

The developing

Digital Programme

Notes to support a verbal update to Resources PDS Panel

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Head of IT**

25 May 2016

Programme Vision

To support the citizens life journey digitally across Council departments and multiple agencies by digitising as much process as possible both internally and where we engage with users of our services, citizens and visitors.

Examples of how we think things will be different.

Now	Future
Clinicians in health won't necessarily know that they are seeing a child at risk or an adult with a safeguarding plan	Preventative not reactive; moving to one public service - across agencies – in this instance GPs and Hospital staff will know if they are treating a vulnerable social services client and be able to see some of the details of the case to inform their diagnosis and treatment of the individual.
Issues reported by the public either require web forms to be completed that are a bit clunky or they ring our staff who take the details and type them into CRM which then sends a message to the back office	People will be able to report street issues such as potholes, graffiti etc simply by taking a picture using our App and sending it to us – the picture will seamlessly create a case in our CRM and go to (for example) the Highways system for investigation with no other human intervention. Additionally, the website will be redeveloped to be mobile responsive and web forms redesigned to provide a better functionality & user experience
Our staff have no means of reporting street issues they see e.g. a street cleansing operative may see uncollected waste bags or an abandoned vehicle	As above – staff can use the free Banes App on their own phones or - for some – we will provide a device to report on street issues
Depending on what you want to order or pay for, you may have to contact multiple departments, send and receive multiple forms with your personal details multiple times; we mail out 1000's of letters and receive as many back which have to be sorted, opened, delivered ...	A citizen portal with single sign on and an electronic mailbox for our communications with customers – akin to online banking, you have an account with us and we transact with you through that ; you can also order, book, pay for, report and find out about services using any of our channels e.g. App, website, phone, face to face
Multiple ways of paying for, booking, reporting etc	Digitised core processes – one way of doing things that all staff can use; we will standardise on a forms solution(s) for use across the enterprise
We design processes around our people	Processes designed to be effective without mediation or human intervention
Channel shift is happening slowly	Accelerates channel shift; doing things digitally will be so slick and easy people will just do it – the 'Apple' experience

Our Digital Design Principles

- ✓ Put the customer first
- ✓ Become a Digital-First organisation
- ✓ Design digital so that services and processes operate without human intervention
- ✓ Move from reactive to preventative
- ✓ Work with others as one public service
- ✓ Easy access to services, right time/place
- ✓ Ensure efficiency and effectiveness
- ✓ Flexibility and constant review
- ✓ Do it once, do it right
- ✓ Design for inclusion

Omni-channel

We are aiming as a programme to deliver a seamless experience for anyone interacting with the Council whether online, from a desktop or mobile device, by telephone or in a One Stop Shop.



Business Needs – why Digital?

An Efficient Business

- Digital is a cheaper channel to serve (SOCITM)
- Informed citizens use services more effectively
- Potential for service redesign
- Remove waste steps/Duplication
- Automate/Go paperless/No human intervention
- Service reuse and sharing

Customer and Community

- Focus for consistent customer service
- Easier access to advice and information
- Individual view of transactions and personal alerts
- More opportunities to gather feedback
- Potential for “you said/we did” programmes
- *But continue to maintain accessibility for all*

Prevention

- Share data knowledge and collaborate with partners
- Move from being reactive to preventative
- Diagnose symptoms before complex problems arise
- Interventions at the right time and right place
- Cost avoidance

Economic Growth

The Smart City and superfast broadband solutions being developed by Economic Development will make it much easier to achieve some of these aims in the context of a digital programme. They will also enable us to utilise Internet of Things (IOT) technologies to give us up to date and real time data such as greater situational awareness, ‘automated’ reporting of issues, generate income, augment peoples visits improving our visitor offer etc

What we have already achieved

DIGITAL COMMUNICATIONS

Digital communications is a part of the Digital programme. The overall approach to Digital Communications is:

- New – integrated with the Corporate strategy and the emerging digital strategy, which means across all channels
- Based on empowering staff to take a more proactive role in communications – particularly social media where services will be encouraged to engage directly with customers and communities, especially officers in direct contact with the public
- Greater integration between social media and the website to strengthen engagement with more people in their own community's
- Encourage greater transparency between the Council' partners and community

Achievements to date include:

Social media

- Doubled engagement on social media in the last 12 months providing more video and shareable content



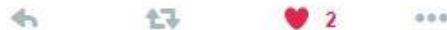
MEG @djelibeybi_meg · May 14

Winner of best hashtag goes to @bathnes for #BombVoyage



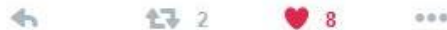
B&NES Council @bathnes

CCTV footage of the #BathBomb, which has now left Bath and North East Somerset. Thanks all for support #BombVoyage



Lewis King @lewisking · May 13

@bathnes that's a ridiculously good hashtag. Nice job.



- Plans to continue engagement and wish to redouble the engagement over the next 12 months to reflect the growing trend for social media over more traditional media
- Very successful campaign to encourage voter registration with three quarter of a million impressions
- Lots of very positive comments both locally and nationally about our approach to social media
- Using Periscope (Twitter's new live-streaming video app) to film referendum and election to Tweet 'real time' information of the action!










Intranet

- Completely redesigned the intranet – popular with staff and showcases a range of web technologies
- Accessing information much easier for staff and greatly assisted in the Changing How we work transition to more flexible working.
 - Including - live feeds to trains and bus times, helping staff work more efficiently whilst aiming to support initiatives to reduce travel costs

Bath & North East Somerset Council

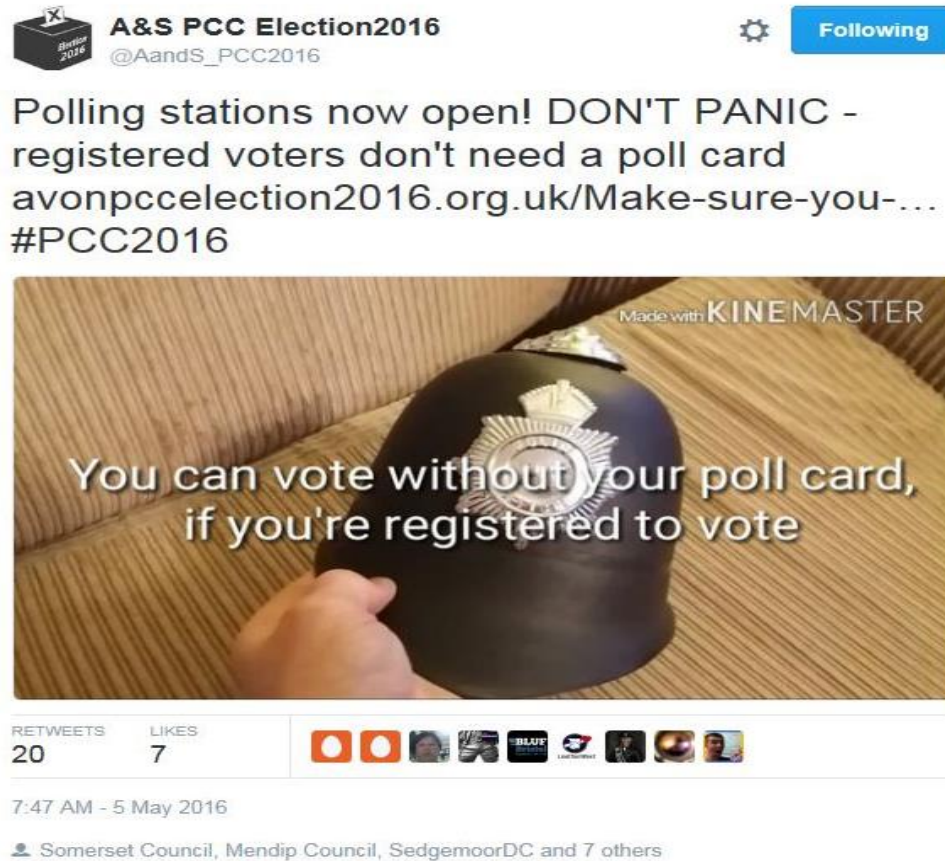
HOME NEWS FLEXIBLE WORKING HR + PAYROLL PROCUREMENT + FINANCE IT SOCIAL GETTING ABOUT USEFUL TOOLS PHONEBOOK MY MENU → HELP! → SERVICE DASHBOARDS →

Getting About

 <p>Walking to Win</p>	<p>Bath -> Keynsham (hover for details)</p> <table border="1"> <tr><td>38</td><td>15:21</td></tr> <tr><td>38</td><td>16:01</td></tr> <tr><td>38</td><td>16:31</td></tr> <tr><td>38</td><td>16:56</td></tr> <tr><td>38</td><td>17:25</td></tr> </table> <p>Bus Feed</p>	38	15:21	38	16:01	38	16:31	38	16:56	38	17:25	<p>Keynsham -> Bath (hover for details)</p> <table border="1"> <tr><td>38</td><td>15:47 (15:48)</td></tr> <tr><td>38</td><td>16:16 (16:17)</td></tr> <tr><td>38</td><td>16:33</td></tr> <tr><td>38</td><td>16:47</td></tr> <tr><td>38</td><td>17:03</td></tr> </table> <p>Bus Feed</p>	38	15:47 (15:48)	38	16:16 (16:17)	38	16:33	38	16:47	38	17:03	 <p>Local Travel</p>	<p>Bath -> St Martins Hospital (hover for details)</p> <table border="1"> <tr><td>267</td><td>15:20</td></tr> <tr><td>14</td><td>15:27</td></tr> <tr><td>178</td><td>15:30</td></tr> <tr><td>18</td><td>15:32</td></tr> <tr><td>14</td><td>15:35</td></tr> </table> <p>Bus Feed</p>	267	15:20	14	15:27	178	15:30	18	15:32	14	15:35	<p>St Martins Hospital -> Bath (hover for details)</p> <table border="1"> <tr><td>178</td><td>15:42</td></tr> <tr><td>178</td><td>15:57</td></tr> <tr><td>267</td><td>16:07</td></tr> <tr><td>379</td><td>16:16</td></tr> <tr><td>178</td><td>16:47</td></tr> </table> <p>Bus Feed</p>	178	15:42	178	15:57	267	16:07	379	16:16	178	16:47	<p>Keynsham -> Midsomer Norton (hover for details)</p> <table border="1"> <tr><td>178</td><td>15:23 (15:26)</td></tr> <tr><td>178</td><td>16:26</td></tr> <tr><td>178</td><td>17:38</td></tr> </table> <p>Bus Feed</p>	178	15:23 (15:26)	178	16:26	178	17:38	<p>Midsomer Norton -> Keynsham (hover for details)</p> <table border="1"> <tr><td>178</td><td>16:17</td></tr> <tr><td>178</td><td>17:22</td></tr> </table> <p>Bus Feed</p>	178	16:17	178	17:22
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PCC website

- Bespoke website to support the PCC Election together with a social media campaign and interactive displays at the Count



External Website

- The external website will be redesigned this year to be
- Simpler, easier to use, with a better search engine
 - Configured specifically on mobile devices

- Support services needing to raise income
- Integrated better with social media
- Support the Corporate Strategy

There will be full consultation throughout its development including seeking the views of the members and the PDS panels as well as members of the public and staff

#ONECOUNCIL REVIEW PROGRAMME

#One Council Reviews operate as an ‘in house joined up support team’ for services and form an integral part of the Digital programme.

- Bereavement service for funeral directors now self-serve (no longer need to provide staff for Out Of Hours support)
- Electoral & Schools admissions & home to school transport now on line – auto checking residency
- Licencing payments now taken mediated over the phone (so fewer cheques)
- Highways payments now taken mediated over the phone (stopped invoicing!)
- Pest control, Registrars, taxi renewals & Electoral calls transferred to CC
- DVLA on line checking introduced
- Housing HMO's on line & we have stopped sending paper reminders
- Direct Debit payments introduced for Trade Waste saving time and money
- Fully automated data transfer to CRM from basic Report It web forms (so no manual intervention) for Potholes, Vegetation, Gritting, Cleansing, Street Lighting, Flooding & Drainage

Achievements to date include:

EVENTS	<ul style="list-style-type: none"> • Process reviewed and ‘EventApp’ installed and being tested to enable simpler more efficient application processes & better data sharing • Payments core process also been introduced to improve quicker & easier payments
REGISTRARS	<ul style="list-style-type: none"> • Registration Services Manager in post and other key appointments made to new structure to facilitate more flexible workforce to enable customer focused approach and extended opening hours. • Introducing new telephone system to improve customer handling and IT changes being made to allow online customer booking and certificate ordering • Joining up key services to maximise ‘weddings’ income and ensure comparable customer charging.

	<ul style="list-style-type: none"> • New size ceremony room introduced to complete the market range in the Guildhall.
SEN TRANSPORT	<ul style="list-style-type: none"> • Proposing options for longer term cost reductions in how we transport from home to school as part of wider transport project
CUSTOMER CONTACT	<ul style="list-style-type: none"> • Processes & procedures have been changed to ensure more customer focused approach and consistent feedback given. Some IT tweaks are also required to ensure flow of data.
PROPERTY INVOICING	<ul style="list-style-type: none"> • Process reviewed and redesigned to increase efficiency, effectiveness of the workforce and capacity as well as reducing liability for late payments
PRINT AND POST	<ul style="list-style-type: none"> • Early research phase underway to inform business case for corporate print and post options and enable digital
SEND TEAM (renamed 'Moving People Differently')	<ul style="list-style-type: none"> • This work is yet to start but will include the SEN Transport within a wider SEND Team review (now renamed 'Moving People Differently')
HIGHWAYS STRATEGIC PARTNERSHIP WORKING	<ul style="list-style-type: none"> • A brief has been completed to support any process changes for customer handling that may be needed following contract negotiations and more immediate support to ensure a customer focused website to encourage channel shift
CUSTOMER SERVICES OPERATING MODEL	<ul style="list-style-type: none"> • A brief completed to support design of new Operating Model required in customer services to support the digital go live for Universal Credit which will affect how the work comes in and handled also to align the library future planning
LICENSING HUB	<ul style="list-style-type: none"> • Early brief to start scoping how corporate & cross cutting a review of rationalising licensing and permitting could be in our authority if recent national pathfinder findings could be implemented here to improve customer focused approach

OTHER ACHIEVEMENTS TO DATE

Tell Us Once –Tell Us Once is a service that lets you report a death to most government organisations 'in one go'. For us that means our Registrar will not only inform other Council departments so that they can amend their records, but also central Government departments so that for example, passports and benefits are automatically cancelled, pensions adjusted – saving the bereaved numerous phone calls and letters when they are particularly vulnerable. BANES was an early adopter of this programme.

Desktop and home working solution

This solution is really liked by staff – accessing your desktop at home on your own device / almost anywhere with an internet connection, securely.

- ✓ Published by (amongst others) the Telegraph, SOCITM and in various trade press articles for the flexibility, increased productivity and green credentials these facilitate – waiting to hear from APSE if we have been shortlisted for an award.

The Digital programme – what does it look like, what will it do

Refer to 2 page colour handout which sets out the 2020 Digital Vision and our initial prioritised Programme Plan.

The verbal update will talk through the progress that has been made, initiatives already underway and the proposed order in which we will deliver the programme.

Request of the Panel

- Do you think anything is missing
- Would you like annual updates on progress