



## **PUBLICATION OF DECISION LIST NUMBER 11/20-21**

### **MUNICIPAL YEAR 2020/21**

Date Published: 28 August 2020

This document lists the Decisions that have been taken by the Council, which require publication in accordance with the Local Government Act 2000. The list covers Key, Non-Key, Council and Urgent Decisions. The list specifies those decisions, which are eligible for call-in and the date by which they must be called-in.

A valid request for call-in is one which is submitted (on the form provided) to the Governance and Scrutiny Team in writing within 5 working days of the date of publication of the decision by at least 7 Members of the Council.

Additional copies of the call-in request form are available from the Governance and Scrutiny Team.

If you have any queries or wish to obtain further report information or information on a decision, please refer to:

– Claire Johnson (0208 132 1154)

**INDEX OF PUBLISHED DECISIONS – Friday 28 August 2020**

<b>List Ref</b>	<b>Decision Made by</b>	<b>Date Decision came/ comes into effect</b>	<b>Part 1 or 2</b>	<b>Subject/Title of Report</b>	<b>Category of Decision</b>	<b>Affected Wards</b>	<b>Eligible for Call-In &amp; Date Decision must be called in by (If Applicable)</b>	<b>Page Number</b>
1/11/20-21	Cabinet Member, for Finance & Procurement (Cllr Mary Maguire)	Tuesday 8 September 2020	Part 1 & Part 2 (para 3) confidential appendix	New Content Management System	KD 5097	All	Yes Monday 7 September 2020	1-3
<b>DECISIONS</b>								
For additional copies or further details please contact Claire Johnson (020 8132 1154), Governance and Scrutiny Team.								

**LIST REFERENCE: 1/11/20-21**

<b>SUBJECT TITLE OF THE REPORT:</b>							
NEW CONTENT MANAGEMENT SYSTEM							
<b>Part 1 or 2 (relevant exempt Paragraph)</b>	<b>Wards affected by decision</b>	<b>Decision taken by</b>	<b>Date Decision comes into effect</b>	<b>Interest declared in respect of the Decision</b>	<b>Category of decision (i.e. Key, Non-Key, Council, Urgent)</b>	<b>Contact Details</b>	<b>Eligible for Call-in &amp; Date to be called in by</b>
Part 1 & Part 2 (para 3) confidential appendix	All	Cabinet Member, Finance & Procurement (Cllr Mary Maguire)	Tuesday 8 September 2020	None	KD 5097	sue.nelson@enfield.gov.uk	Yes Monday 7 September 2020
<b>DECISION</b>							
<p><b>AGREED</b> subject to no call in being received:</p> <ol style="list-style-type: none"> <li>1. To approve investment of <b>£361,872</b> over a 2-year period including the following: <ul style="list-style-type: none"> <li>• To enter into a contract with a contractor (details in appendix) Limited for a total contract value of £165,872.</li> <li>• <b>£165,872</b> for a contract length of 2-years consisting of: <ul style="list-style-type: none"> <li>○ Decommission the existing CMS and replace with a new CMS solution by November 2020, redesigning the LBE website by migrating and upgrading content to support principal services offered online, and introducing new content management facilities funded from the ICT Capital Programme – value <b>£90,780</b></li> <li>○ Provide a 2-year hosting and support contract to implement a new cloud-hosted Content Management System by November 2020, funded by the ICT Revenue Budget with a contract value of <b>£75,092</b></li> </ul> </li> </ul> </li> <li>2. To approve the investment of 2 extra Specialist staff on a fixed contract to support to support the existing CMS and website for the first year during the implementation of the first phase of the project funded from the ICT Capital Programme at a value of <b>£100,000</b></li> <li>3. To approve an additional investment provision for a transformation programme for the LBE website over 2 years funded by the ICT Capital Budget with a value of £80,000 plus contingency of £16,000 (20%) giving a net transformation value of <b>£96,000</b> funded from the ICT Capital Programme.</li> </ol>							

## ALTERNATIVE OPTIONS CONSIDERED

The following options have been considered:

Option	Description	Reason for rejection
<b>Option 1: Do Nothing</b>	Retain the existing CMS ADX technology. This would involve extending the contract with the incumbent supplier for licensing and support services.	<ul style="list-style-type: none"> <li>• The ADX technology is technologically linked to the existing version of MS Dynamics currently being replaced as the principal LBE CRM. It is doubtful if the existing CMS can be decoupled. In any case, it would be extremely expensive to develop. There would be ongoing licence and support costs</li> <li>• The CMS product is out-of-date, expensive to maintain on a daily basis in terms of resource and will not offer the enhanced customer experience reflected in the web and customer experience strategy.</li> </ul>
<b>Option 2: “Big Bang” implementation</b>	Develop new CMS product to incorporate existing web content, upgrade the design, integrate with CRM, introduce transformational elements such as personalisation and incorporate off-platform websites into the main website as a single implementation	<ul style="list-style-type: none"> <li>• The council lacks the time to deliver a perfect solution in the first instance, because Microsoft is releasing a global update in Autumn 2020 that will de-stabilise the current platform. The council therefore needs to replace the technology prior to this to avoid instability and loss of service and it is not feasible to complete all transformation work in such a short timescale.</li> <li>• The solution is not viable for integrating successfully with CRM which is itself going for a multi phased solution. It will be necessary for an upgraded CMS to provide the content to support the new CRM solution which cannot function under the existing CMS technology</li> </ul>
<b>Option 3: Phased Replacement</b>	Phase 1 – replace the CMS in parallel with the new CRM system, upgrade to a stable platform, improve the design and introduce technology to facilitate maintenance of the website and enable future self sufficiency Phase 2 – begin a programme of iterative work to introduce design upgrades, improved content, incorporate off-platform websites and support the transformation agenda in conjunction with CRM	<ul style="list-style-type: none"> <li>• This is the recommended option</li> </ul>

**REASONS FOR RECOMMENDATIONS**

The suite of technology that underpins the council's customer services function and website have presented several problems including complexity, age, duplication and cost, and has increasingly limited the council's ambition to continuously improve the customer experience via all contact methods.

The technology envisaged will promote the website/CMS as the principle point of access for the customer to LBE. Web content will support customers to easily access and follow their customer journey through to completion for council services and additionally to act as a community hub for residents with wider needs, for those requiring greater levels of support and for local businesses. There will be a strong inter-relationship between CMS and the Customer Relationship Management (CRM) system via the web forms which will contain customer records and the secure Enfield Connected account that customers can use to view their council account data (council tax, council tax support, housing benefits and housing rent). It is collectively known as the 'Digital Customer Platform' (DCP).

The existing LBE website currently consists of a principal website, plus an additional 40 off-platform websites (third party hosted) across multiple suppliers and contributors. The technology base will be obsolete by the end of 2020 and the current platform is subject to high running costs, high maintenance workload and results in an inconsistent user experience for LBE customers. The current web platform is heavily customised as the existing proprietary code has been developed by the incumbent supplier to which the council has limited access to modify, control or own.

The new content management facilities will empower the Web Team to administer and perform first and second line support for the new system, to publish content more quickly, to respond quicker to requests and deal with problems at source. Analysis of feedback implies that an improved web service will promote channel shift away from telephone and face-to-face services

**BACKGROUND**

Please note that a copy of the Part 1 report is available on the Council's democracy pages. As the Appendix contains exempt information, this will not be available to press or public.

