Committee(s)	Dated:
Policy & Resources Committee	03/05/2018
Subject: Design, build and maintenance of a new website	**Public**
Report of: Director of Communications	**For decision**
Report author: Melissa Richardson, Digital Publishing and Content Strategy Lead, Communications, Town Clerks	

Summary

This report requests Members' support to design, build and maintain a new corporate website.

The current website does not meet our needs and does not reflect well on the City of London Corporation. The content management system of the current website will also be redundant after October 2020

Therefore, we wish to replace the current website with one with the ability to display well on mobile devices, to provide comprehensive search results and to provide information in a task-based and user-focused manner.

The project has been approved at Gateway 3/4 by Projects Sub Committee and has been included in the Chamberlain's consolidated Project Funding Update report to Resource Allocation Sub Committee on 3 May 2018.

This report now seeks Members' in principle support for the project and for the resources to implement the decision

Recommendations

Members are asked to agree

- To scope and procure services to deliver a new City of London Corporation website at a total estimated one-off cost of £513,000

- To move to a cloud-based hosting and external support model resulting in additional annual revenue costs of £40,000

- To address known issues, eg Information Architecture (IA - how the site is built and structured), responsiveness (how it displays on mobile devices) and search functionality through the new website design

- That the business requirements of the new website will be brought back to PRED Sub Committee and IT Sub Committee for further comment and consultation before going out to tender

Main Report

Background

1. The current website was launched in 2012 and, inevitably, is showing its age and no longer reflects well on the City of London Corporation.

2. All support for SharePoint 2010 [the current website platform] will cease in October 2020 (regular support stopped in 2015). SharePoint will not be providing a platform for external sites in future, so it cannot simply be updated. Leaving our website an unsupported platform poses a major risk.

3. Our current website does not display well on mobile devices, is not task structured (ie lacking user focus) and the out of the box search engine cannot provide the results from across the full range of corporate information (ie Member, Jobs and Media sites are separate) that users would expect.

Current Position

4. Because of the above problems the Communications Team began examining the process of replacing the website in July 2017.A supplier open day was held to test the market and gain feedback on likely costs and timescales for the project. This has provided the estimated figures included in this report. Subsequently, the project was agreed at Gateway 1/2 by Projects Sub Committee.

5. A digital consultant was employed to consult with Members and officers, gather the business requirements and to draft the invitation to tender. The Gateway 3/4 paper went to Projects Sub on 14 March and was also approved.

6. If this paper is approved the consultants' report on the business requirements of the new website will be brought back to and PRED Sub Committee and IT Sub Committee for further comment and consultation before going out to tender. Regular updates on the project will be bought before PRED Sub Committee and IT Sub Committee

7. Pending approvals, this will go out to tender in the summer 2018 with Gateway 5 and IT Category Boards to follow in the autumn. This will allow an early discovery phase (suppliers liaising in order to make informed recommendations about how to meet required outcomes), enabling work to start properly in early 2019.

8. Based on previous experience, this will allow a realistic amount of time for building, consultation and testing to ensure the new site is ready before summer 2020.

Proposal

- To scope and procure services to deliver a new City of London Corporation website,
- To move to a cloud-based hosting and external support model
- To address known issues, eg Information Architecture (IA - how the site is built and structured), responsiveness (how it displays on mobile devices) and search functionality through the new website design

9. The initial one-off capital and supplementary revenue estimated cost of £513,000 be funded via a bid to the Policy and Resources Committee for allocations from the 2018/19 City Fund and City's Cash provisions for new schemes and from the general reserves of Bridge House Estates, broadly on a 50/45/5% basis respectively.

10. The Town Clerk's local risk budget be increased by £40,000 to meet the additional ongoing annual revenue costs, to be funded in the first year via a request for allocations from the Finance Committee contingencies of the three funds on a 50/45/5% basis, together with a base budget adjustment of £40,000 per annum for the following three financial years. These capital and revenue costs were approved at Projects Sub on 14 March 2018, the related Gateway 3/4 paper is attached as an appendix.

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