

PFCC Decision Report

Please ensure all sections below are completed

Report reference number: 036-24

Classification (e.g. Not protectively marked/restricted): **Not Protectively Marked**

Title of report: Website Redevelopment

Area of county / stakeholders affected: Countywide

Report by: Darren Horsman

Chief Officer: Darren Horsman

Date of report: 5/3/2024

Enquiries to: Darren.Horsman@essex.police.uk

1. Executive Summary

The PFCC Website is around ten years old, is based on old technology and is no longer fit for purpose. This decision report sets out the options on the redevelopment of the website and provides a recommendation to move the current site onto a new more modern platform.

2. Recommendations

The commissioner agrees to contract with [REDACTED] for the redevelopment of the PFCC website at a cost of [REDACTED]

The commissioner agrees to contract with [REDACTED] to provide ongoing website support and development for the PFCC Website, Restorative Justice Website and Violence and Vulnerability site for two years at a cost of [REDACTED].

3. Background to the Proposal

The PFCC website is an essential public facing platform aside from social media to reach a wide range of audiences and stakeholders. The website delivers a range of important information from updates and information about the PFCC's work, publishes the office's transparency information and provides access to the PFCC's decision-making and scrutiny processes.

Refreshing the website is overdue. The platform the website is based on is out of date and struggles to deal with the range of devices that people use to access it. Anything new that requires further fixes or work from the developer comes at a cost, adds complexity and reduces the user experience. In addition to this, customisations are restrictive which limits the accessibility of the material published and the amount of interactive and engaging content that can be shared. The current website is only able to meet our basic accessibility needs (As set out in the Public Sector Accessibility Guidelines) and as such limits the amount of people who can easily engage with the site and the engagement we can have with the community.

The website was developed in 2014-15 and has been adapted and restructured twice since. It has however, remained on the same platform. There is now an opportunity to provide a more modern, accessible website for the Police, Fire and Crime Commissioner for Essex that delivers an improved user experience and improved accessibility features. This will allow us to reach a much higher level of accessibility and benefit from improvements in technology to make the site easier to access on a range of devices, improve the functionality and search options. It also gives us the opportunity to reconsider and improve the way decisions and information from our scrutiny programme is published to make this information easier to access.

By investing in the redevelopment of the website members of the public and our partners/stakeholders will be able to access the website on any device, have accessibility features available to them and be able to locate information more easily. The PFCC's Communications and Engagement Team will have access to an improved Content Management System (CMS) and as a result will be able to access, maintain and update the website more easily and provide a more consistent look and feel. Other team members including Scrutiny Officers and Governance Officers who upload a number of documents weekly will also benefit from an improved CMS.

4. Proposal and Associated Benefits

It is proposed that the PFCC engages ██████████ to redevelop the PFCC website, improving the accessibility of the site and benefiting from a more modern and dynamic CMS platform. Further details are set out in the option analysis below.

Engagement with the public and transparency of decision making is fundamental to public confidence in policing and fire and rescue services. By providing the information the public need to understand what decisions are being made, why and with what impact, we are building an open and trusting dialogue that fosters trust in

the democratic process and our emergency services. This decision will provide a better platform for the PFCC to share information, promote transparency and engage with the public. This underpins the success of the work of the PFCC as set out in the Fire and Rescue Plan and Police and Crime Plan.

The redevelopment of the site will be done over a six-month period and is scheduled to align to the publication of the new Police and Crime Plan and Fire and Rescue Plan. The initial technical work will take between 6-8 weeks with further support provided as we develop and refresh content. Aligning this with the development of both new Plan will allow the content to support the launch of these Plans and create a strong basis for our ongoing dialogue with the public.

5. Options Analysis

Following several conversations with partners across the county, three providers were approached to provide quotes. Each provider presented their proposals, engaged constructively with the Communications and Engagement Team and tailored their proposals for our required needs.

██████████ (Recommended Option)

Currently host West Midlands PCC and West Mercia PCC and various NHS and commercial sites.

<https://www.westmidlands-pcc.gov.uk/>

- ██████████ is our current website partner.
- They provide a good level of service at a competitive cost.
- They would utilise a headless CMS platform which can be transferred to other providers.
- The website build-Web UX and design would be covered within our marketing retainer under our existing support arrangement.
- Web development of page templates
- Web development of page builder elements
- Mobile responsivity across devices - mobile and tablet
- Accessible to WCAG 2.1 AAA standard
- Testing
 - Site-wide browser and device testing
 - Bug fixing of browser and device testing
- Admins: Going live, IT, admin and set-up
- CMS training & user guide production
- They would also support the transfer of content to the new site.

Cost ██████ (plus ██████ support and development costs for 24 months for three sites. PFCC site share 50% so ██████ over two years)

Total cost over two years: ██████

██████████

Currently hosts ECFRS, West Yorkshire Police, West Yorkshire Fire and Rescue Service, Home Office and councils. Offers more engagement around design and implementation of website. Mixed reviews from those who use this platform.

- Mid-range cost wise
- Carry out stakeholder engagement sessions to understand design process
- Use Personas, a UX tool that allows understanding of target audience and design decisions.
- Information Architecture that provides operational map to how the website functions for users
- Uses wireframing to design a website service at the structural level
- Accessible to WCAG 2.1 AAA standard
- Testing and Quality Assurance
- Uses Drupal which isn't as easy to move to a new supplier once built.
- SLA – 7 days a week for severe issues
- Support desk and account management
- Upskilling of clients

Cost ██████████ est ██████████ (plus ██████████ per month + any development costs)

Total cost over two years: ██████████ + any additional development costs

██████████

Works with the Single Online Home roll out, already works with several PCCs and Police Forces. Offers a high calibre website design and support throughout and substantial SLA afterwards. No support for transfer and a significant proportion of the cost is to get the Single Online Home License.

- Upper range cost wise, high quality, large team with over 20 years-experience
- Benefits on using the SOH platform:
- Consistent user experience for people visiting police sites.
- Good quality design and provides a modern mobile-first user experience.
- Accessible: Audited to adhere to W3C WCAG 2.1 AA standards (Lower than other two options)
- Supported 24/7/365: Measured against defined KPIs and SLA.
- Robust and secure: Cloudflare mitigates against cyber attacks.
- Platform availability: High availability, uptime target of 99.99%.
- Futureproofed: Evergreen environment designed to accommodate future updates and technology advancements.
- Content delivery and performance: Uses Cloudflare CDN to maximise the speed of site.
- Onboarding and training: Supporting the transition to SOH - including content development and end user training
- Workshops to understand audience and website journey with stakeholders
- Content audit
- Accessibility Review

- No support for the transfer of material which could result in 1 fte for four to six months needing to focus on information transfer
- No ability to move away from the platform without rebuilding site.

Cost [REDACTED] (plus £[REDACTED] per month + any development costs)

Total cost over two years: [REDACTED] + any additional development costs + content transfer costs estimated at [REDACTED]

6. Consultation and Engagement

In developing this proposal, we have spoken to a number of suppliers, staff internal to the office to understand their needs and a range of external organisation to research what suppliers are in the market and their reputations.

7. Strategic Links

Public accountability and transparency are both statutorily required and fundamental to the success of the Police and Crime Plan and Fire and Rescue Plan. This proposal supports the effective delivery of those plans.

8. Police operational implications

There are no operational policing implications however the site will be used to publish the police's statements of accounts and a variety of other transparency documents.

9. Financial implications

The cost of the redevelopment of the website ([REDACTED]) will come out of the PFCC Communication and Engagement budget for 2023-24 or the carry forward. This is already known and will be charged to the budget.

The cost of the ongoing support and development is part of a broader package of support that covers the PFCC's website, their Restorative Justice website and the Violence and Vulnerability website. The cost of the support including hosting of the sites, technical support and allocated development costs throughout the year.

This package costs [REDACTED] over two years. The division of these costs will follow what we have agreed over the previous two years. 50% will be funded from the PFCC's Communication and Engagement budget, 25% from the PFCC's Restorative Justice budget and 25% from the Violence and Vulnerability budget. These costs will come out of these budgets during the 2024-25 financial year and the 2025-26 financial year. These costs are known and will be charged to these budgets.

Year	Comms and Engagement budget	Restorative Justice budget	Violence and Vulnerability Budget
2023-24	£[REDACTED]		
2024-25	£[REDACTED]	[REDACTED]	£[REDACTED]
2025-26	£[REDACTED]	£[REDACTED]	£[REDACTED]

10. Legal implications

The redevelopment of the PFCC's website and the ongoing support and development of all three sites will be delivered under Formation Media's standard Terms and Conditions. These will be reviewed by the Deputy Monitoring Officer and Senior Information Risk Owner and recorded in our local contract register.

11. Staffing implications

Implications of these changes will require staff support and this has been factored into the work plan for the Communications and Engagement Team and is identified in the PFCC's office work plan. In the medium term the decision will help staff make a bigger impact in less time by improving the platforms available to engage with the public.

During the six-month development stage the PFCC's Communication and Engagement Manager and Communication and Engagement Officer will work with the wider team to review and refresh content. As an estimate this will take around one working day per week for the six-month period with a commitment of three days a week for the month leading up to and immediately after go live, so a commitment of around 37 working days. It is anticipated that there will be a smaller impact on the wider team as they get used to using the new site and meeting the required level of quality for published material.

12. Equality, Diversity and Inclusion implications

This decision will have a direct positive impact on equality and diversity by ensuring the websites operate optimally so it can be used by as many people as possible in the way that adequately meets their needs.

The redevelopment of the PFCC website will move us from an AA to just under a AAA rating for accessibility with the ability, should we choose to take it, to reach a AAA rating in the future.

13. Risks and Mitigations

When choosing an organisation to help redevelop a website there is always a risk around the ongoing viability of that company and the level and quality of their delivery. As [REDACTED] are a known partner who have worked with us and several other PCCs before we can be confident that they will deliver to a good standard.

The choice of [REDACTED] also means we will be using a headless CMS system which can be supported by several organisations rather than a CMS that is tied to a single supplier. This reduces the impact of a provider failing would have.

14. Governance Boards

This decision report was discussed by the PFCC's Senior Management Team meeting on the 12th of March 2024 and gained positive feedback. Following discussions at that meeting the financial section has been updated to make it clearer, the staffing section has been updated to include an estimate of the staff time it will take to complete this work and a number of small changes have been incorporated to aid clarity.

7. Links to Future Plans

This will form part of our Communication and Engagement Strategy for 2024-2028.

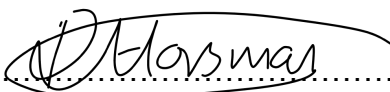
16. Background Papers and Appendices

- Appendix A – [REDACTED]
- Appendix B – [REDACTED]
- Appendix C – [REDACTED]
- Appendix D – [REDACTED]

Report Approval

The report will be signed off by the PFCC's Chief Executive and Chief Finance Officer prior to review and sign off by the PFCC / DPFCC.

Chief Executive / M.O.

Sign: 

Print: Darren Horsman - Deputy MO

Date: 18.3.2024

Chief Finance Officer

Sign: 

Print: Janet Perry 42080681

Date: 16 March 2024

Publication

Is the report for publication?

YES

NO

If 'NO', please give reasons for non-publication (Where relevant, cite the security classification of the document(s). State 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

Redaction

If the report is for publication, is redaction required:

1. Of Decision Sheet?	YES	<input checked="" type="checkbox"/>	2. Of Appendix?	YES	<input checked="" type="checkbox"/>
	NO	<input type="checkbox"/>		NO	<input type="checkbox"/>

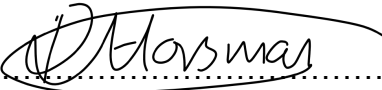
If 'YES', please provide details of required redaction:

Please remove supplier names and costs.....
.....

Date redaction carried out:

Chief Finance Officer / Chief Executive Sign Off – for Redactions only

If redaction is required, the Chief Finance Officer or Chief Executive is to sign off that redaction has been completed.

Sign: 

Print: Darren Horsman - Deputy MO

Chief Executive / Chief Finance Officer

Decision and Final Sign Off

I agree the recommendations to this report:

Sign: 

Print: Roger Hirst

PFCC

Date signed: 22/03/2024

I do not agree the recommendations to this report because:

.....
.....
.....

Sign:

Print:

PFCC/Deputy PFCC

Date signed: