

Service Definition Document: Pop Pop Studio

Care Leavers App

- Pop Pop Studio Care Leavers App is a customisable, co-designed digital platform supporting young people leaving care with 24/7 access to local information, advice, and services.
 - Available on web and mobile, the App integrates with local authority systems, offering real-time updates, secure messaging, and digital surveys.
 - Key features include local offer publishing, events calendar, directory of services, apprenticeship feed, mental health hub, and multilingual support.
 - The platform complies with UK GDPR, WCAG 2.2 AA accessibility standards.
 - Comprehensive support includes onboarding, training, content updates, and ongoing technical assistance with a dedicated account manager and 24-hour SLA for critical issues.
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1. Service Overview

Service Name: Pop Pop Studio Care Leavers App

Short Description: The Pop Pop Studio Care Leavers App is a digital platform designed to support young people transitioning from care by providing easy access to local information, advice, and services. Available on web and mobile devices, the App offers a customisable interface tailored to each local authority's branding and content needs. It integrates with local authority systems to provide real-time updates, secure messaging, and digital surveys, fostering engagement and support. The App is co-designed with young people and professionals to ensure relevance and usability, and it complies with UK GDPR and accessibility standards.

Key Use Cases:

- Publishing and managing a digital local offer for care leavers, raising awareness of support services.
- Reducing social isolation by promoting local events and activities.
- Highlighting discounts and offers from local and national businesses.
- Providing opportunities for work, education, and training, including real-time apprenticeship vacancies.
- Offering advice and support for mental wellbeing .

- Engaging young people via digital surveys, discussion groups, and secure messaging.

Target Users:

- Local authority care leavers teams and multi-agency partners.
 - Young people leaving care.
 - Professionals working in social care, education, and employment sectors.
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2. Key Features

- **Digital Local Offer Publishing:** 24/7 access to information on entitlements, benefits, housing, grants, and support schemes.
 - **Events Calendar:** Promotes local events and activities to reduce social isolation, with search, maps, and reminders.
 - **Directory of Services:** Searchable directory of local and national support services, with maps and contact details.
 - **Regional Apprenticeships Feed:** Automated updates of apprenticeship opportunities from Gov.uk.
 - **Discounts and Offers:** Promotion of local and national business discounts and council tax exemptions.
 - **Mental Health Hub:** 24/7 access to mental wellbeing advice and support.
 - **Digital Surveys and Polls:** Unlimited surveys with start/end dates, notifications, and results analysis.
 - **Secure Messaging:** Encrypted messaging between local authorities and young people for secure communication.
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3. Key Benefits

- **Empowers Young People:** Co-designed with care leavers to ensure content reflects their needs and aspirations.
- **Reduces Social Isolation:** Promotes local events and activities, fostering community engagement.
- **Enhances Awareness of Support:** Centralises information on services, benefits, and opportunities.
- **Improves Mental Wellbeing:** Provides 24/7 access to mental health resources and advice.
- **Increases Engagement:** Digital surveys, secure messaging, and discussion groups encourage interaction.
- **Saves Time and Costs:** Automates content updates and reduces administrative burden for local authorities.

- **Accessibility and Inclusivity:** WCAG 2.2 AA compliant, supporting users with disabilities and diverse language needs.
 - **Data Security and Privacy:** GDPR-compliant data handling and encryption protect sensitive information.
 - **Comprehensive Support:** Onboarding, training, and ongoing technical assistance ensure successful implementation.
 - **Scalability:** Platform supports addition of new features and integrations as needs evolve.
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4. Technical Specifications

Aspect	Description
Hosting and Infrastructure	Cloud-based (compliant with UK Government Cloud Security Principles).
Integration Capabilities	Integration with local authority CRM and case management systems. API access for third-party integrations.
Accessibility	WCAG 2.2 AA compliant. Screen-reader compatible. Adjustable text sizes and colour contrast options.
Security	GDPR-compliant data handling. Privacy-friendly analytics. Role-based access control.

5. Compliance and Standards

- **Legislative Compliance:** UK GDPR, Data Protection Act 2018, Equality Act 2010 (accessibility).
 - **Standards Met:** WCAG 2.2 AA, G-Cloud 15 framework requirements, ISO 27001 hosting, Cyber Essentials.
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6. Service Management

- **Onboarding:** Typical timeline of 2–3 months. Includes project scoping, design co-production, content co-production, and training.
- **Ongoing Support:** Weekly technical and organisational meetings. Dedicated account manager.

- **Content Support:** Optional add-on services for content updates, maintenance, and further development.
 - **Training:** Online tutorials, live sessions, and comprehensive documentation for administrators and users.
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7. Pricing

- **Pricing Model:** Annual subscription
 - **Cost Tiers:** Base package includes core features. Add-ons available for content support, secure messaging, and digital surveys.
 - **Example Costs:** Available on request or via custom quote based on specific requirements.
 - **Discounts:** Possible discounts for multi-year contracts or bulk purchases.
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8. Case Studies or Examples

- **Example Implementation:** Successful deployments in multiple local authorities, showcasing improved engagement and support for care leavers.
 - **Testimonials and References:** Available upon request, highlighting user satisfaction and platform effectiveness.
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9. Data and Security

- **Data Handling:** User data collected, stored, and processed in compliance with GDPR and UK data protection laws. Data retention policies.
 - **Security Measures:** Strict access controls, regular security audits, and hosting compliance with ISO 27001 standards.
 - **Backup and Disaster Recovery:** Daily backups, defined RTO and RPO, and robust disaster recovery plans.
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10. Terms and Conditions

- **Contract Length:** Minimum 12 months.
 - **Termination Clause:** 30 days' notice period.
 - **Data Ownership:** Local authorities retain full ownership of all content and data.
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11. Additional Information

- **Scalability:** Platform supports addition of new features and integrations as needs evolve.
 - **Future Developments:** Roadmap includes AI chatbots, mobile app integration, and enhanced analytics.
 - **Customer References:** Contact details for existing clients available on request.
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