

Our Digital Journey

Jo Hillard

Council Information Centre (CIC) Project Officer

www.west-norfolk.gov.uk

Borough Council of
King's Lynn &
West Norfolk



Introduction

- The BCKLWN is the sixth largest district in England
- Population of 150,000
- King's Lynn has a historically strong industrial and agricultural background, leading to low wage, low skilled economy
- Extremes in areas of deprivation and affluence
- High percentage of 2nd home ownership (villages on the Norfolk coast)



Where we started

- Outdated and unresponsive website
- Eforms only converted to PDF
- Lots of emails going backwards and forwards
- Online Council Tax account
- Lots of back office systems
- No 'view of customer'



Channel shift

- Corporate priority
- Looking at a deficit in 2020/21
- Efficiency plan in place
- Digital skills
- Organisational culture
- Mobile responsive
- Integration with back office systems
- Member involvement



Benefit claim form

- Risk based verification
- Mobile friendly
- Available 24/7 avoiding unnecessary delays
- Upload facility
- Integration with back office
- Customer satisfaction

Online accounts



Council Information Centre services

- Council Tax
- Housing Benefit
- Business Rates
- Council Tax Support
- Planning
- Licensing
- Environmental Health
- Electoral Registration
- Housing
- Homelessness
- Income
- Waste & Recycling
- Clean-up
- Careline
- Care & Repair
- LILY



My Account

Borough Council of
Kings Lynn & West Norfolk

Register or sign in to My Account

Register or sign in using email

Email address:

Password:

[Sign-in >](#)

[Don't have an account yet? Create one here](#)
[Forgot password?](#)

Register or sign in using one of your social media accounts

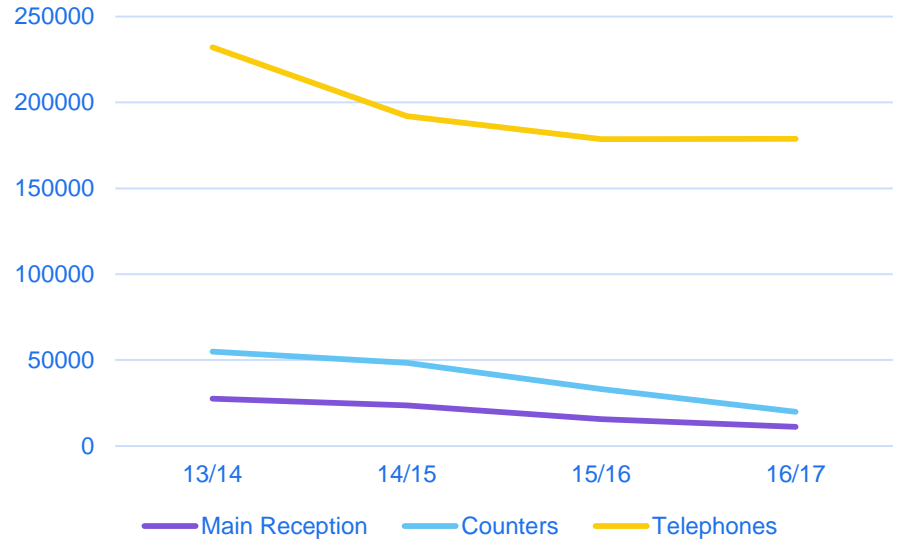
[Sign in with Facebook](#)

[Sign in with Google](#)



Benefits

- Reduction in enquiries
- Reduction in resource
- Shift resource from face-to-face to telephones and take on new services
- Increase in online forms



Benefits

- Reduction in face to face enquiries
- Online Support Officers (OSO) introduced
- Enabled counters to be removed
- Ability to rent space to DWP



Where we are now

- Payments
- Brown bin application
- Licensing
- 'MyAccount' tiles for Careline, C&R and LILY
- Annual billing
- Visit forms
- Review



Next steps

- Taxi Licensing
- IDOX Integration
- Multiple payments
- Some services will be mandatory to create an account
- Customer service



Thank you for your time

Any questions?

Jo Hillard – CIC Project Officer

jo.hillard@west-norfolk.gov.uk

Borough Council of
King's Lynn &
West Norfolk

