South West London website specification

Background

From April 2022, Integrated Care Systems (ICS) will be in place across England. Each ICS will comprise of two bodies:

- **integrated care partnership (ICP):** the broad alliance of organisations and representatives concerned with improving the care, health and wellbeing of the population, jointly convened by local authorities and the NHS.

- **integrated care board (ICB)** bringing the NHS together locally to improve population health and care and will replace existing Clinical Commissioning Groups (CCGs)

In line with these changes in South West London we are commissioning two new websites:

1. **ICB Website** will replace the existing website swlondonccg.nhs.uk and represent the new organisation - NHS South West London (the public name of Integrated Care Board for south west London). This new organisation will take on some of the existing functions of the current Clinical Commissioning Group which will be dissolved as part of the new legislation. NHS South West London comes into effect on 1 April 2022.

   We expect to soft launch and test this website by **March 2022**, with a planned go live date of **1 April 2022**.

2. **ICP Website** will replace the existing website swlondon.nhs.uk, and will represent the South West London Health and Care Partnership (the public name of our Integrated Care Partnership)

   We expect to soft launch this website by **March 2022**.

Website 1 – NHS South West London

Objectives:

- Create a positive, professional image for the new organisation in line with the NHS South West London Integrated Care Board branding (currently in development)
- Create a seamless user journey to communicate clearly about the statutory duties of the ICB, its role and responsibilities,
- Demonstrate the work of the ICB and how it is delivering for South West London residents
- Retain legacy information for previous CCGs in line with Records Management NHS Code of Practice
- Provide transparency over accountability in terms of how decisions are made - governance
- Provide an accessible platform to host information for local service transformation and change, including previous consultations
- Provide suitable spaces (under sub domains) for content aimed at health professionals – pharmacists, GPs etc
- Support people to find the right NHS service in South West London by linking appropriately to other ICS 'family' websites and nhs.uk
- Encourage local people and communities to get involved and give feedback and demonstrate the influence they have had on service development

Primary audiences:

- PRIORITY: South West London residents and NHS service users
- HCP partners and their staff – all 40+ partners NHS, LA, voluntary and community sector and Healthwatch
- Local councillors and MPs

- Our regulators NHSE/I

Technical specifications:

- Responsive design, mobile first, compliant to WCAG 2.0 accessibility guidelines
- Media/asset filing system for library in back end
- Shared platform/CMS with website 2, with shared asset library
- Authoriser system with contributors and content authorisors/master users
- CMS to have a staging area for new content/edits prior to going live
- Securely hosted, SSL certificate.
- Website uptime no lower than 99.99%, with clear back-up routes to maintain service
- Ability to create microsites under sub domains – e.g. swlimo.swlondonccg.nhs.uk
- Ability to maintain and update both websites from a single CMS platform
- Integrated translation functionality – google or other reliable service

Primary content:

- COVID-19 vaccination programme hub, based on existing content at swlondonccg.nhs.uk/covid
- High level service level overviews (what NHS services are available to local people and how to access them) including CHC, IFR and other funding schemes – see existing Your Health
- High level self-care overview and how to access local NHS services – referring on to nhs.uk, 111 for advice, partner sites – see existing self care content
- Statutory content: governance, structures, board meetings for ICB accountability – see existing governance content
- Profiles for directors/board/committee members
- Contact us information for different teams in the ICB
- Content targeted at health professionals, for example the meds optimisation subdomain – swlimo.swlondonccg.nhs.uk
- News (some duplication and crossover with website 2 news content – ability to update both sites simultaneously important)
- Events / meetings and related documentation
- NHS service change information including archives of previous engagement exercises and consultations – encourages people to get involved – links to engagement content on website 2
- Publications: Annual reports, policies, financial disclosures and other statutory documentation – see existing publications
- Equality, diversity and inclusion – see existing EDI
- Contacts, including online forms – see existing contacts
- Embedded social media
- Anticipate approximately 120-150 pages at launch (including news/blogs/posts)

Headline site structure:

- Covid-19
  - Who can get vaccinated
  - Where to get vaccinated
  - Your questions
- Your health (health service content)
  - Vaccination
  - Urgent and emergency care
  - Self care
  - Community services
  - Pharmacy and medicines
  - Maternity
  - Mental health
  - Funding schemes and requests
- Get involved – (Involvement, engagement and consultation content)

- o Have your say
- o You said we did
- o How involvement works
- News and events
- Your area (content about each of our six boroughs)
  - o Croydon
  - o Kingston
  - o Merton
  - o Richmond
  - o Sutton
  - o Wandsworth
- About us (governance, board profiles etc)
  - o Governance
  - o Publications
  - o Equality, diversity and inclusion
- Contact us
- Health professionals
  - o Vacancies/recruitment

Website 2 – Integrated Care Partnership

Objectives:

- Establish a clear identity for the new organisation, build on the work of the predecessor SWLHCP and the activity/reputation of its individual programmes
- Support the ICP core aim of reducing health inequalities and promoting equality
- Promote the successes and ambitions of the partnership, using dynamic content led by case studies and success stories.
- Create an intuitive/logical user journey.
- Host content for the statutory committee of the ICP
- Promote opportunities for public/patient involvement/engagement – create engagement hub
- Celebrate healthcare workers in SWL – how they contribute to the partnership and the whole of South West London
- Link appropriately to other ICS 'family' websites

Primary audiences:

- PRIORITY: People experiencing health inequalities in South West London
- Other South West London residents and health and care service users,
- HCP partners and their staff – all 40+ partners NHS, LA, voluntary and community sector and Healthwatch
- Local councillors and MPs
- Our regulators NHSE/I

Technical specifications:

- Responsive design, mobile first, compliant to WCAG 2.0 accessibility guidelines
- Media/asset filing system for library in back end
- Shared platform/CMS with website 2, maybe shared asset library?
- Authoriser system with contributors and content authorisors/master users
- CMS to have a staging area for new content/edits, prior to going live
- Securely hosted, SSL certificate.
- Website uptime no lower than 99.99%, with clear back-up routes to maintain service
- Ability to maintain and update both websites from a single CMS platform
- Integrated translation functionality – google or other reliable service

- Microsites via sub domains - swlimo.swlondonccg.nhs.uk

Primary content:

- GOLDEN THREAD: Rich content focused on helping people experiencing health inequalities – pictures, videos, case studies etc
- CALL TO ACTION: Patient and public involvement and engagement hub – contact us, get involved with us, tell us what you think about local services
- Health/wellbeing campaigns – covid, winter health, NHS111 etc
- Programme content – areas to showcase the plans and progress for the Partnership's individual programmes
- Case studies (explainers showing how working in partnership produces benefits for individual patients/families/people)
- News (some duplication and crossover with website 1 news content)
- Social media feeds
- Events / meetings and related documentation
- Statutory content – board papers, annual reports, programme documentation
- Profiles for directors/board/committee members
- Contacts (including online forms)
- Anticipating approximately 100-120 pages at launch (including news//blogs/posts)

Headline site structure:

- Get involved (engagement content)
    - Have your say
    - Using your feedback
    - How we engage
- Health and wellbeing (health campaigns etc)
    - Covid and flu vaccination
    - NHS111
    - Medicines
    - Cancer
- Our priorities (programme content)
    - Elective and critical care
    - Specialised care
    - Mental health and learning disabilities
    - Primary care
    - Urgent and emergency care
    - Integrating care
    - Strengthening communities
    - Workforce, estates and digital
- Your area (information about each of the boroughs' health and care plan priorities)
    - Croydon
    - Kingston
    - Merton
    - Richmond
    - Sutton
    - Wandsworth
- News and events
- About us (governance, committee profiles etc)
    - Partners
    - Committees
- Contact us

Additional requirements/information

- Open source platform, shared by both sites, preferred. (WordPress – currently in use - for instance) - can sites be separate parts of the same website? – there will be some connectivity between the two and could be hosted together
- Both sites will be part of the same organisational family so some consistency in layouts/aesthetic desirable
- Supplier to provide all aspects of site design based on branding guidance supplied
- As a public sector, NHS and local authority partnership, we would expect to meet the highest requirements of accessibility. See www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps. Accessibility audits (latest WCAG guidance) required prior to launch – accessibility statement (on compliance) is a legal requirement.
- Appropriate user testing with core audiences – for instance: focus groups, surveys, reader panels
- Comprehensive CMS training programme and user guides for contributors
- Some existing content will be directly migrated from the legacy websites. New content expected to be created in-house and provided to supplier
- Ongoing technical support required

Budget

- Our budget for both websites is in the region of £40,000 to £70,000 and would welcome ideas from suppliers on how to configure both sites for the best value for the tax payer.