

REQUEST FOR ASSISTANT DIRECTOR DECISION – ADD175

Title: London.gov 2014/2015 Website Prototype Amendments

Executive Summary:

As a part of MD1193, Webcredible were commissioned to produce a number of designs for the new London.gov.uk website. However, since the appointment of the web development company to build the first stage of this website (Alpha), additional design and consultancy work has become necessary, in order to ensure that the web page designs can be appropriately aligned and displayed across all platforms (PCs, tablets as well as smartphones) without loss of detail.

Decision:

The Head of Technology approves:

1. Expenditure of up to £15,000 in 2014/15 with Webcredible for the consultancy and development of additional designs for the new Alpha London.gov.uk website; and
2. A related exemption from the GLA Contracts and Funding Code requirement to seek three or more written quotes/call off required services from an accessible framework due to compatibility with an existing service and urgency, as the Alpha build is underway.

AUTHORISING ASSISTANT DIRECTOR/HEAD OF UNIT:

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: David Munn

Position: Head of Technology

Signature:

Date: 16 April 2014

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

Background

1.1 In 2013, the preparation work for the new London.gov.uk website was carried out, as approved by MD1193. Following user experience research, new designs were produced for the web pages of the new London.gov.uk. by Webcredible, a company procured through competition using the TfL Framework.. Expenditure to date in this regard is £120,595. The budget approved by MD1193 has been fully allocated and spent.

1.2 A company was also appointed in February 2014 for the initial build of the new website, as approved by DD1154.

1.3 Following the detailed planning for the build, it was considered necessary for additional design work to be carried out by the design company, in order to ensure that the web page designs can be appropriately aligned and displayed across all platforms (PCs, tablets as well as smartphones) without loss of detail.

1.4 The build of the new website has been approved by MD1326. The funds requested to be approved under this ADD175 will fall within the delegation and overall budget approved under MD1326.

1.5 Officers acknowledge that contracts with a value of over £5,000 should, under section 3.6 of the GLA's Contracts and Funding Code ("Code"), be procured by the seeking of three or more competitive quotes, or the services should be called off from an accessible framework. However, section 5 of the Code provides exemptions from that requirement and may be approved with regard to compatibility with an existing service. Here, officers are of the opinion that the benefits of approving an exemption from the requirements of section 3.6 will provide compatibility with the existing Webcredible services. In particular:

- all the design work has been carried out by Webcredible, this additional design work also needs to be carried out by the same company;
- this ensures consistency and efficient use of GLA resources; and
- this allows us to adhere to strict timeframes to launch the Alpha website.

1.6 A competitive procurement exercise is unlikely to result in another bidder submitting a more economically advantageous bid than Webcredible because their experience of the project to date when compared with potential alternative contractors. Accordingly other bidders would be likely to take significantly longer to become similarly familiar with both the GLA's requirements and the extensive research that underpins the existing designs as well as the new requirements with a time and cost consequence.

2. Objectives and expected outcomes

2.1 The objectives of this work are the production of web designs, with associated documentation, that are aligned to a 12 column grid to provide better "responsiveness" and scaling when displayed on tablet and smartphone devices.

2.2 The deliverables from this procurement are:

- a. 12 templates in PSD format
 - Each template will have widgets aligned to a 12 column grid
 - The text will also be aligned to the 12 column grid patterns
- b. Documentation:
 - Interaction pattern document of widgets
 - Layout descriptions and rules per template and widget
 - Style guide with respect to typography

3. Other considerations

3.1 Links to Mayoral strategies and priorities

This procurement links to the Digital Strategy approved by the Mayor.

3.2 Impact assessments and Consultation

The suppliers, External Relations and Technology Group have been consulted and are in agreement as to the necessity of these additional designs.

3.3 Key risks and issues

If this additional design work is not produced, there is a risk that the new Alpha London.gov.uk website will not be fully accessible via mobile devices, which is a key objective for the website as a whole.

3.4 Cost

The cost of this additional design work is £15,000. It will be funded from the Technology Group Programme Delivery budget for 2014/15.

4. Financial comments

- 4.1 Approval is being sought for the Technology Group to carry out additional design and consultancy work for the new Alpha London.gov.uk website.
- 4.2 The total estimated cost of the contract is up to £15,000 which will be funded from the 2014-15 Technology Programme Delivery budget.
- 4.3 All appropriate budget adjustments will be made.
- 4.4 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process.
- 4.5 Technology Group is reminded to ensure that all proposed expenditure complies with the Authority's Financial Regulations and the Contracts and Funding Code. In addition officers are advised to liaise with the legal, procurement and finance teams as appropriate in relation to the procurement of goods and services for the above mentioned works.
- 4.6 Technology Group within the Resources Directorate will be responsible for managing the proposed contract.

5. Legal Comments

- 5.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act'), the GLA is entitled to do anything that it considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 5.2 Furthermore, section 34 of the Act allows the GLA to do anything which is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA. In this case, the GLA's variation of its contract with Webcredible may be viewed as being calculated to facilitate and conducive and incidental to all of GLA's various functions.
- 5.3 The variation proposed in this report is valued at £15,000 (taking the contract total to £135,595). Section 3.6 of the GLA's Contracts and Funding Code (the "Code") requires that the GLA undertake an OJEU/advertised tender exercise or make a call off from an accessible framework for procurements with a value exceeding £125,000. However, section 5.4 of the Code also provides that an exemption from this requirement may be approved where to do so affords compatibility with an existing service. Officers have indicated at section 1 above that this is the case here. Therefore, the assistant director may make the decision sought if so minded.
- 5.4 Officers must ensure that the contract is varied in accordance with the provisions of that contract and appropriate documentation is put in place between the GLA and Webcredible before the commencement of the varied services.

6. Planned delivery approach and next steps

Activity	Timeline
Procurement	April 2014
Development and Delivery	April 2014

Appendices and supporting papers:

None

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:**Is the publication of Part 1 of this approval to be deferred? No**

If YES, for what reason:

The publication is to be deferred until the competitive tender has been undertaken.

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer
to confirm the
following (✓)

Drafting officer:

Duminda Baddevithana has drafted this report in accordance with GLA procedures and confirms that the Finance and Legal teams have commented on this proposal as required, and this decision reflects their comments.

✓

HEAD OF GOVERNANCE AND RESILIENCE:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature:

Date: