



## Notice of Non-key Executive Decision

<b>Subject Heading:</b>	Approval to go to tender for a partnership health and wellbeing website
<b>Decision Maker:</b>	<b>Luke Burton</b> Director Partnerships, Impact & Delivery
<b>Cabinet Member:</b>	<b>Councillor Paul Middleton</b> Portfolio Holder for Resources
<b>SLT Lead:</b>	<b>Luke Burton</b> Director Partnerships, Impact & Delivery
<b>Report Author and contact details:</b>	<b>Sophie Blow</b> Digital Programme Manager
<b>Policy context:</b>	Corporate Plan theme outcomes: <ul style="list-style-type: none"><li>• The best health and social care outcomes for our residents are secured.</li><li>• We enable and support families and communities to look after themselves and each other.</li><li>• People are helped to live independent, socially connected and healthier lives.</li></ul>
<b>Financial summary:</b>	The website has a budget envelope of £70,000 for the initial web development (year 1) and £6,000 for ongoing site maintenance annually. The cost centre for this will be A34095.relevant subjective.0000.000000.603341 from the Frailty Refresh budget.
<b>Relevant Overview &amp; Scrutiny Sub Committee:</b>	Overview and Scrutiny – People
<b>Is this decision exempt from being called-in?</b>	The decision will be exempt from call in as it is a Non key Decision.

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**The subject matter of this report deals with the following Council Objectives**

People - Things that matter for residents X

Place - A great place to live, work and enjoy X

Resources - A well run Council that delivers for People and Place. X

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### Part A – Report seeking decision

#### DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

To agree to:

1. Obtain a minimum of three requests for quotations for a contract with a website developer to build a new partnership wellbeing website with a maximum budget envelope of £70,000 for the initial website development and a further £6,000 for website maintenance annually to start in September 2024 for an initial term of two years with the option for the Council to extend the term of the contract by a further period of two years.

#### AUTHORITY UNDER WHICH DECISION IS MADE

##### **3.4 Powers of Second Tier Managers** (Constitution pre-April 2024)

##### **Contract powers**

(a) To approve commencement of a tendering process for, and to award all contracts below a total contract value of £500,000 but above the EU Threshold for Supplies and Services.

#### STATEMENT OF THE REASONS FOR THE DECISION

We recommend the development of a bespoke partnership branded website that is engaging and interactive, providing a forum for residents to share ideas and support each other to be healthier; also helping to reduce isolation and bring communities together.

The website would be developed across health, care and the community and voluntary sector as part of the Havering Partnership, and co-produced with residents and staff, and would provide a central place for residents to find information on health and well-being services in Havering. The website would also house the social prescribing referral software so that residents can self-refer, and professionals can make referrals.

It is intended that it will be inspired by these sites:

<https://www.healthline.com/>,

<https://www.towerhamletsconnect.org/>

[Live Well Greenwich | Healthy living activities around Greenwich, London](#)

[Helping everyone in newham to live well | Well Newham](#)

A partnership health and wellbeing logo and branding would be developed for the website which is resident-focused, friendly and aspirational about good wellbeing. Both the name and branding for this will be developed and tested with our staff and residents, in line with the vision and ethos of the Havering Place based Partnership.

The London Borough of Havering website is designed to be functional (e.g. pay council tax) rather than providing engaging, interactive information to improve residents' health, such as videos, stories, healthy recipes, and interactive quizzes. Public health information is currently not easy to access on the Council website due to the functional/transactional layout and structure of the site.

Even though Havering Council's website got 8.1 million page views in 2023, top viewed pages are on transactional topics, such as:

- Bin collection (118,000 views)

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- Parking tickets and traffic fines (134,000 views)
- Council tax (139,000 views)

Health and wellbeing topics, on the other hand, have poor engagement:

- Cost of Living (5,900 views)
- Financial support (3,300 views)
- Early years health (2,400 views)
- Stop smoking (580 views)
- Carer support (500 views)
- Alcohol (80 views)
- Baby feeding (120 views)

### OTHER OPTIONS CONSIDERED AND REJECTED

- **Do nothing** – this would mean we would not be making the strategic steps towards collaborative, partnership working, strengths-based practice and a move towards preventative care.
- **Improve existing content on existing digital platforms** – the functionality and accessibility of existing platforms is limited. There also currently is not a partnership digital platform. This means the content would have to sit on just one organisation's website.

### PRE-DECISION CONSULTATION

N/A

### NAME AND JOB TITLE OF STAFF MEMBER ADVISING THE DECISION-MAKER

Name: Sophie Blow

Designation: Digital Programme Manager

Signature: *Sophie Blow*

Date: 5/8/24

## Part B - Assessment of implications and risks

### LEGAL IMPLICATIONS AND RISKS

The Council requires appropriate websites to carry out its functions. The Council is making a decision to procure a contract for that purpose. The Council has the power to procure the contract through section 111 of the Local Government Act 1972, which allows the Council to do anything which is calculated to facilitate or is conducive or incidental to the discharge of any of its functions, or through its general power of competence in section 1 of the Localism Act 2011 to do anything that individuals generally may do. There are limitations on the general power of competence, but the limitations do not apply to this decision.

The maximum value of the contract is below the applicable threshold for service contracts stipulated in Public Contracts Regulations 2015 (PCR) of £214 904. Therefore, it is not subject to the full PCR regime.

For these reasons the Council can procure the contract.

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### **FINANCIAL IMPLICATIONS AND RISKS**

Funding for this site has been agreed by the Partnership Board on 8<sup>th</sup> May 2024. The anticipated cost of this (based on the cost of the Well Newham website) is:

- Website development – maximum £70 000
- Ongoing maintenance and site upgrades £6 000 annually

The following funding has been identified to fund this work:

- **£12,000** one-off funding from the Virtual Community Hub (from April 2024 to be spent by March 2025) – London Borough Havering have already committed this funding to support the website development. This will fund additional functionality for the website, website promotion, accessibility plug-in tools for the website and printing costs for paper-based website resources for digitally excluded communities. The one-off funding to support the website will be met from existing revenue budget allocation in Libraries service.
- **£70,000** to fund the initial website development (from August 2024 – January 2025) from the NHS North East London Frailty Monies budget for 2024-25. This will ultimately improve access to information and services for all people and staff in the borough.

### **HUMAN RESOURCES IMPLICATIONS AND RISKS (AND ACCOMMODATION IMPLICATIONS WHERE RELEVANT)**

The recommendations made in this report do not give rise to any identifiable HR risks or implications that would affect either the Council or its workforce.

### **EQUALITIES AND SOCIAL INCLUSION IMPLICATIONS AND RISKS**

Under Section 149 of the Equality Act (2010), the Council has a duty when exercising its functions. This includes to have “due regard” to the need to eliminate discrimination, harassment and victimisation and any other conduct prohibited under the Act and advance equality of opportunity and foster good relations between persons who share a protected characteristic and persons who do not. This is the public sector equality duty. The protected characteristics are age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

“Due regard” is the regard that is appropriate in all the circumstances. The weight to be attached to each need is a matter for the Council. As long as the Council is properly aware of the effects and has taken them into account, the duty is discharged.

The proposal will support the Council to ensure all residents have equal access to information and local support services to support them with their wellbeing, ensuring no resident is negatively affected due to a protected characteristic.

This website will positively impact all protected groups, giving them transparent access to health and wellbeing information and support services in the borough, with the ability to self-refer.

The only risk the website presents is around digital exclusion. Thought must be given for those who don't have the access, skills or confidence to use this online system. We will have an 'offline' offer for residents unable to engage online.

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A full Equality Impact Assessment has been completed for this work and was approved on 9 May 2024 by HR.

### **ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS**

The website will bring positive environmental change in Havering through:

- Moving away from paper-based referral and consultation processes to digitised pathways.
- Promoting means of sustainable transport on the directory for residents to engage with.
- The website is cloud based. Moving to cloud-based solutions has been identified as helping Havering towards the goal of becoming carbon neutral by 2040.

### **BACKGROUND PAPERS**

Business case taken to the Board on 8 May 2024.

### **Part C – Record of decision**

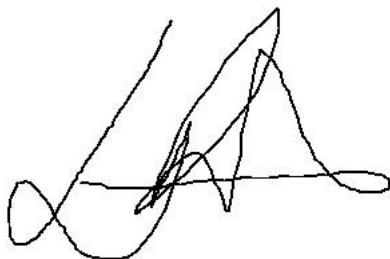
I have made this executive decision in accordance with authority delegated to me by the Leader of the Council and in compliance with the requirements of the Constitution.

#### **Decision**

Proposal agreed

#### **Details of decision maker**

Signed

A handwritten signature in black ink, consisting of a large, stylized 'A' shape with a horizontal line extending to the right and a loop on the left.

**Non-key Executive Decision**

Name: Luke Burton

Director Partnerships, Impact & Delivery

Date: Tuesday 30<sup>th</sup> July 2024

**Lodging this notice**

The signed decision notice must be delivered to Committee Services, in the Town Hall.

**For use by Committee Administration**

This notice was lodged with me on \_\_\_\_\_

Signed \_\_\_\_\_