

Decision Maker: Care Services Portfolio Holder

Date: 27th July 2015

Decision Type: Non-Urgent Executive Non-Key

Title: **GATEWAY REVIEW OF THE MYLIFE WEB PORTAL**

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Ward: Boroughwide

1. Reason for report

- 1.1 This report reviews the current MyLife web portal services delivered on behalf of the Council by OLM Group Ltd and makes recommendations for the future procurement of this service. The current 2015/16 contract is for £40,375 with the cumulative contract value of £201,375.
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2. **RECOMMENDATION(S)**

- 2.1 **Members of the Care Services PDS Committee are asked to consider and comment on the contents of this report.**

- 2.2 **The Care Services Portfolio Holder is asked to approve the award of a three year contract totalling £140,720 to OLM Group Ltd for the Mylife web portal service to continue. The contract will begin on 1st April 2016 and end on 31st March 2019.**

Subject to agreement of 2.2 above

- 2.3 **The Care Services Portfolio Holder is asked to agree funding of £95, 720 from the Social Care Capital Grant included in the Council's Capital Programme;**

- 2.4 **The Care Services Portfolio Holder is asked to note that the ongoing funding will be met from available funding for the Care Act.**

Corporate Policy

1. Policy Status: Existing policy.
 2. BBB Priority: Supporting Independence.
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Financial

1. Cost of proposal: Estimated cost £140,720
 2. Ongoing costs: Recurring cost. £15, 000 pa from 2016/17
 3. Budget head/performance centre: Capital
 4. Total current budget for this head: £
 5. Source of funding: Social Care Grant
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Staff

1. Number of staff (current and additional): Current 1 FTE Technical and promotional
 2. If from existing staff resources, number of staff hours:
-

Legal

1. Legal Requirement: Non-statutory - Government guidance.
 2. Call-in: Call-in is applicable
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected):
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? No.
2. Summary of Ward Councillors comments:

3. COMMENTARY

Background

- 3.1 The Council currently commissions OLM Group Ltd to provide the licence and support to deliver the MyLife web portal (online advice and information for care and health support services).
- 3.2 A contract was awarded to OLM Group Ltd in October 2010 for initially a one year period as part of the borough's Supporting Independence Programme for adult social care. The Supporting Independence Programme was established in response to the national Transforming Social Care programme which was first set out in 'Putting People First: A shared vision and commitment to the transformation of Adult Social Care' (2007).
- 3.3 A key element of the social care transformation agenda was the provision of universal information and advice services. Therefore, the Council undertook a procurement exercise during 2010 for a service which provides:
- “a hosted web portal which enables the public, partners and staff to access information on key topics, services or activities happening with Bromley, and a web portal that includes a comprehensive resource directory of both local and national organisations, that enables people to either search for a particular topic within the site or to use the interactive guides which provide bespoke information based on the answers to a series of questions”
- 3.4 This contract has been extended twice – in April 2014 for a year, and April 2015 for a year plus a further year. The main purpose of this service is to provide advice and information to individuals whom may otherwise contact the council via other routes (telephone, email, face to face).
- 3.5 The website took approximately eight months to develop in its first public testing phase between October 2010 and May 2011. It had a 'soft launch' in May 2011 and a full launch in October 2011 and provides information and advice for adults in the borough who need social care help because of illness, age or disability. The website also covers information and advice for informal carers. The initial focus of the content on the website was around information to help people:
- to maintain their independence and stay in their own home
 - who have caring responsibilities
 - to understand their legal rights and responsibilities, support in accessing benefits and paying for services
- 3.6 Since October 2011 additional sections of content have been added, including:
- information to help people
 - to stay healthy and well (from August 2012)
 - to find appropriate housing (from September 2012)
 - who have a learning disability or English as a second language (from June 2013)
 - who live in the Cray Valley community to find local services and support (from November 2013)
 - who have a child or young person with a special educational need or disability (from December 2013)
 - information to help people who live in the Chislehurst and Mottingham community to find local services and support (from August 2014)
 - information to support managers of care home and home care providers (from September 2014)
 - information to support frontline staff working in the ECHS Early Intervention Service (from September 2014)

- Fostering & adoption information for potential carers (from Feb 2015)
- Information support people with dementia and their carers (from May 2015)

User Data – high level summary

- 3.7 The number of visitors to the Bromley MyLife website has increased significantly since it was launched – including the total number of visits to the website, the number of unique visitors to the website, and the number of pages viewed.
- 3.8 The following list provides an overview of the key statistics between the soft launch in May 2011 and April 2015:
- The website had **100,090 visits**
 - **63,426 unique visitors** used the website
 - **544,415 pages** were viewed on the website
- 3.9 More information is provided in the dashboard at Appendix A.

Current Developments

- 3.10 Over the last four years' the MyLife web portal has been developed to ensure that it is meeting the revised statutory requirements as outlined in both the Care Act 2014 and the Children and Families Act 2014. Information and advice is an essential building block of the Care Act reforms as it is fundamental in enabling people to take control of, and make well-informed choices about, their care and support and how they fund. It is also a vital component of preventing or delaying people's need for care and support.
- 3.11 Section 4 of the Care Act places a duty on local authorities to ensure the availability of information and advice services for all people in its area, regardless of whether or not they have eligible care needs. Local authorities are expected to:
- Understand, coordinate and make effective use of all the information and advice resources that are available
 - Think about how they are reaching out and joining up with other providers of information and advice to ensure the coherence of the overall 'offer'
 - Signpost or refer people to relevant independent and impartial sources of information and advice
- 3.12 Over the past year we have been ensuring that the information provided on the web portal includes:
- Information about how the local care and support system works and how care and support services can be accessed;
 - Types of care and support are available, and the choice of providers
 - Care and support related financial information and advice, including how to access independent financial advice, understanding care charges; ways to pay and money management and broader awareness raising about how care and support is funded
 - How to raise concerns about the safety or wellbeing of someone who has care and support needs.

3.13 We are currently preparing for the next phase of Care Act 2014 requirements including the introduction of the Care Account and online assessments which need to be in place from October 16 for full readiness by April 2016 (subject to the relevant guidance being published by the end of June 15). These developments are dependent on the purchasing of the Care Act module for £53,020.

3.14 As well as the Care Act developments Officers are also continuing with the development of:

- The dementia hub following the recent Health and Wellbeing Board conference “Living with Dementia”
- Children’s disability register as required through Schedule 2 of the Children Act 1989;
- Exploring the secure portal for the transfer/ storage of information for foster carers;
- An integrated Education, Health and Care Plan within a secure portal environment;

3.15 Appendix B provides details of our current roadmap for developments to the site – including both Bromley’s developments and OLM’s developments.

Developing market

3.16 Since procuring the MyLife web portal in 2010 the market has changed with a wider selection of providers developing online portals. In a recent survey undertaken by ADASS the market readiness for the next phase of Care Act requirements was measured. None of the leading providers are any further forward than our current provider in relation to the system developments. Officers have calculated that it would take approximately six – nine months to migrate from the current portal to a new provider with the associated costs (staff time, double licence fees etc) whilst at the same time continuing to develop the areas that are required within the same period.

3.17 There are sound reasons for continuing to fund this contract for a further three years. Including the reduction in annual costs (see section 5.1 below), stability to develop the changes required by the Care Act and Children and Families Act within a prescribed time frame, the opportunity to see a return on previous investment and development time (approx. 12 months before going live). Finally it presents the opportunity to work with the provider to shape the web portal to meet changing needs and requirements.

3.18 During early 2017/18 (year two of the proposed three year contract) a review of the market and current requirements will be undertaken. This review will enable the Council to focus its resources on better understanding and embedding the additional requirements introduced through the new Acts of Parliament.

3.19 During this time a number of key decisions about the Council’s role in the provision of adult social care and care management, and educational support for children with special educational needs and disabilities, are due to be made which could impact on the provision of information, advice and guidance.

3.20 The review will ensure that there is ample time to undertake any necessary procurement processes.

4 POLICY IMPLICATIONS

4.1 The MyLife web portal service assists the Council to deliver the Supporting Independence aim of Building a Better Bromley.

4.2 It also supports the Council to meet a number of statutory duties around the provision of information, advice and guidance, in particular –

- Section 4 of the Care Act 2014 requires that “a local authority must establish and maintain a service for providing people in its area with information and advice relating to care and support for adults and support for carers”
- Section 30 of the Children and Families Act 2014 requires that “a local authority...must publish information about (a) the provision...it expects to be available in its area...for children and young people who have special educational needs or a disability, and (b) the provision...it expects to be available outside its area at that time for (i) children and young people for whom it is responsible, and (ii) children and young people in its area who have a disability”.

5 FINANCIAL IMPLICATIONS

5.1 It is proposed that the setup and development costs totalling £95,720 are funded from the Social Care Capital Grant. This cost includes modules for the required Care Accounts and Fostering and Adoption developments. Licence costs from 2016/17 for three years of £15, 000 would be charged to revenue from Care Act funding and will be dealt with as part of the wider drawdown of Care Act funding at a later date. The costs are detailed below:-

	<u>2015/16</u>	<u>2016/17</u>	<u>2017/18</u>	<u>2018/19</u>	<u>TOTAL</u>
	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>	<u>£</u>
MYLIFE 3 YEAR ENTERPRISE LICENCE - PURCHASE OF SYSTEM	42,700				42,700
CARE ACCOUNT - PURCHASE OF SYSTEM	53,020				53,020
ANNUAL FEE FOR UPGRADES, SUPPORT, ETC		15,000	15,000	15,000	45,000
	95,720	15,000	15,000	15,000	140,720

5.2 The cumulative value of contracts awarded to OLM Group Ltd, covering the period October 2010 to March 2016, for the licence and support for the MyLife web portal is £201,375.

6 LEGAL IMPLICATIONS

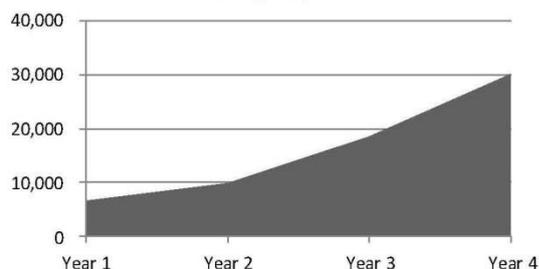
- 6.1 A decision to negotiate with a single supplier must be compliant with the Public Contract regulations and the Council’s Contract Procedure Rules. Under Rule 13.1 the extension of the contract and the additional work requires the agreement of the Portfolio Holder for ECHS
- 6.2 Whilst the value of the additional work is £140,720 it could be argued that the actual value of the contract is its cumulative value i.e. £201,375. This is comfortably within the threshold for procurement in the Public Contract Regulations 2015.of £625,000.
- 6.3 Even for procurements over the EU threshold then single tender action or negotiated contracts are permitted where a change of contractor would cause significant inconvenience or substantial duplication of costs for a contracting authority and even though this is a sub-threshold contact the factors set out in the report provides justification for the approach recommended.

Non-Applicable Sections:	Personnel implications
Background Documents: (Access via Contact Officer)	

Dashboard key indicators -

The key statistics of the Bromley MyLife website between its 'soft launch' in May 2011 and April 2015

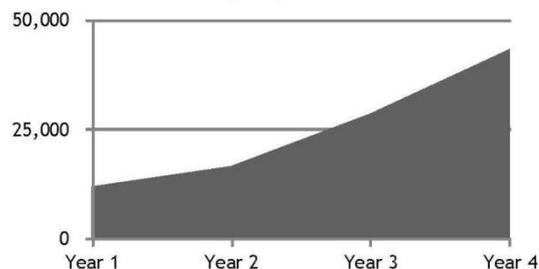
Number of individual people who used the site



Annual totals

Year	Number	Trend
May 2011 to April 2012	6,642	-
May 2012 to April 2013	9,888	↑
May 2013 to April 2014	18,524	↑
May 2014 to April 2015	30,097	↑

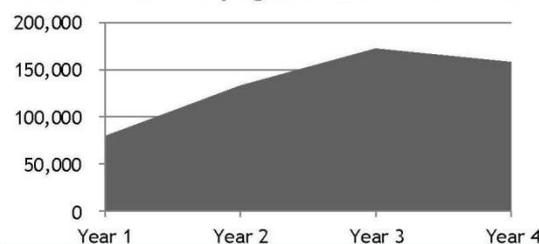
The total number of people who used the website



Annual totals

Year	Number	Trend
May 2011 to April 2012	11,827	-
May 2012 to April 2013	16,400	↑
May 2013 to April 2014	28,593	↑
May 2014 to April 2015	43,270	↑

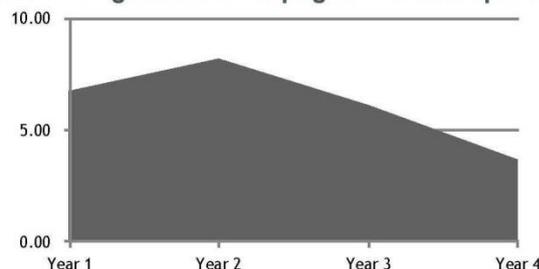
The total number of pages looked at on the website



Annual totals

Year	Number	Trend
May 2011 to April 2012	79,541	-
May 2012 to April 2013	133,416	↑
May 2013 to April 2014	172,911	↑
May 2014 to April 2015	158,547	↓*

The average number of pages looked at per visit

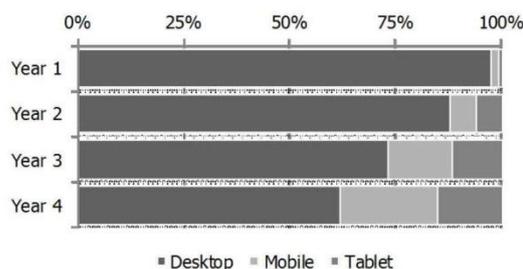


Annual average

Year	Number	Trend
May 2011 to April 2012	6.73 pages	-
May 2012 to April 2013	8.14 pages	↑
May 2013 to April 2014	6.05 pages	↓
May 2014 to April 2015	3.66 pages	↓

* This has been a deliberate action as layers have been removed within the website to reduce the number of 'clicks' it takes to find information

The device that people used to look at the website



A desktop computer or laptop

Annual average

Year	Number	Trend
May 2011 to April 2012	97.3%	-
May 2012 to April 2013	87.7%	↓
May 2013 to April 2014	73.3%	↓
May 2014 to April 2015	61.9%	↓

A mobile

Annual average

Year	Number	Trend
May 2011 to April 2012	2.1%	-
May 2012 to April 2013	6.2%	↑
May 2013 to April 2014	15.1%	↑
May 2014 to April 2015	22.9%	↑

A tablet

Annual average

Year	Number	Trend
May 2011 to April 2012	0.6%	-
May 2012 to April 2013	6.1%	↑
May 2013 to April 2014	11.6%	↑
May 2014 to April 2015	15.2%	↑

Roadmap of Key Developments and Milestones

Time period	Development	Benefits
July 2015	OLM development - Enhanced 'form builder' [Version 3.3.2]	Will support the Council to create custom forms designed around our own processes and systems This will support residents to complete their own online self-assessment of their own needs – both adults and carers
July 2015	Bromley development - Launch of the public testing for the online Children's Disability Register	Will test the first phase of the online Children's Disability Register with residents and professionals
July 2015	Bromley development - Business process mapping for both care and finance systems to ensure Care Act readiness	Will support residents to create a 'Care Account' to register their interest in starting the meter for the Care Cap from April 2016
August 2015	OLM development – [Version 3.4 Shared Access, Readiness for Care Act] Shared Access (citizen and professional modes) Financial Assessments with Integration Care Cap calculator	Will support residents to create a 'Care Account' to register their interest in starting the meter for the Care Cap from April 2016
September 2015	Bromley development - Enhanced 'local offer' for children with special educational needs and disabilities	Enhanced section for the health local offer – in partnership with Bromley Clinical Commissioning Group A 'you said, we did' section to show the feedback the Council has received on the local offer and the changes that have been made as a result – in partnership with Bromley Clinical Commissioning Group, Bromley Parent Voice and the Young Advisors
October 2015	Bromley development - Enhanced dementia section	Building on the work completed so far within the section to create a fuller offer of information and advice together with increased signposting to online support groups – in partnership with the Bromley Dementia Action Alliance

Time period	Development	Benefits
October 2015	OLM development - Care Account Registration	Will support residents to create a 'Care Account' to register their interest in starting the meter for the Care Cap from April 2016
April 2016	OLM development - Care Accounts Live	Will support residents and the Council to use 'Care Accounts' to meter an individual's care costs towards the Care Cap

In addition, a key element of the Council's joint proposal with the Bromley Clinical Commissioning Group for the Self-Management scheme in the 'Better Care Fund' is the provision of enhanced and coordinated information, advice and guidance provision to support people to make better decisions about their lives and to better self-manage any long-term conditions that they have. The work to support this will be programmed into the roadmap once the funding level is agreed.