

## Digital strategy 2016 – 2019

Our aim is to improve the lives of residents, support local business and provide high quality and excellent value services. A strong forward thinking digital strategy will be vital in making these aims a reality

Our digital strategy focuses on four priority areas: Customer, Council, Community and collaboration.

### Customer

Where we are now: Telephone calls and face to face contact are reducing. Increasingly, people are interacting with the us online.

Some of the content on the website is written in complex language, which is not easily understood by users. The website is not mobile friendly.

It's not possible to conduct every transactional service online.

Our social media presence is growing and substantial numbers are subscribed to our regular keep me posted email service.

We have information about how people make contact with us which will help us develop the right digital services.

Our vision: Customers can access all services from our website. Interacting with us online is so easy, that it is our customers' channel of choice. Contact by traditional channels continues to reduce but remains fully supported.

Important information and promotions reach residents through social media channels, 'Keep me posted' and 'Contacts'.

What we need to do: Re-design of the website to make it easier to use, accessible and mobile friendly. Use a different approach to design for our commercial activity that's appealing to customers.

Continue to expand use of social media as a means of communicating with customers.

Expand the range of transactions that can be conducted on the website.

### Council

Where we are now: Existing core IT arrangements underpin and support the delivery of our services.

There are areas where good use of technology has been made in support of back office functions. Revenues Services for example, has been paperless for 10 years.

Our vision: A digitally skilled workforce that has access to technology needed to deliver high quality, value for money services.

Councillors are able work in a mobile and efficient way.

Technology invested in, is used to its full potential and a paperless approach is standard.

What we need to do: Establish a corporate digital team to oversee the delivery of our digital programme.

Ensure people have the right tools and training to maximise the potential that technology has to offer.

Ensure current solutions are being fully and that new digital investments deliver pre-defined outcomes.

Paperless approach will be actively promoted. Guidance will be provided on how this can practically be achieved. Staff will be taught to confidently use electronic document management.

## Community

Where we are now: We are supporting a national programme to provide superfast broadband coverage to 95% by December 2017.

Wi-Fi and self-service internet access points are available at the Civic centre and Leisure centres. Information and services are available for businesses on the website but not in easy to use format.

There is limited support for people who don't have the skills to use digital technologies.

Our vision: All of our residents have the skills required to use digital technology and access the internet.

Businesses can access information and services within a dedicated and easy to use section of the website.

What we need to do: Use available insight to target resources for access to the internet and supporting people to increase their digital skills.

Exploit the potential of digital media to raise the awareness of the facilities available on our website

Consider the viability and need for more Wi-Fi coverage across the borough.

Create a dedicated area of the website for business.

## Collaboration

Where we are now: Engaging with the Community on important issues takes place using a variety of methods some of which are digital.

Established partnerships are in place and data sharing protocols are agreed.

Our vision: Residents and local business are at the heart of decision making and are consulted with online.

Where there is a crossover of service, tools are in place for a single contact that residents can use.

What we need to do: Use social media to involve residents and businesses in discussions related to issues within the Borough.

Use social media to strengthen links with partners, sharing and supporting initiatives to reach a wider audience.

Engage in appropriate sharing of insight data between partners to assist in the determination of problem solving and improvements.