

# ARUN DISTRICT COUNCIL

## REPORT TO AND DECISION OF CABINET ON 9 DECEMBER 2019

**SUBJECT: Digital Strategy 2020 - 2025**

**REPORT AUTHOR:** Paul Symes, ICT & Service Improvement Manager  
**DATE:** 24 October 2019  
**EXTN:** 37585  
**PORTFOLIO AREA:** Corporate Support

### **EXECUTIVE SUMMARY:**

Digital technology is rapidly changing our society; it is changing how we communicate; how we consume services; how we buy and sell things; how we learn and how we manage our lives. It is not about a technology, it is about delivering a joined-up customer experience; meeting customer expectations; about transforming how we work; and it is about ensuring we have the right connectivity in place.

The Council has made some good progress with delivering digital services and this strategy builds on this work, it has been developed to ensure a coordinated and progressive approach and provides a common understanding of what we want to achieve and how moving forward.

### **RECOMMENDATIONS:**

Cabinet is asked to recommend to Full Council that:

1. The Digital Strategy is adopted; and
2. The Group Head of Corporate Support be given delegated authority to make any necessary consequential changes to the Digital Strategy as a result of new legislation or alternative working practices.

## **1. BACKGROUND:**

This strategy outlines the Council's vision for digital services and sets its direction and focus based on a set of key principles:

- Invest time and money in developing digital channels, by identifying costs and benefits, investing in the best technologies and recognising investment also includes having skilled people that can make the changes.
- Provide self-service via our website, by providing interactive web services that are engaging, targeted to customer needs and that add additional value to the customer.
- Make self-service easy to use via a mobile device, by providing scalable technologies that can be re-used on multiple device platforms and considering the additional value a dedicated app could provide.
- Offer a 'My Arun' portal where customers can sign up and access all of their services and transactions all in one place.
- Simplify existing processes then make digital, by working with the services to understand the customer journey and considering the processes that sit behind them before applying any technology.
- Complete interactions using a digital channel, by looking at automation technologies that can support end-to-end processing, avoid manual handoffs and that keep the customer informed throughout.
- Make digital channels customer friendly, by delivering solutions that are convenient to our customers, reliable, easy to use, intuitive and saves them time and effort.
- Actively engage with our partners on the digital agenda to ensure we benefit from joined up thinking and shared / national initiatives (e.g. full fibre rollout).
- Provide help and support for our customers to become digitally skilled and where help is needed give assistance so they can do it themselves next time.
- Ensure our customers are able to be connected and access digital services, encourage those that can to use them, and still support those that can't.
- Do not ask customers to provide information where they have already given it and only collect what we need; ensure GDPR compliance by asking to share at the point of need.

## **2. PROPOSAL(S):**

1. It is proposed that the Digital Strategy is adopted and
2. The Group Head of Corporate Support be delegated authority to make any necessary consequential changes to the Digital Strategy as a result of new legislation or working alternative practices.

## **3. OPTIONS:**

1. Adopt the Digital Strategy as proposed.
2. Make amendments to the Digital Strategy
3. Not adopt the Digital Strategy

<p>4. Agree delegated authority for the Group Head of Corporate Support to make consequential changes as described</p> <p>5. Not delegate authority for the Group Head of Corporate Support to make consequential changes as described.</p>		
<b>4. CONSULTATION:</b>		
Has consultation been undertaken with:	<b>YES</b>	<b>NO</b>
Relevant Town/Parish Council		✓
Relevant District Ward Councillors		✓
Other groups/persons (please specify): <ul style="list-style-type: none"> <li>▪ Customer Services</li> <li>▪ Finance</li> <li>▪ Arun Improvement Programme Board (AIP)</li> </ul>	✓	
<b>5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)</b>	<b>YES</b>	<b>NO</b>
Financial		✓
Legal		✓
Human Rights/Equality Impact Assessment		✓
Community Safety including Section 17 of Crime & Disorder Act		✓
Sustainability		✓
Asset Management/Property/Land		✓
Technology		✓
Other (please explain)		✓
<b>6. IMPLICATIONS:</b>		
None		
<b>7. REASON FOR THE DECISION:</b>		
To have an agreed strategic framework and blueprint to ensure a coordinated and consistent approach is taken when designing and delivered digital services.		
<b>8. EFFECTIVE DATE OF THE DECISION: 18 December 2019</b>		
<b>9. BACKGROUND PAPERS:</b>		
Digital Strategy 2020 - 2025		