

Centre City Tower, 7 Hill Street, Birmingham B5 4UA  
21 Bloomsbury Street, London WC1B 3HF

By email

10 June 2016

Freedom of Information - Request For Information

Reference: FOI 73052016

Dear 

Thank you for your email in which you request:

Please supply a copy of the winning tender submission for the tender outlined below.

"Ofwat's New Website"

I can confirm that we do hold the information you have requested and a copy of the tender is attached.

Some of the information contained within the tender is exempt from disclosure. The exemptions applied are:

Section 40(2) – Personal Data

This exemption applies because Ofwat considers that it would be a breach of the Data Protection Principles to disclose personal data of contracted staff without consent to disclose. In accordance with Principle 1 of the Data Protection Act (DPA), personal data should be collected fairly and lawfully and meet a condition in schedule 2 of the DPA. We feel that disclosure of personal data in relation to our contractors would breach this principal.

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### Section 41- Information provided in confidence

Information contained within the tender document was supplied by the contractor for the purposes of supporting their tender bid. After consultation with the company Ofwat confirms that to disclose certain information could lead to an actionable breach of confidence by the contractor.

### Section 43 – Commercial Interests

Ofwat has considered the position of the commercial interest of the contractor and following consultation we have redacted any commercially sensitive information contained within the tender document.

### Public Interest Test

As Section 43 is a qualified exemption Ofwat has to consider the public interest test. There is a clear public interest in disclosing information that helps the public to understand to understand the way a public authority works. Ofwat believes that the disclosure of any financial data relating to the contractor's commercial interest could lead to reputational damage for both parties and also affect the contractor's commercial activity for future tenders.

We therefore deem this exemption engaged.

If you have any queries or concerns with regard to the content of this email please do contact me, quoting the reference number.

If you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review of the decision, please contact:

Programme and Project Management Office  
Ofwat  
Centre City Tower  
7 Hill Street  
Birmingham B5 4UA  
[mailbox@ofwat.gsi.gov.uk](mailto:mailbox@ofwat.gsi.gov.uk)

Freedom of Information/EIR Provide the Information

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If you are not happy with the outcome of that review you can ask the Information Commissioner's Office to consider your complaint. Generally, the ICO will not make a decision unless you have exhausted Ofwat's complaints procedure. The ICO can be contacted at:

<https://ico.org.uk/>

or

The Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow

Yours sincerely,

Christine Manise  
Senior Associate, Freedom of Information  
Programme and Project Management  
Ofwat  
Centre City Tower  
7 Hill Street  
Birmingham B5 4UA

# Ofwat

## Summary of Work for the Ofwat Website Development Project

Our ref: OFW10480

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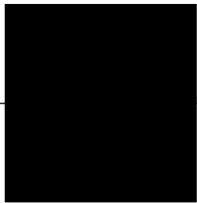
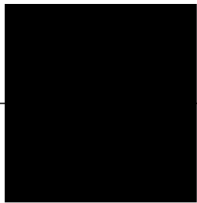
**Angela Mather**  
**Louise Bickley**  
**Zafar Ibrahim**  
**Erica Williams**

17 July 2015



## Revision history

Redacted-Third party data

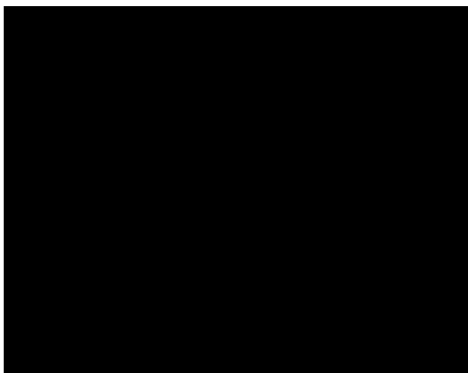
Version control	Version and reason for change	Author	Date of issue	Pages changed
Draft	Internal draft 1		15,16,17 July	–
V1	External release		17 July 2015	–

### Document prepared by:



Redacted-Third party data

on behalf of Forepoint Ltd.



### Previous meetings held

#### Conference Calls:

Friday, 19<sup>th</sup> June

Thursday, 16<sup>th</sup> July

#### Project Meeting at Ofwat:

Thursday, 9<sup>th</sup> July

#### Attendees:

- Erica Williams
- Angela Mather
- Louise Bickley
- Zafar Ibrahim



## Summary of Work

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### Purpose

- Working in collaboration with the Ofwat project team, Forepoint limited have been approached by Ofwat (following due diligence and supplier evaluation criteria assessment via G-Cloud) to redevelop their existing website: <https://www.ofwat.gov.uk/>
- A Statement of Requirement document has been produced which clearly outlines:
  1. Introduction to Ofwat
  2. Statement of requirement
  3. Proposal and evaluation Criteria
  4. Procurement procedures
- Website – Statement of Requirement:
  1. Context and background on our existing website
  2. Where we want to be
    - Ofwat's vision
    - Meeting modern expectations
    - Main users of our website
  3. Website requirements
    - Approach
    - Standards and guidelines
    - Development, code, documentation, hosting and maintenance
    - Transition and migration
    - Search
    - Analytics
    - Content management system features
    - Page templates
    - Print output
    - Multimedia – images, audio and video
    - Displaying tables
    - Integration with third-party services and sites
    - Welsh language content
    - Forms
  4. Information architecture and user personas
    - Supplied as Appendix A
  5. Hosting requirements
  6. Structure of bids (no longer applicable)
  7. Project timescales
  8. Budget

### Deadline

A deadline for launch by 30 October 2015 has been identified.

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## Forepoint response statement

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Having had the opportunity to review and discuss the Statement of Requirement document with the Ofwat project team, which enabled us to gain clarification to some areas.

We can confirm that we are able to deliver Ofwat's requirements and our proposed solution will align to their statement of requirement and expectations, unless identified, specified and discussed during our initial project meeting.

We can also confirm that we will be able to deliver the project within budget – see costs on page 9.

Our main concern is however to the proposed deadline – during the project meeting (9<sup>th</sup> July) we recommended that you hold dialogue with your existing suppliers to determine whether they would be willing to extend the current contract/agreement by 2-months (End of Q3 – November, December), or ideally on a rolling monthly contract.

This was initially based on effective planning and mitigation of risk – making allowances for and having time contingency to cover for unforeseen circumstances upfront.

We had projected during our meeting that we would ideally work to a launch date of or around either the middle of October (absolute earliest), but more realistically around Monday, 26<sup>th</sup> October.

Since we last met, we have now had the time and opportunity to review more of the website's content pages (approximately 2,000) and conducted a more in-depth assessment to the existing site structure, breadcrumbs, content property tags and logic to how the pages have been created and linked. This level of understanding is crucial to how well (or not) the content migration script and realisation can be achieved.

Due to how some of the lower-level content pages have been created and that they don't appear to sit as a nested menu item (inconsistent breadcrumbs also) – this may/will potentially be a cause for concern. The impact of this would be more of a time-based issue, as we will have to assess all instances of these anomalies and inconsistencies manually. This manual requirement could realistically add a couple of weeks to the associated work and to our original schedule interpretation.

There are also a number of instances where large info-graphic elements have been used, which could be recreated with the page builder tools that we will deliver, but this will require time and input in order to replicate – again causing potential delays – however these elements could be conducted following launch.

See our proposed schedule for a better understanding to the proposed workflow on page 7-8.

Meeting the deadline date (end of October) is still achievable, however we need to be mindful of:

- Managing the risk of meeting the date with a shiny new website with some content that still looks dated and doesn't work or appear as well as it could or should, or
- Delaying the launch by a couple of weeks in order to deliver a shiny new website with the majority of content looking more considered and fit for purpose, with the ability to review and update the style and design interpretation of key and other pages accordingly
- If a Q3 extension was approved, then the new Ofwat site could be published as Beta during early November into December, prior to the site going fully live

## Deliverables

Forepoint will deliver Ofwat with a solution that will provide a:

- Website that will put the needs and experience of end-users as its primary focus
- Front end design solution that will work with the website strategy already developed, along with the user needs and user persona documentation supplied
- WordPress based CMS solution, which Forepoint use as a core CMS deliverable and build upon to deliver a bespoke Ofwat theme and appropriate technical functionality
- Page builder, which will enable a greater level of flexibility to control the majority of elements across the website from Homepage, standard section and content pages, through to more bespoke content requirements
- Form generator, allowing for forms, polls and questionnaires to be produced as needed

## Scope of work

- Front-end (FE) design development – working with the new Ofwat brand (currently in development), in alignment to the agreed website strategy. Development of initial design intent and stylesheet mood boards of key feature elements and touch-points through out the proposed website.
- Following presentation and approval of the design intent, we will then progress to design prototyping. This will enable Ofwat to gauge and experience how the proposed design stylesheets will behave and respond on all digital environments: desktop; table; smart phone etc. Where we would advocate user testing with users that are not part of the project team nor familiar with the current Ofwat website.
- Whilst this development phase of work is being conducted we will also be conducting a full and more comprehensive content mapping exercise in order to identify any other design style anomalies that may require consideration. This level of iteration can then be applied either at the prototype stage or during the FE development stage – through to final design stage delivery.
- At this point we progress through to the back-end (BE) development stage (the geeky bit). Elements of this stage can be done in parallel to the later end of the FE development stage, as both elements do get refined during the main development phase.
- Once all the BE elements are in place we will then integrate to the CMS solution to enable all the styles and functionality to be applied.
- From this point the migrated content can then be effectively imported and styled, due to potential inconsistencies and issues already identified, this stage of the process is going to require quite a lot of manual work and checking. Progress at this stage can be shared via review server for the project team to assess.
- Following the successful transfer of content, content checks and applied styles, we will then conduct further internal testing and where possible conduct further user testing and iterate accordingly prior to formal handover to Ofwat for QA through to user acceptance testing (UAT).
- Following UAT review and comments, Forepoint will review and iterate accordingly to enable final stage approval to launch.
- At this point we may/will need to conduct further content refinement, depending on the final prioritised list of content conversion and how far you wish to retain and convert lower level graphic, image and feature elements that have been added to the current site inconsistently.



## What we need from you

- Client go-ahead and authority to proceed as a letter of acknowledgement
- Followed by, receipt of an appropriate purchase order, purchase requisite and/or relevant contract document/T&Cs issued via procurement

## Estimated summary of cost

- See page 9-11 for a full breakdown of costs
- Summary of development costs to launch (@75%) – c. £37,500
  - Staged payment (end of August)
  - Staged payment (end of September)
  - Staged payment (end of October)
- Allowance of content refinement following launch (@10%) – c. £5,000
- Allowance for refinement of solution following a 2-3 month launch state and comments, iterations discussed and approved by the project team (@10%) – c. £5,000
- Keep a contingency amount (@5%) – c. £2,500 to allow for unforeseen requirements and/or scope creep
- Estimated annual hosting costs – charge pro-rata up to 31<sup>st</sup> March 2016 – then annually from April 2016 from – c. £10,740.00 (excluding set-up costs)
- Annual service level agreement (SLA) for website/CMS statutory and support maintenance – c. £4,320.00

## Hosting solution

- See page 12-16 for a full response to our recommended hosting solution.

## Development schedule

Following receipt of approval to client go-ahead and authority to proceed along with all relevant procurement related documentation.

OFW – Ofwat / FP – Forepoint

<b>July 2015</b>				
Mon	Tue	Wed	Thu	Fri
20 Response to Summary of Work statement by OFW	21	22	23 Confirmation of PO from OFW	24 Briefing of the wider FP team and strategy review day
27 Start FE Design Development Process at FP	28	29	30	31 Present to OFW
<b>August 2015</b>				
Mon	Tue	Wed	Thu	Fri
3 Start FE Design Prototyping	4	5	6	7 Present to OFW and UX Testing
10 Start FE Full Code Development	11	12	13 Refinement from UX Testing	14
17 Start BE Development	18	19	20	21
24 Continued BE Development and Migration Script Dev.	25	26	27	28
<b>September 2015</b>				
Mon	Tue	Wed	Thu	Fri
31 Integration of FE & BE with CMS Migration activity	1	2	3	4 Development preview with OFW
7 Main development work completed FP interim QA and content tagging	8	9	10	11 UX Testing
14 Content tagging	15 Refinement from UX testing	16 Refinement from UX testing	17	18 Development preview with OFW
21 Content tagging and internal QA at FP	22	23	24	25
28 External QA at OFW External UX Testing	29 Share with the Board	30	1	2

<b>October 2015</b>				
Mon	Tue	Wed	Thu	Fri
5	6	7	8	9
Final UAT at OFW				
12	13	14	15	16
Contingency review week if required				
19	20	21	22	23
Potential main launch and replace current version	or Beta launch week			
26	27	28	29	30
If in main launch state progress to SLA stage	Content refinement (as stated within costs)			
<b>November 2015</b> (if Beta state from this point onwards)				
Mon	Tue	Wed	Thu	Fri
2	3	4	5	6
If in Beta state, then remains in Beta				
9	10	11	12	13
If in Beta state, then remains in Beta				
16	17	18	19	20
If in Beta state, then remains in Beta				
23	24	25	26	27
If in Beta state, then remains in Beta				
<b>December 2015</b> (if Beta)				
Mon	Tue	Wed	Thu	Fri
2	3	4	5	6
If in Beta state, then remains in Beta				
9	10	11	12	13
If in Beta state, then remains in Beta				
16	17	18	19	20
Refinement and iteration following review and confirmation of Beta comments				
23	24	25	26	27
Remove Beta and replace current version				

## Summary of development costs to launch

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### Staged development\*

#### July and August

Strategy Day – Briefing of the wider design and development team and OFW strategy review day at Preston – members of the OFW team are welcome to attend.

Front-end (FE) Design and Development Activity

FE design development, initial design intent and style sheet /mood board development to OFW presentation at OFW Birmingham

FE development to prototyping and initial user testing at Preston office with a design prototype meeting at Preston

FE full code development and UX testing refinement to final design stage approval

Back-end (BE) Development Activity – BE development to include all relevant OFW technical and functional specification

Migration Script Activity – Associated migration script development work £12,500.00

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#### September

CMS integration – Integration of the FE & BE Development to the CMS

Content migration and tagging – BE development to include all relevant OFW technical and functional specification

Interim UX Testing – Interim testing to take place during the continued content tagging stage

Internal QA – Associated migration script development work £12,500.00

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#### October

External QA & Final UAT – Refinement to launch

Launch related activity and checks £12,500.00

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#### November

Refinement of content following launch £5,000.00

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#### December/January

Final refinement of content following a 2-3 month settling in period £5,000.00

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#### Contingency costs (during the development to launch period)

To allow for any unforeseen issues and/or scope creep during August to October. £2,500.00

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\* Proposed staged payment dates as at the end of August, end of September and end of October.

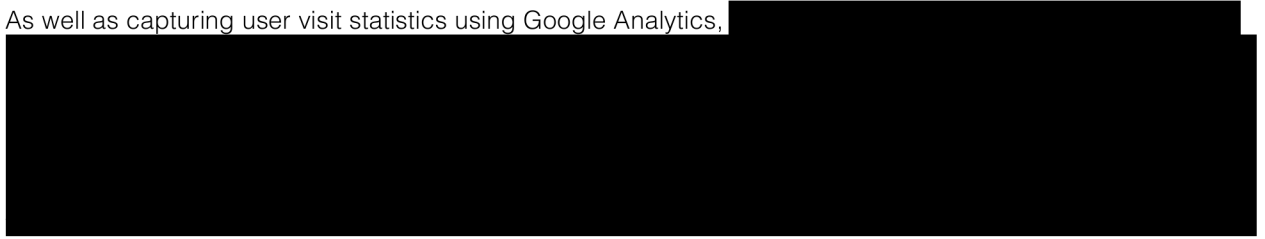
VAT will be charged additionally at the current rate. Payment terms are strictly 30 days on receipt of invoice.

## Proposed SLA costs

Section 43 Commercially Sensitive

### Setup and ongoing costs

As well as capturing user visit statistics using Google Analytics,



### Annual statutory maintenance agreement



Statutory maintenance costs are charged quarterly in advance 2,160.00

### Annual support agreement

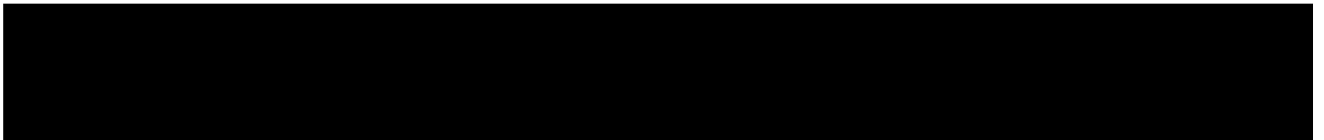
Our monthly support agreement covers: telephone support; content changes/uploads; minor site adjustments / NB. This does not include development work.

 2,160.00

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**Total Annual SLA cost** **£4,320.00**

VAT will be charged additionally at the current rate. Payment terms strictly 30 days on receipt of invoice.

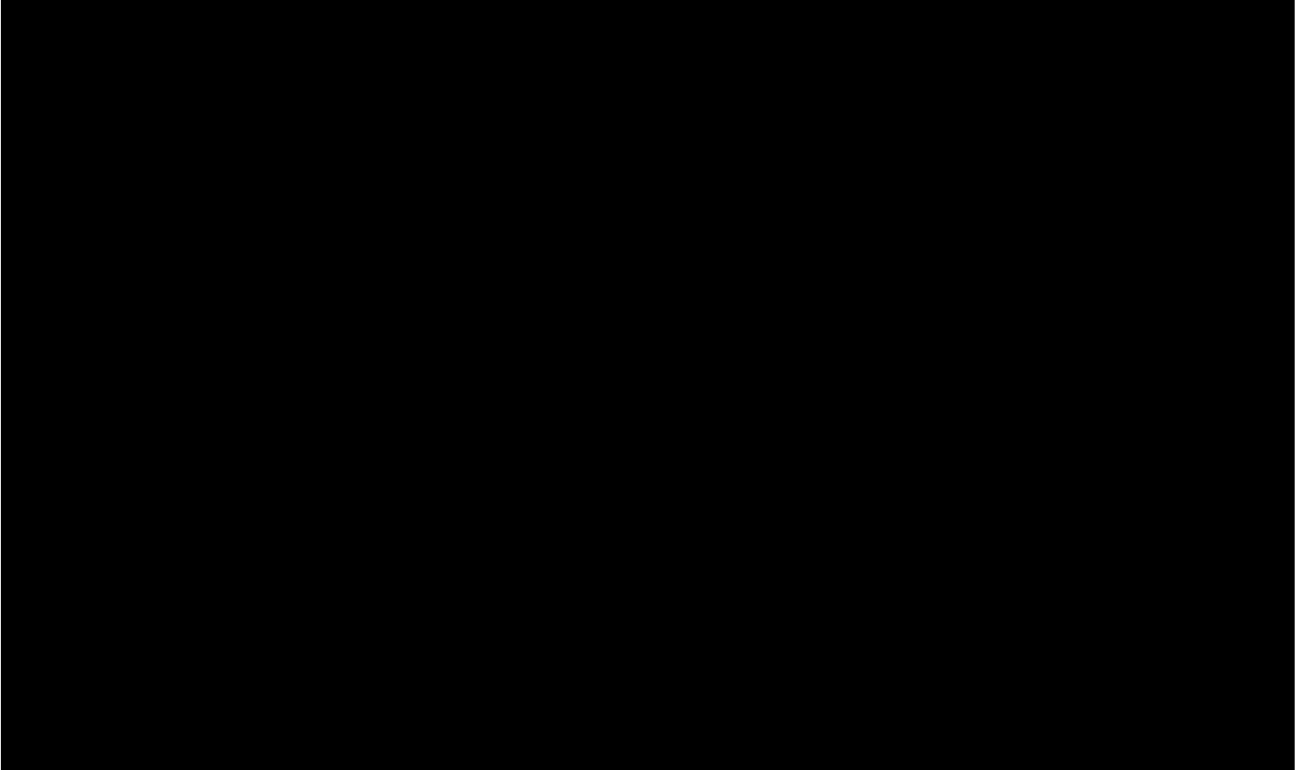


## Proposed hosting costs

Section 43 Commercially Sensitive

### Setup and ongoing hosting costs

#### *Year 1 – Annual hosting costs including one-off setup costs*



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<b>Total costs – year 1</b>	<b>£12,930.00</b>
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#### *Year 2 – Ongoing hosting costs*

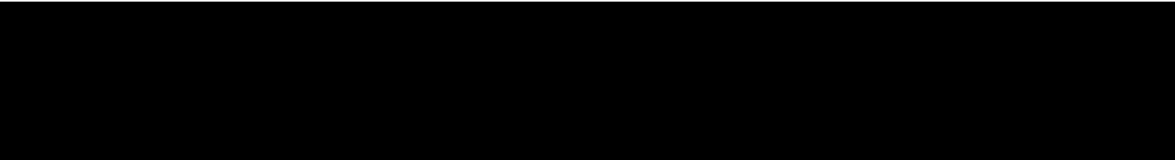
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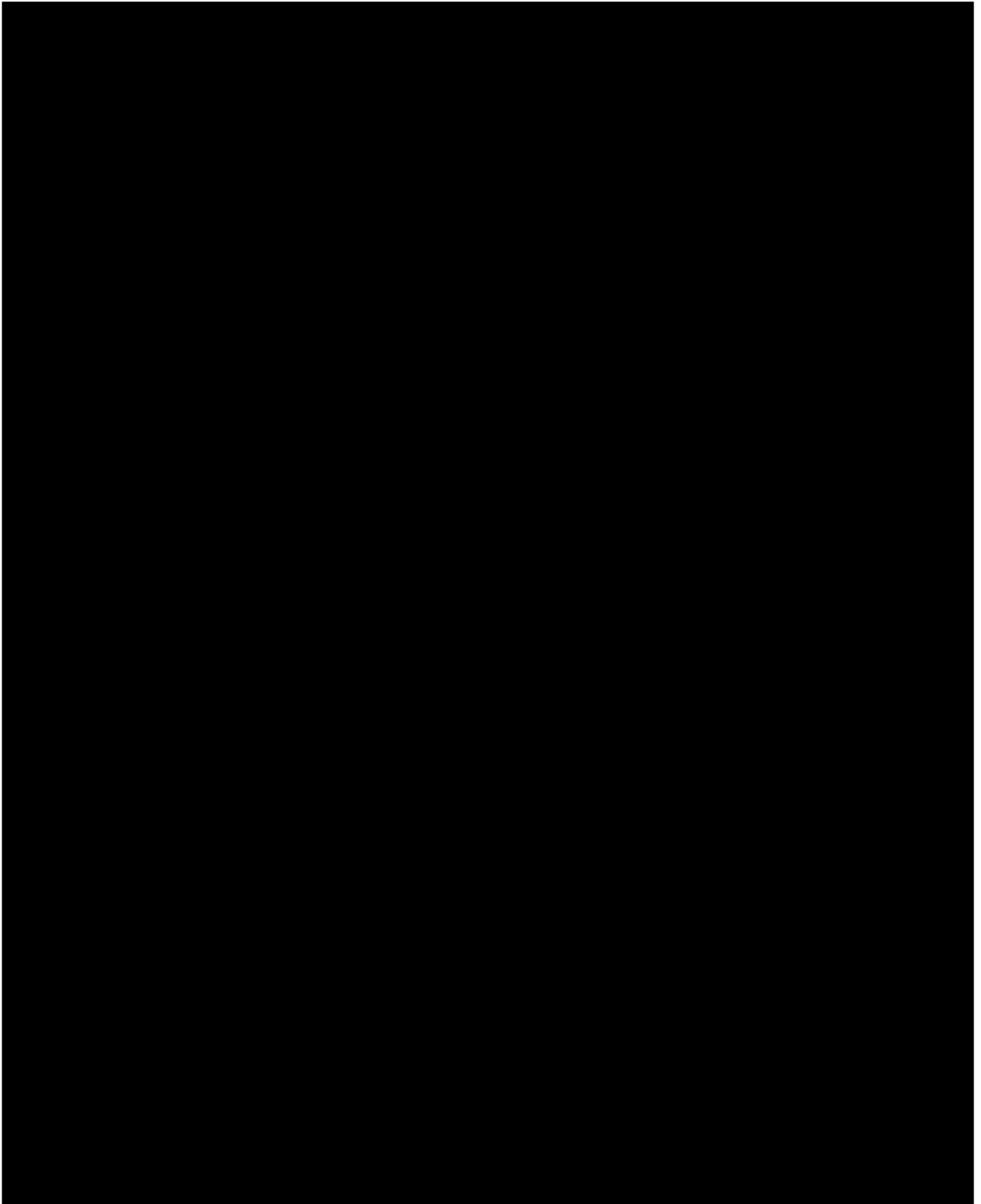
	<b>£10,740.00</b>
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#### *Year 3 – Ongoing hosting costs*

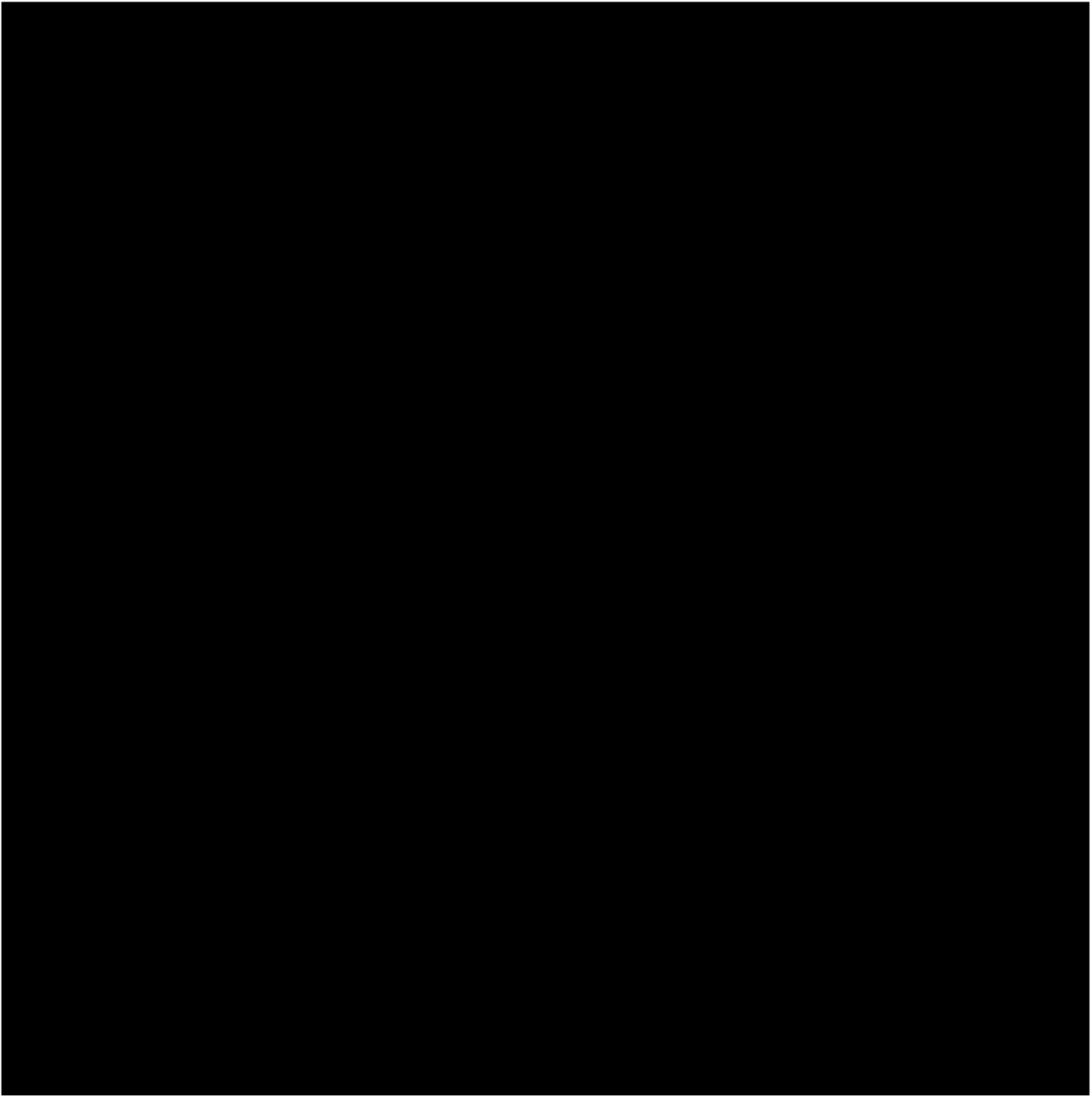
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	<b>£10,740.00</b>
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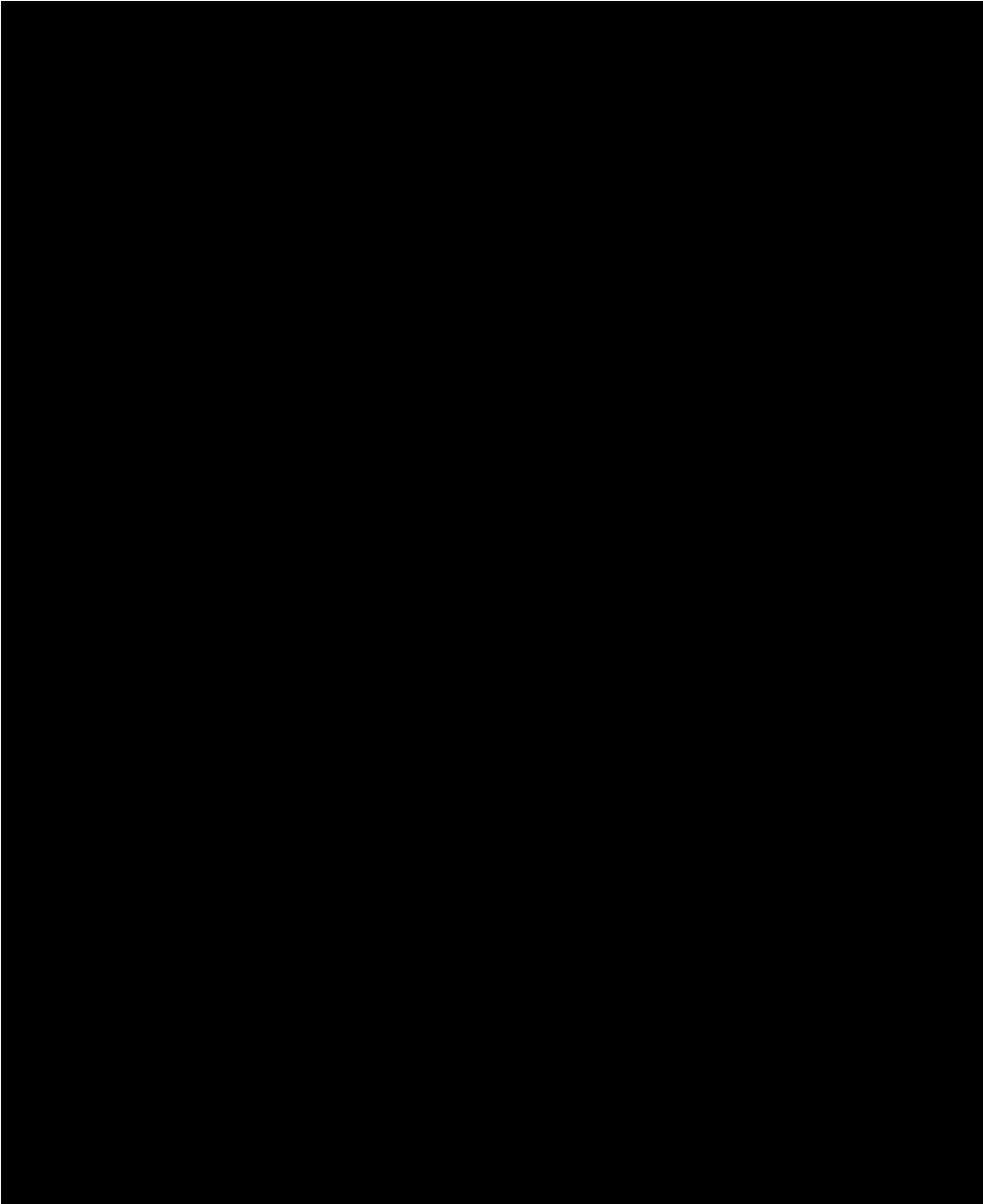


Section 43 Commercially Sensitive

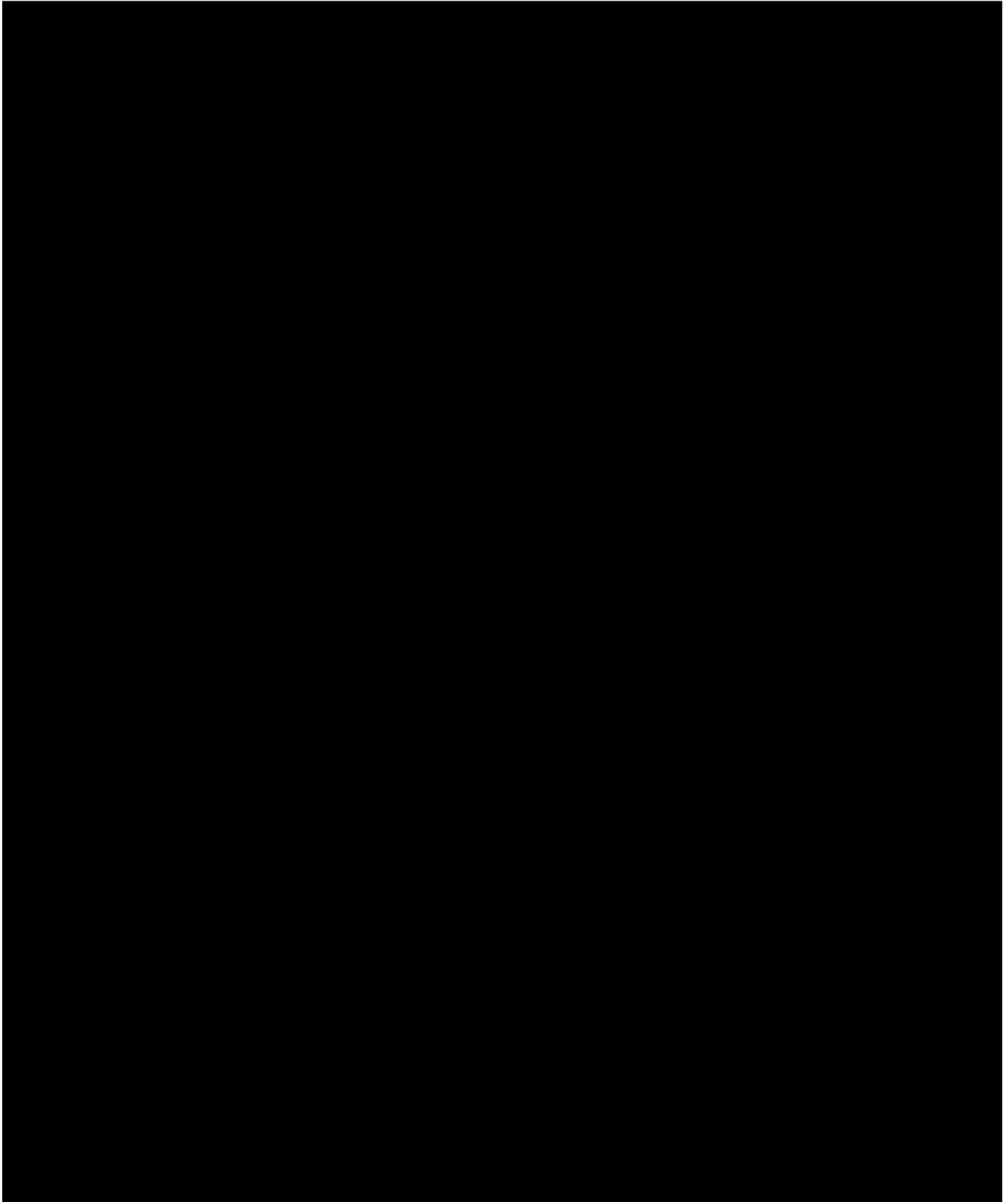


Section 43 Commercially Sensitive

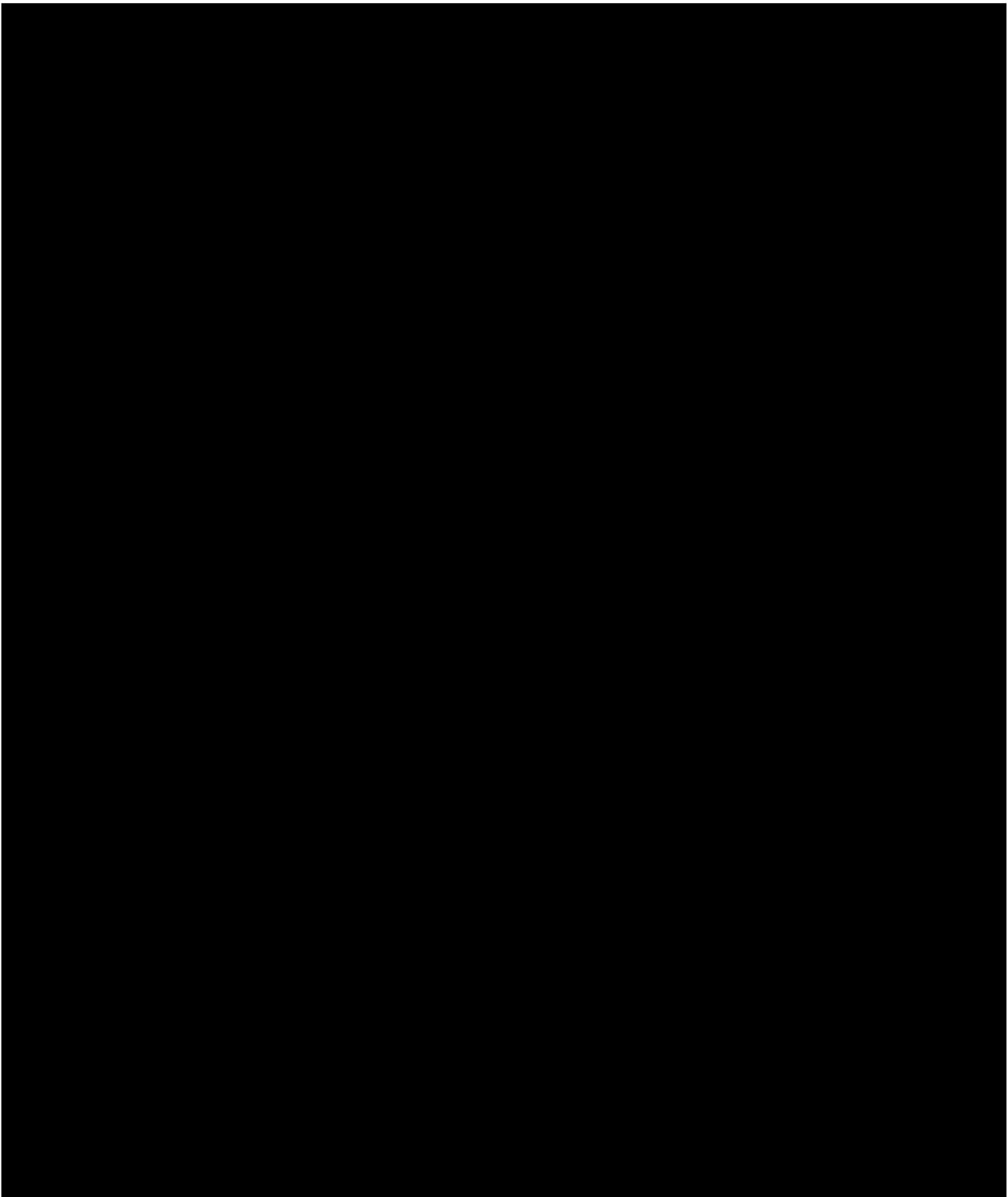




Section 43 Commercially Sensitive



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