

Scheme Summary

Name of Scheme:	WYCA Website (Web3) development
PMO Scheme Code:	WYCA – INT – 003
Lead Organisation:	West Yorkshire Combined Authority
Senior Responsible Officer:	Roger Baker, Head of Communications
Lead Promoter Contact:	Guy Shrimpton, Head of Digital Communications
Case Officer:	Adam Kendall Ward, Transport Planner, Transport (Partnerships)

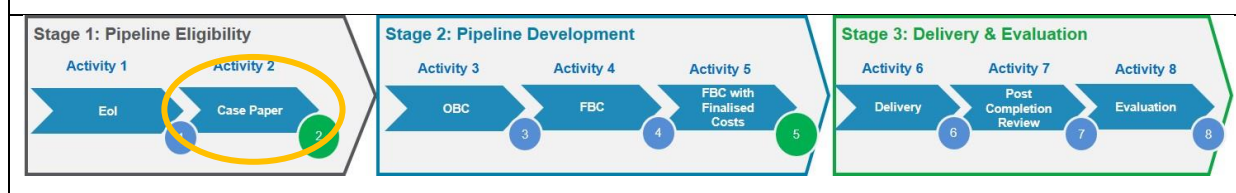
Applicable Funding Stream(s) – Grant or Loan:	WYCA capital funding linked to the Corporate Technology Strategy
Growth Fund Priority Area (if applicable):	n/a

Approvals to Date:	Detail latest decision point and what was approved, particularly costs and timescales and when
Forecasted Full Approval Date (Decision Point 5):	January 2018
Forecasted Completion Date (Decision Point 6):	June 2018

Total Scheme Cost (£):	£0.300m
WYCA Funding (£):	£0.300m
Total other public sector investment (£):	£0
Total other private sector investment (£):	£0

Is this a standalone Project?	Yes
Is this a Programme?	No
Is this Project part of an agreed Programme?	Yes – WYCA One Organisation programme

Current Assurance Process Activity:



Scheme Description:

The project is focused on the design, development and launch of a new website for West Yorkshire Combined Authority (WYCA). It aims to consolidate all of WYCA's existing websites (including those of WYCA, LEP, Invest, City Connect, Metro and Mcard) into a single website. This will deliver a more efficient, cost effective and user-friendly online portal which will be used as a platform to showcase the WYCA brand and share a wide breadth of information on what the organisation does in a single place.

It builds upon the work being delivered as part of Web2 programme which should be completed in January 2018 to move the websites to a new Content Management System (CMS), known as Umbraco which is hosted by Azure. The project is seen as a key deliverable of the emerging Corporate Technology Strategy, specifically an extension of the Website Harmonisation strand (Priority 3), and the core deliverable of 'Pillar 1: A platform for a single organisation' in the Digital Strategy, which both aim to provide the organisation with a quality external communications and engagement platform in a single technology that better meets the needs of the business.

Business Case Summary:

Strategic Case	<p>WYCA's online presence including its sub-brands, such as Metro, is currently displayed on separate websites, with each hosted on different Content Management Systems (CMS) which are supported by different agencies. The existing set-up is very inefficient in cost, functionality and operational terms. It is also difficult for users to navigate between the sites and find information on the full services WYCA provide.</p> <p>The project aims to address these issues by rationalising WYCA's digital landscape through the integration of the existing websites into a single website and supporting CMS known as Umbraco which is being delivered as part of Web2. The website will follow a design that is centred on its users. The project also provides the opportunity to make significant future cost savings by reducing the reliance on multiple agencies and back office support. The project is closely aligned with the emerging Corporate Technology Strategy, specifically the Website Harmonisation Strand, and the Digital Strategy, which aim to deliver quality external communications and an online platform that meets the needs of the organisation.</p>
Commercial Case	<p>The project is needed in order to rationalise the organisation's online landscape from both a user and 'back office' perspective, bringing together all of the</p>

	<p>content of the existing websites into one place, making it easier to access information and to provide a professional digital platform to showcase the WYCA brand. There is evidence of a number of issues with the present online structure around poor connectivity and integration between the websites, as well as inefficiencies and costs associated with operating separating host systems. A preferred approach has been identified.</p>
Economic Case	<p>The economic case for the scheme is based on two elements:</p> <ol style="list-style-type: none"> 1) Delivering improved value for money and greater reliability for our approximately 1m unique visits per month, through consolidating the Combined Authority's online presence into a single platform, hosted by one CMS. This will reduce licencing of multiple systems, Service Level and support agreements with agencies, developments and upgrades, hosting arrangements plus the staff time and training required to manage these various systems. 2) Future proofing and future cost avoidance. The support of current, new and future programme support will be built within new site with the requirement to spend approximately £100k on rebuilding existing sites as they come to end of their life picked up within this project. <p>A number of alternative options have been considered in the development of the Expression of Interest, but these did not address all of the key identified issues. The Full Business Case with finalised cost (Activity 5) should quantify the value of the cost savings to the organisation, including a Value for Money (VfM) appraisal.</p>
Financial Case	<p>The expected cost of the project is £300,000 covering the project management, design, testing and build of the new website. This figure includes a 10% contingency is to be funded solely through WYCA funding. The project could be part of the Authority's overall capital programme. The scheme promoter does not expect there to be any development costs to progress the scheme to Activity 5.</p>
Management Case	<p>WYCA is leading the development and delivery of the website upgrade (Web3) project. A project manager/coordinator is in place and is tasked with developing and assembling the project management documents and controls required. A project board has been identified but has yet to formally meet. Delivery timescales have been set out but will require further refinement once the feasibility work has been completed. To date, the key milestones have been set based on informed input from the project manager who has experience in the procurement and delivery of digital communication and website projects.</p>