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CDS Services Brochure:

Emergency Services Show

We are a communications agency. We simplify complexity to make a positive difference.

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70% of our core customers have been with us for 10+ years

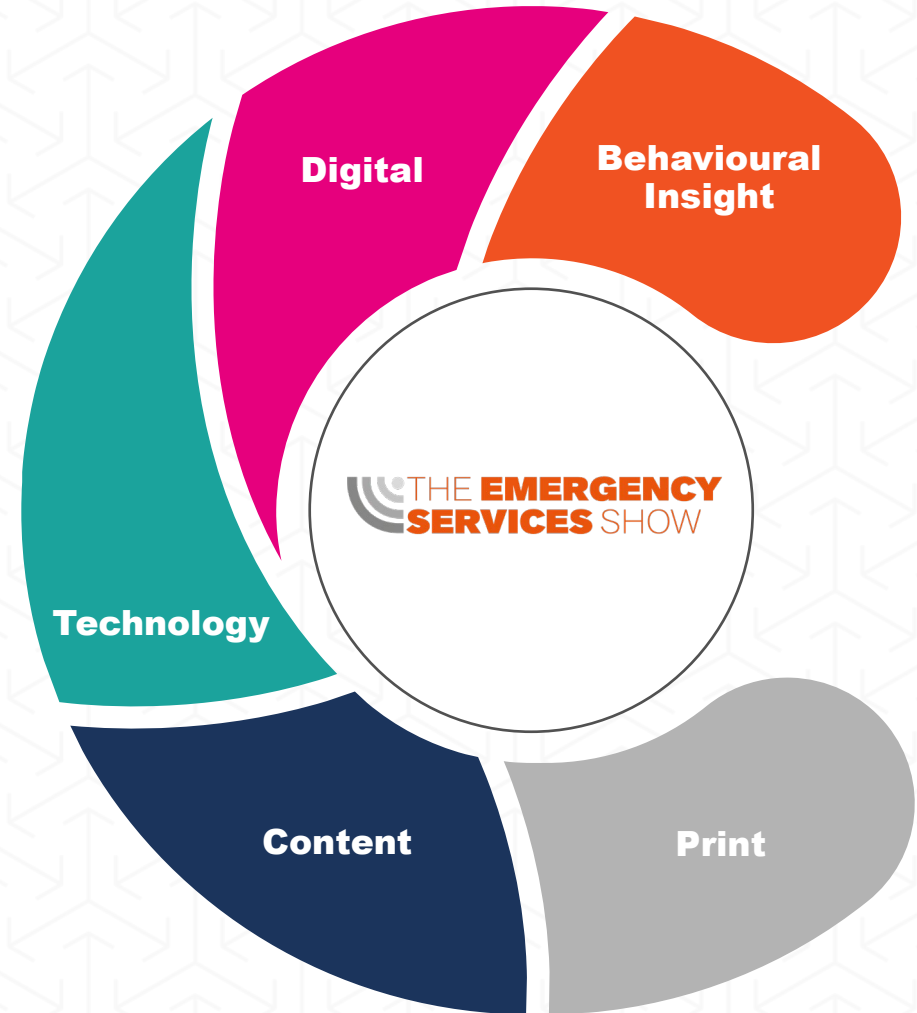cds

A trusted solutions partner...

Making a positive difference

Since 1994 we've been making a positive difference to the health, wealth and safety of the UK.

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Our services

Our five key services work seamlessly together. We always deliver, no matter how complex the challenge.

At its core, our 170-strong team exists to simplify complexity. We use straight-thinking to ensure everything happens in a neat, quietly efficient manner – turning an initial business problem into a brilliant, timely solution.

Behavioural Insight

Using data and research, we're experts in developing bespoke, accessible, inclusive engagement strategies and service design. Our insights will help you level up access to services and communications irrespective of age, literacy, digital knowledge, language, physical capability or any vulnerability.

Solutions

+ Service design

+ Behavioural research

+ Inclusive design

+ Accessibility services

+ Performance consultancy & strategy

+ UX Design

+ Sentiment analysis & mapping

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Digital

Harnessing the latest digital technologies and know-how can prove central to solving the most complex business problems – and transform the way in which audiences engage. Futureproofing investments while driving sustainability will help deliver the best value, and results.

Solutions

+ Digital strategy
+ Digital transformation
+ UX design
+ Analytics
+ CMS replatforming
+ Application development

+ Web design
+ Software development
+ Data migration
+ SaaS
+ ITIL service desk support

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Technology

Truly independent, we're not tied to any platform or provider, leaving us to match the most innovative and appropriate technology to deliver your business vision and goals. Pragmatic and smart – we understand how to deliver the outcomes you need.

Solutions

- + Business Intelligence (BI)
- + Low code
- + Digital Experience Platforms
- + Content Management Solutions
- + AI, machine learning & hyperautomation
- + Cloud services

- + Hosting
- + Information architecture and infrastructure
- + Modernisation of legacy systems
- + Headless CMS

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Content

Our expert team of in-house creatives will work with you to understand your requirements to create content that is inclusive and memorable. We make communications relevant, motivating and timely while being informative, engaging, and entertaining too.

Services...

+ Creative consultancy
+ Content strategy
+ Content creation
+ Video creation
+ Branding design

+ Accessible design
+ Insight & data driven
+ Inclusive & empathy-led
+ Multi-lingual content creation

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Print

We make it easy to outsource your print services. Our experts can help you achieve greater operational efficiency, agility and financial performance. We are vastly experienced, with over 125 years of print expertise and in-house capabilities that set us apart from other print service providers.

Solutions

+ Print management

+ Digital print

+ Hybrid mail

+ Digital mail

+ Transactional print

+ Scanning services

+ Storage & fulfilment

+ Promotional materials

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How we can help you

Our approach

A unique way of working

Simple is always better. For you, and more importantly, for whoever you are talking to.

We'll use our perceptive insight, ingenuity and expertise to simplify the complexity of all your communications. On or offline; getting right to the heart of every technology, print, insight, content or digital challenge.

Finding efficient, effective solutions which will, ultimately, make a positive difference. And all achieved through refreshingly straight-talking.

Straight to the point. Straight down the line.

Straight thinking.

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How we do it

Every conversation, every brief, gets our fullest attention.

Learn

Simplify

Create

Deliver

Evaluate

We get right under the skin of the problem by engaging with you and your audiences to develop empathy and understanding

We make sense of the problem leading to the lightbulb moment which ensures our response to a brief is absolutely right

We use smart thinking to develop the big idea and the solutions that make things better for everyone

We deploy our ideas online or offline, smoothly with no sleepless nights for anyone and to deliver exactly what is needed

Analytically proving we've done what we said we would and are returning the outcomes and results that make a positive difference

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Our results & case studies

Making a positive difference

Our purpose

Everything we do must make a positive difference to our clients, their audiences and the agency.

We're not in it for the quick win. In fact, 70% of our core customers have been with us for over ten years.

Our focus is on developing long-term relationships to help organisations like yours to get the very best from their communications, platforms and experiences.

We're relied upon to challenge and support our clients and their platforms, developing truly connected experiences and making a positive difference to our clients, their audiences and society as a whole.

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Single Online Home (SOH)

The challenge

To deliver the most significant change in UK policing since the 999-emergency number was rolled out across the UK in 1976. The client wanted SOH to provide nationally consistent, locally branded services, brought together in a single 'digital police station'. The Digital Policing Portfolio (DPP) vision statement was: "The experience of connecting with police through digital channels will be as helpful, personal and reassuring as approaching an officer on the street".
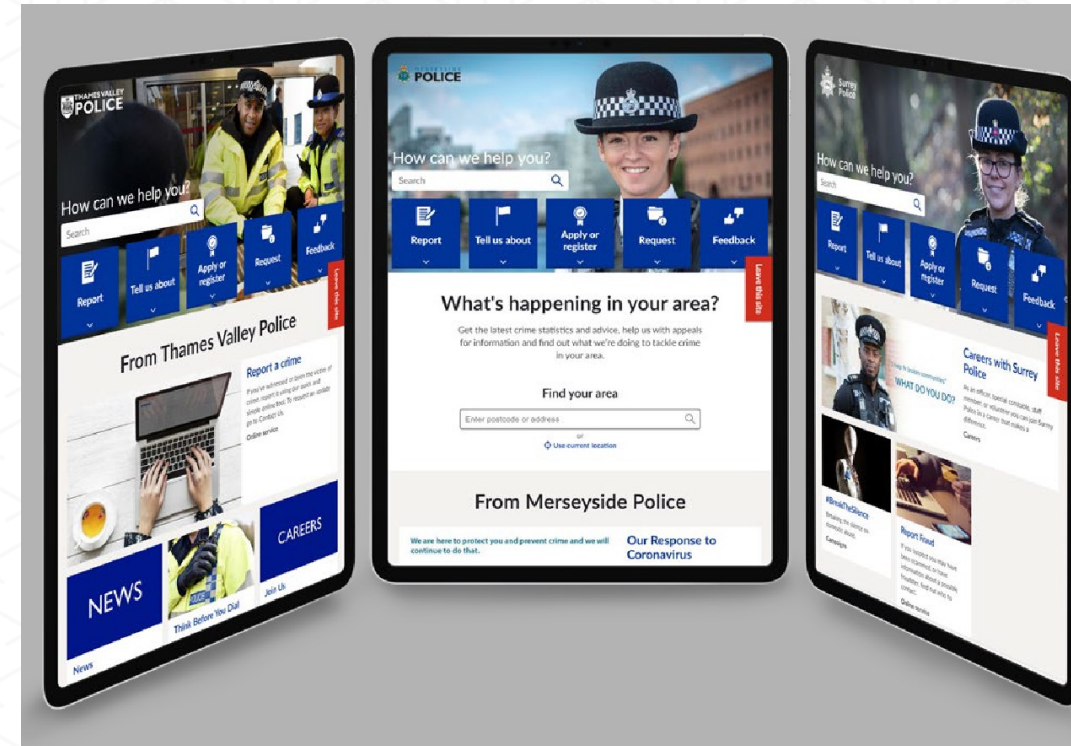
The solution

CDS used Episerver software, expertise and solutions developed for the Metropolitan Police Service website project to launch SOH, while extending the platform with new core services, and providing strategy, leadership and service delivery services, 24/7.

The result

CDS is onboarding all 43 UK police forces, as well as associated police bodies. Given pressures on policing, it's a priority to free up time and budgets, reduce administration and improve efficiency for officers, essential to our safety and wellbeing. SOH is being used by the Government as an exemplar of how a successful digital project should be run.

Over 90% of citizens (54.1m) in England and Wales now have access to SOH.

54.1m UK citizens have access

38 UK police forces onboarded

Episerver build

ResilienceDirect™

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The challenge

ResilienceDirect™ required a secure platform to enable Emergency Services, Armed Forces, and other key resilience organisations to communicate and plan effectively before, during, and after a major incident
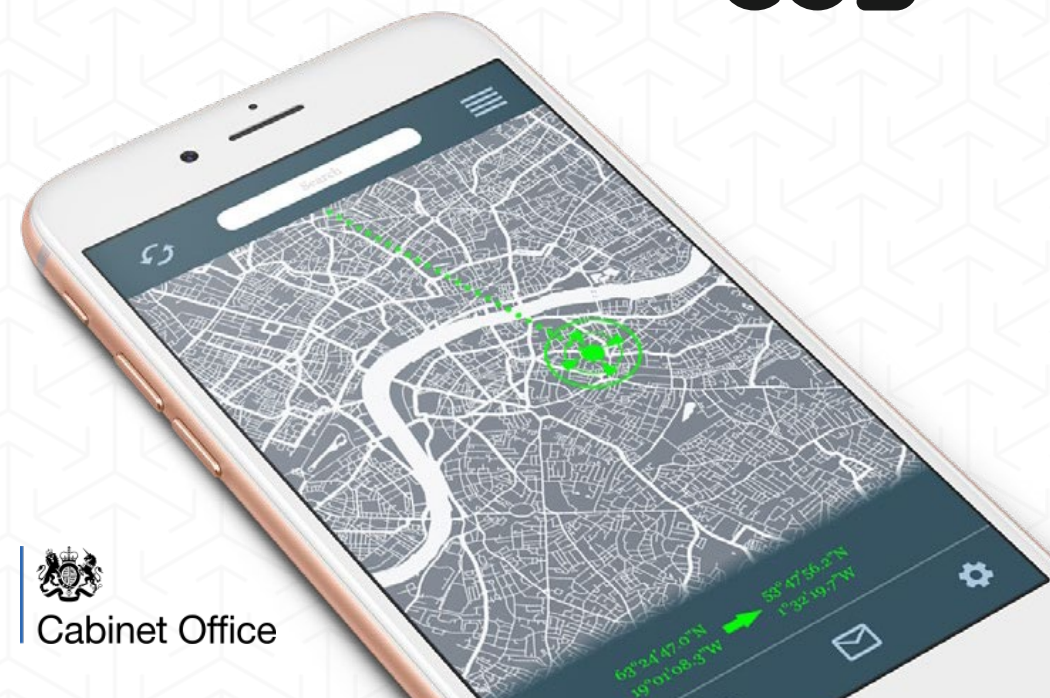
The solution

Our Collaborate platform has a fully-customisable hierarchy based around communities that can hold unique content pages, document repositories, or even sub-communities.

Each such object can be assigned unique security groups and parameters, allowing for both practical fluidity and the strict control of information and command and control structures that Gold, Silver, and Bronze Commanders rely upon during a major incident.

The result

To date ResilienceDirectTM has been used by over 60,000 emergency services personnel to coordinate and manage more than 3,000 major incidents including the Manchester bombing, the London Bridge attack and natural disasters across England, including moorland fires and flooding.

Cabinet Office

> " CDS have been an integral part of ResilienceDirectTM since 2013. Supporting the UK's Resilience Community to enable collaboration. An awesome partner, helping keep the UK Safe
>
> **Luana Avagliano** - Head of ResilienceDirect

3,000+ major incidents dealt with

60,000+ emergency services personnel

NHS England 111 Online
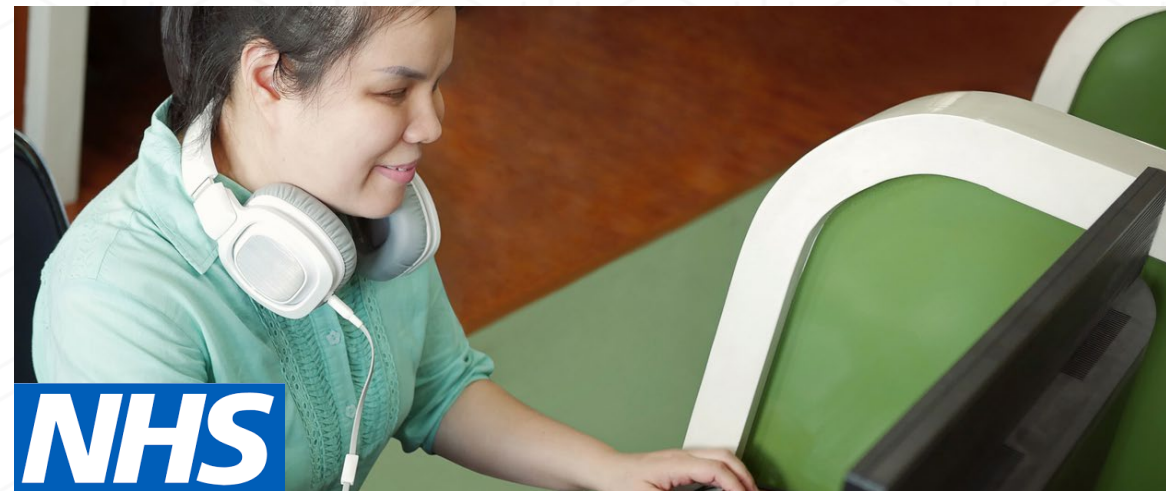

The challenge

Following a service design review, NHS England engaged us to assess – via research – how the latest 111 digital service prototype met the needs of assisted digital and accessibility users.

The solution

We conducted a quantitative survey of 70 participants and qualitative research interviews with 40 people. The interviews were held in Leeds, Birmingham and London and we spoke to people in their own homes and in research labs. We tested the prototype via interviews and surveys which asked participants to self-assess their digital competency, tested their attitudes to digital healthcare information, uncovered any assistive technologies they use and how they get help online if they need it. In a quarter of the interviews, we captured eye-tracking footage and retrospective interviews using the recordings to prompt them to verbalise their experience and compare the usability of alternative journeys. Where we did not use eye tracking, we encouraged discussion during the tasks.

The result

The project revealed how the prototypes design and layout made it straightforward for most users to progress. However, we unearthed accessibility problems for blind users and highlighted language use that some users found confusing. These findings were presented back to the project team, and we provided support to the team at the next service design review.

Recruited participants to cover the following accessibility needs:

+ Blind and partially sighted
+ Deaf and BSL speakers
+ Motor dysfunction and loss of limb function
+ Mental health conditions
+ Learning impairments
+ English as a foreign language
+ Users with low digital skills and those offline with no digital skills.

FutureNHS

The challenge

NHS England and NHS Improvement required an online collaboration platform for health and social care to replace their existing subscription-based platform, with an open-source alternative that gives FutureNHS control of their own development roadmap and to focus on the specific needs of their users.
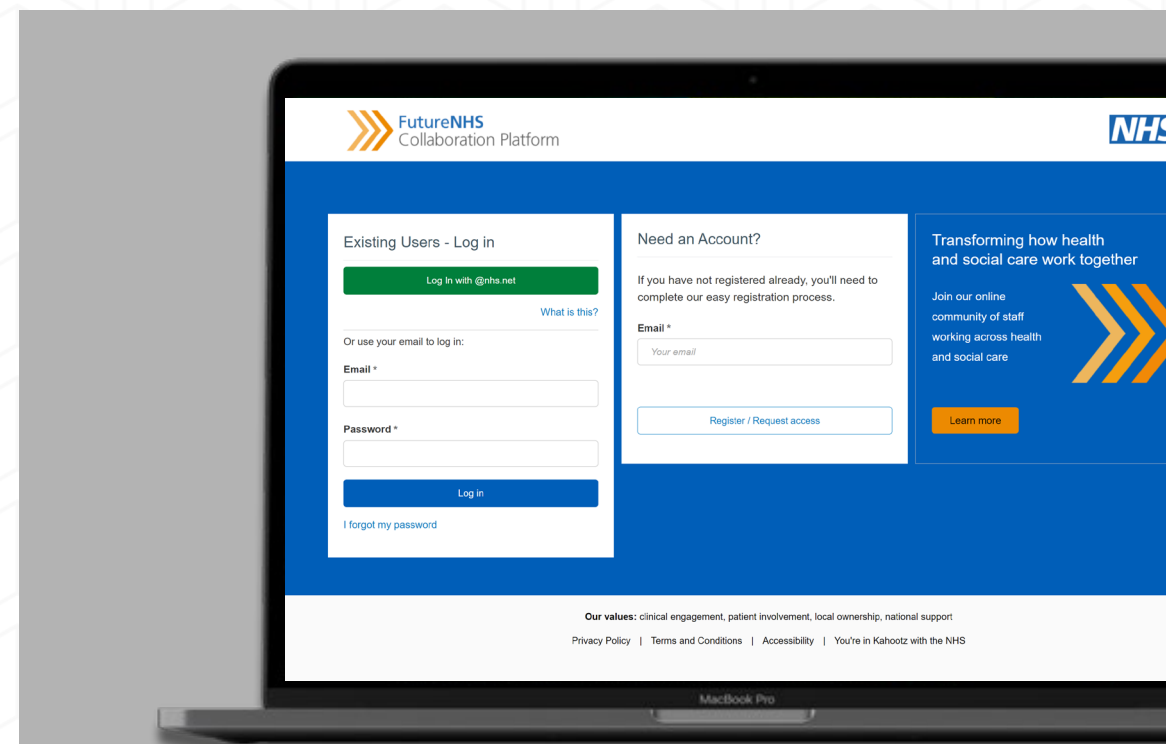
The solution

CDS' team of developers are in the process of building an Umbraco-based solution that will be augmented with significant custom development, to replace the functionality of the current system.

It will support online sharing, learning and connecting people across the whole of the health and social care system and empower staff across the NHS to co-develop, share, connect and work together.

It will be open for anyone working for the NHS, with an active user base from local, regional and national organisations.

The result

Currently in development, upon completion the solution will provide a base for further improvements and innovations across the FutureNHS platform and remove the significant enterprise-level costs of the current system for NHS England and NHS Improvement.

We're building an **open-source** collaboration platform designed to **put users first**

umbraco

Social Work England

The challenge

Social Work England is a non-departmental public body, operating at arm's length from government. The experienced leadership team at Social Work England took the view that they needed a single purpose-built digital platform to meet all of their requirements across regulation, case management, professional standards, registration, education and training, CPD and fitness to practice.

The solution

CDS worked closely with Social Work England to gain an in-depth understanding of regulators and their business processes. Facing tight deadlines, priorities were set on delivering an excellent experience to front end users. CDS resolved the speed-to-value challenge by deploying cutting-edge Appian low-code technology and Umbraco an Open Source CMS. Using low-code enabled CDS to build applications 20x faster than when using traditional digital techniques.

The result

There are over 96,000 social workers in England with millions of documents associated with their career and practice. The solution will contain all of this information and data in a single, easily accessible version of the truth. CDS created a platform with social work England that has all the building blocks any regulator needs, providing a single, fully integrated system across both front end and back end. The online system is cloud-based, resilient, scalable and accessible.

96k+ Registered social workers

Millions of online documents managed

32m+ data entries migrated

Public Health Wales

The challenge

Public Health Wales (PHW) needed a trusted and approved supplier to deliver NHS campaigns.

The solution

We selected a few campaigns to highlight our ongoing work with the NHS and PHW:

+ Case note folders: 36,000 new folders were produced for all seven of the Health Boards within Wales.
+ Bump baby and beyond: We produced 260-page brochures in Welsh and English – perfect bound with a laminated board cover.
+ Screening mailings: This campaign involves receiving patient data, formatting it into letters, printing, fulfilling, and maximising postage discounts.
+ Safer pregnancy campaign: Redesigned and printed promotional items to improve safe practices for mums to be.

The result

PHW is all about saving lives and making changes to the way people look after themselves through lifestyle changes. CDS gained an enviable reputation with PHW for delivering well-executed campaigns and producing and delivering the associated printed items on time, to agreed specifications and within budget.

Print campaigns
improve health

British Army

The challenge

It was the world's worst Ebola outbreak. 600 people were dying every day. Across West Africa, the total toll was over 11,300. In response, the British Army launched Operation Gritrock – mobilising hundreds of military medics to Sierra Leone to treat the infected and protect the rest of population. The challenge was to provide training to personnel while they mobilised which would keep them safe in a biologically hazardous environment.

The solution

Speed was everything. Post-briefing, our proposals were formed in less than a day. We built an e-learning platform, which went live in a week. And full deployment of our whole training programme took under one month.

The result

Our platform delivered training effectively, flexibly and 'on-demand' to 400 personnel – a total which would have needed 20 sessions from 2/3 trainers to have shared the information just once in a formal classroom.

Lives were saved! Operation Gritrock reduced the Ebola mortality rate to less than one per day – and no military medical personnel were infected.

400 personnel trained

Zero military medics infected

Recued mortality rates

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Microsoft® .NET

Spire Healthcare

The challenge

Spire Healthcare needed a user-centred approach for the redesign of their main website and location specific variations. To engage local stakeholders they wanted to take a collaborative research approach, which would inform the design and development of the new site.

The solution

The research took place over three stages:

1. Discovery research across multiple locations that built an understanding of the end-to-end journey.
2. Iterative prototype testing using eye-tracking tools across both desktop and mobile helped speed up findings and benchmarking.
3. Design concept testing to explore implementation of branding and layout.

Each stage included user profiles with different clinical needs and levels of condition severity. Due to the sensitive nature of healthcare, all research sessions were conducted one-to-one.

The result

The insight we gleaned led to changes in template layouts, information architecture, content, workflow and contact functionality. This led to a confident relaunch with an improved look, feel, content, and insight to support the team moving forward from the initial development.

Multi-location UX research & design

39 private hospitals

8 clinics

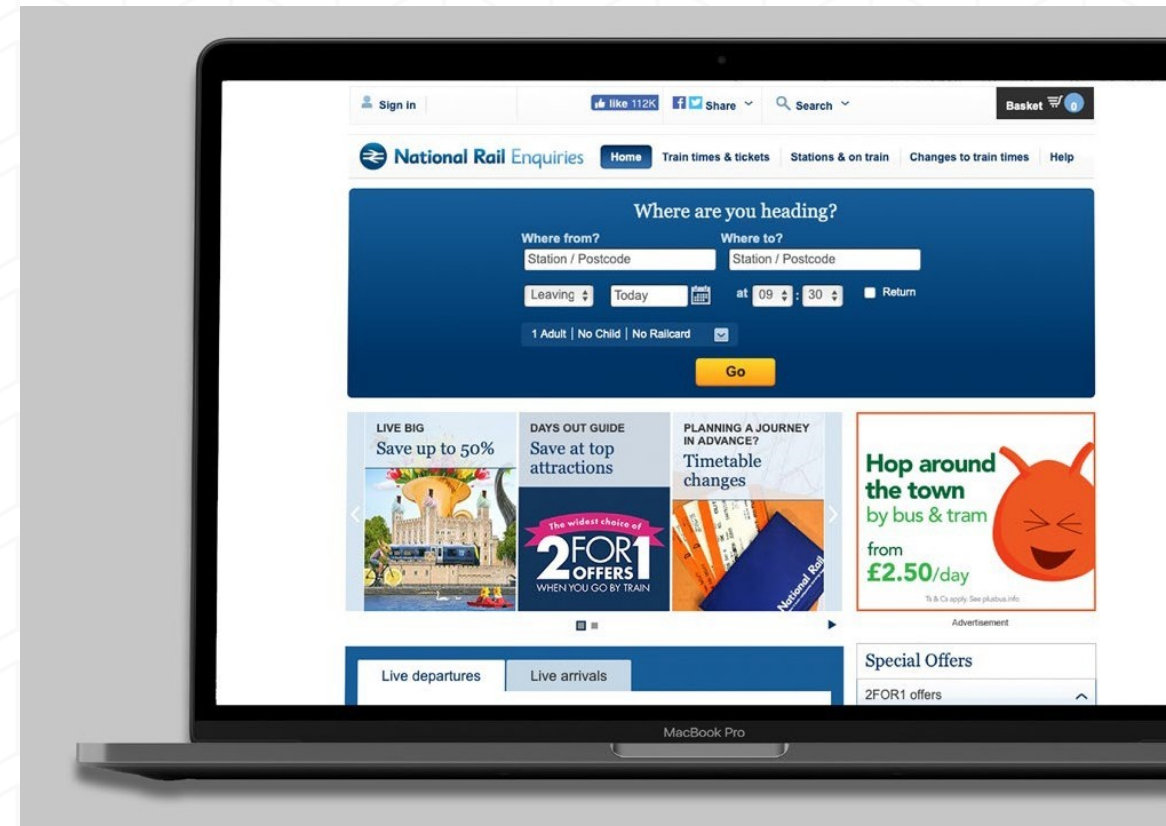# National Rail Enquiries

The challenge

The National Rail Enquiries website receives on average of four million visitors per day, using the website's Journey Planner. The challenge included to building a Journey Planner search form linked to the core internal business system that is constantly updated with timetable changes and incident information.

The solution

CDS provides hosting services which need to be resilient enough to withstand huge spikes in demand, for example on snow days. CDS also provides an ITIL Service Desk and technical solutions for the NRE website. CDS developed the search form that starts the journey planning process. The form is integrated with two systems – NRE's journey planning and fares engine (IPTIS) and the third-party Journey Planner system that returns journey results.

The result

CDS designed and built a technical solution that provides 99.99% availability at the infrastructure and application levels to keep the website the nation relies on for rail travel, running smoothly and reliably.

4m+ page visits per day

99.99% availability

Hosted via Amazon Web Services
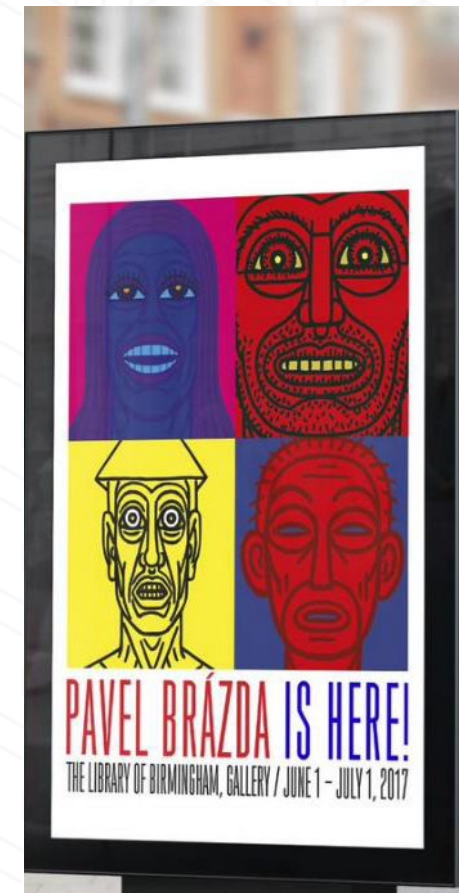
Birmingham City Council

The challenge

BCC is one of the largest Local Authorities in Europe. Pressure on budgets meant finding a strategic partner to provide a fully managed end-to-end print service who could also support the transition to digital communications. Minimum guaranteed savings of 15% were targeted.

The solution

CDS was appointed to manage the marketing and communications print spend for Birmingham City Council under the Crown Commercial Service Wider Public Sector Print Services agreement (RM1687). Our bespoke browser-based Print Portal application is used to manage the Council's end-to-end requirements. Print Portal also provides electronic workflow to streamline production, detailed management information on savings / service performance and support for electronic invoicing.

The result

In the first 13 months of the contract, the partnership between Birmingham City Council and CDS delivered savings of 57% against annual budget. In year two, we delivered additional savings of 33% against year one spend – a combined saving of over £1.7M over two years. In line with the Council's Business Charter for Social Responsibility, CDS delivers 100% of BCC's print via suppliers sourced within 30 miles of the Birmingham Council Town Hall, keeping council spend in the local community.

£1.7m in savings over two years

57% saved against budget in first year

Northamptonshire Council

The challenge

Northamptonshire County Council (NCC) needed a single supplier to streamline their design and print arrangements. They also wanted to make the most of their buying power and achieve value for money, in the face of growing financial pressures.
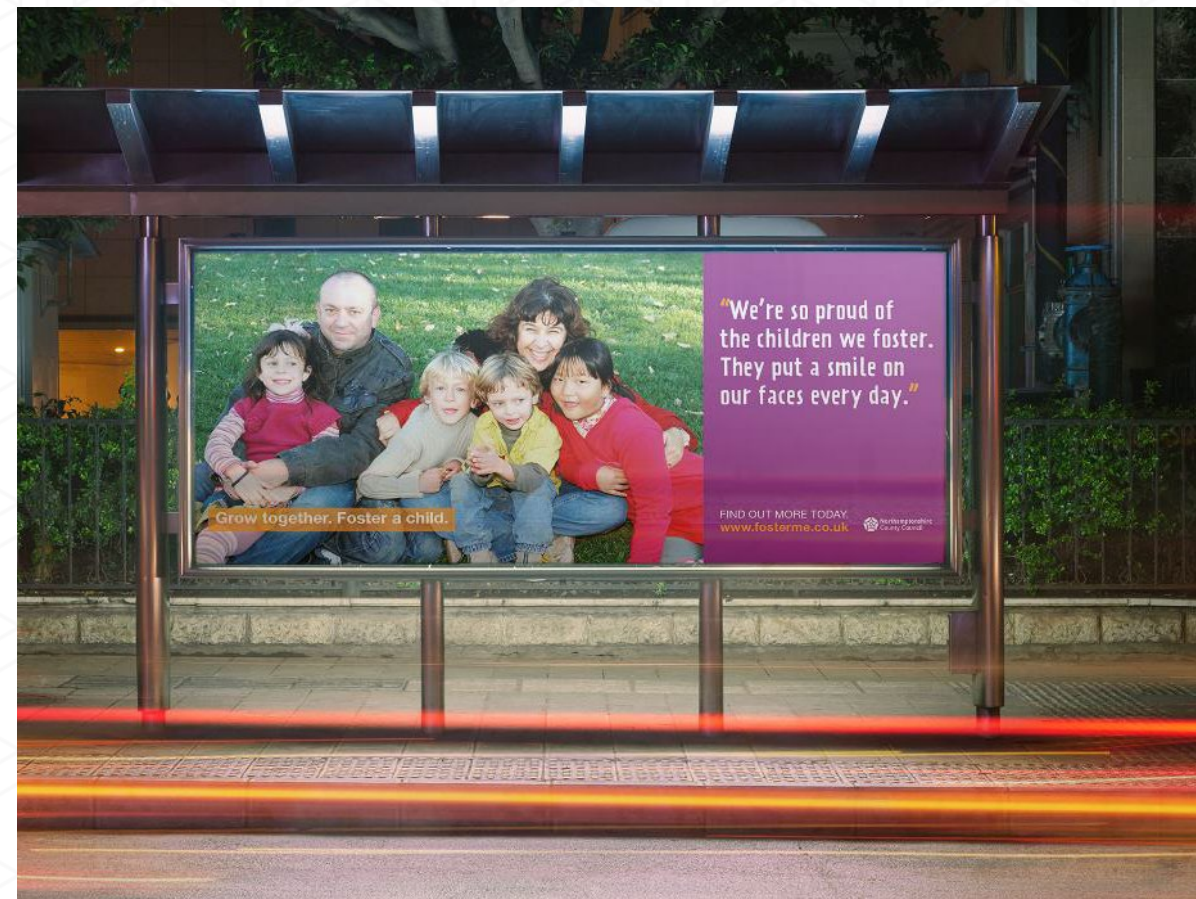
The solution

Following a mini-competition under a CCS Framework Agreement, CDS was awarded a single supplier contract to deliver:

+ Advice and consultancy
+ Full design service – including conceptual, graphics and artwork
+ Print services to meet all council requirements

The result

CDS provides onsite expertise to the Council, enabling our early engagement in projects and campaigns. We optimise the use of digital and print channels. Brand control was improved by preventing unauthorised designs.

Print spend is accurately recorded and reported. The Council now achieves significant savings across all publications and consistently over 95% customer satisfaction.

95% customer satisfaction rating

Bank of England

The challenge

The Bank of England needed to migrate the Prudential Regulation Authority (PRA) Rulebook from the old printed version to a digital platform.
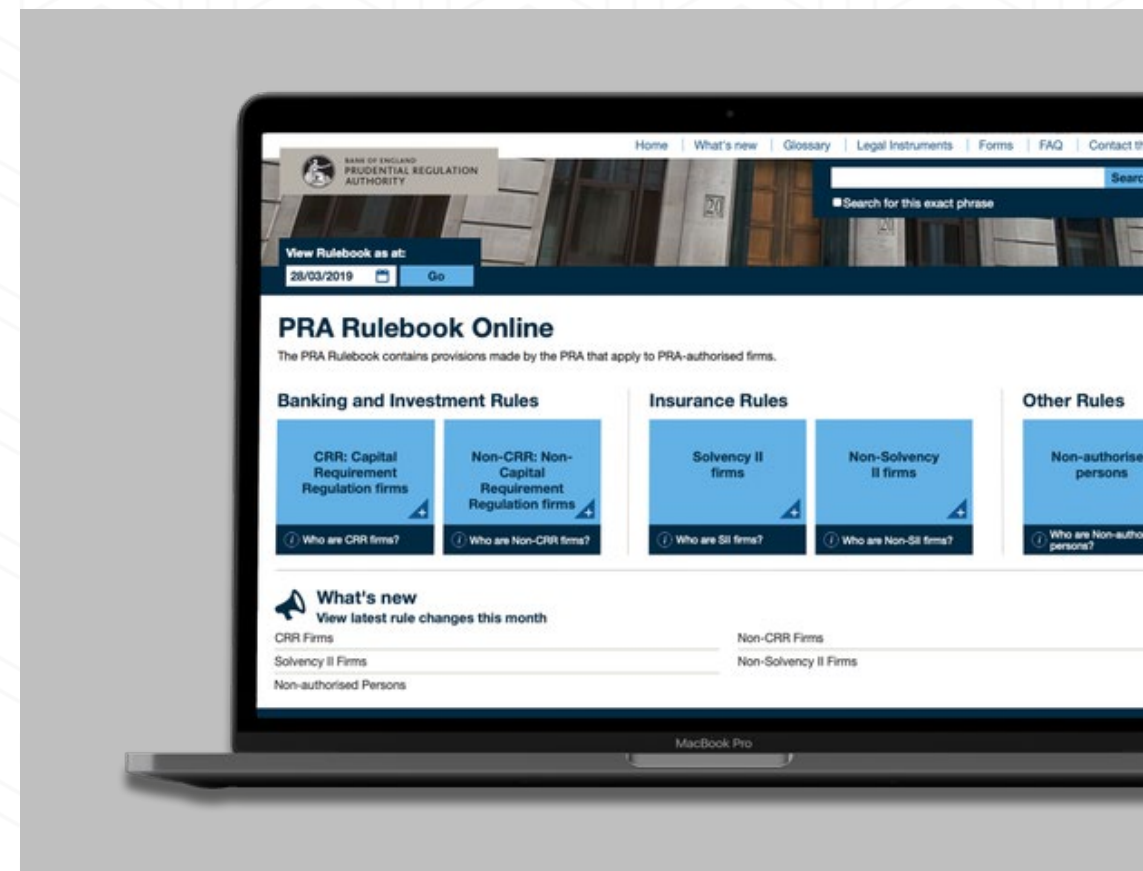
The solution

CDS built the web portal for the PRA Rulebook and migrated over nearly a quarter of a million content items to the new system.

The content is tightly controlled with a Service Level Agreement. We continue to provide secure editorial services, updating and changing the PRA Rulebook as required.

The result

We created the new digital rulebook which sets out the rules by which banks and other financial organisations should operate, to promote financial stability and good customer service.

Key new features include a 'time travel view' enabling organisations to look back at what rules were in place at any given moment in time – meeting an essential requirement to provide legally binding evidence and to see how policy change affects their services and products in the future.

200k+ items migrated and managed

Time travel functionality helps users spot updates

Together we can make a positive difference

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Get in touch

If you want to understand more about how CDS could help your organisation, please get in touch and let's have a conversation.

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