



UK Hydrographic
Office

Admiralty Way
Taunton
Somerset
TA1 2DN

Telephone: [REDACTED]
E-mail: ukho-secretariat@ukho.gov.uk
Website: www.gov.uk/ukho

Name: [REDACTED]

Email: [REDACTED]

REF: FOI 2019/03093

01 April 2019

Dear [REDACTED]

Thank you for your email of 20 February 2019 requesting the following information:

“Copy of the bid submitted by the winning bidder for 1 year website support admiralty.co.uk”.

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA).

A search for the information has now been completed within the UKHO, and I can confirm that some information in scope of your request is held.

The information you have requested can be found in the attached. Section 43(2) has been applied to some of the information where disclosure of the information would, or would be likely to, prejudice or harm the commercial interests of Redweb.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.org.uk>.

Yours sincerely,

UKHO Secretariat

redweb®

our response

UK Hydrographic Office
Lot 7 - Website development

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UK Hydrographic Office

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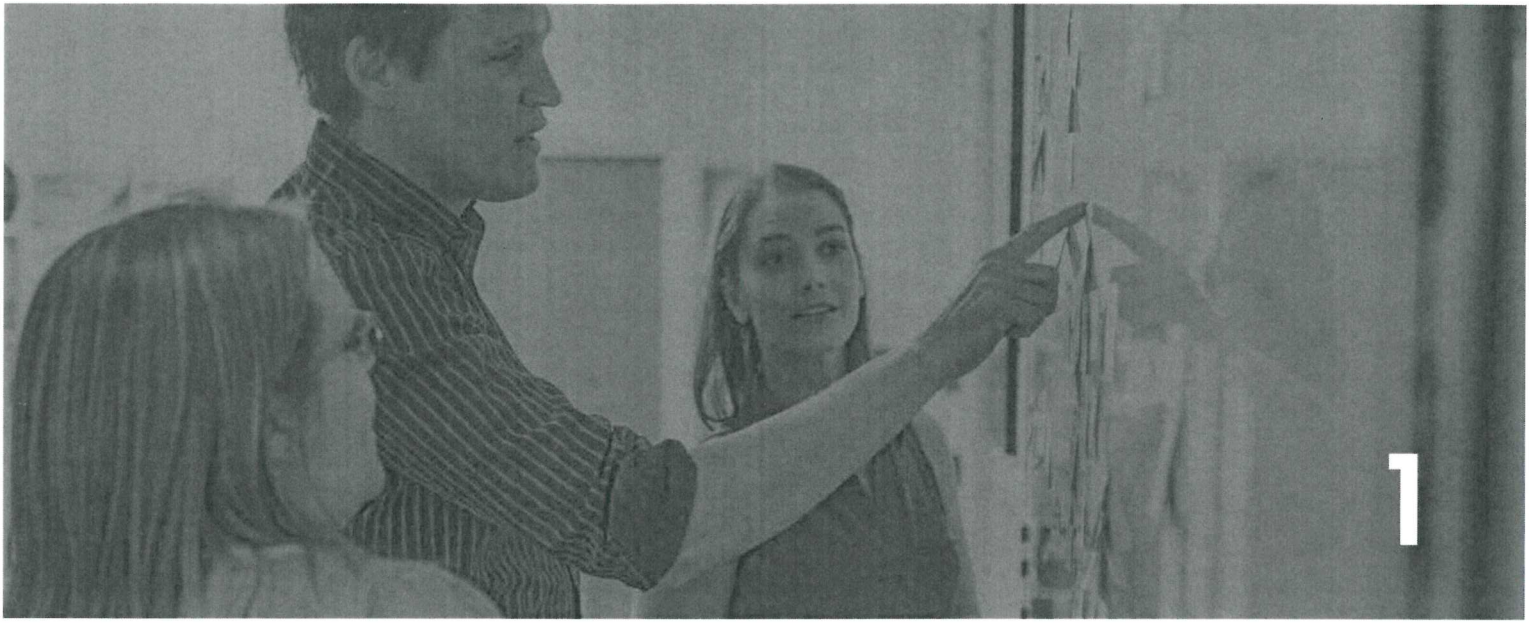
Contributors

Name	Contribution	Roles
[REDACTED]	Author	Client Director, Government
[REDACTED]	Contributor	Head of Client Services
[REDACTED]	Contributor	Technical Director
[REDACTED]	Contributor	Support Manager
[REDACTED]	Contributor	UX Consultant



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*our
proposal*

G2 – Mandatory requirements

Q1. Track record in providing a quality service for a market-leading or major national/international brand with a turnover >£10m

A1.

██████████ provider of exclusive, luxury holiday tours, picked Redweb to design their new website for consumers and travel agents. ██████████ are an international brand with their head office in Canada and European head office in the Channel Islands. They have an annual turnover of over ██████████

Their site ran on an old version of Sitecore and needed immediate support. They also wanted to improve their digital presence and, most importantly, wanted their new site to deliver an experience that reflected the brand and delivered commercial results.

To ensure all parties were included in decisions overseas stakeholders, based in different time zones, dialled in to regular video conference calls and face-to-face meetings with UK based representatives. After upgrading their existing Sitecore solution to the latest Sitecore version, and delivering 'quick wins' to improve the existing site for the busy sales period, we moved onto our strategic plan for the new design and build.

Our creative, UX, and Search experts analysed activity and spoke to users, testing the existing website to discover user frustrations. Interactive scamping workshops were held with the client project team to devise templates and new functionality. This client collaboration resulted in the creation of a prototype, shared with international stakeholders so the entire client team had a clear view of the proposed solution for the new website.

Our certified Sitecore developers delivered clever technical integration with Sitecore for various elements, including a bespoke membership module. We amalgamated the CMS with several systems to consume and provide data. This included their CRM (handling travel agent interaction and membership provider services), plus integration with three bespoke solutions used across the business, covering the product store, specific holiday data (e.g. departure dates, room availability and prices), and a content hub, allowing data changed in the CMS to be reported back for PDF generation and shared across other content delivery channels.

We also optimised the site for explicit and implicit personalisation. We delivered an explicitly personalised logged in area for users, and futureproofed the website in terms of build and layout, utilising the Sitecore CEP functionality for when Insight implement their implicit personalisation strategy.

One crucial added feature was the seamless quote engine which feeds information directly from the website to the user. To retain the user experience, existing user accounts on the forum were migrated and integrated into the website, allowing greater participation and direct interaction between user and brand. Finally, based on agent feedback, a new layout and interface were developed, improving user experience of information discovery and trip bookings.

There are now explicit Sitecore personalisation techniques within the site; the 'My Insight' log in area features user-curated 'Wish Lists' and social media logins, interactive maps and destination hubs, allowing users to learn more about destinations and save locations to their 'Favourites'. Additionally, a new 'Inspire Me' search function allows users to discover trips based on 'personality' interests, creating opportunities to explore destinations and open a whole world of discovery.

The new site launched in September 2014 and has two award wins under its belt, winning a Bronze Digital Impact award and silver at the Davey Awards.

Q2. Worked with other agencies for a customer on a regular basis to ensure brand consistency across all media

A2.

Redweb's approach is to work within brand and marketing teams augmenting their existing knowledge by bringing three additional areas of expertise to digital projects.

Firstly, we are experts in the art of interpreting brands for the web. We have had years of practice, resulting in many industry awards, for the work we have done for clients such as [REDACTED] and [REDACTED]. From our understanding of colour and reproducing brand palettes accurately on screen, through to pushing the limits and expectations of brand teams through demonstration of what is possible with exciting and cutting edge interaction design, we know how to work with you to get the most from your campaign and product websites.

Secondly, we know the right questions to ask and how much to expect from collaborating with the client marketing and/or brand teams. We know what insight and brand collateral we need and which conversations to have to swiftly get to a common understanding about a brand's trajectory and the opportunities available to challenge preconceptions with fresh thinking.

Finally, our creative process, honed over many years (and still evolving) has most impact when we remove subjectivity and introduce audience-focused and evidence-based language and thinking around creative executions. The most obvious example of this is when we piggy back on user engagement activities (often carried out on design and build projects by our User Experience Team) to gather first hand feedback and direction from the participants.

Previously, we have effected changes to digital branding policies and campaign strategies for companies including [REDACTED] and [REDACTED] through the feedback we gather during these activities. This insight provides a compelling argument for the creative steer of a project and, when coupled with the input from project stakeholders and Brand/Marketing teams, a clear direction can be agreed that relies less on opinion and more on evidence and primary research.

Redweb has worked with [REDACTED] on digital projects related to the Get into Teaching campaign for more than five years. In 2014, [REDACTED] wanted Redweb to create a new Get into Teaching campaign site, on the open source Drupal content management platform, in line with current Government Digital Service recommendations.

The overall aim was to create a site that focuses on giving prospective teachers personalised support and information, whilst also assisting them at every stage of the application process and in preparation for teacher training. The site provides guidance across the whole process; from applicant eligibility criteria and what a career in teaching has to offer, to choosing the right training options and successfully gaining a place on a course.

As part of the project Redweb had to deal on a daily basis with five other agencies to ensure that we are providing a consistent brand experience and messaging across all modes of public contact with [REDACTED] including the website, call centre management, TV and press campaigns and digital ads.

Post-launch, Redweb continue to provide ongoing Business As Usual support to [REDACTED] working in conjunction with [REDACTED] and [REDACTED] amongst

others. Particular challenges have occurred around deadlines for delivering a stream of work where more than one agency are involved. To resolve this, we hold monthly inter-agency meetings where each agency contributes to a joint project plan. Additionally, weekly status calls are held to mitigate against risk.

Q3. Accept the Terms and Conditions of this ITT

A3.

I can confirm that Redweb accept the terms and conditions of this ITT.

Q4. Dealing with confidentiality e.g. working with more than one company from the maritime sector and detail your working relationship

A4.

Redweb have been working with the [REDACTED] since 2010, our first project being the design and development of new website for the [REDACTED] using SharePoint 2010.

The project included full usability study to improve site usability and increase awareness and understanding of the charity and donations online. Functionality includes bespoke development of Google Maps APIs to visualise data to show key information around rescue missions etc.

We regularly work with more than one company per sector, in fact we find that this can often be viewed as a benefit as sector-specific functionality can be developed and the cost shared across multiple organisations.

In the instance of a potential conflict of interest we would always seek permission of our existing clients before agreeing to meet with a potential new client. Redweb will agree to confidentiality agreements and not share strategy or learnings across companies if requested.

An example of this in practice has been with [REDACTED] and [REDACTED] who both work in the retirement housing sector. The initial build for [REDACTED] was developed in EPiServer and as part of the agreement with [REDACTED] we have developed their website using Umbraco. This ensures that different build teams are working on each project which removes any risk.

I can confirm that Redweb have no conflict of interest with the UKHO and any companies or organisations present in the market of maritime navigation solutions and services.

Lot 7 – Website development

Q1. Evidence of building public facing SharePoint 2013 sites

A1.

Microsoft Azure

Redweb have limited experience using the Azure platform, although we have used it in an internal hack project. We used Microsoft Azure cloud services in our solution, including: Azure Internet of Things (IoT), Event Hub for managing our IoT devices, Azure Stream Analytics for all our data insights and Azure SQL Server for permanent data storage. Azure Stream Analytics fits naturally in IoT scenarios as it provides facilities to handle huge volumes of sensor data in real-time. We were very impressed with the array of services and features that were available.

Content Management Systems

In addition to SharePoint Redweb also work with the following content management systems:

- Sitecore
- EPiServer
- Umbraco
- Drupal
- Joomla

We have dedicated development teams for each of the above CMS software platforms, each with experience in the design, development, deployment and migration of large scale websites.

Sitecore

Redweb have extensive experience with the implementation of Sitecore. We have been a Sitecore partner for 8 years (and a Gold partner for 5 years) and amongst our team of 33 in-house developers, we have 12 Sitecore-certified developers.

Redweb have worked with many clients across a broad range of industries and sectors to deliver exemplary Sitecore solutions. Here are just a few:

[REDACTED] - [REDACTED]

Design and build of a new website on the Sitecore CMS. Work included full strategy planning, stakeholder engagement worldwide, user research and engagement, design and build, implementation of personalisation and social media (forums, video, user generated content, Twitter, Facebook). Ongoing support, maintenance and hosting services. A key element of the project was ensuring efficient collaboration and correspondence with the Canadian team, achieved through regular video conference calls and face-to-face meetings with UK based representatives, with overseas stakeholders dialling in and content being shared by web link.

[REDACTED] - [REDACTED]

[REDACTED] is a professional membership organisation and registered charity, which exists to advance surgical standards and improve patient care. [REDACTED] supports 20,000 members in the UK and internationally by improving their skills and knowledge, developing policy and guidance, and carrying out projects to improve surgical care.

[REDACTED] appointed Redweb to replace its core web content management system with a modern CMS that provides traditional functionality along with advanced marketing capabilities. The platform needed to support their main website with large amounts of content and self-service membership features, as well as four microsites. Redweb chose Sitecore as the underlying technology to form the foundation of their platform due to its Experience Marketing features that enable content personalisation, split testing and the focus on customer interactions through the xDB. uCommerce for Sitecore forms part of the technology stack which enables members to purchase courses and exams. Redweb have worked closely with [REDACTED] to perform a series of UX workshops, a full site design and build.

[REDACTED] - [REDACTED]

[REDACTED] are prestigious fellowship of the world's most distinguished scientists and has promoted excellence in science since its foundation in the 1660s. Redweb were initially tasked with a like-for-like migration of their existing solution onto a new Sitecore CMS, which involved the migration of some 3000 pages of content as well as migration of their membership database, backend logins and user accounts to ensure that there was a seamless transition for the Society's Fellows.

Umbraco

Redweb have used Umbraco to create many websites and have a team of certified Umbraco developers, with extensive knowledge across all versions, as far back as version 4.7. We are uniquely placed to extend existing solutions, handle upgrades and architect and build full systems.

Examples of our work include:

██████████ – ██████████

Umbraco design and build that needed to be responsive, device agnostic, and easy to update for ██████████ in-house editors, rather than by a third party. In addition, it had to appeal to a number of audiences – from domestic/overseas travel agents and hotels to direct consumers – with each of these user groups of course having their own nuances and needs.

The build included work to optimise the booking channel from a holistic perspective – work that would feed into a multifaceted booking engine build. For this, Redweb’s expert developers delivered a solution that integrated our slick in-house build of the basket/booking process with the payment platform Sage Pay, followed by data export to the client’s CRM system for reservations.

██████████ suite of websites, including:

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- ██████████
- ██████████

██████████ is one of the UK’s largest and innovative estate agency groups. Established for 26 years, they operate six well-known estate agencies: ██████████ ██████████ ██████████

██████████ and ██████████ wanted continuity across all of their websites. While each site had to keep its brand identity, the overall look and feel needed to be the same. They wanted the same seamless user experience across all of their sites and layout that made for simpler, more familiar user journeys.

We took a launch and learn approach to the ██████████ websites, beginning with redesigning the ██████████ website before applying what we’d learnt from the build to the other brand sites. Initially, we proposed following an agile approach to delivery. However, during initial scoping activities, we

recommended moving to an iterative, more waterfall-based process, as it better reflected the client's needs and changes made to requirements in early tasks. We determined Umbraco as the best platform for the sites due to it being a robust, scalable and secure CMS.

Redesign and development of the [REDACTED] including responsive redesign. Redweb took over mid-way through the project, from the client's previous agency, reviewing work undertaken and making recommendation for change. We then built the site on Umbraco, implementing responsive design and improving the property search to provide an intuitive interface which made it easier to narrow down results from the 1000's of properties on offer. Functionality also includes a built-in screen reader, adjustable text size and alterable contrast for desktops.

[REDACTED] Intranet

Design and build a new intranet that would not only work as a corporate tool, but also create a friendly, social online environment. Staff at the broadcast giant felt that the existing intranet was unengaging and dry – so we were tasked with designing a new portal that would effectively assist in the day-to-day running of the company.

Phase 2 project will enhance functionality further by providing an interactive floorplan which demonstrates where key facilities are on each floor at [REDACTED] HQ, and which floor departments are based on. This extends to provide more information on each meeting room – for example the number of seats and whether facilities such as projectors, PCs and conference phones are available.

Drupal

Redweb also have a dedicated team at Redweb for PHP development, primarily building websites with Drupal (also Joomla!). Our Drupal development conforms to Drupal's coding standards, which are themselves based on the PEAR framework's coding standards, ensuring that the PHP code we write is consistent. Some examples of previous deliveries include:

Design and build of a new website for the [REDACTED] website which is used to drive the recruitment of quality teacher training candidates into the profession, and provide support to those candidates throughout the application process. [REDACTED] website attracts more than three million unique users a year.

Q2. Evidence of experience in designing and hosting 'public facing' SharePoint 2013 websites

A2.

Working alongside the branding agency, Redweb will design and build new and existing website assets to SharePoint strengths and weaknesses, taking the brand guidelines and interpreting them for SharePoint.

During an Agile design and build we follow the following process:

Discovery

Before the project starts, this workshop allows us to challenge assumptions that we may have made during the pitch phase and for both your team and ours to begin to get to know each other and discuss preferred ways of working. It provides us with the opportunity to discuss the approach, what we're going to do and how to do it before we kick off in earnest.

Activities will include finalising plans for handover of any existing assets, as well as communication plans with both your project delivery team and in-house development team. Considerations will also need to be made for environments, shared workspace and definition of source control etc. and handling and planning for these elements will form a key part of our discussions.

Scoping

We will then move into our Scoping phase. The main aim of this phase is to set the structure for the project. It is where we start to understand more and gives us all the knowledge we need to define your solution. This phase is highly collaborative, and you will be involved in reviewing and refining our thoughts and findings throughout, via technical workshops, research reviews and user stories workshops with your stakeholders to capture the details of all features, persona creation, user interviews, surveys and brand work and creation of the Information Architecture (IA).

Outputs from this phase are typically a high level technical design, outline Information Architecture, scamps and wireframes of key pages, a prioritised and validated list of user stories and an alignment of business and user objectives for the solution as well as a defined delivery approach with timescales.

Build sprints

The purpose of an agile approach is to focus on doing, rather than documentation. As such, the basis of the agile approach is to work to a prioritised product backlog of user stories or

requirements, which we will help you to define. The build will be broken down into sprints of work, typically lasting 3 weeks in duration and each sprint will involve the entire team from Creative to Technical, Quality Assurance and Content, working in tandem to deliver the agreed prioritised requirements for the given sprint.

The deliverables and priorities for each sprint can be tailored and changed during sprint review and planning meetings and within the boundaries of the agreed timescales and budget.

The client project team will be involved every step of the way, with daily sprint catchups and comprehensive sprint planning and review sessions at the beginning and end of every sprint. This approach will allow you to make decisions about the direction and development of the project in real-time, giving you real control over what is being delivered.

Testing and Deployment

During our testing phase, we include two cycles of internal system testing, and security testing, before we release anything to the client for User Acceptance Testing (UAT). This is completed by our QA Analyst, who has been a member of the delivery team from the beginning of the project. As we conduct exploratory testing throughout the build, our system testing is a validation of what we have built.

On the first day of UAT, one of our QA Analysts will come onsite with you to support you through the initial steps of UAT. In addition, before UAT starts, where required, our training manager will have conducted a bespoke training program with your core team.

Once the solution has been signed off against the acceptance criteria and a deployment agreed, Redweb's developers will work collaboratively with the client's internal teams to plan the deployment through to live and handover to our support team for the 30 day warranty period.

We would recommend and new assets are developed on SharePoint 2013 for ease of integration unless further scoping reveals a more suitable content management system.

Q3. Evidence of experience in designing and building fully responsive websites that are platform agnostic

A3.

Responsive SharePoint 2013 website

For the current admiralty.co.uk website, Redweb received the design from the external brand agency and interpreted these designs into a fully responsive website for SharePoint 2013. We built the site to use as much out of box functionality as possible, using standard practices and minimising the use of server controls.

Redweb understand that it is very important for any new functionality to be easily accessible on a wide range of devices (smartphones, tablets etc.), as well as on traditional web browsing devices, such as desktop PCs.

Redweb follow a “design once, publish everywhere” methodology known as responsive design. Redweb use this approach to meet client’s needs in the face of the wide choice of ways their audiences can now access web content. Responsive design responds to the user’s behaviour and environment based on screen size, platform and orientation. This means that we talk in terms of small, medium and large screens, as opposed to iPhone and Galaxy, or even smartphone and tablet.

The reason for this is that the majority of the sites that we build out-live the expected lifecycle of smartphones and tablets and therefore to provide a truly future-proof solution, we have to think beyond the devices used today. This is also true with our testing, as it is based upon understanding the device usage of the current site audience and comparing that with national statistics and our own data, to ensure the recommended devices that the site is tested on are based on future trends and not just a snapshot of today’s market.

As the page appearing across a range of screen sizes is still the same page (just with its appearance altered to suit the screen and the available inputs of the device), we design for all sizes at the same time. On a full design and build project, this means we sketch out user flows and page layouts for small and large screens together, rather than picking a particular screen size and retrofitting the elements to other dimensions later.

The practice consists of a mix of flexible grids, layouts and images combined with an intelligent use of CSS media queries. As the user switches from their laptop to a tablet, netbook or smartphone, the website automatically adapts to accommodate, based on resolution, image size and scripting abilities. In other words, the website automatically *responds* to the user’s preferences.

Configuring Microsoft Azure environments

In addition to the well-known flexibility, i.e. scalability, that cloud-based solutions introduce, the Azure platform is huge. For example, the Azure Resource Manager can have a significant impact on configuring different environments and the release management process, greatly simplifying deployments and streamlining and automating what are traditionally time consuming and error prone tasks; essentially allowing “one click” deployments between Testing, Staging and Production.

Microsoft Dynamics integration

██████████ needed a lighter online aesthetic that was more befitting of its recent rebrand and its own approach to product design. This new design had to launch as a uniform platform for multiple sites aimed across a range of global audiences and languages.

Firstly, we agreed with ██████████ that it would consolidate commercial and residential content into a single site, presenting each audience with a clear user journey from the homepage. Aided by our SEO team, this would help to increase the company’s search visibility in both areas.

Working with a range of product photography supplied by ██████████ we set about creating a clean, attractive design that is modern, without alienating a core audience of middle and upper income buyers.

Usability was also at the heart of the project, with the site optimised to make it as easy as possible for both residential and commercial users to reach their respective key goals and drive overall sales for the brand. This involved in-depth research and user testing that gained us detailed insight into a number of different target audiences and demographics.

Our developers had to plan ahead for the incorporation of multiple languages and English-language dictionaries into the site’s framework. From a design perspective, text areas had to be versatile to deal with the different word and character lengths required from country to country. Initially launching in the UK/Ireland and the US respectively, we then followed up by rolling out the site for its audiences in Australia, Canada, New Zealand, Asia and Europe.

Built in Sitecore the multi-lingual website supports all of the organisations’ international markets. Coordinating the launch of sites in multiple countries is a task that involves considerable infrastructural planning and organisation. It also relies on the kind of technical development

expertise that only comes with years of experience in delivering large-scale projects, so we're proud to say that it was a seamless process.

Our solution delivers a seamless journey for users and includes functionality such as the delivery of content and language based on IP address, bang-on-brand, luxurious design qualities and intuitive user journeys. The site also offers efficiencies in the back-end for [REDACTED] through integration with multiple MS Dynamics CRM back-ends for order fulfilment purposes, as well as the automatic creation of leads from website enquiries.

Accessibility

Redweb were asked to build a new site to help re-engage the people of Scotland with their [REDACTED] and to maintain the [REDACTED] reputation as modern and innovative.

The key goal was to create an engaging website that could appeal to a broad audience and provide a structured repository for the large volumes of information that the website contained.

The extensive audience for this website means it includes users of all abilities and experience who will be using varying technologies to access and interact with content on the website. The website also needed to be in several languages including Gaelic due to the 'Gaelic Language (Scotland) Act' that was enacted by the [REDACTED] on 21st April 2005.

Accessibility was considered from the start of the [REDACTED] project including meeting with a focus group of disabled users. Disabled users will often access websites using assistive technologies which can deliver content in a way that suits their requirements (i.e. a screen reader which will read out content on a page to a user who has sight problems). During the workshop with the focus group we discussed typical problems encountered when browsing websites and potential solutions and techniques that may be helpful.

Prototype and designs were created and reviewed to make sure that they adhered to guidelines and did not include any areas which may potentially introduce problems in the finished website (such as checking the colour schemes used complied to the published recommendation for colour contrast levels).

Templates were built to follow published standards and tested across different platforms both before and after being integrated into the CMS.

At key stages of the site build, Redweb carried out thorough checks of all page types against accessibility guidelines to make sure that issues weren't introduced.

To provide more ways for users to engage with the [REDACTED] we reviewed different ways of serving content such as podcasts, video and audio, available in both English and Gaelic thus improving users accessibility to the content available.

Redweb worked with [REDACTED] to evaluate a suitable Content Management System. The final choice was OpenText due its flexibility, .NET capabilities and translation capabilities.

The result is a multi-lingual website built to adhere to level AA of the Web Content Accessibility Guidelines (WCAG) v2.0. By following best practices though, many level AAA requirements were also achieved.

GDS principles

Redweb work to Government Digital by Default principles as standard - our user centred approach aligns with GDS and we follow the design principles as standard in all of our projects.

1. Start with needs
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Iterate. Then iterate again.
6. This is for everyone
7. Understand context
8. Build digital services, not websites
9. Be consistent, not uniform
10. Make things open: it makes things better

Our Agile approach means that we can quickly evolve the solution in collaboration with the client, learning and tweaking based on user feedback early in the process.

Delivered using agile principles, the [REDACTED] website is built on Drupal 7, using Redweb's in-house developed base build. It includes a wide range of sleek user interactions and features to promote the campaign.

The site is built to meet AA accessibility and in line with Government Digital Service principles, the new site underwent an initial 'test' beta phase beginning in January 2015 – meaning it was publically available for all online visitors to explore and provide feedback. The beta site existed in tandem with the incumbent [REDACTED] website for a short period of time before going the old site was taken down in April.

For the [REDACTED] Redweb set about creating a site that incorporated all of the key design guidelines developed by the GDS, collaborating with [REDACTED] to define both its online and offline brands.

SharePoint Intranet

[REDACTED] replaced the [REDACTED] in October 2013. To coincide with this, it needed a new intranet delivered within a tight deadline.

For phase one of the intranet build, we were required to work alongside a third party to deliver a new intranet, coinciding with the website's launch. This involved our development and build of a customised intranet on SharePoint 2010 that could seamlessly integrate with the third party system.

The intranet was developed on SharePoint 2010 in a code-first approach to ensure consistency in deployments. All customisations were applied via a number of WSPs to manage to masterpages/layouts, CSS/script resources and user controls.

The design was kept simple to allow the use of as many out of the box webparts as possible for the intranet to be built from.

Q4. Track record of documentation and testing practices

A4.

Experience of Agile

Luxury paint and wallpaper manufacturer [REDACTED] wanted a separate online platform for exploration and discovery – where customers could share images of how products looked in their own homes, and browse and curate their own online galleries for inspiration. So we got to work designing and building a new Inspiration microsite – and ended up creating [REDACTED] top referring site.

We took a tablet-first approach to this project based on the results of user research, which found that the majority of [REDACTED] customers use tablets over computers or other devices. But this didn't mean we neglected other devices. The Inspiration site is seamlessly adaptive, considering performance across all screen dimensions and rendering fewer images on the smaller interfaces of smartphones, but delivering the same great content and user experiences regardless of device.

Our original design was simply a grid of pictures, but this linear approach just wasn't conducive to the creativity we wanted to inspire, so we had to have a change in tack. To provide an exploratory feel, content on the redesigned microsite refreshes with every visit, so users find new images each time they land on the page. And to make finding inspiration simple, we implemented a 'free text' search filter at the top of the page to refine results by product, colour, theme or room.


The brief called on our solution to increase the number of shares on social media, but we didn't want users to leave the site in order to do so. To achieve this, we designed the site with social in mind, giving users the ability to 'like' photos and curate their own online gallery of images. We also added social media links to the bottom of the page to encourage users to share their inspiration and drive site visits. And, to increase comments and direct interaction with the brand, we removed the need to register to comment by integrating Disqus and Facebook.

Timelines for the project were fairly tight, so we delivered the site via agile methodology in four 'sprints' of one week each across a six-week period. Each sprint started with a user story workshop – prioritising the different stories and estimating the target delivery date accordingly. This meant we could deliver a working product based on user stories at the end of each sprint – an approach that enabled the client to see progress continuously throughout the build, and in this case act as the end user to validate usability and the fulfilment of business requirements.

In the words of the client

"It's the highest converting site across all of our referring websites, higher than any of our social channels. On the back of that, we've also found that customers are then engaging more with the

website. We always see a spike, for example from Facebook, back to the site when we put up a nice picture from our inspiration site. Customers are then seeing that, commenting on that and uploading their own pictures, so there's a nice circle where we put out content & get more back.”



Regular progress reports

Projects are monitored and controlled on a day to day basis by the Redweb Project Manager. Progress will be evaluated by assessing the work completed against the milestones, any deviance from this will be reported to the client's Project Owner on a weekly basis or as the task criticality dictates. All issues will be recorded, assigned and tracked to resolution using the Issues Log.

With regards to support, weekly status calls can be held on request.

Consistent team

Wherever possible Redweb will endeavour to keep the team working on the UKHO account unchanged. This is valuable not only for the Account Manager, Project Manager and Support Manager who will be the first points of contact, but also the development team who will have the knowledge and technical history of the account.

The location of our HQ in Bournemouth means that we have access to more space, to work in an environment that is more conducive to creativity, enabling our studio teams to work fluidly across both desk and 'workshop' type environments.

Our teams enjoy this and this contributes to a significantly better staff retention rate than our London competitors. For our clients, this means consistency in the team delivering your work, and moreover because we do not use contractors or freelancers where possible, the knowledge of your project remains under our roof.

Regular meetings and update reports

Project meetings will be scheduled in agreement with the client during which progress, issues and project decisions will be discussed. It may also necessary to hold additional meetings with the client at key milestone stages throughout the project's duration; these meetings will be arranged in accordance to the needs of each project. Conference calls may also be used in lieu of face to face meetings by agreement with the client.

Contact reports will be circulated to the client project team via the Redweb Project Manager noting any actions agreed in the meetings.

Comprehensive documentation

Redweb will be required to ensure that the proposed solution meets expectations from a technical perspective.

To achieve this, Redweb undertake Technical Application Design (TAD) using proven structured methods. Our processes are documented in our ISO9001:2008 procedures. These are appropriate for many of our clients, because they allow fixed-price estimation and project planning with set deliverables, and cater for non-technical stakeholders.

Redweb's TAD process involves clients in decision-making, evolves a solution from abstract to definite and considers technology in terms of both current and future opportunity.

TAD development is a staged approach with a review and sign-off (PRINCE2) and confirms how application technology is designed/delivered and maintained. In particular, it documents:

- Information solution architecture / wireframes
- High level technical definition
 - Platform / system requirements
 - External impacts
 - Information security
 - Performance
- Low level technical definition
 - CMS implementation / customisation
 - Bespoke functionality
 - Field validation / error handling
 - Data processing
 - User management / authentication
 - System integration
 - Accessibility
- Test plans
- Monitoring / metrics

- Configuration and deployment guides
- Release notes

If required Redweb can produce a CMS editor user guide and one-to-one training is available for developers.

ISO27001 – Information Security Management

Redweb hold the ISO27001 information security management certification. This ensures that we maintain audited processes to keep your data secure and safe.

Redweb employ this in best practice throughout the organisation as follows:

- Network access control
- Monitoring
- Classification of data (priority of security)
- Supporting utilities
- Equipment security
- Compliance checking
- Legal compliance
- Reporting and review
- Internal processes
- Data validation
- Password management
- 3rd party service delivery
- Control against malicious attack
- Data removal processes
- Firewall management (IDS)
- Development against OSWAP vulnerabilities
- Protection of physical assets and electronic data
- Security auditing of the solution
- All Redweb staff are security checked
- Proven experience with other high profile projects

For compliance with the Data Protection Act 1998 (“DPA”), ISO27001 is recognised as the source of appropriate advice on how to comply with the requirement that “appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.”

Redweb consider one of our key strengths to be the delivery of solutions that manage process or otherwise involve sensitive, personal or confidential data. Our solutions have been approved by CESG to hold protectively marked data.

Redweb also hold the certification for Cyber Essentials. The Cyber Essentials scheme has been developed by Government and industry for organisations of all sizes and in all sectors as part of the UK’s National Cyber Security Programme.

The scheme provides a security assurance framework that is now mandatory for any government contracts handling personal information and providing certain ICT products and services.



Q5. Review of the new ADMIRALTY website

A5.

High level review of the admiralty.co.uk website

The following high-level review highlights a selection of the key challenges that could be addressed as part of the project.

Home page usability

- The images that are used on the homepage tiles do not represent the content held within the sections closely enough. The images are too generic and similar to one another leading to confusion over what tile the user should click on to find the content they are looking for. The image legibility and understanding is reduced further on a mobile due to the image sizes.
- The value proposition of what the Admiralty provide is not clearly stated for a new user.

- Limited content available directly on the homepage.

Task orientation

- The CTA's are not clear e.g. 'Find an ADMIRALTY Chart Agent' is a text link when it could be a button. This makes the expected task completion sequence for the user not obvious
- CTA's are not consistent in their visual language.
- The site does not offer any form of task orientation prompts to guide the user in the right direction in order for them to complete their task e.g. 'What are you are you looking for today?'
- The red routes are not clear.

Navigation and IA

- The website is using industry standard navigation techniques such as 'mega navigation' on a desktop and hamburger menu with slide out panel on a mobile.
- Although it might be a brand requirement the repetition of the word 'ADMIRALTY' in the large percentage of navigation items does not allow for quick and easy scanning and comprehension of navigation items.

Forms and data entry

- The forms are nice and clear and use Google reCAPTCHA.
- The search field on the desktop is not clear to users that it's a field to type in.

Trust and credibility

- Including the United Kingdom Hydrographic Office logo with a link out to the gov.uk websites instils trust and credibility in the services and products that are provided.
- The site includes profiles of experts in their field which again instils trust and credibility.

Writing and content quality

- The quality of the content is high and provides the user detailed information about the products and services available.

Page layout and visual design

- The site is responsive which is industry standard.

- The dark blue background is bleeding into the main content block where the tabbed navigation and section titles appear. This leads to a lack of focus for the user as the blue and white text is overpowering.

Search usability

- The search page provides basic filtering functionality.
- The search only provides generic imagery relating to the search content.

Help, feedback and error tolerance

- The 404 page is not in the same style as the website and does not link back to the website.

Proposal to improve the admiralty.co.uk website

Redweb propose undertaking a full UX audit of the website to fully understand the users and their requirements before starting any design or development work.

We would look to:

- Onboarding of current insight and requirements
- Onboarding workshop with project stakeholders
 - Assumption that the workshop will take place in the Redweb Bournemouth office
 - Aim is to agree project outcomes and pen profile identification x 4
- Scoping workshop with client
 - Assumption that the workshop will take place in the Redweb Bournemouth office
 - Aim is to agree a prioritised list of user stories
- Pen profile development
- Review of current site and microsite structure
 - Informed by client research
 - Sitemap supplied in visual format (e.g. mindmap)
 - Consideration of amalgamation of microsites x9 and localisation
- Identify and agree red routes / Core User Journeys
 - Agreed list of top user journeys for top 2 core user groups
- Map out and document red routes (user journeys)
 - Simple user flow diagram (text based)
- Revise site structure

- 1 iteration on site structure and taxonomy only
- Validate amended site structure (Treejack)
 - Treejack testing on the top 10 user journeys using the proposed site structure
 - 3rd party and recruitment costs will be additional
- Produce and review master templates along red routes
 - Whiteboard scamps for master page templates for small and large screen views
 - 1 day for client review at the UKHO office in Taunton
- High fidelity static wireframes
 - Approximately 10 detailed and responsive templates for mobile and desktop
 - Half a day client review at the UKHO office in Taunton
- Prototyping
 - Basic wireframe prototype to test limited number of red routes
 - Prototype will not replicate complex dynamic features or widgets
- Online remote User Testing (UT)
 - 10 participants from the 2 core user groups
 - Online moderated remote test
 - Includes production of a test script, analysis and reporting, video clips, recommendations and presentation to UKHO
 - 3rd party and recruitment costs will be additional
 - If wireframe amends are required after testing, there will be an additional cost
- Lab based User Testing (UT) validation (*optional*)
 - 10 participants from the 2 core user groups across 2 days of testing
 - Testing to take place in Redweb's London UX lab
 - Includes production of a test script, analysis and reporting, video clips, recommendations and presentation to UKHO
 - 3rd party and recruitment costs will be additional
 - If wireframe amends are required after testing, there will be an additional cost
- Internal Meetings over the duration of the process

The estimated cost for the UX audit and recommendations is [REDACTED] and we anticipate the project taking approximately 8-10 weeks.

A full breakdown of cost is provided under the pricing section of this document.

Q6. Design management and execution

A6.

Redweb currently employ 156 permanent staff based in our Bournemouth office. Typically, staff have at least 5 years' experience and include:

- Business Analysts
- Programme / Project Managers
- Account Directors / Managers
- Developers
- Security/CLAS Consultants
- Solution Architects
- Infrastructure Architects
- Quality Assurance Analysts
- Designers
- UX Consultants
- Content Editors

Redweb's professional approach ensures that a committed and focused development team is established, co-ordinated by a designated Project Manager, to work closely with your project teams and other third party suppliers. Redweb has the expertise and capacity to deliver the requirements of the project within the desired timescales.

The day to day running of your account is handled by the account management team who will build up a detailed knowledge of your business goals, objectives, budgets and timings.

Redweb believes that successful client relationships are built on a foundation of solid administration and account service provision, together with efficient and proactive project management.

Redweb do not often use freelancers or subcontractors, but in the event that we do, we expect any company supplying subcontractors (for example recruitment firms) to comply with the same practices and principles to which we operate and where there is doubt, we would run checks prior to engagement.

We have provided, for your reference details the senior members of our proposed team, who have overall responsibility for output of work. We hope this provides indication of the calibre of the staff we employ and will be happy to supply full team details if awarded the contract.

[REDACTED] - Account Manager

[REDACTED] has been working within sales and marketing for the last 8 years. This experience affords [REDACTED] the ability to ask the right questions to gain an understanding and insight into client needs.

Since joining Redweb [REDACTED] has worked closely with a number of clients including [REDACTED]
[REDACTED] [REDACTED] has built strong relationships with his clients due to his commitment and dedication in growing and building these accounts.

[REDACTED] continued ambitions are to develop within the digital industry and gain further understanding to progress in his career at Redweb.

Daily rate: [REDACTED]

Anticipated time allocation: 2 days per month

[REDACTED] - Project Manager

Coming to Redweb from a teaching background, [REDACTED] originally worked as a Content Editor before transitioning to her current project management role and has editing experience in a variety of Content Management Systems including SharePoint, Drupal, Sitecore, EPiServer, OpenText and Umbraco.

During her time at Redweb she has worked with an assortment of clients such as [REDACTED]
[REDACTED] She has most recently been managing delivery teams working on the [REDACTED] campaign website, [REDACTED] and [REDACTED]

Daily rate: [REDACTED]

Anticipated time allocation: 5 days per month

[REDACTED] – Development Director

[REDACTED] joined Redweb as a Junior Developer in 2006, improving his skills through hands-on and peer based learning, to quickly rise up the ranks with a promotion in each year of employment.

He is now a Development Director assisting new business and offering his services as a consultant to internal project teams, as well as clients. [REDACTED] works closely to follow a client project from inception to completion. He is the technical authority from pitch stage to when the project is handed over to the delivery teams for definition and build. Then, he is available as a technical contact or point of escalation, working closely with our project management team to ensure a timely and on budget delivery against client expectation.

He has a technical understanding and experience of working within multiple CMS solutions, such as OpenText, Umbraco, Sitecore and SharePoint, plus considerable experience with other technologies, including; ASP.NET (C#), SQL, Microsoft Visual Studio (2003 – 2013), HTML/XHTML/CSS, Java and XML.

[REDACTED] has worked with clients such as [REDACTED]
[REDACTED] More recently; [REDACTED]
[REDACTED]

Daily rate: [REDACTED]

Anticipated time allocation: 10 days per month

[REDACTED] – Senior Frontend Developer

[REDACTED] joined Redweb as a Frontend Developer in August 2013, having previously gained 4 years' experience in the web industry at another Bournemouth-based agency. He achieved a BSc (Hons) in Business Information Technology at Bournemouth University in 2009.

Since working at Redweb, he has massively developed the skills in his front-end toolkit, as well as in project definition, and has led large scale projects for [REDACTED] and [REDACTED]
[REDACTED]

[REDACTED] has recently been promoted to the position of Senior Frontend Developer and is responsible for overseeing departmental strategy, recruitment and team progression, alongside ensuring that Redweb continue to deliver top-draw front end solutions to its array of high profile clients.

Daily rate: [REDACTED]

Anticipated time allocation: 10 days per month

[REDACTED] - Quality Assurance Analyst

Since graduating with a 2.1 class degree in Computing, [REDACTED] has pursued a career in the IT and digital industry. [REDACTED] joined Redweb in early 2015, coming from another smaller web agency where she was the Support Manager in charge of the software quality for their in-house products.

During her time at Redweb, she has worked with clients such as the [REDACTED] and [REDACTED]. She has experience in SharePoint, Sitecore, Umbraco and Drupal.

Daily rate: [REDACTED]

Anticipated time allocation: 5 days per month

[REDACTED] - Creative Director

[REDACTED] has worked in the web industry for over 15 years, having graduated from Nottingham Trent University with a BA (Hons) degree in Graphic Design.

She has been the lead designer on a wide range of projects for clients; including the [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] enjoys building attractive websites that conform to current web standards and follow best practice usability principles.

[REDACTED] also has a particular interest in web accessibility and has been involved in various projects in this area, from completing website audits through to building websites to AAA standard. She has attended several courses and seminars focusing on techniques for both creating and testing websites, to ensure they reach the required level of accessibility.

For [REDACTED] in particular, Julie was instrumental in enabling them to gain the RNIB's See It Right accreditation.

Daily rate: [REDACTED]

Anticipated time allocation: 3 days per month

[REDACTED] - User Experience Consultant

[REDACTED] joined Redweb at the start of 2014 as User Experience Consultant. After completing a BA as a Designer Maker in 1996 he moved into the (then emerging) internet industry as designer/producer to look after a major [REDACTED] website contract [REDACTED]. During his 16 years in the industry, he has worked client side running an e-commerce business, educated users in mobile internet training centre and for the last 8 years leading user experience and creative teams.

Previous agency clients have included, [REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] areas of UX expertise are digital strategy, needs analysis, user profiling and journeys, information architecture, wire framing, booking engines and user testing.

At Redweb, [REDACTED] is involved with a variety of clients, including the [REDACTED]

Daily rate: [REDACTED]

Anticipated time allocation: 3 days per month

[REDACTED] - Support Manager

A qualified PRINCE2 and MSP practitioner, [REDACTED] joined Redweb in April 2013 after working as a consultant on a variety of programmes for companies such as [REDACTED]
[REDACTED]

At Redweb, [REDACTED] is responsible for managing the support team within the Client Services department to facilitate the delivery of support and BAU items and works with a broad spectrum of clients, including [REDACTED]
[REDACTED] and [REDACTED] amongst others.

Daily rate: Cost for project management is included in the support costs and Rapid Response daily rate

Anticipated time allocation: N/A

██████████ – Lead Client Services Developer

██████████ joined Redweb in summer 2015 from ██████████ where she worked for 8 years as an Analyst Developer. This time was spend maintaining and enhancing various websites including the public website built on SharePoint 2010. At ██████████ also developed the intranet built on SharePoint 2013.

At Redweb she works as a Client Services Developer, fixing and implementing new features on a range of websites using Umbraco, Sitecore and SharePoint. Since joining Redweb, ██████████ has gained Sitecore 8 Certified Developer certification and is also working towards gaining Microsoft certification in both web and SharePoint.

Outside of work ██████████ enjoys outside activities such as cycling and also takes part in Triathlons.

Daily rate: Cost for Tracey is part of the support fee, otherwise £995 - £1,500 for Rapid Response work (Rapid Response rate also includes PM, FED and QA)

Anticipated time allocation: 5 days per month for support

Q7. Pricing

Task	Team members	Daily rate	Days	£ Cost
Onboarding of current insight & requirements	Creative Director	£995	0.5	£497.50
	UX Consultant	£850	1	£850
Onboarding workshop with project stakeholders	Creative Director	£995	1	£995
	UX Consultant	£850	1	£850
Scoping workshop with client	Creative Director	£995	1	£995
	UX Consultant	£850	1	£850
Pen profile development	UX Consultant	£850	2.5	£2,125
Review of current site and microsite structure	UX Consultant	£850	2	£1,700
Identify and agree red routes / core user journeys	UX Consultant	£850	1.5	£1,275
Map out and document red routes (user journeys)	UX Consultant	£850	2.5	£2,125
Revise site structure	UX Consultant	£850	1	£850

Validate amended site structure (Treejack)	UX Practitioner	£580	2	£1,160
Produce and review master templates along red routes	Creative Director	£995	3	£2,985
	UX Consultant	£850	6	£5,100
High fidelity static wireframes	Creative Director	£995	1	£995
	UX Consultant	£850	2.5	£2,125
	UX Practitioner	£580	10	£5,800
Prototyping	Creative Director	£995	1	£995
	UX Consultant	£850	1	£850
	UX Practitioner	£580	3	£1,740
Online remote user testing	UX Consultant	£850	4	£3,400
	UX Practitioner	£580	5	£2,900
Lab based user testing validation	UX Consultant	£850	6	£5,100
	UX Practitioner	£580	5	£2,900
Internal meetings over the duration of the process	Creative Director	£995	1	£995
	UX Consultant	£850	1	£850
	UX Practitioner	£580	1	£580
Project management	Project Manager	£630	15	£9,450
Estimated 3 rd party costs	-	-	-	£1,000
Phase total			82.5	£62,037.50

Prices exclude VAT

Anticipated monthly support cost

Item	Monthly cost
In-hours application support	£1,800
CMS admin assistance	£150
Total per month	£1,950

Prices exclude VAT

A full rate card is also included at the back of this document.

Full client list

Redweb work with many clients, across a wide range of industry sectors, primarily servicing Central Government, Third Sector, Not for Profit, Healthcare, Education, Financial, FMCG & Leisure.

Our current client list is detailed in the following table:

Private, FMCG, Travel & Leisure sectors

Client	Dates of contract	Details of work undertaken
██████████	Mar 2013 – present	Design and build of a new website on the Sitecore CMS. Work included full strategy planning, stakeholder engagement worldwide, user research and engagement, design and build, implementation of personalisation and social media (forums, video, user generated content, Twitter, Facebook). Ongoing support, maintenance and hosting services.
██████████	2011 – present	Design, development and usability reviews to enhance current site. Re-development of booking engine to implement quick win changes, based on usability consultancy and testing results. Ongoing maintenance and support and campaign work. Utilises Tridion CMS. Current projects in development involve campaign specific microsites such as ██████████ which launched July 2015.
██████████	April 2014 - present	Design and build of brand new responsive website. Work included full

		UX review, strategy, scoping, ongoing hosting and support. Built on Umbraco.
██████████ ██████████	2013 - present	Design and build of brand new website for the ██████████ on EPiServer CMS 7, including full strategy, user engagement and testing, customer experience mapping and implementation of personalisation features, such as localised content.
██████████	Apr 2012 – present	<p>Redesign of ██████████ homepage, on Sitecore, using responsive design techniques to best meet audience needs and expectations, accommodate the broader range of devices available, and showcase ██████████ brand and values to maximum advantage, with a look and feel on par with the physical experience of visiting ██████████ itself. The impacts of the redesign have been two-fold: the holistic nature of the customer experience mapping has led to a step change in how ██████████ approach digital; the role that the website plays and opportunities for digital to plug that gap are now key drivers for change. Secondly, there has been a huge uplift in time spent on site:</p> <ul style="list-style-type: none"> • Time spent on a mobile up 58.37%, • Pages per visit up 36.52% <p>This work was recently recognised at the Webby Awards 2013, with an Honouree award for 'Best home or welcome page'</p>

		<p>and won an award of excellence at the Communicator Awards in April 2014.</p> <p>Subsequent project to apply responsively designed templates to the Visit Us section of the site, a strategically key area of the website. Launched summer 2013.</p> <p>We also provide support, hosting and maintenance services for the entire [REDACTED] following a competitive pitch.</p>
[REDACTED]	2013 - present	<p>Design and build of a bespoke 'Inspiration' microsite, through which site users can find and share ideas. Built using user-centric responsive design techniques to allow for visitors to utilise the site across device types (such as desktop/iPad/smartphone)</p> <p>Includes login facilities, a gallery to create favourite looks and photo upload for customer engagement.</p>
[REDACTED]	2014 – present	<p>User experience, strategy and design of new website for [REDACTED] for Drupal CMS.</p>
[REDACTED]	2009 – present	<p>Design and build of new website using EPiServer CMS. Full usability study resulted in the complete redevelopment of the online quotation model, making it easier for users to understand sizing.</p> <p>Bespoke development. Support, maintenance, hosting and BAU work.</p> <p>Currently, Redweb manage [REDACTED] PPC campaigns.</p>
[REDACTED]	2011 – Present	<p>Website design and development utilising the EPiServer CMS. User</p>

		<p>focused functionality such as IP address-detection, print style setting, font formatting. Addresses accessibility needs of [REDACTED] more senior users, Site is expandable to accommodate [REDACTED] new business propositions; and showcase the business' new branding.</p> <p>Ongoing maintenance, campaign work & support.</p> <p>WINNER – Digital Impact Awards - Gold award for 'Best use of digital in the property sector' for the design and build of [REDACTED] website</p> <p>WINNER – Transform Awards – Bronze award for 'Best rebrand of a digital property' for the design and build of [REDACTED] website</p>
[REDACTED]	2013 – present	<p>Redesign and development of the [REDACTED] website, including responsive redesign. Redweb took over mid-way through the project, from the client's previous agency, reviewing work undertaken and making recommendation for change. We then built the site on Umbraco, implementing responsive design and improving the property search to provide an intuitive interface which made it easier to narrow down results from the 1000's of properties on offer.</p> <p>It also includes built-in screen reader functionality, adjustable text size and alterable contrast for desktops.</p>

<p>[REDACTED]</p>	<p>2011 – present</p>	<p>Re-development of the current [REDACTED] subscription services website [REDACTED] in Sitecore 6.5. This is a complete new development build replicating the existing site functionality and design, with migration of the current content.</p> <p>The site will support English and Spanish languages, with the option of supporting more languages in future.</p> <p>The site is a paid for subscription service, where users can find a large range of detailed risk analysis and advice on integrity, security and political risk.</p> <p>The content will be updated in real time and there are many features that aid in the understanding of risk and enabling users to subscribe to managed alerts and access information easily and efficiently.</p> <p>[REDACTED] operate across 5 continents, with 33 locations worldwide. Redweb have conducted CMS training sessions in Singapore and there are plans to offer training in other locations once the project has launched.</p>
<p>[REDACTED]</p>	<p>Mar 2013 – present</p>	<p>Redweb began working with [REDACTED] in 2013. We have helped deliver multiple projects on multiple platforms, such as the Umbraco and OpenText CMS' across a range of the [REDACTED] brands including; [REDACTED] in addition to [REDACTED] themselves. [REDACTED] operate in 50 countries around</p>

		<p>the world and provide four billion meals a year.</p> <p>The [REDACTED] involved the design and build of a new website to cater for the needs of their varying target audience. Redweb undertook user insight driven tasks and user testing to ensure the solution was user-centric whilst ensuring the valuable content was intuitively available.</p> <p>[REDACTED] operate in an international market, they had the requirement to set up a master website which can be rolled out to additional regions with bespoke content sitting within the master framework. The latest 'flatpack' solution has involved the expansion into the Nordic region.</p> <p>[REDACTED] is the market leading provider for catering within the defence and government sector. With over 50 contracts within the UK, it was important to design and build a series of scalable websites that can be rolled out to various regions/bases nationally. We are currently working with the most globally recognised [REDACTED] [REDACTED] with a view to providing a new ecommerce optimised digital solution for their global audience.</p>
[REDACTED]	May 2013 – present	Design and build of a new Intranet on the Umbraco CMS, scheduled for launch early 2014. Campaign project work and consultancy services.

██████████ ██████████	May 2013 – present	Design and build of a secure, invite-only central press/media newsroom for journalists. Used by ██████████ to upload exclusive editorial content, imagery, video & press releases. Built on Umbraco CMS.
██████████	January 2015	Onboarding, support and maintenance of existing Drupal website. UX strategy, consultancy and design services to be delivered throughout the coming year.
██████████	2014 – present	Support and maintenance of Drupal website.
██████████	2014 – present	Design and build of a new website on Umbraco including business analysis, strategy, user engagement, design and customer experience mapping. Currently in development, the site is due to launch later this year, following the build and testing phase. We have also been contracted to manage the PPC advertising, as well as hosting and ongoing support and maintenance following launch.
██████████	2013 – present	Full business analysis, scoping and definition of requirements for a new website, with multiple stakeholders worldwide. Website design and build, based on the research and documentation created by Redweb is anticipated to commence in April on Umbraco.
██████████	2000 - present	Managed hosting of multiple servers. Purchase and installation of software. IT consultancy services.

[REDACTED]	January 2015 – ongoing	Onboarding, hosting support, maintenance of existing Sitecore website. Work will include full digital strategy roadmap planning, implementation of Sitecore CMS personalisation engine and campaign work.
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Central Government & Not for Profit

Client	Dates of contract	Details of work undertaken
[REDACTED]	2009 – present	Initial services included the migration of services from incumbent. Design and build of new website and intranet on Sitecore CMS. Bespoke development of new functionality including virtual learning environments, microsites and extranets. SharePoint integration. Recent work has included the rebuild of the [REDACTED] on Drupal. Ongoing maintenance, updates, new project work, campaign activity, support and hosting.
[REDACTED]	2009 – present	Website design and build using OpenText CMS solution. Usability and card sorting sessions, bespoke development, database integration, accessibility, SEO. Managed Hosting, support.
[REDACTED]	2007 – present	Design & build of BIMA award winning (2009) bespoke website for About My Vote. Managed hosting and support. Consultancy for campaign planning on Facebook.

[REDACTED]	Jul 2013 – present	Consultancy services; across infrastructure, development and technical (Umbraco), user experience and user testing, to review key areas, functionality and infrastructure resilience and the user experience across the site.
[REDACTED]	Aug 2013 – present	In-house services for the recruitment of managed contractors across UX, Development, Design and Project Management.
[REDACTED]	2013 – present	Design and build of new website on Joomla! and support of SharePoint intranet.
[REDACTED]	2013 - present	Design and build of media repository for a confidential campaign on Umbraco CMS.
[REDACTED]	2014 – present	Development of the [REDACTED] website in SharePoint 2013.
[REDACTED]	2014 – present	Design and UX services for new intranet development on EPiServer.
[REDACTED]	January 2015 - ongoing	Build of a campaign website on Drupal, including responsively designed templates. Support and maintenance services following launch in March 2015.

Charity

Client	Dates of contract	Details of work undertaken
[REDACTED]	Aug 2010 – present	Development of new website using the Sitecore CMS and an Intranet on SharePoint 2010. Work included the implementation of ecommerce functionality and integration with Datacash, new branding following the

		<p>rebrand from [REDACTED] improved look and feel and improvement to donation functionality. We continue to provide consultancy, support, hosting and maintenance, as well as ad-hoc project work, such as the redesign in 2013 to introduce responsive design.</p> <p>WINNER - Digital Impact Awards - Silver award for 'Best use of digital by a NGO, NFP or charity'</p> <p>Nominated – BIMA award in the Charity & Not For Profit category</p> <p>WINNER – Transform Awards – Gold award for 'Best rebrand of a digital property'</p> <p>WINNER – 'Charity site of the Year' – Sitecore Awards 2013 – for [REDACTED] [REDACTED] responsive redesign</p>
[REDACTED]	2010 - present	<p>Design and development of new website for the [REDACTED] using SharePoint 2010. Project included full usability study to improve site usability and increase awareness and understanding of the charity and donations online.</p> <p>Bespoke development of Google Maps APIs to visualise data to show key information around rescue missions etc.</p> <p>WINNER - Interactive Media Awards - 'Best In Class', in the Charity sector, for the design and build of the new website.</p> <p>WINNER - Digital Impact Awards - Silver award for 'Best use of digital by a NGO, NFP or charity' for the design and build of the new website.</p>

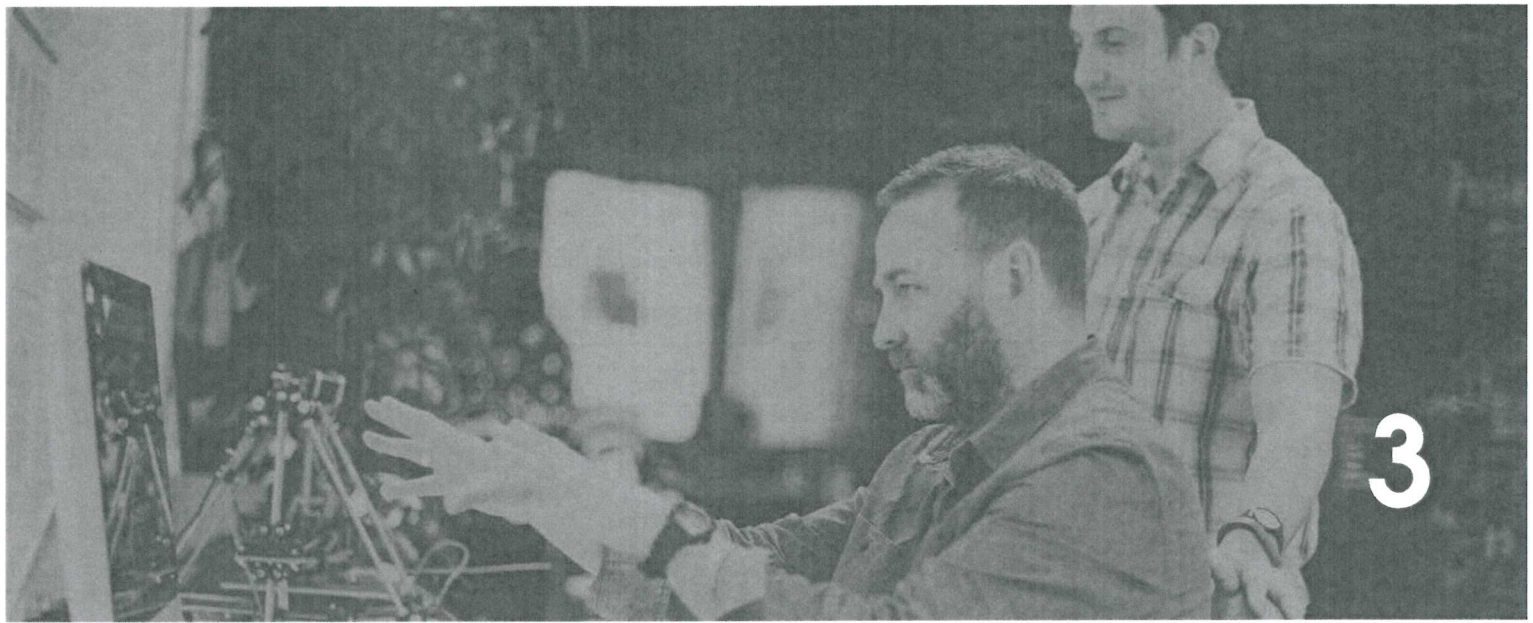
<p>[REDACTED]</p>	<p>Jun 2013 - present</p>	<p>Award of place on digital roster for design and usability.</p> <p>Delivered new responsive homepage design for existing Drupal website, improving upon the visibility of the donation functionality ensuring it was adapted to consider touch screens, resulting in increase in donation numbers by over 100%. We have also delivered a campaign page for [REDACTED] in association with [REDACTED]</p> <p>Redweb host UX testing services for [REDACTED] in our London UX lab on a fortnightly basis.</p> <p>We also participated in the [REDACTED] hackathon event 21st/22nd October 2014.</p>
<p>[REDACTED]</p>	<p>Sep 2013 – present</p>	<p>For [REDACTED] Redweb were initially appointed to migrate the site, and all its content and membership data, to a new more robust and future-proofed CMS platform (Sitecore). A second phase of the project involved extensive user research and validation, as well as a full responsive redesign.</p> <p>Working collaboratively with the client and taking the user research into account, we defined the strategy, re-prioritised features, dismissed unnecessary functionality and obtained a clear view on the site structure hierarchy as well as the best use of taxonomy.</p> <p>As part of this project, we also added more features in respect of</p>

		<p>personalisation and grouping of content that will allow the Fellows and Members to tag content based upon their areas of interest and study.</p> <p>The site launched at the end of August, so statistics have yet to be analysed, however, feedback thus far has been extremely positive and the client is delighted to have a site that really captures the essence of their organisation, activities and stature in the field of science.</p>
██████████	2013 - present	UX consultancy services.
██████████	2013 - present	Place on the Woodland Trust preferred supplier roster. Work so far has included UX consultancy.
██████████ ██████████	June 2015 - present	Website design and build on Sitecore 8.1. User-centric wireframe design and extensive IA redesign. Bespoke navigation design for mobile, tablet and desktop. Integration with uCommerce for Barclaycard payment gateway. Bespoke API created. Launching July 2016.
██████████	2016 - present	Website rebuild on EPiServer

Education

Client	Dates of contract	Details of work undertaken
██████████	2014 - present	Design and build of an intranet and bespoke database for grading. Ongoing support and maintenance. Both projects are in development on Sitecore and scheduled to go live later this year.

		Other work includes Digital Strategy for the redevelopment of their corporate website later this year.
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a bit
about us

Credentials and relevant experience

About Redweb

Located in Bournemouth and London, Redweb is an award-winning digital agency currently on its nineteenth year. With a turnover of over £9m and 156 staff, we have dedicated user experience, design and production teams, supported by experienced account managers and project managers.

Our experience in the digital arena covers the scope, specification, design and development of websites; intranets, extranets; applications; mobile solutions and the underlying Content Management Systems supporting such solutions.

Redweb utilise a range of highly skilled individuals to ensure that our client's strategic goals are defined and delivered. Our approach places significant emphasis and effort into strategic thinking ahead of any design or build. This ensures that our solutions have longevity, deliver maximum return on investment and most importantly, meet the current and future business needs of our clients.

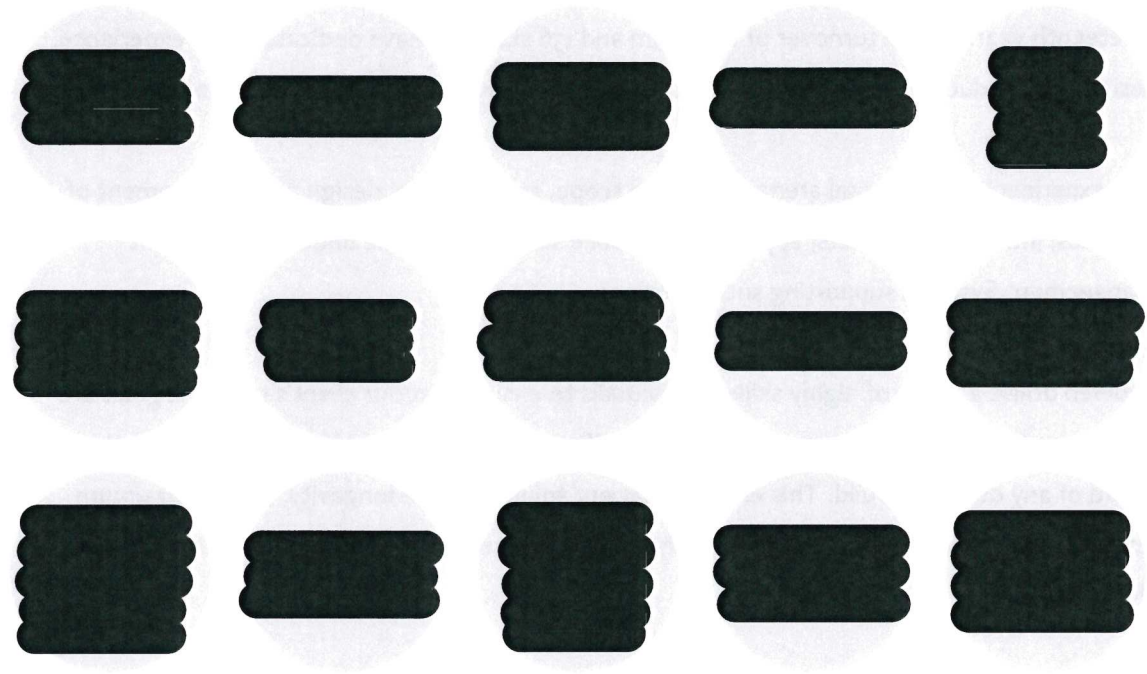
What we do

At Redweb, we pride ourselves on having a healthy balance of creative strategy, design and production, ensuring that your digital investment provides you with real, measurable returns.

- Digital strategy
- Digital design including online brand development and toolkits
- Development of websites, extranets, intranets, mobile sites and applications
- Hosting, maintenance and support
- Deployment and integration of Content management systems
- Deployment and integration of eCRM and enabling systems
- Usability testing and accessibility audits
- Development and integration of Ecommerce systems
- Development of touch screen applications and kiosks
- Social media strategy
- Content strategy, development and migration

Our clients

Our portfolio covers a wide range of market sectors and we are continually presented with opportunities to make our mark on new ones. Here are just some of our current clients:



Our experience across varying sectors provides us with an excellent understanding of the key requirements for working with our clients, which aids us to develop long-term strategic relationships.

Our approach is to work collaboratively with our clients, leading them through the process and adding value and strategic direction where it is most needed, but ensuring engagement by working with you, not dictating the result. We focus on objectives and requirements that are measurable rather than features which can distract the strategic vision.

A key element of our success has been the inclusion of our in-house User Experience team in all projects ensuring that the innovation and creativity at the forefront of our digital strategy remains highly usable and accessible by the target audiences. Our Creative Directors are experienced in the delivery of scoping and specification activities, Information Architecture, interactive prototyping and usability testing throughout the lifespan of any project.

Development at Redweb

Software engineering and development work is a key offering for Redweb and a central element of our design and build process. At Redweb we take software engineering seriously and have a proven capability to deliver solutions on different technical platforms and using a variety of content management systems, frameworks and other components. We are capable of developing and delivering solutions using both Microsoft .NET and PHP (LAMP).

Microsoft Technology stack (.NET)

Redweb has an extremely strong Microsoft .NET development team of around thirty experienced Microsoft developers. As an agency we are a Microsoft Partner and have worked with Microsoft platforms (ASP.NET, C#) for over 10 years. Our developers work according to well define development standards based on Microsoft Best Practice. We utilise Visual Studio for development and Microsoft Team Foundation Server for source control and build services. Our QA teams also use Microsoft Test Manager for System Testing.

Linux, Apache, MySQL, PHP (LAMP)

We also have a dedicated team at Redweb for PHP development, primarily building websites with Drupal (also Joomla!). Our Drupal development conforms to Drupal's coding standards, which are themselves based on the PEAR framework's coding standards, ensuring that the PHP code we write is consistent. As with .NET development, our PHP team write object-oriented code which conforms to SOLID principles (<http://en.wikipedia.org/wiki/SOLID>), generally using the PEAR and ZEND Frameworks to achieve this. For testing, where it is practical to do so, the team uses Unit Testing tools (such as Drupal's Simpletest module and PHPUnit) to ensure that our code meets the project requirements.

Experience of CMS builds

A key benefit of our technical team is the team-based approach to CMS solutions. We have a dedicated team for each CMS solution who spend time outside of projects gaining training accreditations and developing the base build. This ensures that we have trust mastery of all CMS solutions offered and can offer clients advice and best practice rather than the need to refer back to literature, fellow employees or support.

Our support team have experience of delivering support to CMS builds including standard base-build roll-outs. They will receive specific training for the intricacies of the final solution to ensure they are able to assist your team efficiently.

CMS partnerships

Currently our teams have proven experience with (and Redweb are authorised developers for) the following CMS solutions:

- Sitecore
- EPiServer
- Umbraco
- Drupal
- SharePoint
- Tridion
- Joomla

We have dedicated development teams for each of the above CMS software platforms, each with experience in the design, development, deployment and migration of large scale websites.

CMS selection

Redweb is a vendor-neutral agency, enabling us to implement a variety of different software solutions on behalf of our clients. This approach allows us to look pragmatically at software selection, aiming to help each client choose a solution that is correct for their business requirements and budget, rather than recommend software we are exclusively partnered with. Redweb is therefore experienced in working with clients to:

- Identify software providers based on a defined need
- Evaluate software based on requirements and infrastructure
- Specify the licensing; implementation and training requirements
- Monitor, recommend and, where applicable, implement software upgrades
- Manage vendor relationships

Our development teams work closely with vendor partners to ensure all of our clients get the most out of their chosen software platforms through the integration of existing modules and add-ons and through the development of bespoke functionality that can be effectively managed through the CMS solution.

Support & BAU

Although every effort is made to maximise uptime, reliability of a website or intranet can never be 100% guaranteed and problems will occasionally occur. Different users, scenarios, data input, browsers, circumstances etc. may all create issues unbeknown and unforeseen.

In addition, you may have on-going questions relating to the content management and/or associated software or the need to check functionality following end user feedback or comment.

Redweb provide a dedicated support team available to assist and resolve any issues connected with your solution. They provide our client's peace of mind and work to proven methodologies to ensure you are fully aware of progress and that any trends can be identified.

We are experts in handling support issues, ensuring knowledge transfer between implementation to support. We pride ourselves on positive feedback and welcome an open dialogue with all clients to ensure best practice is constantly developed.

For customers who utilise our hosting services, we provide full responsibility over every aspect of operation and a single point of contact. In this situation, we can also draw on our ISP's 24/7/365 monitoring services and have specific cross-company procedures and escalation for incidents during 10pm – 6am. For clients who host internally or elsewhere, we work proactively with 3rd parties to ensure our client's interests are always paramount.

- Our support team works independent to our project teams ensuring they can react immediately without impacting Redweb's day-to-day activities
- We work to ITIL, ISO9001 and ISO27001 certifications
- All support requests are ticketed using our online system allowing clients access to history, notes and trends. However we don't underestimate the power of a telephone call and personal relationship and don't hide anonymously behind our technology.
- We deal with critical issues through to continue nuisance problems, offering the same level of urgency and commitment
- Our service delivery can be defined by strict Service Level Agreements (SLAs). We like to have regular meetings to discuss progress and review priorities. We can offer penalty clauses against failure to deliver if required
- We offer a number of charging methods to hopefully meet our individual customers' need

Support deliverables

When a call is raised with our support team, it is assessed, prioritised and allocated to an appropriate resource for resolution. Your first point of call will be our Service Desk. Our Service Desk is then able to utilise its dedicated set of developers, designers and other specialist personnel. All staff are based in-house and work closely together with the rest of the agency.

On commencement of a relationship, a communications and escalation plan is implemented so the right people are informed should an issue arise. The Service Desk has responsibility for the following areas of client management;

Incident management

All incidents reported to the Service Desk are recorded in Redweb's Service Desk software. All calls are monitored against a defined SLA and reported to clients on a monthly basis. Incidents may include:

- Security breaches/concerns
- Malfunction of the site or section of the site
- Integration and connectivity faults
- Domain and infrastructure issues
- Investigation following end user complaints/reports

Problem management

On resolution of an incident, the cause is investigated. If a wider problem is evident, the Service Desk is responsible for completing this investigation and reporting the results.

Change and release management

Redweb have a robust change management process involving a dedicated Quality Assurance team so we can be sure that any changes made will not impact a production site.

Configuration management

Every change to a configuration item (such as a CMS, server or website) is recorded to ensure complete accountability and that a record exists of the complete live infrastructure.

Client assistance

It may be that staff aren't sure how to perform a task within a content management system or need advice on how best to implement a feature. The Service Desk can advise and provide knowledgebase articles to help, as well as provide bespoke training.

In addition, we are proactive and aim to be aware in advance of potential issues caused by new technology and security vulnerabilities. A typical example is a new browser or security patch. We can then resolve issues before the website becomes compromised.

Rapid Response service

Sometimes you just need a change made quickly. Linked to our support team and contained within our Client Services department, this channel allows smaller work packages to be performed within a quick turnaround period. Our team is able to quickly understand requirements and react to meet the pressing deadlines our clients' demand.

The team has a wide range of experience across both design and development, including many content management systems. Customers use the service regularly or ad-hoc. Estimates are provided based on the urgency of your request and when you require the work to commence.

Features and benefits of our Rapid response team include:

- Quick start for urgent work packages
- Frequent to once-in-a-while requests
- Design, XHTML, development and infrastructure capabilities
- Knowledge across multiple CMS systems if required
- Estimates based on a flat per hour or per day rate

Innovation

At Redweb, we are passionately committed to explore, nurture and exploit new ideas and new technologies in the most creative ways. Innovation is not just a department here, but an integral part of all the work we do across the agency.

Our staff are given the freedom and support to examine new concepts, play with new ideas, and test emerging technologies that they believe in. This ensures our work is effective, unique, eye catching, and meaningful. In addition it means we are always learning new skills and gathering key insight to inform our work and benefit our clients.


What innovation looks like at Redweb

Over the last few years we've looked into several key areas in great detail. We were one of the first digital agencies to play in the mobile space, testing the waters by making mobile websites and building iPhone apps before they were cool. We've also invested time in experimenting with social platforms, mastering video production and delivery and building rich interactive internet applications.

We've been able to show our clients what to use and the best ways to use it to get most value for their buck and we have worked with clients to lessen their risk when treading new ground.

When it comes to innovation we believe in collaboration and openness. The collective power of our staff is awesome, our team work produces greater outcomes, and we love it when our clients want to join in and be part of the journey.

We have a purpose built innovation space that's set up for collaborative working. It's a very special place that looks and feels very different to the rest of our HQ. It's a wonderful place where we can nurture ideas without judgement. It's a greenhouse for ideas, a playground for exploring and a laboratory for experiments. You'll often find it being used by project teams for creative sessions and brainstorming, design clinics, interface workshops, functionality reviews, and team hack days.

For an overview of some of our projects and activities, please see 

User experience

A key differentiator for Redweb is our experience and knowledge around user centric websites and a user centric design process. We seek to understand what the user expects and what will drive greater value and benefit.

User experience (UX) is more than just understanding your business. It involves building a model of users' attitudes and behaviours to help us consider solutions that best fit their needs and expectations. This ensures that the user experience of a website visitor is two-way; your business derives the best value from a visitor and they receive the experience and content they want.

To do this we use a blend of design insight, usability and accessibility, psychology, technical knowledge and storytelling. So we (you and us) can better support the visitors' experiences by focusing on what they are trying to achieve, with the site architecture being the enabler rather than a hurdle to overcome.

We operate an expert in-house UX team who have access to a host of facilities at our own dedicated UX suites in both our Bournemouth and London offices, which as well as being used for project-specific work and testing throughout the project lifecycle, are also available for use by our clients.



Our UX labs in Bournemouth

We are particularly excited to announce that we have recently redesigned our London lab to provide a real-life environment for user testing, set up to look like a living room found in any home.

With the many ways that users now browse the web and outside influences constantly vying for our attention, we feel it is important that UX testing reflects the busy lifestyles we all lead.

For example, whilst we test on a mobile, the TV will be running in the background to simulate day-to-day distractions. Clever placement of cameras will allow us to test additional elements, such as when a user's attention span is waning, so we can look for ways to combat that in our solution. We believe this to be a UK-first and we are excited to be at the forefront of UX innovation.

Services that can be incorporated into a project to gain insight and validate ideas include:

- Collaborative workshops to aid solution definition and help scope audience requirements and needs
- One to one interviews
- Online surveys for feedback and appraisal
- Benchmarking exercises on existing and competitor websites
- Prototype testing to validate initial design
- Card sorting to aid information architecture and content structure
- Review of design and brand deployment
- Content and tone of voice evaluation
- Mobile specific activity
- Optimisation of sign-up processes and funnels
- Post launch feedback and appraisal

Search and analytics

In addition to identifying key users, journeys and conducting research to understand how your users want to interact with your website, Redweb believe that it is important to take into consideration the impact of the changes being made to your solution and it is imperative to ensure that any new website is designed to be search friendly and is optimised to appear on the search engine results pages for relevant search terms.

In all of our builds, we include a standard apportionment of SEO and analytics time to ensure that we are able to track your key goals and that the website is built in a search friendly way. We are also able to provide additional time during the build to help provide greater strategic input in order to help the performance on the website once it goes live, if required, which can also help to provide the basis of a more long term SEO strategy.

Typically, the standard SEO and analytics time would include the following tasks:

- Identification and definition of analytics and SEO requirements
- Impact reporting
- Review of the Information Architecture
- Review of proposed scamps and prototypes
- SEO best practice advice during the build phase
- SEO review following User Acceptance Testing
- Implementation and testing of Google Analytics tracking requirements

Finally, once the website is due to go live, it is also important to measure any changes in activity levels and provide statistics on ROI. To achieve this, we run two benchmarking reports prior to the website going live, followed by two reports in the period after the new website has launched.

Content strategy

As part of all projects, our Content strategists provide high-level consultancy to help the wider project team build a site that works brilliantly not just for your end users, but your internal content editors and web administrators. They have extensive experience of using the full array of proprietary and open source content management systems, which means that they are perfectly placed to consult with you and our developers to make sure you will be working with the most intuitive and easy-to-manage interface possible.

They can also work with our designers and UX consultants to test-run prototypes, templates and concepts with fit-for-purpose copy (rather than placeholder 'lorem ipsum' content). This will make sure you are getting a site that is 100% ready when it's time to begin uploading the content, thereby avoiding any surprises or last-minute changes. It's also a great chance to spot any issues with labelling and how content fits into the user experience of your site – prototypes with bespoke sample content in them tend to glean the most in-depth insights when it comes to user testing.

Finally, as you get to the later stages of content generation or migration, our Content team will also be on hand to provide insights, sample templates, and strategic support, based on extensive experience of large-scale migration and content generation projects with clients such as [REDACTED]

[REDACTED]

ISO accreditations

ISO9001 – Quality Management

Redweb maintains and complies with a process based quality management system that fulfils the requirements of the International Standards ISO9001:2008. We have held this accreditation since 2004. Our quality objectives are to; establish, communicate and regularly review the development of our management system and services.

Through our management system, we monitor, measure, analyse and review our performance and processes to identify areas for improvement and development of best practice throughout the organisation, in order to enhance the satisfaction of our customers, staff and stakeholders. As such, our quality policy is periodically reviewed to ensure its continuing relevance and suitability.

To accompany our ISO9001:2008 accreditation, we project manage to PRINCE2 methodologies and utilise a waterfall approach to development.

Our ISO9001:2000 process encompasses:

- Enquiries
- Quotations/estimates
- Initiation of projects
- Project phases
- Scheduling of resources
- Testing procedures
- Sign off and deployment
- Post-project review
- Induction of staff
- Employment contracts and job descriptions
- Reviews and audits
- Document control

ISO27001 - Information Security Management

ISO27001 is the only auditable international standard which defines the requirements for an Information Security Management System (ISMS). The standard is designed to ensure the selection of adequate and proportionate security controls within an organisation and ensures we maintain audited process to keep data safe and secure.

This helps Redweb to protect your information assets and gives confidence to all clients. The standard adopts a process approach for establishing, implementing, operating, monitoring, reviewing, maintaining and improving the ISMS.

Redweb employ this in best practice throughout the organisation as follows:

- Network access control
- Monitoring
- Classification of data (priority of security)
- Supporting utilities
- Equipment security
- Compliance checking
- Legal compliance
- Reporting and review
- Internal processes
- Data validation
- Password management
- 3rd party service delivery
- Control against malicious attack
- Data removal processes
- Firewall management (IDS)
- Development against OSWAP vulnerabilities
- Protection of physical assets and electronic data
- Security auditing of the solution
- All Redweb staff are security checked
- Proven experience with other high profile projects

For compliance with the Data Protection Act 1998 (“DPA”), ISO27001 is recognised as the source of appropriate advice on how to comply with the requirement that “appropriate technical and organisational measures shall be taken against unauthorised or unlawful processing of personal data and against accidental loss or destruction of, or damage to, personal data.”

Redweb consider one of our key strengths to be the delivery of solutions that manage process or otherwise involve sensitive, personal or confidential data. Our solutions have been approved by CESG to hold protectively marked data.

Redweb also hold the certification for Cyber Essentials. The Cyber Essentials scheme has been developed by Government and industry for organisations of all sizes and in all sectors as part of the UK’s National Cyber Security Programme.

The scheme provides a security assurance framework that is now mandatory for any government contracts handling personal information and providing certain ICT products and services.



ISO14001 – Environmental Management

Redweb have held the ISO14001 since 2007. We continually monitor and measure key operational characteristics that can have a significant environmental impact, as well as performance against our operational controls, environmental objectives and targets.

All of our materials are sourced in line with ISO14001 guidelines, including recycled paper and consumables. Sustainability is a high priority for Redweb and to this end we recycle all waste as much as possible.

- We promote energy saving by placing notices in prominent places around the office (such as on light switches and occasional use electrical equipment), reminding staff to switch off after use
- We recycle paper, plastic bottles, cans and print cartridges

- We use mugs and glasses for drinking, we do not provide plastic/disposable cups
- Water coolers are plumbed into the mains water supply, eliminating the need for water deliveries
- We have a cycle scheme to encourage staff to cycle to work
- We use public transport as much as possible for work-related travel
- We use fair-trade produce (tea/coffee), buying in bulk to reduce the frequency of deliveries to restock

Whilst Redweb accepts the main responsibility for the implementation of this policy, we believe our staff also have a very important role in ensuring we adhere to our environmental policy. As such, we rely on them to aid us in the above mentioned activities and include an environmental management presentation as part of all new starter inductions.

We also collect data throughout the year, relating to carbon emissions, energy usage, business mileage, paper consumption and recycling and refuse levels. We then add the data to an environmental register to see how we compare against our objectives.

Over the past 12 months, no changes have been made to the policies or procedures, but in regards to working practices, the following has taken place:

- A reduction in paper purchased has been made across the company
- A reduction in printing/photocopying has been made across the company
- A reduction in CO₂ omissions has been made in regards to car mileage used by employees, in part by the introduction of a cycle scheme for staff
- Environmental commitment forms are sent to any Redweb suppliers who may have an impact on our activities
- Video conferencing facilities have been introduced to minimise travel
- Suppliers have been contacted to ask them to use less packaging when sending goods
- All staff have EMS training
- Annual audits take place



appendices

Rate card

Pricing explained

Whilst pricing defined tasks can be simple, the ability to correctly estimate a larger project in its entirety is often difficult. Redweb's project methodology is based on stages. Early stages concentrate on researching requirements, considering options and originating 'the big idea' that will engage users and meet business goals.

These research and design decisions determine the solution and can have an impact on build and subsequent deployment costs. In addition, elements such as integration and 3rd party involvement can be vaguely specified at tender stage which again makes accurate costing problematic.

Redweb, however, try hard to be accurate and endeavour to quote costs that will remain correct throughout the project lifecycle. We will always be able to quote early stages more accurately as the time required is easier to judge. We then use our experience and understanding of the brief to determine overall budgets. We will quote realistically and assume that deliverables required from our clients and their partners will be on time and correct. We do not quote for the unknown unless stated.



Roles

We have different rates across roles, dependent on experience. Senior involvement is more predominant in the early stages of a project, as we need their expertise to define the solution in creative and technical areas. For project build and QA we rely on middleweight staff to form the bulk of the team with senior interaction as required.

By default, Redweb will provide a holistic solution using best practice and hence disciplines such as SEO, analytics, content and UX are included during all our projects. However, we have specialist staff who can provide further expertise in a variety of core areas at a level dependent on the requirements. We quote these individuals as specialist staff and will indicate in our estimate the level of activity in days we have included.

Studio rate card

Directors - [REDACTED]
Creative Director
Frontend Development Director
Technical Director/Solutions Architect
Digital strategist
Project Director

Seniors - [REDACTED]
Senior Developer
Senior Designer
Senior Frontend Developer

Middleweight Roles		
Role	Day Rate	Hourly Rate
Lead Designer	[REDACTED]	[REDACTED]
Frontend Developer	[REDACTED]	[REDACTED]
Lead Frontend Developer	[REDACTED]	[REDACTED]
Lead Developer	[REDACTED]	[REDACTED]
Developer	[REDACTED]	[REDACTED]
Web Engineer	[REDACTED]	[REDACTED]

Junior Roles - [REDACTED]

Junior Developer
Junior Designer

Project Assurance Roles

Role	Day Rate	Hourly Rate
Project Management	[REDACTED]	[REDACTED]
QA Analyst	[REDACTED]	[REDACTED]

Specialist Roles

Content Strategist	[REDACTED]	[REDACTED]
Content Editor	[REDACTED]	[REDACTED]
Search Strategist	[REDACTED]	[REDACTED]
Search Executive	[REDACTED]	[REDACTED]
UX Consultant	[REDACTED]	[REDACTED]
UX Practitioner	[REDACTED]	[REDACTED]
Hosting & Infrastructure Manager	[REDACTED]	[REDACTED]
Database Analyst	[REDACTED]	[REDACTED]
Training Consultant	[REDACTED]	[REDACTED]

Contact



Client Director, Government

Tel: 01202 779944

Email:

Registered Address (Head Office)

35 Holdenhurst Road, Bournemouth, Dorset BH8 8EJ

Redweb London

9 Holyrood Street, London SE1 2EL

www.redweb.com

Please note

Any costing or structure information contained in this document is valid for a period of 30 days from the date of issue (being the date of the last version noted under issue history). Thereafter Redweb reserves the right to amend cost and structure details.

Any scheduling information given in this document is estimated based on the availability of Redweb design and production resources at the time of being given the official order. Scheduling is also subject to full availability of all the agreed content to be supplied by the client – including items such as images, video, signed off marketing copy, scripts, images etc.

Costing information given in this proposal is based on best available information, and is tied to the contents of the proposal as stated. Any changes to the specification, scope and project content as detailed within may result in changes to the cost structure.

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Contact



Client Director, Government

Tel: 01202 779944

Email:

Registered Address (Head Office)

35 Holdenhurst Road, Bournemouth, Dorset BH8 8EJ

Redweb London

9 Holyrood Street, London SE1 2EL

www.redweb.com

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