



## Portfolio Holder Report

The portfolio holder will make a decision on this item after seven days have elapsed (including the date of publication).

Report of:	Portfolio Holder	Date of publication
Marianne Hesketh, Service Director Performance and Innovation	Cllr Alan Vincent, Resources Portfolio Holder and Deputy Leader	14 May 2018

### Revocation of commitment to procure the GovDelivery Communications Cloud

#### 1. Purpose of report

- 1.1 To provide an update on the previous report published 11 January 2018 – [Procurement of the GovDelivery Communications Cloud](#).

#### 2. Outcomes

- 2.1 To implement a cost effective email marketing system as part of the #DigitalWyre strategy to progress the digital transformation of services.

#### 3. Recommendations

- 3.1 That we no longer proceed with the procurement of the Granicus GovDelivery Communications Cloud.
- 3.2 That we utilise Mailchimp as our corporate online email marketing system.

#### 4. Background

- 4.1 Shortly after the publication of the original report to procure GovDelivery jointly with Fylde Council, Fylde Council made the decision not to proceed.
- 4.2 It is no longer cost effective for Wyre to continue with the procurement alone. The costs outlined in the original report were based on a joint procurement with Fylde Council with each council paying 50% of the cost.

#### 5. Key issues and proposals

- 5.1 Following Fylde Council's decision, a review of alternative email marketing systems was undertaken.

**5.2** As a result of the reduced funding available, a fresh assessment of our requirements and the solutions available on the market has been undertaken. Mailchimp is one of the systems currently used by Wyre and it provides a more cost effective solution for our email marketing whilst still enabling us to create targeted and segmented campaigns which can be tracked and audited to assess their effectiveness. It will not provide all the functionality and time savings of GovDelivery. However we are satisfied that it meets the majority of our current needs and provides sufficient flexibility to allow us to review our options in the future.

**5.3** Mailchimp had previously been discounted as an option as it had been thought to be incompatible with forthcoming data protection legislation. However following a recent assessment of the system, its new features and its Privacy Shield certification, Mailchimp now supports our compliance with the new General Data Protecting Regulations (GDPR) being introduced in May 2018.

## **6. Delegated functions**

**6.1** The matters referred to in this report are considered under the following executive function delegated to the Resources Portfolio Holder (as set out in Part 3 of the council's constitution): "To consider departures from rules relations to financial and contractual matters."

<b>Financial and legal implications</b>	
Finance	<p>Fylde Council's decision not to proceed would leave Wyre with the full cost of procuring GovDelivery – £18,597 in the first year and £13,284 each year thereafter (repriced following Fylde's withdrawal).</p> <p>This would no longer represent best value for money and as such the alternative option of expanding our use of Mailchimp is now recommended.</p> <p>Based on our current number of newsletter subscribers, the cost for us to use Mailchimp would be £1,458 per year. This can be funded from existing budgets at no additional costs. Minor savings in the region of £1,000 would be achieved and these will be retained in the service pending a further review at Revised Estimates.</p>
Legal	<p>A contract for the email marketing system will be entered into with Mailchimp.</p>

### **Other risks/implications: checklist**

If there are significant implications arising from this report on any issues marked with a ✓ below, the report author will have consulted with the appropriate specialist officers on those implications and addressed them in the body of the report. There are no significant implications arising directly from this report, for those issues marked with a x.

<b>risks/implications</b>	<b>✓ / x</b>
community safety	x
equality and diversity	x
sustainability	x
health and safety	x

<b>risks/implications</b>	<b>✓ / x</b>
asset management	x
climate change	x
data protection	✓

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<b>List of background papers:</b>		
name of document	date	where available for inspection

### **List of appendices**

None

arm/ph/re/cr/18/0005e11