

Centre for Crime and Justice Studies

Specification for new project website

September 2014

The Centre for Crime and Justice Studies is commissioning a website for a new initiative promoting trauma-informed practice among prison officers and other prison staff in women's prisons across the UK.

A high proportion of women in prison have had traumatic experiences of physical, sexual and/or emotional abuse at various points in their lives. Trauma-informed practice is grounded in an understanding of the impact of trauma on women's experience of imprisonment, and in a commitment to developing practice approaches among those working with imprisoned women that are sensitive to these experiences.

The project

The project will have a number of elements, including:

1. A variety of proactive electronic and hard-copy communications outputs aimed at target audiences.
2. A rolling series of training, information-sharing and good practice recognition events for practitioners.
3. The production and dissemination of specialist training, practice, policy and research materials.
4. The proposed website that, over time will become *the* online resource for training, policy, practice and advocacy materials (written and audio-visual) in relation to trauma-informed practice in women's custodial settings in the UK.

Audience

A key audience of the new initiative will be prison-based staff. As routine access to the internet is not a usual feature of a prison staff member's working day, this group will not necessarily be the main audience of the website. This will have some bearing on the associated activities of the initiative. It will also have an impact on what we see as the key audiences of the website. These are likely to include:

- Prison-based and community-based practitioners;
- Those engaged in advocacy and campaigning work;
- Civil servants, parliamentarians and other policy makers;
- Journalists and other opinion formers.

Visual style and ethos

In all that it does, the project will be conveying an optimism about the possibility of positive change, seeking to communicate and celebrate success. It is important that the website conveys this optimism.

We are keen to explore fresh and innovative designs that convey project purpose in an impactful and creative manner.

The site should also be compatible with recommended good practice in relation to visual impairment and other disability-related issues.

The broad parameters

This section sets out our current thinking on the key elements of the proposed site. We will be keen to discuss these ideas with potential suppliers and shape the detailed specification.

- Back end** The Centre's main site (www.crimeandjustice.org.uk) is built on a Drupal platform, integrated with CiviCRM. This is our preferred option for the new website.
- Content hosting** The website should be able to host a range of content including, but not limited to:
- ✓ Simple text and images (static and sliders)
 - ✓ Blogs
 - ✓ Simple and accessible summarised text and infographics
 - ✓ Downloadable and viewable electronic publications in formats such as PDF, Pageflip etc
 - ✓ Video and audio content, including real-time webcasting options
 - ✓ Automated and aggregated relevant feeds and content
- Interactivity** Functionality to enable supporters and followers to:
- ✓ Update their records
 - ✓ Join and support special interest networks, groups and campaigns
 - ✓ Register for events
 - ✓ Submit blogs and content for us to mediate prior to them going live
- These processes should be automated as much as possible. It should be possible, for instance, for a supporter to update their record or for an individual to book an event without a staff member having to enter details manually.
- Ensuring the security of our supporters' data is very important to us. Industry standard site security and encryption should therefore be built in to the site.
- The website should facilitate effective communication with supporters and followers through general e-bulletins, automated mailings to bespoke and self-selecting audiences and other communications tools.
- Analytics and feedback** Standard web analytics along with the capacity to track click through and recipient interaction with, for instance, email bulletins. Built in survey and user feedback functionality in relation to individual initiatives and publications.
- Miscellaneous** Printable versions of each page.
Optimised for smart phones and tablets, in addition to desktop.

Proposals

Potential suppliers are asked to send in expressions of interest, with a proposal addressing the points above and initial design concepts.

By 5 pm on Thursday, 23 October to: tammy.mcgloughlin@crimeandjustice.org.uk.

Budget

Suppliers should provide an indicative budget and costings for elements and a timetable for the build with their expressions of interest.

Meeting with short-listed providers

Short-listed providers will be invited to a meeting in Central London to pitch their ideas on the afternoon of Tuesday, 4 November, 2014.