# Q Website FAQ's

### What are the budgeted costs for the website?

Budget for this work has been allocated at £120,000 - £150,000 including VAT.

Separate budgets have been allocated for ongoing support, hosting, maintenance, and development.

**What does the ongoing support contract look like?**

We will share the ballpark budget and expected requirements for the ongoing support contract in more detail with the organisations invited to submit a full proposal.

We are open to different models of support contract, drawing on our partner’s strengths, as long as the core requirements of hosting and maintenance are met.

### How do you use Salesforce and other digital systems?

The Health Foundation has implemented Salesforce as its central CRM. The Q team, as part of the Health Foundation, uses this system.

Q member data is currently held on Salesforce as well as the Q website, with manual processes to match these two data sources. Our member and grant application journeys are held in Salesforce, after recent phases of system development.

We use Salesforce to send email communications to our audiences via DotDigital. We also use DotDigital as the transactional module for the current website. We’d be open to reviewing how this is working.

There are no additional systems in place at this stage.

**Why do you want to integrate Salesforce and the website?**

We would like to integrate between the two systems to increase data security and maintain our CRM as our single source of truth. A two-way connection will ensure the data in our CRM is kept up to date, help us better understand our users and allow personalisation of content on the website based on data shared by our users.

By working with a digital agency that can help us to do this, alongside implementing effective analytics, we hope to better leverage our participation data to inform our digital activity and improve the user experience.

While scoping and building the new website, consideration of how data flows from and to our community platform as required will be important.

**What IT or data-related support is available?**

The Q team receives IT and data support from the wider Health Foundation. This includes access to helpdesk and specialist IT colleagues, as well as data protection officers. Support is typically requested on an ad hoc basis and, for the purposes of Q’s website, would be predominantly on an advisory basis.

Our IT team has reviewed our website requirements, provided PQQs and will be involved in this project where required.

Colleagues in the Health Foundation are responsible for the overall management and development of Salesforce. They use an external provider where developments are required. As with above, they are aware of this project and understand that we may need to access support to enable delivery.

### What data security standards or policies do you work to?

The Health Foundation has the following polices in place:

* Data protection policy
* Information governance framework
* ICO certification

These documents are available on request but must not be shared as they are confidential.

### What user insight has informed your requirements?

### We have developed strategy, gathered insight and consolidated our findings before going out to tender for a website. The following documentation informed our requirements and will be shared with those invited to submit a full proposal:

* Q’s Digital Strategy
* User Journey Mapping project outputs
* Online groups development project outputs
* Content audit results and recommendations
* User insight library

These provide detail of our digital goals, the strengths and limitations of our current website and community platform, as well as wider information on our digital users.

Those invited to submit a full proposal will also have a guest account created to be able to understand and test existing site journeys.

**Do you have preferred platforms or CMS in mind?**

We are not wedded to a particular CMS for this work. We have also not identified a specific product to replace our current community platform (Buddy Press).

We hope to be able to find a single community product that meets our users’ needs, rather than relying on additional products as we have done previously (e.g. Spark for Randomised Coffee Trials) but will be open to a variety of solutions.

We would like to work with an appointed provider to identify the most appropriate CMS and platforms for our users' needs. Our main requirement with the CMS / platforms chosen is that they have longevity and represent ongoing value for us as we continue to iterate our digital solutions, as well as that they work well together.

### Have you prioritised your website requirements?

The website requirements have not currently been prioritised. We would expect the appointed provider to work with us to run a prioritisation exercise in the early phases of our work together. Continued prioritisation is also expected throughout the project so that we best meet user and organisational needs with the budget available.

### Will this project include any work on your brand?

In 2022, Q launched a refreshed and fully accessible brand. This was applied to the current website. We do not expect any new branding to be developed as part of this project, however we would like to ensure that we able to apply our refreshed brand fully to new platforms.

### Are there any other priorities affecting your timelines?

There are no specific dates or launches to which the website go-live date will be tied. Our goal is to work efficiently with our digital agency, especially as we have invested significant time in the research of requirements already. However, we will be guided by our appointed agency as to the time needed for each phase of the work.