

**OFFICER DELEGATION SCHEME
RECORD OF DECISION**

Date: 1 December 2024	Ref No: PH006
Responsible Officer: Matt Peluch – Public Health Practitioner Age Well & Self Care	
Title/Subject matter: The Bury Directory Website; Migrating the platform over to Zengenti and their Contensis Content Management System (CMS) via a variation of contract	
Budget/Strategy/Policy/Compliance:	
(i) Is the decision within an Approved Budget?	Yes
(ii) Is the decision in conflict with the council’s policies, strategies or relevant service plans?	No
(iii) Does the decision amend existing or raise new policy issues?	Yes
Is publication still required? (see guidance)	Yes
Item for decision: <i>[with reasons]</i>	
Summary: The Council is considering migrating "The Bury Directory" from Senses Web Solutions to Zengenti. This change aims to centralise the council’s web-based solutions, utilising Zengenti’s content management system (CMS) 'Contensis', with a view improve operational efficiency and enhance user experience. The proposed cost for Zengenti's services is between £35,360 and £48,960 (based on an estimation of time taken) to redevelop the platform and host the refreshed solution on their CMS, with no additional annual fees, making it a cost-effective long-term solution.	

Background:

"The Bury Directory" is a bespoke solution developed in collaboration by Senses Web Solutions to fulfil statutory duties under various acts, including The Care Act 2014. Initially contracted for £89,200 over three years starting in April 2020, the contract has been extended twice and will conclude in March 2025. Senses Web Solutions has offered a discounted renewal rate of £9,000 per annum for a new three-year agreement. The Council has maintained a productive relationship with Senses Web Solutions, collaborating on projects beyond the original contract. The current arrangement is due to come to an end on 31st March 2025. It is deemed essential that the platform remains in operation to continue to fulfil the statutory duties imposed on the council.

All potential options available to us have been explored, including renewing the contract with the current supplier, and going out to tender.

Recent discussions among stakeholders have indicated a desire to migrate "The Bury Directory" to Zengenti's CMS, which currently supports other council digital platforms. It has been suggested that this would streamline operations and enhance service delivery.

This could be achieved through an amendment of the contract which the council already has in place with Zengenti. This would see the directory migrate over to Zengenti's 'Contensis' CMS, alongside the other council digital solutions under the pre-existing license.

Rationale:

Transitioning to Zengenti offers several advantages, despite the higher initial costs compared to renewing with Senses Web Solutions. The estimated project cost of £35,360 to £48,960 includes rebuilding and relaunching the platform without incurring ongoing hosting fees. This long-term financial strategy eliminates the current annual fee of £10,800. Zengenti's proposal is as follows:

Zengenti estimate the project would take 52 - 72 days

Broken down, the project would look like:

Domain/content modelling: 3-5 days

Design (similar to what it is now): 5-7 days

Development: 35-50 days

Data Migration: 3-5 days

Training & Project Management: 3-5 days

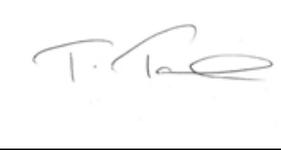
Their regular day rate is £800, but based on the need for over 50 days, they would apply a 15% discount. The day rate would therefore be £680.

Total Cost: 52 days x £680 = £35,360 - 72 days x £680 = £48,960

Centralising "The Bury Directory" under Zengenti's CMS will improve operational efficiency by providing:

- Consistency and Control: A unified platform for managing content ensures uniform updates across all council websites.
- Efficiency and Time Savings: Streamlined workflows enable faster content delivery through collaboration among content teams.
- Simplified Maintenance: A single cloud supplier reduces complexity in managing software updates and integrations.
- Enhanced User Experience: Feedback-driven improvements will refine accessibility and usability for residents.

Additionally, onboarding with Zengenti fosters existing relationships and leverages their familiarity with council needs, minimising disruption while maximizing service quality. A competitive tender process could lead to unnecessary complexities and resource strains, making the direct award to Zengenti the most viable option for enhancing service delivery.

Decision made by:	Signature:	Date:
Executive Director – Health and Adult Care		6 February 2025
Members Consulted (if applicable) [see note 1 below]		
Cabinet Member		6 February 2025
Lead Member	NA	
Opposition Spokesperson	NA	

Notes

1. Where, in accordance with the requirements of the Officer Delegation Scheme, a Chief Officer consults with the appropriate Cabinet Member they must sign the form so as to confirm that they have been consulted and that they agree with the proposed action. The signature of the Opposition Spokesperson should be obtained if required, to confirm that he/she has been consulted. Please refer to the MO Guidance.
2. **This form must not be used for urgent decisions.**
3. Where there is any doubt, Corporate Directors should err on the side of caution and seek advice from the Council's Monitoring Officer.