

Record of operational decision

Decision title:	Procurement and implementation of the Customer Relationship Management solution (CRM) solution via G-Cloud 14 to support My Account and digital customer interactions.
Date of decision:	17 March 2026
Decision maker:	Chief Digital Information Officer
Authority for delegated decision:	<p>This decision is taken under the Corporate Services Directorate Scheme of Delegation (April 2025). Under delegated functions for ICT & Digital (references 21–24), the Assistant Director Corporate Support and the Head of ICT & Digital are authorised to take operational decisions relating to the management and delivery of ICT services.</p> <p>This includes issuing orders and payments for ICT supplies, managing and modifying ICT service level agreements, delivering agreed IT activity, and implementing the council's ICT strategy. These powers must be exercised in accordance with the Council's Constitution, including the Contract Procedure Rules and the Financial Procedure Rules.</p> <p>Delegated financial approval level is adequate to approve expenditure associated with this decision and the decision is compliant with the Financial Procedure Rules and Contract Procedure Rules.</p>
Ward:	Countywide
Consultation:	Consultation was limited to internal stakeholders. External consultation was not required due to the scope and operational nature of the decision.
Decision made:	Award the contract to Granicus-Firmstep LTD for the provision of GovServices Essentials for a period of 3 years with an option to extend for up to 12 months in line with GCloud 14 framework terms. At a total cost of £453,612
Reasons for decision:	The current CRM contract ends on 31 March 2026. This contract will ensure continuity of customer service and the councils My Account capability. The solution will support digital self-serve, enable secure customer records and case management and provide flexibility for future service needs. Procurement via G-Cloud ensures compliance with public

	procurement rules and value for money.
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Equality Considerations	Equality considerations have been reviewed in line with the Public Sector Equality Duty and remain consistent with those assessed and agreed as part of the original delegated authority. As this decision continues with the existing CRM system, no new equality impacts have been identified.
Highlight any associated risks/finance/legal/equality considerations:	<p>Risks are considered low as the council is continuing with the existing provider, which is already established and stable. The approach avoids service disruption, transition risks and service impacts.</p> <p>Financial considerations have been assessed and are managed within existing budgets; this approach ensures values for money and avoids additional expenditure that would be required for a full procurement and associated implementation spend.</p> <p>The cost of the solution will be for a total £453,612 for a 3-year period + an option to extend for a further 12 months.</p> <p>G-Cloud 14 is a Public Contracts Regulations 2015 compliant framework, any call off contract awarded from it remains compliant with procurement law.</p> <p>There are no equality adverse impacts, the solution must meet accessibility standards.</p> <p>There are no Health and safety considerations.</p>
Details of any alternative options considered and rejected:	Alternative options were considered including undertaking a full procurement exercise, these options were rejected due to the need to maintain continuity of service, G-Cloud was selected as it provides a compliant efficient route that meets technical and legislative requirements.
Details of any declarations of interest made:	None.