



Portfolio Holder Report

The portfolio holder will make a decision on this item after seven days have elapsed (including the date of publication).

Report of:	Portfolio Holder	Date of publication
Marianne Hesketh, Service Director Performance and Innovation	Cllr Alan Vincent, Resources Portfolio Holder and Deputy Leader	11 January 2018

Procurement of the GovDelivery Communications Cloud

1. Purpose of report

- 1.1 To seek approval for the joint procurement of the GovDelivery Communications Cloud software provided by Granicus with Fylde Council.

2. Outcomes

- 2.1 To implement #DigitalWyre, our digital strategy to facilitate digital transformation of services.
- 2.2 To deliver cost effective, quality services.

3. Recommendations

- 3.1 That approval is given to proceed with the joint procurement of the Granicus GovDelivery Communications Cloud platform with Fylde Council.
- 3.2 That the Granicus GovDelivery Communication Cloud platform is procured using GCloud under the following exemption to Contract Procedures "if a framework agreement is available that necessitates the Council not having to go out to tender and the goods, works and services will still provide the Council with best value for money".

4. Background

- 4.1 Early in 2017, the LGA facilitated a Communications Health Check across the council which also resulted in a cross-directorate project team undertaking a review of the council's approach to marketing.

- 4.2** Both of these reviews provided detailed recommendations about our communications and marketing approaches and these became part of a wider strategic review into both best practice and service efficiency. With this in mind, a number of requirements for a new communication platform were investigated.
- 4.3** GovDelivery Communications Cloud is a complete platform, unique in comparison from off-the-shelf newsletter tools, enabling councils to maximise reach and make it easy for people to specifically choose information from services in a granular way. It is designed to deliver email bulletin messages to self-subscribed users.
- 4.4** This level of service cannot be matched by simple newsletter systems, which are not built to drive engagement in a targeted and segmented way. Ultimately, the levels of reach and engagement which can be achieved by GovDelivery will provide the best opportunity for both Wyre and Fylde Councils to build a large audience and encourage engagement with the public.
- 4.5** We currently hold large numbers of resident contact details in internal council email systems which are not utilised. We can release these resources by providing a single system for managing this disparate information and cross-promoting other service areas. This will also support our requirements under the new General Data Protection Regulations (GDPR) being introduced in May 2018.

5. Key issues and proposals

- 5.1** The GovDelivery Communications Cloud is the only digital communications platform helping the public sector inform, engage, and convert residents to action via email, text messaging and social media.
- 5.2** Use of a new mass communication tool will reduce customer contact cost by pro-actively alerting residents when services change and information of interest is available. This means the council can significantly reduce current customer contact costs as residents will self-serve.
- 5.3** This will bring increased satisfaction with the council and services, as residents will feel more informed about their local area.
- 5.4** We can encourage behaviour change by ensuring services change and evolve. Residents are better placed to change their behaviours accordingly through the use of targeted and general campaigns to this effect.
- 5.5** We can reach more residents with timely communication. The council will build a large base of interested stakeholders by offering highly-personalised subscription options. More choice helps us to engage with 300-1,100% more residents than other systems. A target guide is for 20%-35% of the local population to be signed-up as subscribers.
- 5.6** This platform can streamline the council's communications by automatically sending alerts when our website content, online news centre, CRM or social media are updated.

- 5.7** The council will be able to increase commercialisation opportunities through the ability to target messages to specific interest groups and locations, which can be used to drive up attendance at events, generate bookings and increases use of paid for services. Also, emails can be designed to contain promotional/sponsored links and footer information to generate revenue.
- 5.8** The effectiveness of our communications will be measurable in a feature of the new system as all messages can be tracked and audited to see when they are opened and read. Click-through rates and management information can be monitored to see which users clicked on which links to verify the value and success of the council's communications.
- 5.9** This system will give access to the GovDelivery Network, which will enable residents to subscribe to information from many public sector only organisations in one process. As a purely government-focussed system it complies with accreditations set out by UK Government standards.

6. Delegated functions

- 6.1** The matters referred to in this report are considered under the following executive function delegated to the Resources Portfolio Holder (as set out in Part 3 of the council's constitution): "To consider departures from Rules relating to financial and contractual matters".

Financial and legal implications	
Finance	A business case has been developed and the anticipated cost for year 1 including implementation fees and an annual fee amounts to £18,597. Fylde Council have agreed to contribute 50% of this cost, leaving a £9,298.50 cost to Wyre. Over a five year period, the total cost is expected to be £66,420 with Fylde Council again contributing 50%. Wyre's total contribution over five years would be £33,210 of which £18,822 has been identified as savings through ending contracts on existing e-newsletter and press release systems. A further £14,388 (or £2,878 per annum), will be found from efficiencies drawn from reductions in the marketing service provision generally.
Legal	The exemption referred to in the report complies with the council's Financial Regulations and Procedure Rules. A tripartite agreement for the supply of the service will be entered into between Fylde and Wyre Councils and Granicus.

Other risks/implications: checklist

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

risks/implications	✓ / x
community safety	x
equality and diversity	✓
sustainability	✓
health and safety	x

risks/implications	✓ / x
asset management	x
climate change	x
data protection	✓

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List of background papers:		
name of document	date	where available for inspection
None		

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