

# Local Government Digital Service Standards

Andrew Whittaker – Enterprise Architect

# Background

- GDS developed their Digital Service Standard as part of their Service Manual
- Its purpose: “the service manual provides guidance for teams creating government digital services. It’s designed to help teams meet the Digital Service Standard and pass their service assessments.”
- Currently has 18 elements, details available at <https://www.gov.uk/service-manual/service-standard>

# Development

- Meeting on 5<sup>th</sup> February @ GDS in London to look at how the Digital by Default Standard might work for local government organisations
- Draft Digital Standard for Local Government issued end of February
- Steering group formed & consultation undertaken
- Further work to refine & establish supporting documentation using agile approach
- Collaboration through Trello, Slack , Google hangouts etc.

# Steering Group

- Amanda Wilde - East Riding of Yorkshire Council
- Andrew Whittaker - North Yorkshire County Council
- Ben Cheetham - Guildford Borough Council
- Dale Shepherd - Shropshire Council
- Joshua Mouldey - London Borough of Camden
- Julia McGinley - Coventry City Council
- Luke Smith - Bristol City Council
- Mathew Cain - Buckinghamshire County Council
- Neil Lawrence - Oxford City Council
- Phil Rumens - West Berkshire Council
- Steve Langrick - Kirkless Council

# Current Position

- Available at <http://localgovdigital.info/localgov-digital-makers/outputs/local-government-digital-service-standard/> 15 points in the standard
- Peer groups being established
- Slack  
<https://localgovdigital.slack.com/messages/standards/>
- You can sign up at <https://www.surveymonkey.co.uk/r/LWRN5J3>

# The Standard

- <http://localgovdigital.info/localgov-digital-makers/outputs/local-government-digital-service-standard/>

# Use in North Yorkshire

- Customer Programme
  - Any Customer affecting change
  - Customer Journey Mapping
  - All appropriate channels reviewed
- Architecture Principles
- [Myaccount.northyorks.gov.uk](http://Myaccount.northyorks.gov.uk) (so far)
  - 3 Social care
  - 6 Highways
  - Pay for Blue badge

# Welcome, Andrew

[View](#)

[Devel](#)



## View available services

You can apply, book and pay for an increasing range of services. View them all here.



## View account history

View details of previous services you have applied, booked and paid for. You can also see updates on their progress.



## Update your details

Update your account details, including your name, address, phone number, email and password.





## Available services

View

Devel



### Highway services

Access our online highway services to report a highway issue, including: reporting a pothole; street light problem; or pavement issue.



### Social care services

Access our range of online social care services, including: requesting and registering an emergency card.



### Pay for a blue badge parking permit

Once you have applied for a blue badge parking permit, you can use this form to pay for the permit.

## Highway services

View

Devel

Select an option below to report a highway issue.



### Report a pothole or road condition issue

Use this form to tell us about a pothole in the road or a road condition issue.



### Report a street light issue

Use this form to tell us about an issue with a street light.



### Report a flooding or drainage issue

Use this form to tell us about a flooding or drainage issue such as a blocked gully or drain.



### Report a grass cutting, vegetation or verge issue

Use this form to tell us about an issue with grass cutting, vegetation or a verge.



### Report a pavement issue

Use this form to tell us about a pavement issue such as a loose paving stone or a pothole.



### Other highway issues

Use this form to tell us about a highway issue not listed on this page eg. road markings; street furniture; obstructions; signs and signals.





## About the street light problem

### Problem type

Please select the problem with the street light.

- Please select -



### Contact telephone number (optional)

We will not contact you unless we require further information.

01325377303 - home



Add a phone number

### Your selected street light

Column number: 1

Address: Church Meadow, Barton

Owner: North Yorkshire County Council

Hours of operation: Off from midnight to 5am

Submit problem

[Back](#)

## Confirmation – report submitted

### Thank you for reporting a problem with a street light

We confirm receipt of your report. We have emailed you a copy of this confirmation for your records.

### View your account history

[View details of your reported street light and details of services you have previously applied, booked and paid for.](#)

### Street light information

[You can find out more about street lighting here.](#)




### Feedback

We welcome your feedback about how useful you have found our online reporting tool. Please take a couple of minutes to complete a short survey to tell us what you think.

[Provide feedback](#)

## Account history

Any previous transactions from the 'my account' service will appear below. Click an item below to view more details.

Service 	Status 	Last Updated 
<a href="#">Highways Street Lighting Fault Report</a>	Service requested	15/11/2016
<a href="#">Highways Street Lighting Fault Report</a>	Service requested	11/11/2016
<a href="#">Highways Street Lighting Fault Report</a>	Service requested	11/11/2016
<a href="#">Care and support initial assessment</a>	Service requested	11/11/2016
<a href="#">Highway Faults Report</a>	Service requested	10/11/2016

Filter by service



Filter by status



Showing 1 to 5 of 19 entries

[Previous](#)

[Next](#)

## Account history

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Service <sup>IT</sup>	Status <sup>IT</sup>	Last Updated <sup>IT</sup>
Highways Street Lighting Fault Report	Service requested	15/11/2016
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Highways Street Lighting Fault Report	Service requested	11/11/2016
Care and support initial assessment	Service requested	11/11/2016
Highway Faults Report	Service requested	10/11/2016

### Status detail

Your service request has been received.

### Notes

10/11/2016  
Pothole reported at THIEFHOLE LANE

### History

Service created 10/11/2016



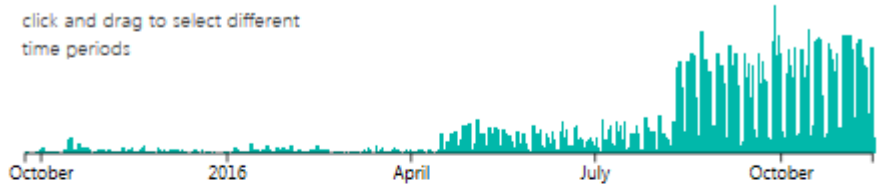
Showing 1 to 5 of 19 entries

[Previous](#)[Next](#)



# Customer Portal demand and user data

click and drag to select different time periods

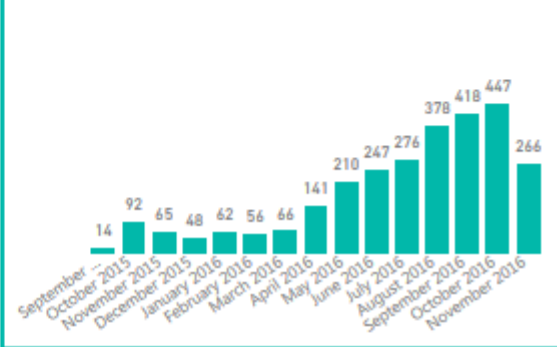


## Demand by Customer Segmentation

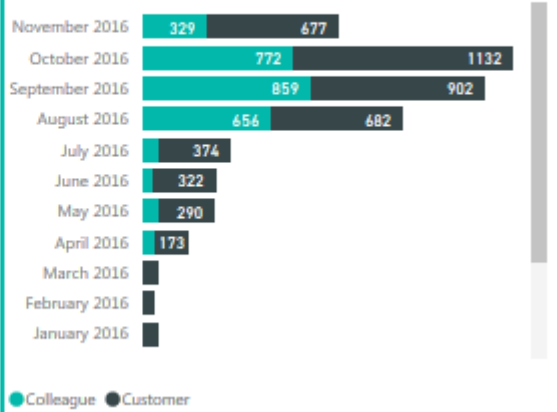
2011 perso...	2011 CI ...	Count ...	# Serv...
Adrianna	6B	144	7858
Anja	10	50	7858
Barry	4B	20	7858
David	4B	65	7858
David	7	247	7858
Diane	5B	248	7858
Dorothy	8B	104	7858
Frank	2B	204	7858
Irene	3A	49	7858
Jack	8A	81	7858
Katie	6A	39	7858
Mary	4A	251	7858
Michelle	9B	103	7858
Mike	1	195	7858
Nancy	3B	179	7858
Peter	9A	187	7858
Richard	2A	95	7858
Sandra	5A	258	7858
Shirley	2C	136	7858
<b>Total</b>		<b>2655</b>	<b>7858</b>

Customer segmentation is a technique we use to be better able to understand "types" of customers. Groups, or segments are made up of people that have similar traits - either they access similar services, or they share a similar lifestyle. It can tell us much about the service we're delivering, whether we're accessing our target customers or whether there are groups of customers that are not being reached.

## #s of People Registered



## #s of Service Requests



## Service Description

- Complete an online assessment
- Complete an online assessment - Telep...
- Highways 'Other' Fault
- Make a decision on a group access requ...
- Pay for your blue badge
- Register a carers emergency card
- Register a new portal account
- Report a pothole
- Report a streetlighting fault
- Report flood highway fault
- Report footway fault
- Report tree, vegetation or grass cutting...
- Request a new emergency card for carers
- Request access to a portal group
- Submit a portal support request

## Case Explorer

DateID	CaseId
15 November 2016	101003923189
15 November 2016	101003923196
15 November 2016	101003923197
15 November 2016	101003923198
15 November 2016	101003923199
15 November 2016	101003923200
15 November 2016	101003923210
15 November 2016	101003923213
15 November 2016	101003923237

## Proportionality of Service Types

Description	Colleague	Custom...	T.
Report a streetlighting fault	798	1620	2418
Pay for your blue badge		1079	1079
Report a pothole	525	492	1017
Register a carers emergency card		800	800
Report tree, vegetation or grass ...	583	186	769
Report flood highway fault	524	144	668
Report footway fault	306	151	457
Highway Faults Report		247	247
Complete an online assessment ...	147	2	149
Complete an online assessment		143	143
Submit a portal support request		104	104
Request a new emergency card f...		7	7



# Use in North Yorkshire (cont.)

- Service Standards
  - Adopted the standards
  - Assessed our level of compliance
  - Identified actions to improve or maintain compliance
  - Further work to be fully aligned
  - Governance through Implementation Group

# Use in North Yorkshire (cont.)

<b>Name</b>	<b>1. User Needs</b>	<b>Compliance Level: Medium</b>
<b>Statement</b>	Understand user needs. Research to develop deep knowledge of who the service users are and what that means for the design of the service.	
<b>Rationale</b>	This is to make sure the service is designed around the needs of those who use it.	
<b>Implications</b>	<p>The team creating the service should have a good understanding of user needs that has come from observing and engaging with end users, understand what users are trying to do when they engage with the current service (the user context, whether currently digital or not) and they understand the user needs - not just functional requirements - that the service will have to achieve in order to be successful.</p> <p>The service should primarily be based around the needs of the user. The business service must undertake work to “know their customer” and their service needs before embarking on any solution design.</p> <p>There are many ways to achieve this and they are documented in the learning user needs section of the <a href="#">Government Service Design Manual</a>.</p>	
<b>NYCC Actions</b>	<ul style="list-style-type: none"> <li>• Need to maintain a level of proportionality to the Service complexity.</li> <li>• Need to understand the customer, understand the expectation of the customer and ensuring that you measure the performance against those expectations.</li> <li>• Need to agree what the governance process is to ensure this has been done.</li> <li>• Need to be clear what is a digital service and be prepared to stop if it is not appropriate.</li> </ul>	

# Use in North Yorkshire (cont.)

Name	<b>2. Suitably Skilled Team</b> <span style="float: right;"><b>Compliance Level: Medium</b></span>	
<b>Statement</b>	Ensure a suitably skilled, sustainable multidisciplinary team, led by a senior service manager with decision making responsibility, can design, build and improve the service.	
<b>Rationale</b>	This is to ensure that the team designing the digital service has the right complementary skills, experience and support from senior management in order to be successful.	
<b>Implications</b>	<p>The team should be empowered to design a service that meets users' needs; should share best practice and ensure that all viewpoints are taken into consideration throughout the design, build, implementation and improvement of the service post go-live. The size and expertise of the team and the roles required during the development of the service should be flexible during each phase, but must always include the service manager who will run the service on a day to day basis.</p> <p>NYCC need to understand define and document the role of a service manager. Thought needs to be given to how the service can be considered can be refined and improved following initial implementation and how this can be resourced.</p> <p>Further information about establishing and managing a team can be found in <a href="#">the team section</a> of <a href="#">the Government Service Design Manual</a>.</p>	
<b>NYCC Actions</b>	<ul style="list-style-type: none"> <li>• Need to have a discussion around business product manager. Customer programme is currently testing this with Street lighting.</li> <li>• Who is monitoring the service on an ongoing basis?</li> <li>• Need to understand the role and getting it established.</li> <li>• Needs to be cross channel.</li> <li>• Delivery of change still needs to be led by a project manager?</li> <li>• What governance needs to be in place to support the product manager when an improvement has been identified?</li> </ul>	

# Future plans

- Continue to improve use of standards
- Additional services
  - Concessionary Travel
  - County Searches
  - Financial assessments
- Services for organisations
  - Smart Solutions – traded services
  - Parish Portal
  - Licences

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