



Firelink

www.firelink.org.uk

About our client

Firelink is a major national Government procurement project, established, funded and overseen by the Office of the Deputy Prime Minister (ODPM). The Project Board is chaired by the head of the Fire, Health and Safety Directorate of the ODPM and includes representation from key stakeholders such as HM Fire Service Inspectorate, the Scottish Executive, the Chief and Assistant Chief Fire Officers Association, the Local Government Association and the Fire Brigades Union. The project is supported by procurement, financial and legal advice from the ODPM and is subject to independent project assurance and the Government Gateway Review process.

The Firelink team was created to project manage the procurement and implementation of a Nation Wide Area Radio system for the fire service.

Business benefits

Firelink required a website that would allow them to respond to the needs of all parties involved in the project - suppliers, the Firelink team, and the fire brigades.

They required a fast, accessible and easily updateable website which had to adhere to certain build standards. Further technical requirements were password-protected zones, the ability to add discussion boards and the functionality to add, delete, and edit their own content.

An additional prerequisite of the website was that it had to be secure enough to be a repository for potentially sensitive documentation. It was necessary that the Firelink team could effortlessly post documents for review before releasing them into the public domain and be sure that they would be accessible and downloaded by selected users.

Project Type

[Website](#)

[CMS](#)

[Discussion Boards](#)

Keywords

[Online identity](#)

[Bespoke functionality](#)

[Restricted Areas](#)

Keymedia solution

We worked closely with the Firelink team to achieve their definite online requirements.

Due to their need to update their site themselves at regular intervals and to adapt it and expand it as required, we built the website using our Content Management System, Koko. www.ishouldkoko.com

Koko allows Firelink to set up individual password protected areas within the website for their different user groups. This was important to them as some of the project information is sensitive and should only be viewed by certain user groups. Koko also provides them with the capability to set up discussion boards for the brigades at a later date in the project.

The look and feel of www.firelink.org.uk was based upon the existing branding. We took their offline identity and transferred it to an online setting. The use of their logo and corporate colours provides continuity through out their printed reports and marketing collateral and translates effectively into the virtual environment.

Business benefits

The Firelink website is the main source of information for the brigades, suppliers and the Firelink team for the procurement and implementation of the new nation wide radio system for the fire service in the UK.

It provides:

- Ease of information upload by non-technical people (text and images) using the Keymedia CMS
- Cost effective dissemination of information
- Established corporate identity due to design continuity through out all Firelink collateral and documentation on and offline
- A united, national front from all involved for a highly political government project

Koko's features include:

- Professional content management - Koko is used by high profile clients on high traffic sites including the London College of Fashion and The Licensing Company
- User friendly interface - Koko has been developed with our clients input, to ensure ease of use and features that real users use day-in day-out
- Consistent navigation - Koko site navigation is based on a logical reflection of the underlying information structure which ensures your site is consistent and easy to navigate
- Robust design - your brand identity is protected because the presentation of your information is based firmly on a set of agreed page templates. These templates can be maintained and updated centrally, with changes instantly reflected across the site
- Content flexibility - With user group permissions, 'word-like' editing and libraries of 'code snippets', your staff can quickly contribute all sorts of content in a controlled way, unlocking their enthusiasm without sacrificing coherency.