

GREATER LONDON AUTHORITY

Request for Greater London Returning Officer (GLRO) Decision – GLRO20-08

Title: Londonelects.org.uk website development

Executive Summary:

The London Mayoral and Assembly elections of 2020 require the development of the London Elects website, which will be the primary digital service for providing information to a variety of stakeholders.

Decision:

That the Greater London Returning Officer approves:

- The appointment of a digital agency, following a competitive procurement in accordance with the GLA's Procurement Guidance and the Contracts and Funding Code, to develop a new londonelects.org.uk website
- The allocation of up to £150,000 for the development of the new website.

Greater London Returning Officer

The above request has my approval.

Signature



Date

22-02-2019

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 Since 2008 a dedicated website www.londonelects.org.uk has provided a wide range of information and services relating to the election of the Mayor of London and the London Assembly. The current version of the website has been largely unchanged since 2012.
- 1.2 Given the advances in design and digital technologies, and new regulatory requirements on accessibility of digital services since 2012, it is appropriate that the current digital service be reviewed, and a new service developed.

2. Objectives and expected outcomes

Objectives and expected outcomes

- To carry out a competitive procurement managed by the TfL Procurement Service.
- To appoint a full-service digital agency.
- Develop a new londonelects.org.uk website that fits the needs of the identified stakeholders.

The Procurement

- 2.1 The procurement is being carried out using the Crown Commercial Service's digital suppliers and outcomes framework; and managed by a TfL Procurement manager and a panel made up of GLA officers from the Digital and Technology teams.

Managing delivery

- 2.2 The development will be managed by the Technology Group and Digital Team staff, who have an excellent track record of working together to deliver digital products and services.
- 2.3 The team will use Agile methods to deliver the new site, working in accordance with the Government Digital Service's (GDS) Service Manual as well as working to the Local Government Digital Services Standard (LGDSS).
- 2.4 Additionally, the delivery team will work in full accordance with the GLA's governance framework, particularly in relation to managing risks.

3. Other considerations

Key risks and issues

- 3.1 The current website, while fit for purpose for the 2012 and 2016 elections, now requires a complete overhaul.
- 3.2 The review of the website following the 2016 election also made a number of recommendations as to improvements for the 2020 website.
- 3.3 Historically, the londonelects.org.uk website has attracted a large audience in the lead up to the elections and Count day. The new site therefore needs to be available from Autumn 2019 so that thorough testing can be carried out and early engagement commenced.

- 3.4 There is a very high volume of digital work the GLA is currently progressing with the Digital Team and Technology Group staff carrying a high workload. Capacity will need to be freed to enable the londonelects website to be developed to the usual high standards.

Impact assessments and consultations

- 3.5 Following the 2016 elections, a GLA review was carried out on the impact of the website which noted that the londonelects.org.uk proved popular with a 51% increase in usage compared to 2012.
- 3.6 A consultation was held within the GLA in late 2018, including with the Deputy GLRO, which reinforced the findings of the 2016 review; and favoured creating a new site as opposed to making changes to the existing one.

4. Equality comments

- 4.1 Accessibility will be at the heart of the new website.
- 4.2 User research will be conducted as an integral part of the development to ensure that the site identifies a wide range of user classes and includes representatives from these classes during user testing.
- 4.3 The new site will also be constructed to fully meet the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018, which aim to make websites (and mobile applications) of public sector bodies more accessible to users, particularly persons with disabilities.

5. Financial comments

- 5.1 The expenditure of £150,000 is to cover the development costs of the London Elects website. This expenditure will be contained within the 2019/20 Elections Budget.

6. Legal comments

- 6.1 The GLRO is required by section 69 of the Electoral Administration Act 2006 to encourage participation by electors in the electoral process. The improvements proposed to the London Elects website are calculated to assist in complying with that requirement.
- 6.2 Reference is made above to the intention to ensure the website complies with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.
- 6.3 The GLRO and London Elects are obliged to be politically neutral at all times and this should be borne in mind when any content is being developed for the website.
- 6.4 Officers are proposing to engage with the TfL Procurement Service and should remain aware of legal requirements in respect of procurement and contracts.

7. Planned delivery approach and next steps

Set out how the project will be delivered and complete the outline timetable

Activity	Timeline
Procurement of contract	Jan – Feb 2019
Announcement	End of Feb 2019
Delivery Start Date	March 2019
Delivery End Date	July 2019
Project Closure	May 2020

Appendices and supporting papers:

Public access to information

Although the GLRO is not subject to the Freedom of Information Act 2000 (FOI Act), the information in this form will be published 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 will be deferred until a specific date. Deferral periods will 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? YES/NO

If YES, for what reason: Until the procurement is completed

Until what date: (a date is required if deferring) 15 March 2019

Part 2 Confidentiality: Only the facts or advice whose publication may be prejudicial or commercially sensitive should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – YES/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.

✓

The **Deputy GLRO** has reviewed the request and is satisfied that it is correct and can be referred to the GLRO for approval

✓

EXECUTIVE DIRECTOR, RESOURCES:

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

Signature

M. D. Balle

Date

22.2.19

