

REPORT TO: POLICY AND RESOURCES COMMITTEE - 22 JANUARY 2001
PERSONNEL AND MANAGEMENT SERVICES COMMITTEE - 22 JANUARY 2001

REPORT ON: MODERNISING GOVERNMENT FUND - THE DEVELOPMENT OF DUNDEE.COM

REPORT BY: DIRECTOR OF ARTS AND HERITAGE
DIRECTOR OF & PERSONNEL AND MANAGEMENT SERVICES

REPORT NO: 50-2001

1.0 PURPOSE OF REPORT

- 1.1 To report on Dundee City Council's successful bid to the Scottish Executive's Modernising Government Fund to develop dundee.com - an internet portal for Dundee.

2.0 RECOMMENDATION

It is recommended the Policy and Resources Committee:-

- 2.1 Notes the successful Modernising Government Fund Bid for dundee.com.
- 2.2 Agrees to the development of partnering arrangements with Scotland On Line, following the partner selection process outlined in this report, and remits the Director of Arts and Heritage and Director of Support Services to negotiate a detailed partnership agreement.

It is recommended that the Personnel and Management Services Committee:-

- 2.3 Agrees to the establishment of a dundee.com Project Manager Post (2 years fixed term) graded PO1-4 (£22,749 - £24,735) funded from within the Modernising Government Bid.

3.0 FINANCIAL IMPLICATIONS

- 3.1 The City Council has been successful in its bid for £259,000 from The Modernising Government Fund towards the costs of developing of dundee.com. Dundee City Council's contribution will be the purchase of £63,000 of computer equipment. This equipment will be leased over a four year period at an estimated cost of £16,569 per annum. Provision for this expenditure will be made in future Information Technology Department Revenue Budgets. Additional external funding support has been sought from Scottish Enterprise Tayside and the Scottish Arts Council. It is further anticipated that the partnering arrangement with Scotland On Line will result in a private partner contribution to the overall costs of development.

4.0 LOCAL AGENDA 21 IMPLICATIONS

- 4.1 It is anticipated that the dundee.com project will contribute to key local agenda 21 themes including, access to the skills, knowledge and information needed to enable everyone to play a full part in society; local needs are met locally; and resources are used efficiently and waste minimised.

5.0 EQUAL OPPORTUNITIES IMPLICATIONS

- 5.1 A key aim of the dundee.com initiative will be to improve and increase access to information on City Council services.

6.0 BACKGROUND

- 6.1 The Policy and Resources Committee of 13 November 1999 agreed the Dundee City Council Information and Communication Strategy. A key element of the strategy was the development of dundee.com as a city portal embracing everything that the city has to offer on the internet.
- 6.2 The Policy and Resources Committee of 25 September 2000 agreed to the submission of a bid for £259,000 to the Modernising Government Fund to support the development of dundee.com.
- 6.3 The First Minister announced details of the successful Modernising Government Fund Bidders on 18 December 2000 from Dundee, making special mention of the dundee.com Project. The City Council has received confirmation that £259,000 has been awarded to support the development of dundee.com.
- 6.4 This award and the other partnership funding will enable the development of dundee.com to provide a 24hour citywide interactive leisure and cultural portal website. It will provide a wide range of service information and access and a live electronic booking office for all events within the city. It is further intended that a second phase of the project will see the translation of this content onto digital television. Dundee.com will subsequently be developed as a major city portal providing wide ranging access to all local authority services as well as a portal to information on health, business, tourism and further education in the city. The project is being developed as a private public partnership with Scotland on Line, following a partner selection process, which is detailed at section 8.

7.0 PROJECT IMPLIMENTATION

- 7.1 To enable the delivery of the project it is proposed to establish an implementation group, chaired by the Director of Arts and Heritage with appropriate representation from Information Technology, Leisure and Parks, Neighbourhood Resources, Public Relations, Scottish Enterprise Tayside and Scotland On Line. The Modernising Government Fund Award includes resources to enable the appointment of a fixed term Project Manager who would have lead day to day responsibility for delivering the project, reporting to the implementation group. A job outline for the post is attached at Appendix 1.
- 7.2 Given the focus of the post on developing communication based content, and the corporate nature of the project it is proposed that the fixed term post be established within the Public Relations Division. Project direction will come from the implementation group.

8.0 PARTNERS SELECTION

- 8.1 The Acting Director of Information Technology has undertaken a vendor assessment process to select a partner for the web development and hosting element of the project. Four companies were invited to submit proposals based on the project brief. Three companies offered proposals and after further assessment of pre-defined criteria and interviews, Scotland On Line were selected as a preferred partner. The selection was based upon the following criteria:-
- Experience of similar projects
 - Experience of Internet Development Techniques
 - Web Hosting Capability
 - Quality/cost assessment
 - Access to local news/information internet content
 - Extent of contribution to overall project

- 8.2 An outline Heads of Agreement document has been produced as a basis for defining the partnership relationship between Scotland On Line and Dundee City Council. This will be subject to detailed negotiation with Scotland On Line, led by the Director of Arts and Heritage.

9.0 CONSULTATION

- 9.1 The Chief Executive, Director of Support Services, Director of Finance, Director of Corporate Planning, Director of Neighbourhood Resources, Director of Leisure and Parks, Director of Information Technology and Director of Public Relations have been consulted on this report.

10.0 BACKGROUND PAPERS

- 10.1
- Dundee City Council Modernising Government Bid
 - Outline Heads of Agreement between Scotland On Line and Dundee City Council

Director of Arts and Heritage _____ Date_____

Director of Personnel and Management Services _____ Date _____

APPENDIX 1

DRAFT

Vacancy Ref:
Closing Date

DUNDEE CITY COUNCIL

JOB DESCRIPTION

IDENTIFICATION

Post Title:	dundee.com Project Manager	Post Ref:	
Section:	Public Relations Department	Grade:	PO1-4
Responsible to:	Director of Public Relations		
Responsible for:	Development, Co-ordination and Implementation of above Project		

JOB PURPOSE

To manage the day-to-day development, co-ordination and implementation of the dundee.com Internet Portal Project. The Implementation group will direct the postholder.

Co-ordination and communication of project requirements with all Dundee.Com partners.

A detailed project plan has been drawn up, with key milestones. Adherence to the plan and budget will be the key success criteria for the post.

PRINCIPAL WORKING CONTACTS

Project Implementation Team
Project Partner Organisations
Project Vendor Partners
Director of Public Relations

MAIN DUTIES

1. As directed by the implementation group, ensure that the project plan for the successful modernising government bid is adhered to.
2. Liase with all partner organisations to ensure that both their requirements and their responsibilities are provided in a timely manner.
3. Devise and maintain project-reporting mechanisms between the partner organisations, vendors and the implementation group.
4. Devise and maintain channels of communication between partner organisations, vendors and the implementation group.
5. Devise and maintain project budget monitoring information. Devise early intervention reporting, to minimise variance from budget. Report regularly to implementation team.
6. Devise and maintain regular, accurate records for Scottish Executive and other funding partners as required.
7. Co-ordinate the development of the cultural and 'what's on' based information and business related content of dundee.com

8. Ensure the delivery of integrated on-line ticketing as part of dundee.com.
9. Research and develop the phase 2 digital TV medium for dundee.com.
10. Contribute to the development of "Modernising Government" within Dundee City Council.

OTHER DUTIES

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. Consequently, this is not a contractual document and the postholder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job.

This post is subject to job rotation as approved by the Council

The Post is for a fixed duration of 2 years.

Date prepared.....

Date authorised.....