>Each key component (load balancer, web server, database server) is functionally separate so that your website can scale to meet demand.</p>

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
				<p>At a network level, we will host your website behind CloudFlare, the global Content Delivery Network that improves resilience against Denial of Service attacks and provides better performance for international website visitors.</p> <p>### Continuation of service</p> <p>Since your website is being continually monitored with Pingdom, in the event of a catastrophic system failure, your visitors will be presented with a failover page developed in collaboration with you that provides key details about your organisation.</p> <p>### Backups</p> <p>From within the CMS itself, every revision made to every page is stored in a timeline, and you will have the ability to roll individual pages back to previous states following each save.</p> <p>At server-level, your assets are stored in highly redundant cloud storage architecture such as Rackspace Cloud or Amazon S3, website files are backed up daily and exist in logically separate repositories, and databases are backed up hourly using multiple database servers and replication.</p> <p>### Increased storage needs</p> <p>We will provide 200GB of scalable storage for your files and frequently monitor this for growth using measurements taken at server-level by our team. We will advise of growth and any potential need for more storage in our regular service reviews, although we do not anticipate you will need any more than this based on past experience.</p> <p>We have continuity plans in place on a wide range of projects including the high profile Police.uk service for the Home Office, and we can work in accordance with your own plans where required.</p>

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
Question	2.30	The supplier is expected to monitor availability and performance of the website and take corrective action when required.	Desirable functionality. Please describe how your solution can provide this?	<p>Continuity and reliability are important not only for the provision of your services, but also for the integrity of your brand - we take it very seriously and will ensure that your website performs as well as possible at all times.</p> <p>The website will be observed every five minutes using Pingdom, a globally recognised website and server monitoring tool that alerts us of minor issues before they escalate into major ones. We also use server-level monitoring from inside Rackspace's network infrastructure which alerts us in a similar way via email, SMS and Slack.</p> <p>Website availability is at risk from numerous points of failure at application, operating system, hardware and network level. Our entire server infrastructure is scalable because it uses cloud-based infrastructure and load balancing. We would need to discuss your expected usage levels in some detail to provide the specific ways in which we would scale to meet demand, for example but automatically introducing more web or database servers. Given the extremely high traffic sites we host for clients such as the Home Office, we are extremely confident that we can meet your needs.</p> <p>Depending on the nature of alerts from the monitoring systems, Iain, Liam and the wider team will take corrective action in a number of ways:</p> <ul style="list-style-type: none"> - automatically scale web and database server architecture from Rackspace - automatically enable security measures from CloudFlare - manually inspect server usage and traffic types at log-level and introduce additional capacity accordingly based on our experience of handling extremely large traffic spikes

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Question	2.31	A load test of the website should be performed on a quarterly basis with the results being reviewed with a representative of Inspire	Desirable functionality. Please describe how your solution can provide this?	<p>We are happy to work alongside you to accommodate quarterly load tests on the website.</p> <p>Site speed is an important metric that can have a huge effect on user experience and so should be monitored and thoroughly tested before decisions are taken about how to improve performance.</p> <p>We have years of experience load testing and tuning web servers, database servers and back and front-end code and caching to significantly reduce page load times. With that experience we exercise caution, because it always possible to further optimise even the finest tuned server architecture.</p> <p>We can carry out 'informal' load testing using tried and tested cloud-based tools such as Bees With Machine Guns and Yandex Tank. These tools allow us to increasingly stress test websites in a development and live environment and pinpoint potential problem points under high load.</p> <p>We can also accommodate 'formal' load tests, carried out by independent third-party organisations. We would be happy to work alongside any officially recognised load test supplier you might wish to use, providing them with details about how to most effectively stress-test the system based on the analytics recorded.</p> <p>Given the extremely high traffic (large visitor volume) projects we have delivered and continue to actively work on, we do not anticipate any load test issues with your project, although we would request early sight of any potential media activity in advance. For example, the Home Office will give us any advance notice they possibly can if they expect Police.uk to be featured nationally or internationally in press and on television.</p>
Question	2.32	The supplier will provide a telephone based support service during service support hours for the logging of incidents and request for	Mandatory requirement. Providers must confirm compliance.	Yes

Type	Number	Title	Description	Supplier Answer 9 (Rock Kitchen Harris)
		information, advice or action.		
Question	2.33	Outside of service support hours the supplier will provide access to a web form or an email address for logging of incidents and request for information, advice or action.	Mandatory requirement. Providers must confirm compliance.	Yes