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Local Government Challenges

Local Gov - democratic accountability and place shaping role

- Improving social, economic and environmental outcomes
- Engaging local residents in council business
- Building strong, sustainable communities
- Remaining relevant in an fast changing digital world

Financial sustainability

Rising Demand

Strain of social care

Facilitating local collaboration

Re-building trust and confidence

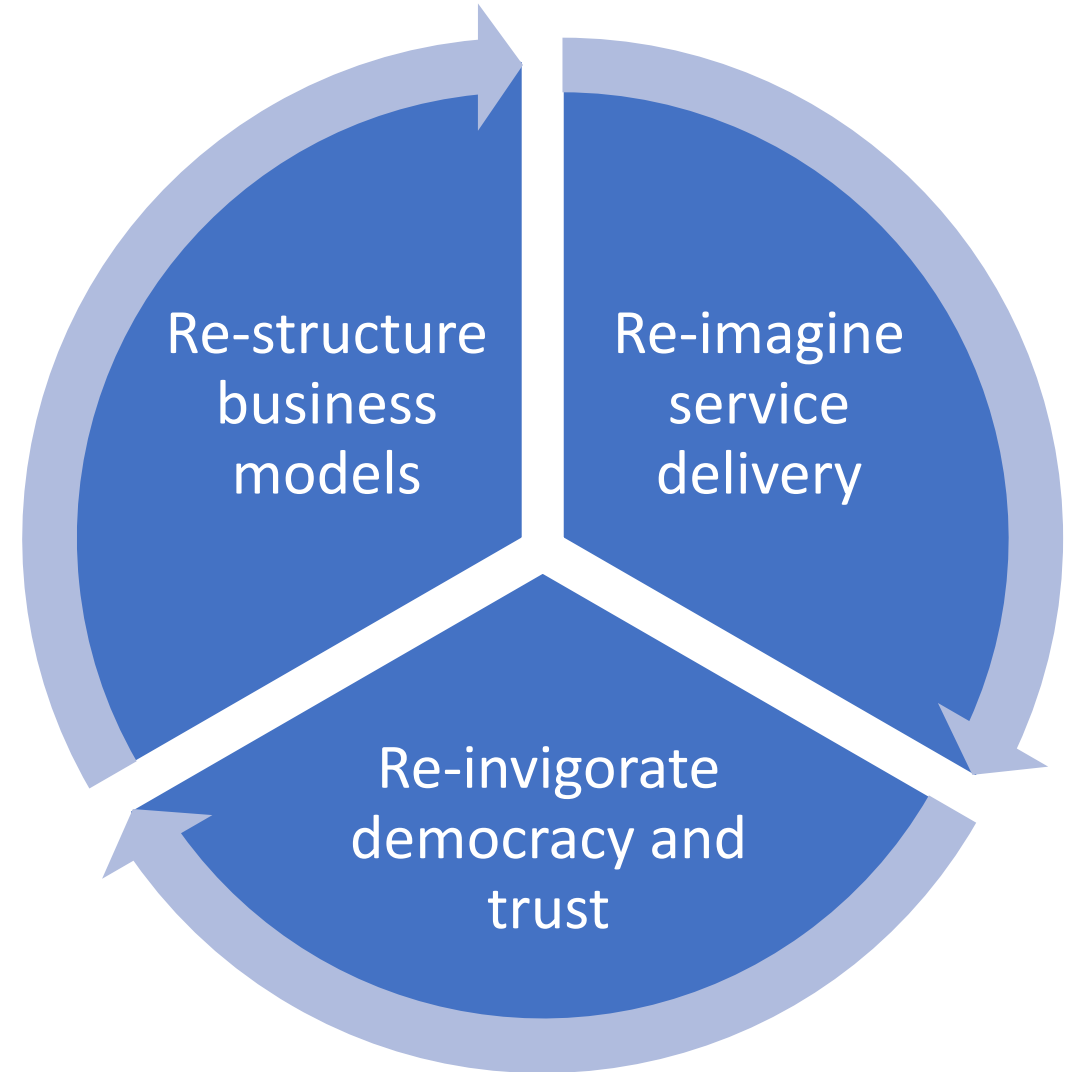
Digital – Enabler for Profound and Radical Change

Digital transformation – challenges everything

3 key areas

- overhaul of service provision and delivery processes
- overhaul of relationships with citizens
- overhaul of business operating models

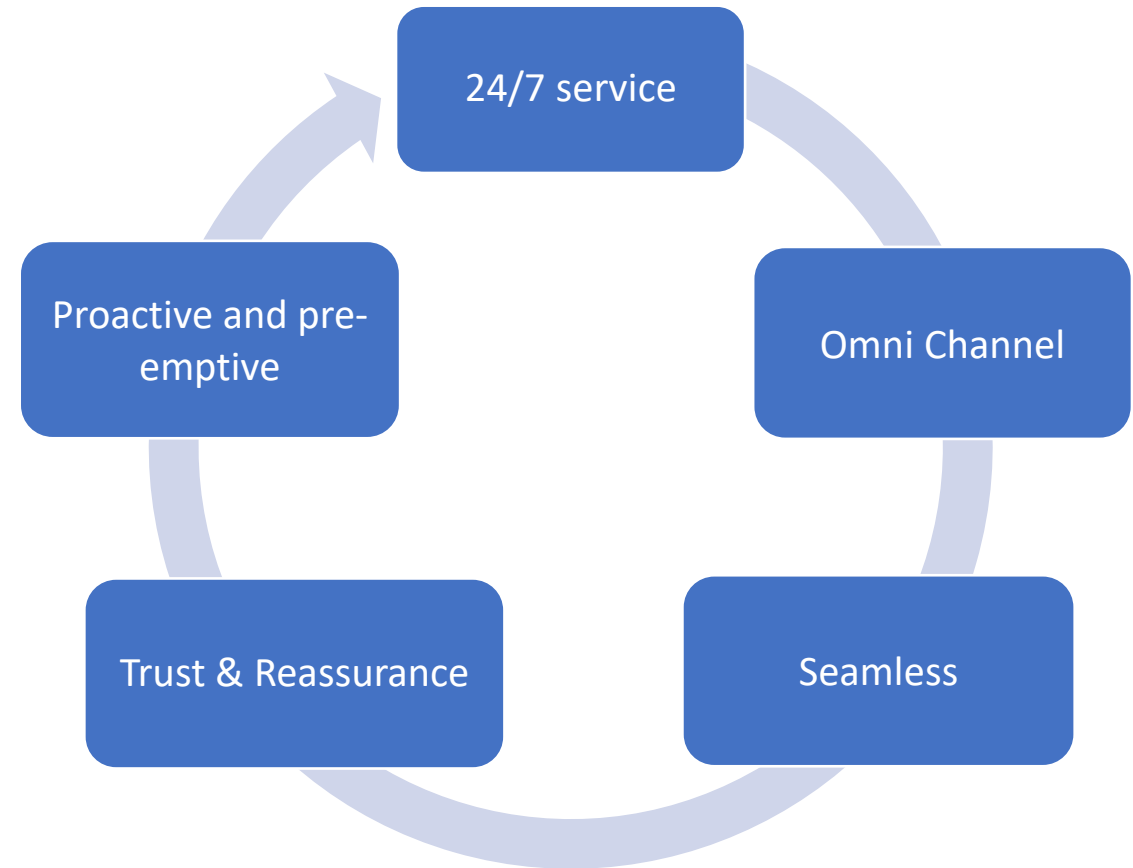
Challenge is to meet scale and pace of change required



Reimagining Service Delivery – Customer Centric

- Aligned with modern lifestyles
- Choice & convenience
- 360 view of customers – on and offline
- Inclusive - bilingual
- Everything in one place
- Frictionless and fast
- Updates and acknowledgements
- Reminders and campaigns
- Remove avoidable contact

Transforming Waste & Recycling



Best Use of Resources - Digital Efficiency

- Integrations and workflow
- Seamless end to end processes
- Most direct route to delivery
- Automate wherever possible
- Remove waste and double handling
- Resources focused on greatest need
- Develop internal digital skills

Remove waste and channel shift
Staff resources - higher value tasks
Best value / better outcomes

Re-invigorate Democracy – Build Trust and Confidence

- Modernise communications with citizens
- Implement a multi-channel solution
- Segment and personalise
- Inform and educate based on personal interest or need
- Improve reach by sending the right message, at the right time, via the right channel
- Drive to action with personalised campaigns
- Strengthen relationships



New business models - empowering structures

- Mobile multi-functional frontline
- Access teams – intelligent join up of humans and machines
- Focus on pro-active communications
- Informed decision making - data and analytics



Breaking Down the Silo's - Shared Digital Workspace

- Portal to work together – virtual teams
- Starts from the frontline – positive impact on CX
- Bridges different cultures and systems
- Share data securely and safely
- Across organisational boundaries
- Shared online assessment tools
- Co-ordinate range of support services around a person / family
- Focus on early intervention and prevention
- Gives citizens confidence and control of their information and privacy



Tackling complex cross cutting issues

Isolation and exclusion

Homelessness

Health and Wellbeing

Taking a More Commercial Approach

- Income generation
- Exploit assets, services and expertise
- Maximise seamless digital delivery processes
- Protect essential services
- Deliver Social Value



Collaboration – Picking up the Pace of Change

- Extensive community of practice
- Build on what we know works
- Share skills, learning and experience
- Discovery days
- Identify shared issues and priorities
- Drive innovation / share development
- Reusable good practice solutions
- Reduce the cost of development
- Reduce the risk of major change

The screenshot shows the Firmstep Customers' site interface. At the top, there is a navigation bar with 'Manage', 'Shortcuts', and a user profile 'sophieharris-edmond@firmstep.com'. Below this is a welcome message: 'Welcome to the Firmstep Customers' site' with the subtext 'Share your experience with other customers and mutually benefit by learning what other savings you could make'. A search bar is present with a dropdown menu set to '- Any -' and a search input field containing 'Search for...'. Below the search bar are navigation tabs: 'View', 'Edit', 'Manage display', 'Delete', and 'Revisions'. The main content area features a heading 'See what other councils are doing with Firmstep' above a large image of a modern building at night with a bridge in the background. To the right of the image are two cards: 'Discover your data' with a data icon and text 'View your Firmstep product usage and the savings you're making.', and 'Share your success' with a share icon and text 'Allow others to learn and be inspired by your achievements.' At the bottom left, there is a user profile icon and a navigation arrow pointing to 'CGI'.

Thank You for Listening

