ABSTRACT: This report informs members of the need to put in place a council wide Content Management System (CMS) and seeks authority to proceed with the required procurement.

1. RECOMMENDATION

It is recommended that the Committee authorises the Head of Information Technology to procure a council wide Content Management System (CMS) on the basis set out in this Report.

2. BACKGROUND

2.1 Current Position

For many years the council has recognised the need to use the Internet as a channel for communicating information to the public and more recently facilitating service delivery.

Almost twenty websites exist that are managed and maintained by council personnel, however the two major sites are:

- The main council website www.angus.gov.uk
- The Angus Ahead website www.angusahead.com

The content for the council website is compiled by staff from all service areas of the council. However, the actual publishing of all information on to the website is undertaken by staff from the IT Division of Corporate Services. It is this function that carries out all aspects of content and site management, including preparation and publishing of content, site design and compatibility, and hosting of the site on the council’s internal IT infrastructure. These functions are undertaken in accordance with the requirement to ensure the site adheres to standards such as accessibility. The current site has been awarded SHAW Trust+ accreditation in recognition of this effort.

Standard operating hours means that publishing of material and site management currently does not take place outwith normal business hours.

The Angus Ahead site uses a content management system (CMS) to facilitate the creation and publishing of information on to the site. This is undertaken by staff within the Economic Development Division of Infrastructure Services. The website is “hosted” externally to the council on a third party IT infrastructure.

Whilst both sites are managed and maintained by council staff, there are instances where the same information is published on both sites, creating a duplication of effort. Also if updates are not published in parallel there is a risk of conflicting information existing on the respective sites.
2.2 Customer Service

The recently approved Customer Services Strategy (Report 81/11 refers) has identified the need to develop services across all three major channels of communication with citizens/customers; these being face to face, telephone and on-line (self service). As part of the wider e-business strategy, the redevelopment of the council website www.angus.gov.uk is recognised as being necessary to deliver improved information and service provision via this self service channel. The new site and associated functionality will also inform the channel migration strategy. A major requirement will be to ensure the site is useable 24/7 which can be achieved by way of a contract that requires 99.9% availability.

In parallel to this, a 2 year development plan has been compiled for the Angus Ahead website. This is in recognition of the need to both migrate from the soon to be de-supported third party technology platform and the desire to introduce enhanced functionality in order to communicate more effectively with customers, increase traffic to the website and achieve the targets within the Tourism Strategy.

3. PROPOSAL

To ensure optimum use of resources and to devolve publishing to an extended range of “authors”, it is proposed to procure a single council wide Content Management System (CMS). Whilst the focus of this document has been on the council website and the Angus Ahead website, the proposed CMS will also support all other sites managed and maintained by the council, which at presents is nearing a total of twenty.

The CMS will enable content to be entered into the system once, but be published to any or all appropriate websites. It will also introduce other benefits such as collaborative workflow, operational roles, version control, archival data and deletion of time elapsed content.

(This new operational environment would enable the publication of information from any location at any time, offering the capability for out of hours/home-based publishing by authorised staff)

It is proposed that website design services, to support the on-going development of the sites, will also be procured as part of the same contract. These services will complement existing knowledge and skills.

Given the operational model of a CMS and the need for high levels of website availability, all sites will be hosted by a third party service provider with the contract requiring an “uptime” of 99.9%. This “uptime” facility will ensure sites are available 24/7 and allow customers to access information and instigate service requests at their time of convenience.

It should be noted however that some services will require inter-operation with back office systems that are housed within the council IT infrastructure. These systems do not currently have support outwith office hours.

4. PROCUREMENT AUTHORITY

4.1 Sourcing Strategy

The procurement is not considered to be a “major procurement” in terms of Financial Regulation 16.8.4. Approval of this Report would mean that the contract can be accepted without the need for further approval by the relevant committee. In accordance with the new arrangements the contract award subject to confirmation of affordability and sustainability will be reported to the Corporate Services Committee for noting only.

No relevant Office of Government Commerce (OGC), National Procurement Scotland or Scotland Excel contracts exist to meet this requirement. The possibility of co-operative procurement under the umbrella of the Tayside Procurement Consortium was discussed with Dundee City Council, Perth & Kinross Council and Tayside Contracts, but there is no potential for co-operative procurement at present or near future. This due to the fact these organisations have no plans to change their current CMS platforms.
4.2 Key Terms Proposed

It is envisaged that the contract will commence early in year 2012 for a three year period with an option to extend for up to a further two years.

The contract comprises of three major components:
1. The Content Management System
2. Services
3. Website Hosting

1. Content Management System
Until such time as the contract is awarded, the precise funding model for the CMS cannot be determined. For example it may a one off enterprise licence cost (up front capital) or alternatively based on number of seats which will result in incremental capital cost payment.

2. Services
These will include such things as website design and the amount required will be determined by the level of sophistication available in the CMS.

3. Website Hosting
This is an annual charge and a revenue cost in nature which is based on the required bandwidth (level of traffic) and availability of the websites. By implication the cost will be higher as the complexity and number of sites increases.

From information sourced to date, and given the commencement of contract date is early 2012, it is projected that a total cost of £190k to £210k will be required to meet the three major component parts outlined above. £150k will be spent in year one with the balance spent over the three year whole life term of the contract.

4.3 Procurement Procedure

It is considered that a two stage (“restricted”) tender procedure would be the best means of procuring the goods and services whereby suppliers indicating an interest in the contract are initially subject of a pre-qualification test with those passing subsequently being invited to provide a tender submission. Having sought indicative figures from the marketplace and having reviewed the costs of a similar, but larger exercise recently undertaken by Edinburgh City Council, it is envisaged the whole life costs will be in the region of £190k to £210k which is above the European Union value contract threshold of approximately £157,000.

In order to ensure that the Council adequately advertises this tender to ensure compliance with the principles set out in the European Treaty, the Head of Information Technology recommends the advertising of the contract opportunity on the Public Contracts Scotland Portal and the Official Journal of the European Community.

4.4 Contract Evaluation on Award Basis

All of the bidders who pass the pre-qualification test as to the required level of ability and capacity in terms of resources, experience, qualifications and track record will be admitted to the select tender list.

Completed tenders returned to the Council shall be evaluated and the contract will be awarded on the basis of the most economically advantageous tender, on a mix of quality and price. The price/quality split applied will be 70%/30% in accordance with Financial Regulation 16.14.2. However, the Invitation to Tender (ITT) will include numerous quality criteria defined in the requirements specification that must be satisfied before the submission is progressed to the evaluation stage. The Corporate Procurement Manager on behalf of the Head of Finance will require to approve the evaluation criteria and methodology.

The Corporate Procurement Manager has been consulted on the proposed procurement process and outline requirement and advises that this will produce the required level of quality of service required by the Council.
4.5 Procurement Risks

A risk assessment has been undertaken for this tender and other than the normal risks inherent in any contract no risks have been identified.

4.6 Project Management

The procurement process outlined above is to be run as a project in accordance with the Prince2 project management methodology, with the project falling under the overall governance of the Customer Services Programme Board.

5. FINANCIAL IMPLICATIONS

The estimated whole life cost of procurement, £190,000 to £210,000, is presently in the main included within a £190,000 funding provision contained in the 2011/12 Capital Budget in the Financial Plan 2010/2014, to be provided from the following resources:

- Chief Executive 2010/11 revenue budget
- Economic Development £75,000
- Efficiency and Reform Fund £65,000
- carry forward refer R75/11 £50,000

At present, budget provision of £2,500 and £6,160 respectively for current Support and Maintenance and Hosting of the Angus Ahead Portal is available in the Revenue Budget of Economic Development. It is envisaged that this funding, allied to the provision in the Capital Budget of £190k is sufficient to accommodate the project projected cost requirements.

Any necessary transfer of budget from Capital to Revenue and indeed from one departmental budget to another will be clarified after award of contract.

Whist at this point in time it is not possible to articulate precise amounts, the introduction of the CMS will offer savings in the longer term through the migration of some business to self-service channels.

6. HUMAN RIGHTS IMPLICATIONS

There are no Human Right implications specific to this Report.

7. EQUALITIES IMPLICATIONS

The issues contained within this Report fall within an approved category that has been confirmed as exempt from an equalities perspective.

8. SINGLE OUTCOME AGREEMENT

This report contributes to the following local outcome contained within the Single Outcome Agreement for Angus:

- Growth in tourism in Angus is achieved
- A good quality of life is enjoyed by all in Angus

9. CONSULTATION

The Chief Executive, all Directors and the Heads of IT, Finance and Law and Administration have been consulted in the preparation of this Report.
10. CONCLUSION

The introduction of a council wide Content Management System is vital in order to improve the service to customers and achieve greater efficiency for the council. The procurement of a new CMS will help the council deliver key aspects of the Customer Services Strategy, including channel migration, and elements of the Angus Ahead Marketing Strategy including the Tourism Strategy. It will also result in better use of resources and offer savings in the longer term through the migration of some business to self-service channels.

COLIN McMAHON
DIRECTOR OF CORPORATE SERVICES

NOTE: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to a material extent in preparing the above report.

L&A/SCH/AEG