

1 Corporate IT Initiatives: CMS Website Solution

1	<b>Specification:</b>	
(i)	<b>Purpose of the scheme</b>	Replacement of the Council’s existing website Content Management System (CMS) to improve customer experience and allow customers to access all Council services via a secure unified customer portal with single sign-on,
(ii)	<b>Relevance to National / Council’s Objectives</b>	(a) National: Government Digital Services (GDS), The Green Agenda (b) Council: Cost reduction, Legislative compliance (GDPR,PSN)
(iii)	<b>Targets for judging success</b>	(a) Improved customer experiences of TMBC website (b) Increased Digital informational and transactional engagement (c) Reduced paper and face-to-face contact (d) Improved end-to-end customer service efficiencies
2	<p><b>Description of Project / Design Issues:</b></p> <p>In delivering the primary objectives of Tonbridge and Malling Borough Council’s Digital Strategy (2019-23), workshops were carried out with a number of Members and residents in ascertaining their opinions, experiences and expectations of the TMBC website. Customer services has also carried out research into the ‘art of the possible’ in terms of digital services by comparing some of the websites of digitally advanced local authorities across the country. The outcome of the review has overwhelmingly highlighted the dissatisfaction amongst our residents and members with the current website, both in terms of presentation, user-friendliness and functionality.</p> <p>As a result of the review Customer services and IT have produced business and technical to underpin and deliver the Council’s Digital strategy. In order to achieve the new Business and Technical specification we need to change the existing CMS platform to provide the necessary front and back office integrations seamlessly. This will in turn help ensure that the future overheads are kept low.</p> <p>The new CMS platform should be designed to be non-technical to operate in a low-code platform, which includes features such as page templates allowing for a reusable page of questions to be reused across multiple forms. The platform should also provide a non-technical Workflow management solution for cases/subscriptions/service request management with the ability to automate elements of the service delivery process. These factors will combine to allow IT staff to build/manage forms and workflows quickly and efficiently, removing repetitive tasks through automation and reusing workflows already delivered by other Local Government Authorities. Thus, providing our customers with a single user portal to engage with the council irrespective of services they require.</p>	

Capital Plan List C – Evaluation

3	<p><b>Milestones / Risk:</b>  Milestones: Procurement, Implementation and Deployment.  Risk: The current levels of frustration amongst Residents, Members and Businesses in using TMBC website, coupled with the increase in service demand across services will result in increased operational cost or degradation in quality of service delivered.</p>					
4	<p><b>Consultation:</b>  Management Team and Members are supportive of the need to replace the existing website and make it more user friendly and intuitive.</p>					
5	<p><b>Capital Cost:</b>  Composite outline budget of £140,000 for CMS software, design, implementation and consultancy where appropriate. We would be aiming to bring in the most economically advantageous solution well within this budget.</p>					
6	<b>Profiling of Expenditure</b>					
	<b>2019/20 (£'000)</b>	<b>2020/21 (£'000)</b>	<b>2021/20 (£'000)</b>	<b>2022/23 (£'000)</b>	<b>2023/24 (£'000)</b>	<b>2024/25 (£'000)</b>
	140					
7	<p><b>Capital Renewals Impact:</b>  Nil</p>					
8	<p><b>Revenue Impact:</b>  Loss of investment income of £5,600 per annum (£140,000 at 4%). Estimated Annual support and maintenance of £31,000 per annum.</p>					
9	<p><b>Partnership Funding:</b>  None</p>					
10	<p><b>Project Monitoring / Post Implementation Review:</b>  Project to be managed by IT services. Post implementation review to be conducted 12 months after completion.</p>					
11	<b>Screening for equality impacts:</b>					
	<b>Question</b>			<b>Answer</b>	<b>Explanation of impacts</b>	
	a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community?			N/A		
	b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality?			N/A		
c. What steps are you taking to mitigate, reduce, avoid or minimise the impacts identified above?			N/A			
12	<p><b>Recommendation:</b> Scheme be added to List A, funded in full from the Transformation Reserve.</p>					