

Decision Maker: RESOURCES PORTFOLIO HOLDER

For Pre-Decision Scrutiny by the Executive and Resources PDS Committee on:

Date: 15th March 2017

Decision Type: Non-Urgent Executive Non-Key

Title: JOINT WEB PLATFORM (POST COMPLETION REVIEW REPORT)

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Chief Officer: Director of Corporate Services

Ward: Borough wide

1. Reason for report

1.1 As part of the Capital Programme Procedures it is a requirement that schemes should be formally reviewed and the outcome of this review is brought to the Portfolio Holder for endorsement.

2. **RECOMMENDATION(S)**

2.1 That the Portfolio Holder endorses the findings of the Post Completion Review that has been carried out in respect of the Joint Web Platform.

Impact on Vulnerable Adults and Children

1. Summary of Impact: The website supports equal access to services and information to all residents.
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Corporate Policy

1. Policy Status Existing Policy
 2. BBB Priority: Excellent Council
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Financial

1. Cost of proposal: Not Applicable:
 2. Ongoing costs: Not Applicable:
 3. Budget head/performance centre: Capital Programme
 4. Total current budget for this head: £240K
 5. Source of funding: Capital Receipts
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Personnel

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

Legal

1. Legal Requirement: Non-Statutory - Government Guidance
 2. Call-in: Applicable
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Procurement

1. Summary of Procurement Implications: N/A – Post completion report
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Customer Impact

1. Estimated number of users/beneficiaries (current and projected): 4 million annual visitors
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Ward Councillor Views

1. Have Ward Councillors been asked for comments? Not Applicable
2. Summary of Ward Councillors comments: N/A

3. COMMENTARY

3.1 The Capital Programme Procedures require that a post completion review be carried out within 12 months of the completion of schemes that are included within the programme. This process is designed to determine the Authority's performance in the following key areas.

- Were the original scheme objectives achieved?
- Were the scheme costs contained within the original budget?
- Did the scheme complete on time?
- What was the level of customer satisfaction from the end user with the overall process?

3.2 The information set out in the appendix shows the above information for the Joint Web Platform.

3.3 The scheme completed within budget and the original contract programme was met. A full analysis of the project is contained within the appendix.

4. IMPACT ON VULNERABLE ADULTS AND CHILDREN

4.1 The website supports equal access to services and information to all residents.

5. POLICY IMPLICATIONS

5.1 Building a Better Bromley states we will invest in technology to enable greater flexibility and give customers alternative means of accessing our services. A modern and flexible website enables that to be achieved.

6. FINANCIAL IMPLICATIONS

6.1 An overall Capital sum of £240K was allocated for the upgrade and development of the Website. An initial £142K was approved by Executive, as an Invest to Save scheme with a 7 year payback, to fund the purchase and implementation of the core content management system by Jadu.

6.2 The remaining £98K funding was used to fund a subsequent upgrade to a responsive web system which adjusts to users on tablets and mobiles and embedding GIS maps into web pages to improve the customer experience.

6.3 The table below summarises the financial outturn position of the scheme.

	£'000
Capital Estimate	240
Final scheme costs	240
Balance	<u>nil</u>

6.4 The scheme spent to budget.

6.5 The scheme saved £20K per annum on revenue costs, as the new system was less to maintain than the old web system. Additionally the scheme supported channel shift savings identified in the Contact Centre, prior to outsourcing.

Non-Applicable Sections:	Personnel, Legal, Procurement
Background Documents: (Access via Contact Officer)	1 September 2010 report to Executive – Website Upgrade Report no. LDCS10151 14 September 2016 report to Executive – Upgrade of Website Report no. CSD16111

APPENDIX 1

Scheme Details

The upgrade of the corporate website, www.bromley.gov.uk, was undertaken as part of the channel-shift initiative set out by the Council, tied within the Building a Better Bromley framework. It aims to ensure that more customers are self-serving; reducing costs and minimising more time-consuming means of contacting the council. The upgrade of the website primarily involves the expansion of its use through the augmentation of services which can be accessed online, as well as the shift away from more traditional access channels towards new digital services.

Scheme History

Phase one of the project was to move the Bromley website on to the open-source Jadu platform. This was achieved on time and within budget, moving some 4,000 pages of content and giving the website a total redesign.

Phase two released more funds in order to utilise the new environment to develop or integrate additional features that would encourage self-service and increase online transactional abilities. A full list of the main developments are listed below:

i. Online forms /reporting

To date the project has delivered around 115 online forms, many of which are integrated directly into back office systems. Currently the volume of forms being submitted is around 100,000 annually, and amongst others includes forms for reporting missed bins, changing Council Tax information, applying for free school meals and requesting freedom of information requests.

The project also funded the purchase, development and integration of the popular “Fix My Street” online reporting tool, an innovative two-way reporting tool that allows progress tracking of reports of street problems. Currently around 20,000 issues are reported via this method each year.

ii. Online Payments

The project funded the purchase of an additional Jadu module to enable integration of online payments with web forms and the provision of a shopping basket type facility. Several forms have been integrated with e-payments including green garden waste which currently takes almost 15,000 annual payments for new users and renewals.

iii. Online diary /booking system

The project funded the implementation and development of online bookings via an external provider - Stopford.

There are 3 projects in progress currently:

Registrars	1. Births, Death and Marriage appointments (new development) 2. Nationality Checking Service appointments (new development)
Waste	3. Bulky Waste appointments (replaced existing system and adding additional functionality for the back office)

The Stopford system is integrated within our main corporate website, the administration of the system is the responsibility of the service/department. The Registrar projects listed above are

both within the final stages of development and are due to go live after final testing has been signed off by the services. The Waste project is now live.

iv. Integration of Geographic Information System

The project funded the development of tools to enable the integration and embedding of interactive maps and geographical lists into the public facing website. This has successfully delivered the “next bin day” look- up tool, which is used over 150,000 times a year. Interactive gritting and childcare maps have also been developed. The tools will continue to be available to create further maps and interactive geographic features within the site.

v. Mobile web (Responsive design)

To address the global growth in mobile devices, the website has been redesigned to become “responsive”, so that it detects what kind of device is being used to view it and changes the layout to optimise the user’s experience.

Since 2010 the amount of visits to the website has doubled from 2 million per year to over 4 million per year. Over half of the visits to Bromley.gov.uk are now made on a mobile device.

Running Costs

The table below summarises the financial outturn position of the scheme:

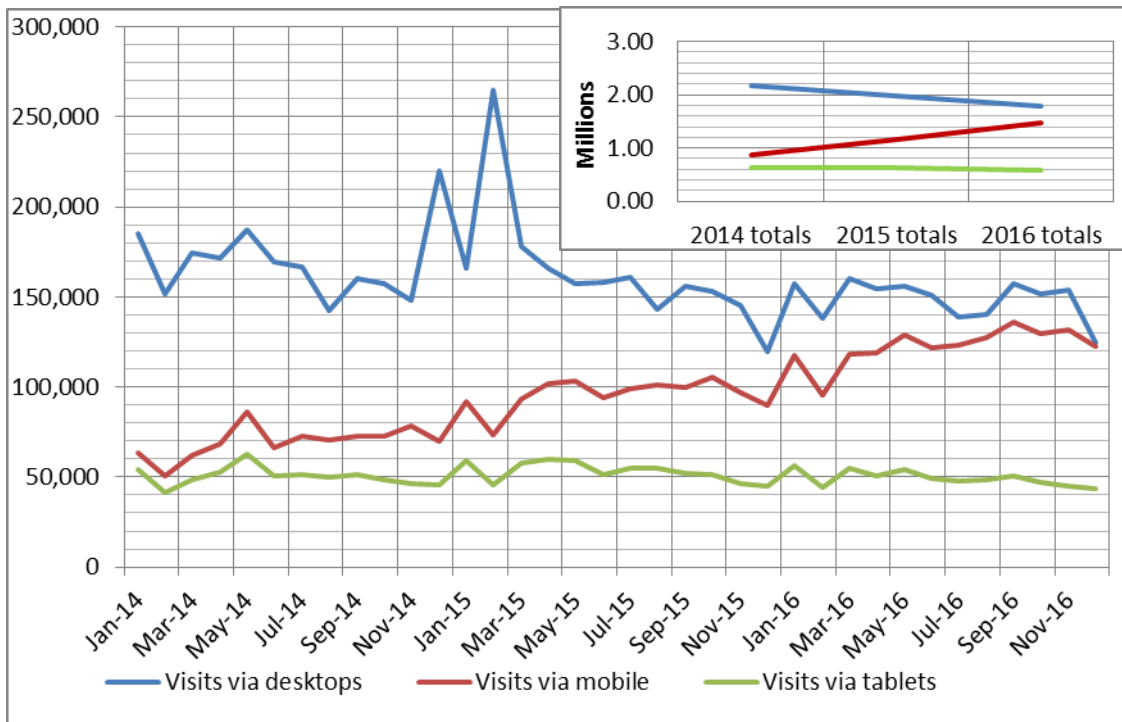
Jadu Software	£44,000
Jadu Professional services, Project Management, Design & Implementation Services	£31,000
E-Booking System	£18,000
Electronic Payments (Epay) Project	£30,600
Integration of Geographic Information Systems (Mapping)	£26,600
Responsive Design (Mobile) Project*	£5,000
Staffing	£76,300
Assorted customisations to CMS and website	£8,500
Total Capital Expenditure	£240,000

Revenue costs for system maintenance are recharged via the Liberata contract, and are circa £10K annually. This represents a saving on the maintenance of the former systems of £20K per annum.

Scheme Objectives

The Council made a decision to move away from its existing Microsoft based website, to an open-source product in order to give flexibility in achieving its aim of making the Bromley website more transactional and to meet the needs of the fast-changing online environment.

Assessment of Scheme Success



The above graphs convey monthly visits (main) and annual visits (top right) to bromley.gov.uk on various platforms (desktops, mobile phones and tablets) over the 36 month period of Jan 2014 – Dec 2016. This graph demonstrates the success of the corporate site, with overall visits rising but a gradual shift in which device is used to access the site, from PC towards mobile.

Feedback from Members and Customers is received via the 'Contact Us' link on the homepage. Comments are used to refine and improve the detail and content of the web site. Liberata conduct proactive satisfaction surveys with users.

Assessment of Contract Efficiency

The new web site has contributed significantly across all areas of the Council towards general efficiency and channel shift. The project was delivered within budget and at a fraction of the total cost many other Councils spend on their web services.

Outstanding Issues and their Proposed Resolution

As with all technology, developments are frequent. Jadu are withdrawing support for the current system version we are running, in favour of an advanced platform called Continuum, which has perpetual updates. This should avoid future large upgrade costs, once we transition to that. A further Capital project is now in progress to move across to the Continuum platform, which Executive approved in September 2016.