



0776 209 6939  [scroll.co.uk](https://scroll.co.uk)

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## Scroll service definition for G Cloud 10

This document gives a picture of the cloud services that Scroll provides. Note that you can commission them singly or in combination.

### Scroll: a trusted supplier to the public sector for 14 years

Scroll is a specialist content design company with extensive experience of working with public-sector content and services. We have been providing a full range of digital content strategy, planning, creation, production and maintenance services to government departments and agencies since 2004. We are committed to providing high-quality communications services to this sector on a flexible and cost-efficient basis. Based in London, we have a network of over 250 associates.

**We are also happy to work alongside other suppliers and teams, and we welcome invitations to join consortium bids.**

### A full-service content supplier

Scroll designs content solutions and services that meet the needs of the users as simply, clearly and quickly as possible. We have been part of the government's digital transformation journey since the early GDS days and contributed to transactions and services that have increased access to public services. Any Scroll team member working on a technology project or programme is familiar with the Digital Service Standard. We also offer training in content design and content strategy.

**Experience:** Our content designers played a significant role in creating the content for [GOV.UK](https://gov.uk). They've also worked in multidisciplinary teams to develop services that meet the Digital Service Standard. They are experts in public-sector content design, transition to cloud services and agile working.

**Expertise:** Rahel Bailie, one of the leading content strategists globally and an expert in

intelligent content, is on the executive team. As Chief Knowledge Officer, she organises Scroll conferences, training and meetups, and writes and commissions blogs and white papers. This helps Scroll to position itself as a thought leader and gives our staff, partners and clients first-hand access to the latest developments in content strategy. It also enables Scroll to attract the best content experts in the field and to nurture and retain our existing people.

**Quality:** Many of the Scroll content designers have been with us for over 5 years, and we constantly expand our pool of content experts through training, recruiting and assessing. We screen all new Scroll team members via interview, online tests and security vetting. We put quality first in the services we provide to clients by taking particular care in matching members of the Scroll team to projects (in terms of experience, aptitude, cultural fit) and by offering them support and skills development outside their project work.

**Value:** We work flexibly and can offer short bursts of support at different levels for different stages of a project. For example, we can provide a Scroll consultant with experience of content design for services to support a discovery alongside other members of a multidisciplinary team, and later provide a larger group of content designers for the beta. This model allows teams to scale up or down quickly and efficiently, fitting in with the principles of agile working.

**Knowledge transfer:** The success of a digital project often hangs on the content. During and after a digital transition such as a migration or a platform launch, we help you put processes in place to maintain content to ensure that what users see stays up to date, useful, accurate and consistent over the long term.

That's why we like to continue to collaborate with our clients after the initial drive towards project launch. Rather than delivering work and concluding our relationship with you at that point, we like to integrate knowledge transfer throughout the project, not just in the handover of assets at the end. We do this through informal training, crits, pair writing, flexible mentoring support and content 'surgery' services. We produce manuals that help to cement new learning and share it with new joiners in your teams.

## Scroll's clients

Department for Education	Government Digital Service	HMRC
Education and Skills Funding Agency	HMCTS	Department for International Trade
Home Office	Department for Transport	Department for Work and Pensions
Cabinet Office	Defra	Office for Students

Department for Business, Energy & Industrial Strategy	Crown Commercial Services	Foreign & Commonwealth Office
Civil Service Resourcing	Ofgem	Public Health England
Acas	Forestry Commission	Payment Systems Regulator
Land Registry	Rural Payments Agency	Environment Agency
Marine Management Organisation	Office of the Public Guardian	Department of Health
HM Treasury	Teaching Regulation Agency	Competition & Markets Authority

Other clients include:

- The Metropolitan Police
- Derbyshire Constabulary
- University College London
- Oxford University (IT department)
- Barnardo's
- EHRC
- Barclaycard
- British Council
- CITB
- Institution of Mechanical Engineers
- Sport England
- Transport for London

*Scroll has consistently provided a professional service with high standards of work. They have had content designers in the content team since the early days of the GOV.UK project, and have helped to shape the style guide and working practices, including quality assurance. – GDS*

## How we can work with you

With experience at all scales, Scroll has particular expertise in content design and maintenance for high volume, high profile central government websites, and for digital

services. We take a strategic approach, devising content plans from discovery to live in order to deliver lean, focused content.

We can either work alongside you, co-located with your project team, or in discrete off-site teams, according to your needs and budget. When working off-site we will comply with any vetting, encryption and other security measures you require.

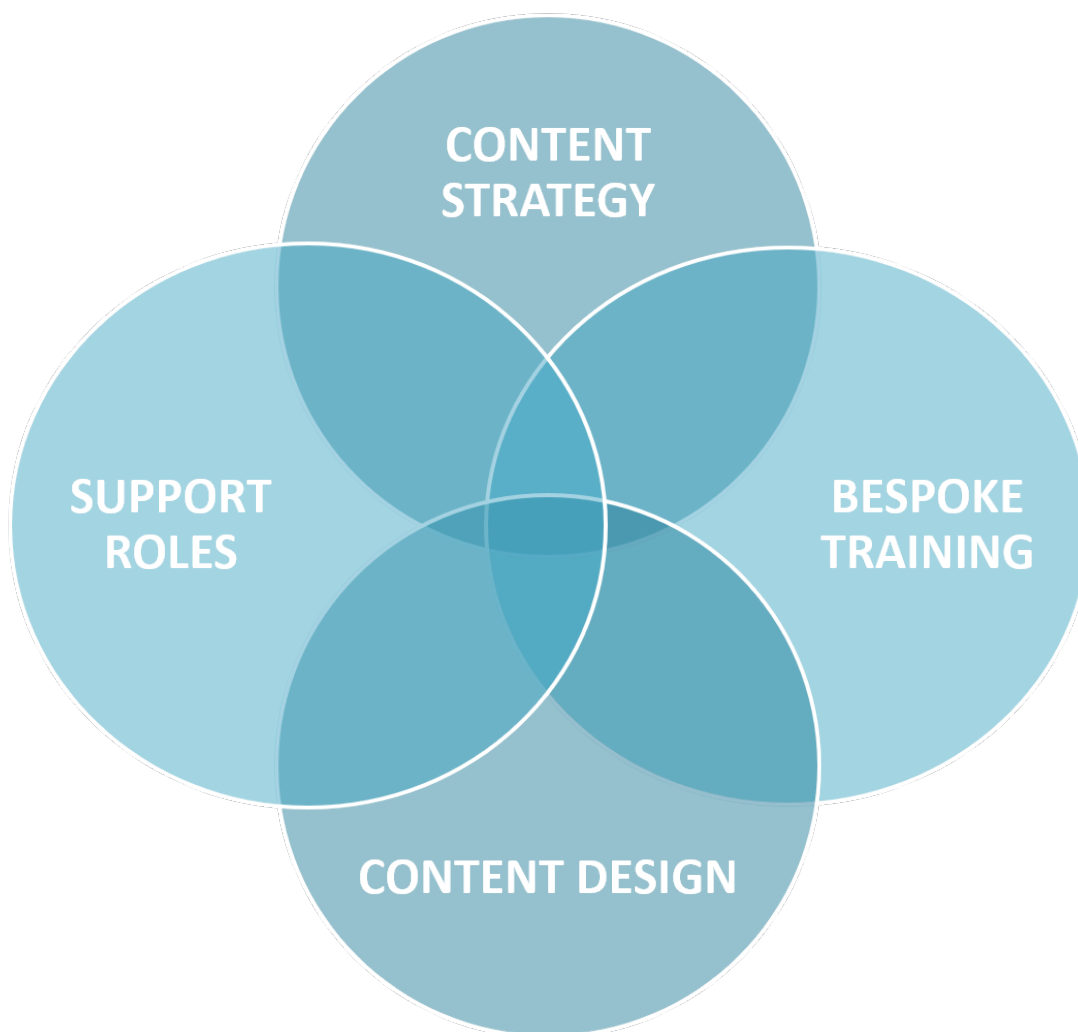
We have extensive experience of rationalising policy and guidance from a multitude of sources (website content, downloads, print) and content owners in order to produce a single, authoritative and concise final version that can be used across a range of channels. We also work on a macro level, advising managers on how to commission and set up the operations for a large content project, what success measures to aim for, what MVP might be appropriate and when, and how to communicate the impact and potential economies (of effort as well as cost) of a cloud content service or project.

*Scroll has played a vital role in helping Defra and its agencies to reduce the volume of their external guidance on GOV.UK by over 80%, making it quicker for users to access and easier for them to understand how to comply with the law. – Defra*

**The services we offer fall into the following broad categories:**

1. Content strategy
2. Content design and production
3. Training
4. User experience (UX) and user research
5. Specialist content services

There is overlap in many of these services, and that interconnection (see the Venn diagram below) is where Scroll can add value through bringing an integrated approach.



## 1. Content strategy

Content strategy is a critical part of cloud planning and is a specialist component of any overarching digital strategy aimed at, for example, sourcing and procuring a new technology platform.

Scroll's content strategists work collaboratively and strategically with your project teams to design the approach that best fits the wider aims of the organisation. This may concentrate on one aspect of an organisation's digital offer – its website, for example. Or it may encompass a multi-channel approach that integrates social media and search engine optimisation (SEO) into a broader vision for how your organisation relates to its stakeholders through the communication of information.

Content strategy delivery may well include an audit of existing content against detailed criteria. It can also include gap analysis, competitor analysis, user needs and user experience research, product analysis and systems analysis. Scroll advocates a balanced approach that takes in as many of these aspects as possible, weighting them according to your priorities and to meet the needs of the organisation and the user in optimal combination with the capabilities of the technical system.

The content strategy deliverables will clearly show the route to successful delivery of the content itself, through a transformation or rationalisation process and on into business as usual. The deliverables can include:

- high-level strategy statements to support a business case
- strategic implementation guidance
- style guides
- tone of voice guides
- governance documentation
- an information architecture for the redeployed content
- user experience guidelines

The more detailed documents will save time later on and are the building blocks of successful implementation.

Scroll can manage all content in alignment with industry best practices of single-sourcing content, using intelligent content principles. This facilitates the use of content within a software system, on sites, in knowledge bases, on devices, in the appropriate languages. We can use specialist software to create, deliver and maintain content, eg Help Authoring Tool (HAT).

We help to determine the content needs of end users and design transactional content, embedded assistance, and related help topics. We standardise content terminology across platforms and media and gather usage data to improve UX, user comprehension and conversion rates.

This results in great content production savings, as content can be published to multiple devices and formats and adapted to multiple user groups without duplication of content or effort.

Scroll has developed methodologies to adapt agile working to content, and can therefore work effectively alongside other disciplines in an agile team, matching deliverables and performance to sprints, reviews and the wider project's trajectory.

## **2. Content design and production**

Scroll's wide experience of designing governance and quality-assurance methodologies for public-sector digital content, including high-volume, high-profile central government websites, is put at the service of website owners who are creating a new team or designing a

new service.

We use an evidence-based approach to content, using metrics such as the following to plan and then review content iteratively:

- analytics
- user feedback
- direct user research
- transaction reports
- call centre reports

Scroll can provide content support from discovery to live and beyond, and we can work in agile multidisciplinary teams.

We understand the value of establishing strong relationships with stakeholders and have developed effective strategies for advocating for content that meets users' needs.

Scroll will provide any of the following services to ease the transition and enable website owners to get best value and impact from their online presence:

- bringing together a content team of any size through our extensive network of digital experts and experience in testing, interviewing and training them
- induction of new team members
- creating a style guide and tone of voice guide where there is none; consulting with brand managers and marketing or communications staff in order to ensure the business needs are reflected and the brand is extended to the tone of voice
- creating and applying rigorous quality assurance protocols and embedding ways of making this 'second pair of eyes' (2i) process as routine and cost-effective as possible.
- establishing good working practices and protocols, including around copyright, use of images, links and quotations, to protect clients from errors or communications that would attract adverse media attention

*[The Scrollie's] understanding of content design and how people behave online has brought a truly user-centred approach to the project. He consistently creates impressively elegant and intuitive solutions to complex and often interrelated business objectives. He's collaborative, and he listens, but he's also able to articulate his ideas in a clear and robust way. – Education and Skills Funding Agency*

*Scroll's content designer was able to work with stakeholders without a ripple to turn complex, offline guidance and technical information into user-friendly, easy to understand webpages. Scroll was also able to improve the structure and user journeys of business-critical content to improve users' satisfaction levels and conversions. – Institution of Mechanical Engineers*

### 3. Training

Our experience of content design and strategy in the public and private sectors ensures you learn the latest evidence-based approaches to content design, production and management. Scroll's Chief Information Officer Rahel Bailie runs Scroll's courses in content strategy. She speaks at conferences across the world as well as lecturing on the topic of content strategy, so her training is informed by the latest intelligence on content strategy and technology developments.

Our training can benefit your team at all levels:

- consensus-building
- establishing buy-in
- developing in-house and legacy expertise

#### Support for managers

We offer content visioning workshops to senior staff:

- exploring the organisational benefits and resource implications of developing a new content vision or approach
- how to commission large-scale digital projects
- how to manage suppliers on digital contracts

#### Content design training

We offer bespoke training tailored to your team and delivered in your offices that can include:

- structure, tone and style: writing for the web
- applying style (eg the GOV.UK style), branding guidelines and tone of voice
- using evidence and analytics to plan your content
- agile working techniques, including any relevant tools
- applying GDS style and approach
- business processes and workflow
- good practice and protocols
- strategies for liaising with stakeholders and gaining sign-off
- user needs and user stories
- content audits
- service design: content design for digital services in a multidisciplinary team



### Support materials to extend the training

- a series of post-training ‘surgeries’ if you want the option of having crits or informal advice and refresher sessions from Scroll’s team after training
- manuals to take you through content production or publishing processes step by step (including help with selecting templates, metadata, using analytics)

Our trainers are experienced in training and teaching, but also have a content specialism – they therefore understand content as practitioners themselves.

## 4. User experience (UX) and user research

Scroll’s user experience (UX) experts provide project scoping skills for cloud projects, including:

- needs analysis
- user research
- information architecture design
- SEO

We can design and run focus groups and user acceptance testing (UAT), recruiting the users and testers, writing the scripts, selecting the appropriate criteria, and reporting on all findings in succinct and visually clear presentations.

Scroll’s use of these skills helps to build trim, highly efficient services and sites.

An example of the process we adopted in one situation is as follows:

- At alpha stage we provided detailed analysis of content usage and user journeys using SEO testing, analytics tools and user testing results to help product managers create the best possible user experience.
- At beta stage we continued to focus on optimisation and integration of new services, helping content owners understand performance data to improve content iteratively.

We create a UX plan for each project, working from experience but not applying a standard approach uniformly to each situation. Instead, Scroll’s content specialism blends with UX effectively, enabling us to apply learnings from UX to style, tone and content.

## 5. Specialist content services

Many of Scroll’s content experts also have specialist skills, such as policy rewriting, technical writing, IA, localisation or the application of behaviour change theory and nudge methods to developing digital content.

### Social media: strategy and maintenance

Scroll's social media and user-generated content management service aims to work strategically and collaboratively to harness the potential of interaction and feedback for our clients. We set out with a clear focus of understanding client needs and constraints (in terms of resources or positioning in the national landscape), work to lay out the options available and then implement their chosen approach.

Scroll's community management service supplies trained and experienced personnel for forum and discussion-board moderation, whether pre-moderated or post-moderated. We also supply social media monitoring and interaction for LinkedIn, Facebook, Twitter and other channels.

Scroll can design strategy, protocols and business processes, including escalation procedures, around interactive and user-generated content prior to implementation. We can carry out qualitative and quantitative analytics to demonstrate effectiveness and areas for continuous improvement.

Having successfully managed and overseen government interactive content in the past, we understand the special needs of this sector and how to translate these into successful user management.

*Scroll provided us with an analysis of our social media strategy for our English products and how effectively we were implementing it. We appreciated their expert understanding of digital content as it relates to our specific goals. Their findings allowed us to make future decisions based on hard evidence. – British Council*

### Social marketing planning and implementation

Scroll can plan effective ways of reaching audiences and affecting change through social marketing. Using social media tools and social networking standards to engage with the audience can be an efficient way of engaging with users and nudge or influence social behaviour to support your project or campaign.

### Content migration

Scroll has produced, redesigned and recrafted content for the flagship GOV.UK launch, merged dozens of websites into a single architecture, and lifted content straight from one system to another, applying new metadata and formatting.

We work strategically and collaboratively with the client team and with other contractors delivering their own specialist aspects of the transformation, eg developers and technical teams, iteratively and within an agile environment.

Scroll is expert in marshalling the content for websites of any size – from a few pages to tens of thousands. We supply the skilled personnel needed to organise this information from one platform to another, developing or using any content strategy criteria required and merging or rationalising smaller websites or microsites if that is part of the aim. We also supply the content teams required to effect the transformation. We provide a fully quality-assured process with bespoke tracking and reporting so that clients can easily follow the progress of their content into the new system.

A range of auxiliary deliverables can be supplied as required for a particular project, including:

- information architecture design
- product analysis and definition
- transaction design
- user needs analysis
- user experience advice
- house style and tone protocols
- training
- manuals and business processes

Effective transformation of digital content needs support from various parts of an organisation, and Scroll is skilled in liaising effectively with developers, designers and content owners, including civil service policy teams. We cover such areas as risk and reputation management and escalation processes, as well as planning for business as usual in relation to the size the legacy team is likely to be and the resources available to you.

### Quality assurance, 2i and governance

Scroll can provide quality assurance, 2i and content governance that is tailored to a particular organisation or project. We can supply:

- **Product content leads**, who take responsibility for the editorial quality across an entire project or programme, overseeing teams of content designers and managing quality assurance processes. Content leads are also responsible for putting in place and overseeing content governance systems, as well as setting up, coaching and managing teams of people who can perform 2i.
- **Senior content designers**, who are experienced content designers that carry out 2i quality checks on every piece of content, as well as random spot checks on published content. They're experienced in following GOV.UK and other organisational style guides, and many of them have been performing this role for several years.

Our content quality assurance services include:

- **Quality assurance strategy** - if quality assurance processes aren't in place for a project, Scroll can develop a strategy to meet your needs. We can set up 2i

processes, random content spot checks, tone of voice and style guidelines (if they don't already exist). We can train content designers in 2i, making sure all content designers new to the process have a mentor when they first start doing it.

- **Content governance** - we can set up content governance systems that work for your organisation or project. We normally do this at the start of a project to ensure that all content created meets agreed benchmarks. Governance includes 2i quality checks but also regular checks for factual accuracy, clear ownership of content and making sure content is up-to-date. We also define success metrics as part of the content governance system; this allows us to regularly monitor and iterate content to make sure that it is meeting users' needs.

### Communications support and stakeholder management

Scroll works strategically and collaboratively with clients to design successful internal communications to ensure comprehension and buy-in across the organisation. Scroll is experienced at managing and mitigating the risks inherent in communicating change at an organisational level. We can also provide specialists in managing communications to senior stakeholders.

We can also shape outward-facing campaigns to engage external stakeholders, eg advertising or targeted email or newsletter content, or messages that are integrated within the digital offer itself, eg explanatory text, walkthroughs or visualisations/blogs.