



DECISION RECORD

Service Reference Number	DLSP/2025/004
Decision Maker: Ian Anderson, Director of Legal Services and Partnerships	
Delegated Authority	
<i>Officer exercising delegated powers pursuant to paragraph 18.1 of Part B of the Constitution.</i>	
Decision:	
<p>To authorise the award of a contract for the Corporate Website and Galaxy sites to Jadu Creative Limited through the G-Cloud 14 Call-Off Contract. for a three-year period for the total sum of £102,996 (£34,322 per annum)</p> <p>The services required are as follows):</p> <ul style="list-style-type: none"> ● Jadu Central Content only (formerly CMS) on a LIVE Environment - Gold Subscription ● Jadu Central Content only (formerly CMS) on a Non-Live Environment - Gold Subscription ● Hosting for a Non-Live environment - Gold (DEV) 	
Reasons for the Decision:	
<ol style="list-style-type: none"> 1. The existing contract with Jadu Content Management System (CMS) needs renewal with effect from 1 March 2025. 2. During the existing contract period the Council has developed its main website and multiplegalaxy sites to replace a range of websites that it previously had in place . The live and sites currently in development include: <ul style="list-style-type: none"> ● https://www.hull.gov.uk/ ● https://www.hcandl.co.uk/ ● https://www.hulltheatres.co.uk/https://www.hullcollaborativepartnership.org.uk/ ● http://www.hcctraining.ac.uk/ ● https://www.hullmuseums.co.uk/ ● https://hccp.org.uk/ ● https://www.hull.gov.uk/commercial-waste ● https://www.hull.gov.uk/Communitycentreshull/ ● https://www.hull.gov.uk/DomesticAbusePartnership ● https://www.hull.gov.uk/eastridinghullandcoroner ● https://www.familyhubshull.org.uk/ ● https://www.hulladventure.co.uk/ ● https://www.hullandeastyorkshire.gov.uk/ 	

- <https://www.hullbereavementservices.org.uk/>
 - <https://www.hullcollaborativepartnership.org.uk>
 - <https://www.hull.gov.uk/hullDAP>
 - <https://www.hull.gov.uk/hulldistrictheating/>
 - <https://hullfostering.co.uk/>
 - <https://hullguildhall.org.uk/>
 - <https://www.hulllibraries.co.uk/>
 - <https://www.hullmuseums.co.uk/>
 - <https://www.hull.gov.uk/hull-place-joint-partnership>
 - <https://hullsendlocaloffer.org.uk/>
 - <https://www.hull.gov.uk/hullvirtualschool/>
 - <https://www.hullvoiceandinfluence.org.uk/>
 - <https://www.hullwarmhomes.org.uk/>
 - <https://www.hull.gov.uk/humbermuseums>
 - <https://www.hull.gov.uk/LearningandDevelopment/>
 - <https://www.leavingcarehull.org.uk/>
 - <https://www.liveithull.co.uk/>
 - <https://www.livewellhull.org.uk/>
 - <https://www.hull.gov.uk/hullstrengthtochange>
 - <https://www.traumainformedhull.org.uk/>
 - <https://www.travelhull.co.uk/>
 - <https://www.weddingsandceremoniesinhull.org.uk/>
 - <https://www.workingforhullcitycouncil.org.uk/>
3. The websites are supported by a range of add on services, including accessibility tools, customer feedback and a Federated Search engine that are integrated, but separately commissioned.
 4. The Content Management System (CMS) is accessible through the GCloud 14 Framework Contract and the Council has developed its internal skills in the develop of websites using the platform to support continual improvement and development.
 5. The services available on the GCloud 14 Framework Contract have been reviewed and the most economically advantageous approach has been confirmed as the call off of a further 3 year contract period, recognising the investment that has been undertaken, the skills that have been developed and the significant resource and cost implications that would arise from migrating, training and redeveloping the websites in a different CMS.

Nature of Decision:**Non-Key****Exemptions**

Is the accompanying formal report (or other documentation where applicable) exempt?

No

Background and Supporting Information:

The JADU CMS has been extensively developed, and many websites have been created using this platform following the award of contract (see above list in Reasons for Decision section).

In addition, a range of integrated support services, such as Accessibility Tools and a Federated Search engine have been built across platforms to establish efficiencies and improved digital services through the Council's Customer Programme.

The Website also contains additional content only visible internally, such as guidelines for call centre staff, when speaking to citizens, which was previously held in a separate system.

The re-platform to Jadu CMS for the corporate website required significant resource and time, with the initial project running for approximately 9 months, followed by several months of further development to bring the website to the current standard, with lead contributions from the Customer Experience Team (CET) and ICT Developer Team, as well as devolved content providers throughout most service areas.

Each galaxy site can take approximately 1-6 months to be designed, tested and built.

Specialist training was/is required for CET staff (and devolved content editors) to undertake content editing and continuous improvement. ICT Developers are specialised in Jadu web design and have undertaken significant upskilling to deliver this service.

Utilising web content through its websites allows the Council to communicate effectively reducing avoidable contact through the alternative channels available such as the call centre, customer service centres and more expensive channels, such as letters.

The websites built in Jadu CMS meet accessibility standards (WCAG 2.1) and help us meet the needs of citizens with accessibility issues.

The Council have all the websites linked to ReciteMe (advanced accessibility support for users) and Govmetrics (customer satisfaction feedback), and Cludo Federated Search Engine which would require additional resource to unlink from the Jadu CMS.

The CMS platform supports delivery of the Customer Programme and vision to provide a digital-first approach to customer engagement, and to rationalise third party website development, keeping the development, support and maintenance of council website environments in-house within the corporate ICT team.

Options**Option 1-Award a Contract via CCS G-Cloud 14 to Jadu Creative Limited**

This is the preferred option, calling off from the G-cloud 14 Framework ensure continuity of services and will allow the Council to consider pricing of suppliers to ensure best value. It is further noted that a direct award can be undertaken where a supplier is identified based on service requirement.

Option 2- Full tender exercise

The GCloud 14 Framework Contract has been established to ensure that suppliers who are available through the framework have been accepted as meeting the framework requirements of public bodies. The Framework allows a marketplace approach to determine the appropriate supplier, recognising investment that has already taken place. The cost of transfer to an alternate platform would significantly exceed the cost associated with calling off further utilisation of the existing product.

Option 3- Do Nothing

Option 3 is not preferred option as this will result in the service contract terminating with no supplier to continue to process the current service requirement.

Equalities Impact Information:

Does the decision have relevance to equality or affect any group with protected characteristics?

As the content provided on the hull.gov.uk website and associated galaxy sites covers all services provided by the council, there is a significant proportion of end users who will have, or have family members with, protected characteristics. Continuous upkeep and delivery of the corporate website and galaxy sites is essential to ensuring these groups are not impacted.

YES

Contact Officer: Chris Grainger

Chief Officer CommentsComments of the Director of Legal Services and Partnerships (Monitoring Officer)

The Council has an obligation to secure continuous improvement in the way its functions are exercised, having regard to a combination of economy, efficiency and effectiveness under section 3 of the Local Government Act 1999. Procuring an ICT solution to improve customer service engagement and access to customers is consistent with the discharge of those duties.

The G-Cloud 14 Framework was procured in compliance with the Public Contracts Regulations 2015 and included an evaluation of social value outputs at the time of procurement. The Council's Contract Procedure Rules endorse procuring contracts by calling off from publicly procured frameworks. The award of a contract to Jadu Creative Limited is therefore supported. [GL]

Comments of the Director of Finance and Transformation (Section 151 Officer)

The Section 151 Officer supports the award of the contract, this will be funded via ICT Revenue Budget. (SM)

Comments of the Assistant Director of Organisation Development & Human Resources and compliance with the equality act

The content of the report is noted. There are no staffing or equality issues arising for the council from this decision. KH

Comments of the Deputy Leader

I support the award of a contract for the Corporate Website and Galaxy sites to Jadu Creative Limited as described for a three-year period for the total sum of £102,996 (£34,322 per annum)

It has identified funding and meets the procurement requirements and social value evaluation as well as supporting the councils focus on continuous improvement of ICT solutions and efficiencies.

Scrutiny Comments

This decision has not been subject to pre-decision scrutiny. (Ref. Sc8636 (FH))

Is the decision record currently exempt from publication at the point of decision?	No
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Signature of Decision Maker:

Signed: **Signature confirmed**

Date signed: **07.03.2025**

FOR COMPLETION BY THE SCRUTINY OFFICE:

Date published on CMIS:	12/03/2025
Can the decision be called in?	No
Date decision comes into force:	12/03/2025