

PFCC Decision Report

Please ensure all sections below are completed

<p>Report reference number: 147-18</p>
<p>Classification (e.g. Not protectively marked/restricted):</p>
<p>Title of report: Proposal to engage Granicus to provide the OPFCC and ECFRS digital platforms</p>
<p>Area of County/Stakeholders affected: OPFCC and ECFRS</p>
<p>Report by : Ruth Copperwaite</p> <p>Date of report: 5 December 2018</p> <p>Enquiries to: Ruth Copperwaite</p>

1. Purpose of report

To engage Granicus to provide the OPFCC and ECFRS digital platforms

2. Recommendations

To engage Granicus, formally GovDelivery, to help the OPFCC increase its digital engagement with the public more effectively in order to both inform and to receive feedback.

3. Benefits of Proposal

- Internal and External (when required) GovDelivery Accounts for Essex Fire and Rescue Service, and an External Account for OPFCC
- Creation of an external newsletter for OPFCC, initially for a list of targeted subscribers; subsequently for other subscribers as well, gained through cross-promotion
- Full Access to Reporting and Analytics via the live interface (opens/clicks/engagement/unsubscribes/subscriber growth)
- 24/7 access to the Granicus support desk for any admin and technical assistance

- Access to the online support portal for assistance using the system, live training sessions and live chat support
- Full bounce and email management – as an off platform system there is no local hardware or software needed to run the application taking pressure off internal resources

4. Background and proposal

GovDelivery is the only digital marketing platform built exclusively for public sector organisations and is designed to promote usage of online services, enhance public awareness, and increase the contributions and involvement of the public.

More than 180 public sector organisations in the UK use Granicus, from major central government departments to small district councils.

At the heart of the GovDelivery service is an extensive collaboration network which enables clients to cross-promote each other's subscriptions. Clients can build impressive subscriber lists with the help of this cross-promotion capability. Cross-promotion enables the public sector to collectively benefit from surges in visitors to a particular website. For example, nearly 90% of subscribers to UK Space Agency alerts signed up through another government agency via the GovDelivery Network. These are subscribers who didn't visit the UK Space Agency website directly in the first instance; they discovered it via a link from other public sector agencies' alerts which they had already signed up to receive.

5. Police and Crime Plan

Contracting Granicus to provide the OPFCC's digital marketing platform will help to embed a flexible programme of engagement, providing all communities with the opportunity to participate fully in the debate and decision making around policing and fire and rescue policy and practice in the county and will uphold the established engagement principles of:

- Being open and transparent, ensuring that the OPFCC gives the public all the information it can, and as often as possible
- Using all the methods available to deliver information to the public and consult with them including online and social media where appropriate

Contracting Granicus will help to achieve the following defined aims of the Engagement Strategy:

- Making the public voice evident in the Police and Crime Plan, and all decision making in the OPFCC
- Increasing public awareness of and confidence in the Police, Fire and Crime Commissioner among all communities
- Engaging with larger online and social media audiences through community organisations and groups

6. Police Operational Implications

N/A

7. Financial Implications

The OPFCC has negotiated a combined discount of ●% on the fees for itself and just over ●% for ECFRS when both organisations sign up with Granicus at the same time. This decision sheet is only agreeing to the EPFCC costs not the ECF&R costs which are being agreed separately by the service.

EPFCC

Discounted Annual Fee: £ [REDACTED]

Discounted Set up Fee: £ [REDACTED]

ECF&R

Discounted Annual Fee: £ [REDACTED]

Discounted Set up Fee: £ [REDACTED]

These figures have not been agreed on an 'introductory offer' basis. The standard contract term is 12 months from the date the contract begins.

However, the billing schedule can be flexible: either annually upfront, monthly in-arrears, or quarterly.

8. Legal Implications

N/A

9. Staffing and other resource implications

There are no perceived negative staffing or other resource implications. The recommendation should enable staff to work more efficiently and effectively.

10. Equality and Diversity implications

The digital engagement capability provided by Granicus is as accessible to all members of the public as our website and Facebook and Twitter accounts.

11. Background papers

The OPFCC Communications and Engagement Officer attended the Granicus London Summit on 20 September and spoke to representatives of several public sector clients of Granicus, including Kent Fire & Rescue Service.

Please click on the following link to Bedford Borough Council's 'Success Story', a particularly pertinent example of the way the OPFCC hopes to use the Granicus platform:

<https://uk.granicus.com/downloads/bedford-borough-council/>

For a complete specification of the service, please see this online resource:

<https://assets.digitalmarketplace.service.gov.uk/g-cloud-10/documents/92429/578476719567711-service-definition-document-2018-05-17-1234.pdf>

Alternatives to Granicus

There are a variety of alternatives to Granicus available, which range in price, usability and ability to target, analyse and develop our communications:

Mail Chimp

Mail Chimp uses a basic 'drag and drop' platform to allow quick and easy creation of email communications on its website, mailchimp.com.

The platform allows you to send up to 12,000 emails a month for free, though this is limited to a maximum of 2,000 subscribers (or recipients) only. However, this offers no access to comparative reporting or in-depth analysis of campaigns.

A 'professional' package is available at a cost of \$ [REDACTED] per month (or more than £1 [REDACTED] a year) which includes the facility to send unlimited emails to an unlimited number of subscribers. This offers analysis features including delivery and compliance insights.

Mail Chimp is a platform designed for e-commerce and online trading. This means that their demographic breakdowns rely entirely on the connection to an account of a store or external website where the information is input by the user – severely limiting its capability.

Because Mail Chimp is based in the United States, there are also fewer assurances over the support facilities compared to the more local account executives of Granicus. Mail Chimp's support is primarily offered via online chat and email.

Constant Contact

Constant Contact is another platform with e-newsletter functionality. Like Mail Chimp, it is also based in the United States and is primarily centred on online sales and supporting private sector companies' marketing.

Constant Contact offers a package of up to 35,000 recipients for £ [REDACTED] a year. This package is limited to 10 users and a file storage of two gigabytes and a default storage limited to just five files.

While it is considered a good entry level platform, Constant Contact offers minimal flexibility with scheduling of campaigns and timed sending of individual messages.

That would limit our capabilities to reach a range of demographics, based on consumption trends (for example middle-aged parents who check their personal emails more commonly in the evening).

Emma

Emma uses a similar template-based 'drag and drop' system to several other email management platforms. This makes it easy to use and customise to suit a particular style without requiring extensive software or design training.

offers an IOS / Android app called Metric which offers live updates of opens, clicks and all other recipient engagement.

Pricing for Emma is somewhat more expensive than other competitors, with 'Emma HQ' (the professional package) allowing for unlimited users to use the platform simultaneously to send messages to up to 75,000 contacts available from \$ [redacted] a month or more than £ [redacted] a year.

Report Approval

The report will be signed off by the OPFCC Chief Executive and Treasurer, prior to review and sign off by the PFCC / DPFCC .

Chief Executive/M.O

Sign: [Signature].....

Print: P. Beavis - Licence.....

Date: 12. DECEMBER 2018.....

Chief Financial Officer/Treasurer

Sign: [Signature].....

Print: ABCA S.C......

Date: 12/12/18.....

Publication

Is the report for publication?

YES

NO

If 'NO', please give reasons for non-publication (state 'None' if applicable)

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If the report is not for publication, the Chief Executive will decide if and how the public can be informed of the decision.

Redaction

If the report is for publication, is redaction required:

1. Of Decision Sheet

YES

NO

2. Of Appendix

YES

NO

If 'YES', please provide details of required redaction:

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Date redaction carried out:

Treasurer / Chief Executive Sign Off – for Redactions only

If redaction is required, Treasurer or Chief Executive are to sign off that redaction has been completed.

Sign:

Print:

Chief Executive/Treasurer

Date signed:

Decision and Final Sign Off

I agree the recommendations to this report;

Sign: *J Gardner*

Print: *JANE GARDNER*

PECC/Deputy PFCC

Date signed: *14 December 2018*

I do not agree the recommendations to this report because;

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Sign:

Print:

PFCC/Deputy PFCC

Date signed: