

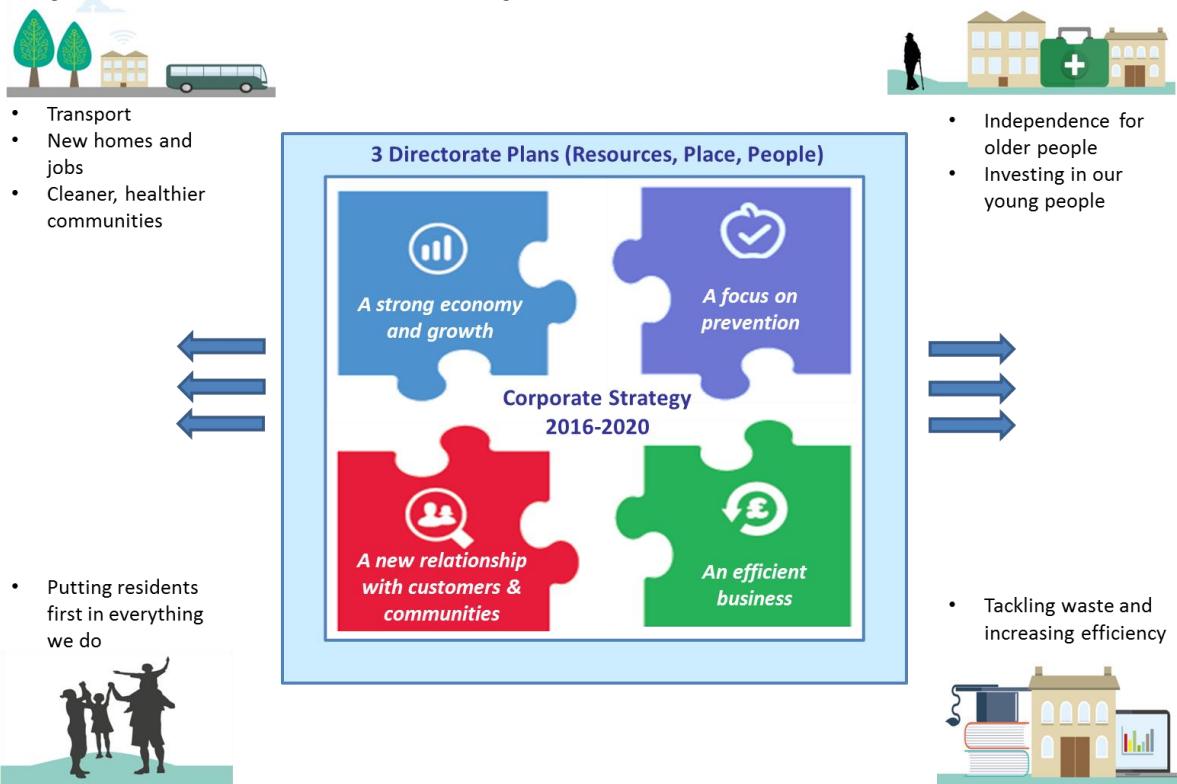
Context

The Council's Vision, Corporate Strategy and Priorities are the context for the Council's Digital By Choice programme.

The Council's vision



The Vision is underpinned by the **Corporate Strategy** which sets out how we will respond to change and deliver our 2020 vision through four corporate priorities



What a Digital response to these business needs¹ could look like

Economy and Growth

- The Smart City and superfast broadband solutions being developed by Economic Development will make it much easier to achieve these aims in the context of a digital programme.
- Intelligent infrastructure like this will also facilitate the introduction of IoT (Internet of Things) technologies to give us up to date and real time data such as greater situational awareness; generate income for the Council for wifi usage and support the introduction of Apps that can enhance citizen and visitor experiences of our area.
- Better information about the local jobs market to help local people access job opportunities through a Local Employment Hub
- As part of the Councils Think Local procurement and Open Data policies, we will work with our local technical sector

A Focus on Prevention

Lever our data to understand and manage future demands on services and future needs of our population

- Interoperability and collaboration with partners
- Move from being reactive to preventative- for example using apps and other products which encourage sharing and collaboration
- Diagnose symptoms before complex problems arise
- Interventions at the right time and right place
- Cost avoidance

A new relationship with customers and communities

- Local Businesses and Communities are able to use our data to provide creative solutions to local problems
- 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
- We work with customers, citizens and stakeholders in developing solutions
- And continue to maintain accessibility for all

An Efficient Business

- Digital is a cheaper channel to serve (SOCITM)
- Informed citizens use services more effectively
- Data is used to inform decision making at all levels of the organisation”
- Potential for service redesign
- Opportunities to support local communities to do more for themselves and better target resources

¹ Developed by IPL Ltd and IT Services

- Remove waste steps/Duplication
- Automate/Go paperless/No human intervention
- Service reuse and sharing

The difference Digital By Choice can make

People feel safer as we share intelligence with other agencies; as we share information about individuals with other agencies we can improve health and care.

Citizens will know that the cost of services provided to them is as low as it can be and that they are getting excellent value for money; services can become more preventative rather than reactive and people will see things being fixed and responded to before small problems become big problems. Organisational and agency boundaries won't get in the way and it will feel as if you are being supported by one public sector.

Moving customers away from costly non-digital channels, improves speed of service, increases staff productivity, makes more time available to be with the customer and contributes to cost reduction in service areas.

Benefits of the programme

Improved digital processes will lead to ...

- Faster end to end transaction processing (less duplication & manual error)
- Less (no) paper and reductions in associated costs eg print, postage
- Faster issue resolution eg time from reporting to job completion improved
- Increased staff productivity – online access to records and information across a variety of devices (including your own) – day or night
- Reduction in contacts and calls to back office departments and Council Connect
- Quicker responses to opportunities to involve the community
- Improved satisfaction with the Council
- Improved IT literacy of our workforce
- Greater engagement with Community

The Digital Council

What the future looks like

Our Council:

- Is open 24/7
- Is digitally-enabled and exploits technology and information to transact, share information and engage with communities both proactively and responsively;
- Understands its citizens and their life journey and targets preventative and responsive support;
- Decisions are better informed through open and interactive government and access to the right information;
- Is carbon and energy efficient through more effective use of technology;

- Makes more effective use of what we already have, exploiting functionality across the Council through the development of corporate capabilities;
- Exploits up-and-coming technology offerings such as cloud and open source where it makes sense to do so and reduces costs to the Council;
- Communicates effectively with residents, visitors and businesses – for example a Twitter account

Our citizens, communities and businesses can:

- Access Council services at a time, location and with a device of their choosing whether it's to report an issue, request a service, undertake a self-assessment, find information or make a payment;
- Use our 'digital one-stop-shop' without the need to book an appointment or queue;
- See the progress of their case;
- Fully engage with decision-making and local life;
- Be kept informed on subjects of interest by 'push' notifications from the Council on responses to road closures, severe weather, event listings etc.
- Interact with each other and with public services to generate local solutions to local issues

Our workforce is mobile, flexible, efficient and safe:

- Staff and Members are fully mobile, accessing and updating any IT system from any desktop at any Council office, from their home PC and from any suitable mobile device, either their own or a Council-provided device;
- Field workers are equipped to access and update records and information on the move in real time so they always have access to the information they need to do their jobs effectively and safely, spending more time in the field by reducing the need to make unnecessary trips into the office;
- Staff have the right Tools for the Job (TFTJ) - recognising that the Council delivers lots of disparate services and the ICT requirements for one service will be different to another, even though they may both sit within the same Directorate;
- Council workers can upload information or photos on waste, graffiti, potholes, other infringements or environmental problems – regardless of the fact that their day job may only relate to one of these activities.
- Council officers can take advantage of the opportunities that social media presents by providing timely messages to our customers using mobile technology

Our data is:

- Accessible, available, accurate and holistic so Members and Council officers can intelligently analyse and interrogate it to give an effective business intelligence capability to inform decision making and focus on prevention;
- Secure, encrypted and meets industry standards;
- Accessible and available to authorised users in both the office and the field, in their delivery of Council services;
- Open to communities, easily accessible and transparent;
- Entered only once but used many times, in many services;

Who would use digital?

Digital solutions have to be meaningful to the people using and benefitting from them – otherwise people won't use them and we will have wasted time and money. To be successful, we must design to meet customers needs first - however they choose to access services and information.

We have used User Experience (UX) and Customer Insight (CI) approaches to inform what we are doing. We have not traditionally taken a UX approach to designing digital services and had we done so, we would probably have done some things differently. Accordingly, this strategy uses UX and CI to inform what it must deliver and priority deliverables.

- *User experience (UX) is a method of design based on increasing customer happiness with the interaction through both direct and indirect analysis of behaviour and demand.*
- *Customer insight (CI) is learning how to improve customer services based on understanding customer behaviours and reported levels of satisfaction*

Some key statistics from the 2016 Ofcom report on the Communications and Media market evidences the development of digital within the population. Our citizens are growing as a digitally enabled population and we need to design processes and services to meet their capability.

Who does what

87% nationally have access to the internet

- 33% of non-users ask somebody else to access the internet on their behalf.
- 16-24 year olds are least likely to use email but users of all other channels
- 73% of users go online to find out News. This includes social media as well as websites
- 65% of adults use a smartphone to go online and 70% own a smartphone. Growth still occurring
- 70% of internet users have an active social media profile.

Web browsing and local Government information

- 51% of visitors to the Council site use a mobile device. Mobile use amongst these we estimate is increasing by 10% pa

Local Government Information

- 78% of internet users aged between 25 to 56 have accessed local Government information online

Government Online forms

- 15% have filled in a Government form online.
- 26% prefer to fill in a hard written copy
- 18% prefer to talk to somebody directly
- 33% state that they have filled in an online form

This tells us the opportunity for channel shift is significant and that the opportunity continues to grow. Reportedly 6% of the population only use a smartphone for all of their electronic needs - this number is growing. Security is also cited as a concern and must be intrinsic to the design of any digital solution set.

