



Local MIND networks | Working in partnership to promote better mental health

Contents

| | |
|---|----|
| Introduction to the Online Network | 2 |
| <hr/> | |
| Overview of the Online Network resource | 3 |
| <hr/> | |
| 1 Public Access Website | |
| 2 Staff Area | |
| 3 Content Management System | |
| <hr/> | |
| Benefits | 4 |
| <hr/> | |
| Regional benefits | |
| Local benefits | |
| <hr/> | |
| Online Network Specification | 5 |
| <hr/> | |
| Purchase options and pricing | 7 |
| <hr/> | |
| Optional extras | 8 |
| <hr/> | |
| About C27 media | 12 |
| <hr/> | |
| References | |
| Examples of our work | |
| Contact us | |

Introduction to the Online Network

If you wish to take advantage of the practical and financial benefits of collaborating regionally, our cost-effective **Online Network** provides everything you need to professionally promote your partnership. We can help you get established swiftly and efficiently, enabling your network to access the larger funding sources necessary for promoting better mental health regionally.

The **Online Network** has been streamlined in response to feedback from LMAs. This package now offers a professional high-end website with restricted access area for staff to communicate and access an online document store. It also includes a user-friendly Content Management System to enable you to edit and update your Online Network in-house. Once online you can then upgrade with a range of options as your needs and budget change. Upgrade options can be as simple as adding a new page, through to integration of our Mental Health Directory or customised databases for streamlining your administration tasks.

The **Online Network** is available as an off-the-shelf product, and you are given guidance with content compilation. All content is held in a central database securely stored online, and staff can contribute and update content on an ongoing basis from any computer with internet access. By working in partnership you can swiftly compile the definitive online LMA services resource for residents on both a local and regional basis.

The **Online Network** is affordably priced to enable LMAs to get onboard independently. Alternatively, it can be jointly funded as a cost-effective regional mental health resource; an attractive proposition for health service providers, NAMH and other key funding sources. The resource gives all LMAs a professional online presence they would not perhaps be able to afford independently, and it can be developed and upgraded on an ongoing basis to meet the needs of your partnership and visitors to your Online Network.

If you would prefer to establish an **Online Network in** collaboration with other independent mental health charities and organisations in your area, your interface can be custom branded to reflect your partnership appropriately.

Overview of the Online Network resource

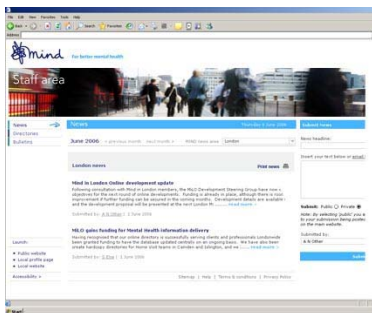
1) Public access website



This high-end resource provides a professional presence for all LMAs in the network, delivering information to your visitors on both a local and regional basis. Your visitors can access information about your Network Partnership and each of the LMAs involved. They can also search an online directory of the LMA services provided locally and across the region.

More details are provided in the **Online Network Specification**.

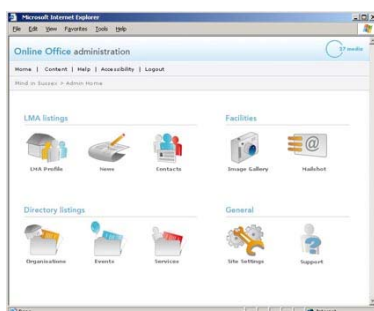
2) Network staff area



Staff can enter this restricted access area via a login on the homepage of the public access website. For ease-of-use, the interface replicates the public access website but has an extra option in the left hand menu – the Network Contacts Directory. This area enables staff to:

- Read and contribute to internal **Network News Board**
- Search and update an internal **Network Contacts Directory**.
- Submit content to both areas of the network website and LMA Services directory

3) Content Management System



Online Network tasks have been automated to reduce in-house administration to a minimum. All LMA staff members can make submissions to the site via simple online forms – the submissions are then approved and delivered to the website by the designated LMA Network Administrator(s) via a user friendly interface in the **Content Management System**. All administration is done in-house – and as each staff member has a unique login pass, all submissions are accountable.

Benefits

Regional benefits

- Significantly more **cost-effective** than establishing and operating a conventional office environment.
- Presentation of a **professional regional presence** enables LMAs to access the larger sources of funding made available to regional organisations.
- Provision of **region wide directory** of LMA services.
- A regional network can facilitate **improved Mental Health coverage** for areas not currently served by a specific LMA, and can help attract further funding accordingly.
- All LMAs are represented online via a professional website and online Services Directory they are unlikely to afford or operate independently.
- All LMAs have **equal opportunity** to participate in the development to the network.
- The network supports neighbouring LMAs initiating and running **collaborative projects**.
- **Enhanced information delivery** is provided between LMAs through facilities such as the news and events listings, job board etc.
- Staff Area contact directory includes staff profiles as an **introduction to LMA colleagues** in the network.
- **Cost-effective commissioning** of legally required documents such as Policies and Procedures which can be made available through the website.
- **Shared communications resources** - the News and Job listings can be advertised regionally.
- LMAs can use the central website to **reduce general enquires** made locally. For example, students can be directed to the site to download a Student Pack or search for job/volunteering vacancies both locally and regionally.
- Integrating an **Online Donation** facility can enable LMAs to generate and administer income in-house through sales, memberships and donations.

Additional benefits provided with add-on features:

- LMAs can develop their Online Network into a **high-end online resource** with features such as online gallery, e-commerce and hard copy directory creation.
- **Online Gallery** provides a real window into LMA activities, events and client creativity.
- LMAs can search the directory by subject on a local and regional basis and **automate hardcopy** from the latest content of the Services Directory. Excellent resource to meet current NSF guidelines.

Local benefits

- LMAs without a website gain a professional online presence.
- LMAs with a website can link to key features such as the Services Directory. For an additional set-up fee, data can be drawn down from the central database to create a local directory on their own website. They also gain increased visitor traffic to their existing site from this regional 'hub'.

Online Network website – delivering information to the public



This is a professional public access website to deliver news and information relating to your LMA partnership. It includes the following:

- **Home Page** with an overview to the network website and what it provides - with an interactive map if required. You provide your own image for the Network Home Page. Relevant images can also be provided for the LMA Profile pages, if required. Includes News headlines and a Newsletter subscription interface – which link through to the News Section.
- **News Search** for latest news and events listings by LMA or across the whole network. Includes an archive for visitors to browse articles in date order. Includes a newsletter subscription system – subscriber details are delivered directly to the central database. Newsletter mail shots can be automated.
- **About us** provides overview to the partnership, who is involved and its aims and objectives. Includes links to Profile Pages.
- **Profile Pages** provide an introduction to each network partner, including aims, services overview and main contact details. Includes link to the Services directory, where visitors can search to view full listings for services each partner provides.
- **Network Services Directory** A services directory enables visitors to search and view full listings for services, training, and resources provided by each partner or across the whole network. Search criteria can be adapted to suit your needs.
- **Information** Includes a page each for Emergency Contacts, Document Downloads and Useful links.
- **Support us** A page for you to provide information on donating, volunteering and fundraising. Please note: if you choose to integrate an Online Donation facility this can be used as an e-commerce facility for secure online payments on other items such as membership, policy documents, DVDs etc. All payments and Gift Aid are processed on your behalf by the online donation service provider.
- **Job vacancies** Details of paid and voluntary vacancies.
- **Contact us** Provides a central hub contact or links through to contact details on the Profile Pages.
- **Accessibility Page** Featuring accessibility tools exceeding current guidelines, including increase contrast and National Mind recommendations for percentage increasing for enlarging text. Also a selection of colour contrast palettes to suit a range of visual impairments.

Online Network staff area – delivering information to network staff



This area can only be accessed by staff, using their unique login username and password. For ease of use, the interface replicates the main website but with extra menu options for 'staff only' tools such as the **Network Contacts Directory**. In the standard off-the-shelf' Online Network these features are:

- **Contacts Directory** Containing all staff contact details which can be searched by LMA, location, staff type etc. You can also include and organize other key partnership contacts such as your PCT(s), National Mind and client contact details.
- **Staff only listings** All directories include 'staff only' listings as well as any open access listings that are available in the public website.
- **News submission** All network staff can submit news articles within an online form on the Network Partnership area interface.

Content Management System – in-house administration for your Online Network



This custom-built Content Management System provides a user friendly administration suite for the upload and editing of all Online Network content. The entire Online Network can be administered centrally or access can be given to a designated administrator for each LMA to upload and edit their content locally.

The Online Network administrator can also:

- Create, edit and delete access passes as necessary – to ensure the ongoing security of the Network.
- Create new sub pages within existing sections in the Network.

Full training is provided for one administrator – training can then be passed on to other designated individuals as necessary. Alternatively in-house or group training is available at extra cost.

Purchase options and pricing

Online Network

The Online Network is purchased as a package, which includes the following:

- The Online Network product as outlined in this document - public access website, staff Area and Content Management System.
- Standard partner customisation and installation by C27 Media.
- Training for one key administrator. Group training and in-house training available at extra cost.
- Content compilation pro formas
- Branded download template.
- 12 months free hosting.
- Accessibility tools exceeding current guidelines, including increase contrast and National Mind recommendations for percentage increasing for enlarging text.
- Appropriate visual branding as set out by National Mind.
- Document downloads to meet information delivery needs.

Additionally, the following are available at no extra cost if required:

- Integration of external online donation facility.
- Registration of your preferred network web address.
- Integration with fundraising online shop, search engine and online auction facilities.
- Access to view user statistics
- Multi-map links for providing directions to LMA resources.
- A range of supplementary information documents to guide you through the development of your website – from commission and design, through to increasing traffic to your website after it is launched. These include the following:
 - C27 Website development guide
 - Mapping your Website
 - Design Considerations
 - Web writing tips
 - Optimising searches

Online Network cost: £900 per LMA, based on 5 LMAs sharing.

The cost is based on a 5 LMAs sharing – the price will vary according to the number of LMAs involved in your potential partnership. The Online Network can be re-branded to serve other collaborations.

Once installed and launched, the Online Network can be run independently by participating LMAs. Technical and administrative support is available from C27 Media - refer to the *Optional Extras* section.

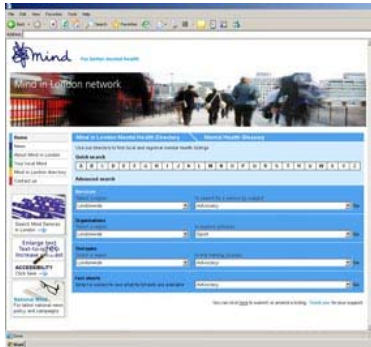
The Online Network is covered by a 12-month technical guarantee - please request a copy of our terms and conditions for further information. Our Terms and Conditions can also be downloaded from our website.

Note: Copyright for the Online Network product remains with C27 Media, and the LMA network holds copyright for the content therein. If you commission a custom designed interface, your partnership will also hold the copyright to the visual design. Copyright information is available for your visitors to view on the website.

Optional extras

We also offer a range of advanced options so you can flexibly upgrade your network now or at any time in the future. Please note that economies of scale apply to development work, so prices can vary in your favour according to the number of upgrades or participating partners involved.

Online Mental Health Directory



This is an advanced version of our popular online **Mental Health Directory** which was designed to exceed current NSF Guidelines for Mental Health information delivery. The user friendly interface allows your visitors to search locally, regionally or nationally for mental health services, organisations and therapies. There is also the option to add searching for mental health fact sheets and FAQs.

The resource features an extensive **Mental Health Glossary** suitable for both general and professional reference. With optional PCT area searching, this resource provides the definitive mental health information directory for your region - and provides potential for attracting funding for ongoing development.

This is a valuable component which can be funded by your local PCT if current NSF guidelines for delivery of mental health information are not being met in your area. If you wish to integrate our directory as an upgrade to your website or network, we offer a briefing and costing document which you can send to direct to the appropriate mental health contact at your local PCT. This document gives details of the both the directory and the staff input required to launch and maintain a mental health directory project using our off-the-shelf directory. Please contact us to request a copy.

Collaborative Mental Health Directory cost: £850 or less per LMA

Please note: If you already have a mental health directory, the data is simply transferred across for you. A connection is made so any changes you make to your existing directory will be reflected in the Online Network directory. If you already have one of our Mental Health Directories, you will only be charged a fee for integration.

Directory Publisher - Automates hardcopy directories from your MHD database

Exceeding NSF guidelines for Mental Health Information delivery

With our Directory Publisher, you can use Word to extract the latest content from your online Mental Health Directory, to automatically compile and print fully branded hardcopy directories for local and regional distribution throughout the year.

Our online directories have been highly praised by PCTs and Statutory Services for providing professional information delivery online, and the Directory Publisher ensures cost-effective hardcopy directory delivery to meet the latest NSF guidelines.

© C27 Media Limited 2006-2007

The Online Network is protected by copyright. This document has been provided for information purposes only, and should not be reproduced or distributed without the prior consent of C27 Media.

Online Network
Specification

18/09/2007

8

This tool can also be used to publish hardcopy from the LMA Services directory within the standard off-the-shelf Online Network.

Collaborative Directory Publisher cost: £625 or less per LMA

Custom design interface

If you would prefer a uniquely designed interface for your network, this can be created at extra cost. Effectively, we design a 'new skin' which is applied throughout. The cost is determined by the level of redesign requested and whether in-house consultation is required – please provide a specification if you require an estimate or fixed quote.

POA

In-house consultations and training

Consultation The Online Network is designed as an all-inclusive off-the-shelf resource. If you require any in-house consultation for visual design or resource development this is available at extra cost.

Training Your network includes full training by telephone with a designated network administrator. If you require any in-house or group training this is available at extra cost.

In-house consultation or training: £360 per day + VAT and travel expenses.

Online Gallery - provides a window into your LMA activities

You can upload images of events, activities and client creativity with an Online Gallery. You simply create your own categories and select the images you wish to include - your photos are then formatted and uploaded automatically. You can also add titles and supplementary information if you wish to do so.

Items for sale can be displayed and payment securely processed via your Online Donation facility.

Online Gallery cost: £125 or less per LMA

Integration of new network partners

Full integration of a new partner to an existing network costs £900 per partner. As with all our development work, economies of scale apply, so contact us for a quote if you wish to integrate more than one partner at a time.

New Partner integration: £900 or less per partner

Extra website pages, sections or custom directory searches

New pages can be created within most sections by the Network Administrator – new sections or menu options need to be 'hard coded' into the network. You can include new directory searches or entire new directories. Pricing depends upon the level of work involved, and again economies of scale apply. Please contact us for a quote

POA

Administration databases

We offer custom design and build of advanced databases developed from the central Network database to help you streamline your partnership administration tasks. Please provide a specification of your needs if you require an estimate or fixed quote for database development.

POA

Network Support

If you require support after the resource training period, C27 Media offer a full system support contract on an annual basis. This includes:

- **Security** The Online Network central database is backed up on a weekly basis.
- **Support** Technical support available to the key network administrator(s) via the Administration Area. This includes administration and text formatting queries, technical questions and data entry queries.
- **Development** The Online Network is automatically updated with the latest product refinements.

Network Support contract cost: £20 per month per participating LMA.

Alternatively, you can have support on an ad hoc basis at our standard rate.

Ad hoc support cost: £25 for the first half hour and £45 for each hour thereafter. All calls are logged and an invoice is issued to the relevant LMA or Network administrator at the end of each month.

Network administration and support

We also offer full central administration to ensure professional hassle-free operation of the online network.

- **Content Management** - Ongoing formatting and upload of text and image content across the network.
- **Weekly content submission reminder** issued to all LMA staff.

- **Online Networking** Linking with other key mental health websites and directories to increase traffic to the website.
- **Monthly statistics reports** to enable LMAs to assess overall site usage.
- **Mental Health Directory updating** - 1 Mental Health Directory update exercise per annum (if taken on annual contract).
- **Feedback** Recommendations for content enhancements and further developments of the system.
- **PR** Online PR exercise to promote the launch of the resource.
- **Security** The Online Network central database is backed up on a weekly basis.
- **Development** The Online Network is automatically updated with the latest product refinements.
- **Hosting** Hosting remains free for duration of the contract.

Full Network Administration and Support cost: £15 per week per LMA on a network or individual LMA basis.

Client Area

Client Area cost: Custom components to suit client needs - POA

The Client Area enables service users to log in and access a range of facilities and resources which provide support and information. Effectively, it provides a supplementary online service to existing clients, and offers opportunities for them to get involved with mentoring and management of the area. More importantly, it provides a dedicated route to new service provision for those who are unable or unwilling to access conventional support services offered by LMAs locally.

It therefore offers a unique environment for clients to communicate and provide mutual support, and can potentially provide mentored online services which LMAs could not afford to operate independently. Ideally, this area would be refined in consultation with client user groups, and commissioned accordingly.

Please submit a specification for an estimate or fixed quote for your client area project.

About C27 Media

You may be familiar with our company as we have been developing dedicated products and services for LMAs for a number of years now. Our experience has enabled us to understand the aims and objectives of LMAs, as well as the funding processes and statutory guidelines which determine both the pace and priorities of projects commissioned by our clients.

We have always tried to encourage service user involvement and promote mutually beneficial collaborations between LMAs. This Online Network resource was developed with **Lewes & Wealden Mind** to create the first Online Network, **Mind in Sussex**. Our investment into this development has paved the way for LMAs to cost-effectively benefit from this professional high-end resource.

To pass savings to our clients, we work flexibly and match resources to the needs of the project. What we save on out goings, we invest into the development of high-quality products using the latest technologies. Above all else, we value our LMA clients and are recognised for our 'personality' and the support we provide - and we are proud of the ongoing relationships we have developed along the way.

References

If you want to know what other LMA clients think about working with us, we are happy to provide direct contact details for relevant LMA project commissioners. We currently have 11 LMAs as ongoing clients – and we would be happy to provide references for key directors and project managers who have been involved with the commission of these online resources.

Please note that we are currently building an LMA Partnership website for Suffolk. The project manager, Jax Devonshire, has been so impressed by her experience of working with us – particularly the level of support and knowledge of Mind as an organisation - the Finance Director of National Mind has requested that she write an account which can be circulated for the benefit of all LMAs.

Examples of our work

You can view examples of work at on website at www.c27media.co.uk.

Contact us

We hope this tender submission generates interest and excitement about our proposals for your network partnership. If you have any queries about the content of this document or wish to obtain more details, please do not hesitate to contact us. We also welcome feedback or suggestions.

General product and project management queries

Mole Leigh. Tel: 01273 880461, Email: mole@c27media.co.uk

Technical queries

Stuart Dent. Tel: 01273 230417, Email: stuart@c27media.co.uk