



Notice of Non-key Executive Decision

Subject Heading:	Approval to award the contract for a partnership health and wellbeing website
Decision Maker:	Patrick Odling - Smee Director of Living Well
Cabinet Member:	Councillor Paul Middleton Portfolio Holder for Resources
SLT Lead:	Luke Burton Director Partnerships, Impact & Delivery
Report Author and contact details:	Sophie N'Tinu Digital Programme Manager
Policy context:	Corporate Plan theme outcomes: <ul style="list-style-type: none">• The best health and social care outcomes for our residents are secured.• We enable and support families and communities to look after themselves and each other.• People are helped to live independent, socially connected and healthier lives.
Financial summary:	We are requesting to award the contract to Gemstone IT Services Ltd at a total cost of up to £41,460 over the 4-year contract period (2 years initial term plus option to extend for 2 years)
Relevant Overview & Scrutiny Sub Committee:	Overview and Scrutiny – People
Is this decision exempt from being called-in?	The decision will be exempt from call in as it is a Non key Decision.

Non-key Executive Decision

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

Non-key Executive Decision

Part A – Report seeking decision

DETAIL OF THE DECISION REQUESTED AND RECOMMENDED ACTION

To agree to:

1. Award the contract for the Live Well Havering website to Gemstone IT Services Ltd at a price of £34,500 over the 2-year contract period starting in January 2025, followed by ongoing maintenance costs of £3,480 per year should we choose to extend the contract for a further period of 2 years. The total contract value will be £41,460 (£34,500 + 2 years of maintenance costs at £3,480).

AUTHORITY UNDER WHICH DECISION IS MADE

Part 3.3 Scheme of Delegations

3.3.3 Powers common to all Strategic Directors

4. Contracts

4.2 To award all contracts with a total contract value of below £1,000,000 other than contracts covered by Contract Procedure Rule 16.3.

STATEMENT OF THE REASONS FOR THE DECISION

We, the Havering Place Based Partnership, 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:

- [THE Homepage – Livewell Southend](#)
- [Helping everyone in newham to live well | Well Newham](#)
- [Live Well Greenwich | Healthy living activities around Greenwich, London](#)

A partnership health and wellbeing logo has been developed for the website which is resident-focused, friendly and aspirational about good wellbeing. Both the name and branding has been 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 or 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:

Non-key Executive Decision

- Bin collection (118,000 views)
- Parking tickets and traffic fines (134,000 views)
- Council tax (139,000 views)

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

- 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)

The Procurement exercise:

- A comprehensive procurement competition was completed where we received 70 expressions of interest from suppliers.
- Of those, we invited 30 to bid and received 12 bids from interested parties.
- Those 12 bids were evaluated by a panel of partnership representatives, including a resident participant.
- Full scoring detailing can be found in the scoring and evaluation pack from the panel held by Procurement.
- Gemstone IT Services Ltd scored a total of 60.00 / 100.00 for the procurement, compared to the other suppliers that scored:
 - Supplier B (49.58)
 - Supplier C (40.47)
 - Supplier D (28.48)

OTHER OPTIONS CONSIDERED AND REJECTED

- There were 4 compliant bids following evaluation.
- Of those suppliers, other suppliers scored significantly less and costed significantly more than this bid, as evidenced in the scoring pack held by Procurement.

PRE-DECISION CONSULTATION

There has been engagement with stakeholders across the health and care landscape and they are or will be involved in the development. Many are currently involved in writing their content for the site in time for the site development. There has been engagement with over 1000 colleagues have been consulted across Havering as part of the Live Well Havering programme.

Joy (the supplier of our social prescribing software and directory that this website will need to link with) are also aware of the site and are happy to work with us on integrating the sites, as they did for the Newham equivalent website.

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

Name: Sophie N'Tinu
Designation: Digital Programme Manager

Signature:

Date:

Non-key Executive Decision

Part B - Assessment of implications and risks

LEGAL IMPLICATIONS AND RISKS

The Council must provide or arrange for the provision of services, facilities or resources, or take other steps, which it considers will contribute towards preventing or delaying the development by adults in its area of needs for care and support; contribute towards preventing or delaying the development by carers in its area of needs for support; reduce the needs for care and support of adults in its area and reduce the needs for support of carers in its area in accordance with section 2 of the Care Act 2014. The Council is making a decision to make a contract for the development of an engaging and interactive bespoke partnership branded website for that purpose.

The Council has the power to procure a contract for the website 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 an individual can do, subject to certain limitations. None of the limitations apply to this decision.

The total value of the contract is below the applicable public procurement threshold for the light touch regime stipulated in the Public Contracts Regulations 2015 ("PCR") of £663 540. Therefore, the award of these contracts is not subject to the full PCR regime.

For these reasons, the Council can make the contract.

FINANCIAL IMPLICATIONS AND RISKS

This report is seeking approval to award the contract for the Live Well Havering website to Gemstone IT Services Ltd at a price of £34,500 over the 2-year contract period starting in January 2025, followed by ongoing maintenance costs of £3,480 per year should we choose to extend the contract further. The total contract value will be £41,460 (£34,500 + 2 years' of maintenance costs at £3,480 per year).

The cost of £34,500 covers the development and implementation of the website, as well as the cost of hosting over the initial two-year period.

Suggested milestones for payment would be:

- Project initiation (£8,625 - approximately Jan 2025).
- Launch of the minimum viable product to residents (£8,625 - approximately June 2025)
- Launch of the full finished product (£8,625 - approximately Jan 2026)
- Final contract payment (£8,625 - June 2026)

As part of the +2 extension, these payments would be made annually for ongoing hosting and maintenance at a cost of £3,480 per year if the Council decides to extend the contract.

The development period is roughly 6 months, with a predicted go live date of June 2025 (subject to agreed implementation plan with the supplier). They will be paid in line with the implementation plan and agreed milestones.

Non-key Executive Decision

Effectiveness of the site will be tracked and monitored via Google Analytics or another similar product so we can track the KPIs outlined in the specification, including number of visitors, clicks, etc.

The implementation will be supported by a budgeted resource from the PMO team for an initial period of six months.

If the council decides to extend the contract for a further two years of maintenance and hosting, it will be at a cost of £3,480 per year.

Funding for the both the development and implementation and potentially the further two years of maintenance and hosting (should the Council decide they wish to extend the contract) was agreed by the Partnership Board on 8th May 2024. The funding will come from the 2024/25 frailty budget. Initial estimated costs were in the region of £70,000 for development and £6000 annually for hosting; this was the basis upon which funding was originally secured. The procurement process has returned a lower cost and therefore this contract is containable within original funding provisions.

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

None

Non-key Executive Decision

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 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 site tender has been conducted in a way that prioritises accessibility and marginalised groups in Havering.

Gemstone IT Services Ltd have confirmed that:

We will create a user-friendly, accessible website featuring clear layouts, partner logos, and adherence to branding guidelines (3.1.1–3.1.2). The site will be completed by January 2025 (3.1.3). We will ensure WCAG 2.1 AA and NHS Accessibility Standards compliance (3.1.5, 3.6.h), maintaining cross-browser compatibility and mobile responsiveness (6.2, 6.1, 6.29).

They will also ensure that materials are compatible with assistive technologies, supporting users with disabilities.

We have budgeted for the Signly BSL plug-in and ReciteMe accessibility toolbar in order to allow browse aloud, translation and full accessibility.

The only risk the website presents is around digital exclusion. Thought must be given for those who do not have the access, skills or confidence to use this online system.

A full Equality Impact Assessment is has been completed and signed off for this work.

ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS AND RISKS

- The chosen supplier has outlined their sustainability and climate action approach, including:
 - **Use of sustainable hosting solutions** – use of carbon neutral website hosting.
 - **Reduction of paper use** – website encourages reduction in paper-heavy techniques.
 - **Tree planting** – uses Ecologi to offset their carbon footprint.

BACKGROUND PAPERS

None

Non-key Executive Decision

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



Name: Patrick Odling-Smee

Director of Living Well

Date: 07/01/25

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 _____