ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 28 APRIL 2015

TRANSFORMING ANGUS: ANGUS DIGITAL

REPORT BY THE STRATEGIC DIRECTOR – RESOURCES

ABSTRACT

This report recommends that the committee approve the Angus Digital strategy and associated roadmap to progress with digital developments on a local and national basis. The strategy sets out the approach the council will take in ensuring that it delivers its services digitally by default and ensuring that the local digital infrastructure supports and provides easy access to those digital services. By digital we mean internet enabled and we will develop our web presence as a customer face of the council. Through the implementation of the strategy we will deliver all services that can appropriately be delivered digitally to improve outcomes for our citizens, increase our effectiveness, improve our productivity and reduce our costs.

1.   RECOMMENDATION

It is recommended that the Policy and Resources Committee:

(i)   approve the Angus Digital Strategy and Roadmap specified in the appendices 1 and 2 respectively; and

(ii)   instruct officers to bring forward, as required, specific reports with details of the implementation programme for Angus Digital, including any resource implications.

2.   ALIGNMENT TO THE ANGUS COMMUNITY PLAN/SINGLE OUTCOME AGREEMENT/ COPORATE PLAN

2.1   This report contributes to the Transforming Angus change programme; one of the seven priority areas of work for the council contained within the Angus Council Plan 2014-17 to address the partnership priorities and contribute to the achievement of the 12 local outcomes.

3.   BACKGROUND

3.1   Angus Council's Plan 2014 – 2017 sets out Angus Digital as one of the four key workstreams of the Transforming Angus change programme. The Council plan details:

We will maximise the potential of digital technologies to improve outcomes and services for all our citizens and employees whilst seeking to reduce our costs. We will do this by focusing on the following:

- Citizen Centric – we will put citizens at the centre of what we do by engaging them in the design and delivery of services so that the outcomes delivered are the ones that really matter to them.
- Digital by default – we will implement a digital approach to the delivery of services and the way that we work and learn.
- Mobile first – we will give priority to ensuring that services can be delivered through mobile technologies.
- Channel Shift – we will maximise the proportion of digital transactions and reduce face to face (F2F) transactions.

3.2   In addition, the Council Plan identifies where organisational change is needed to improve performance, address service priorities and reduce costs, and work has been progressing on the specific priorities relating to Angus Digital.

3.3   The public increasingly expects to be able to access services quickly and conveniently at times and in ways that suit them. Our ambition is for all our stakeholders to access public information and services in the same seamless and effortless way that they access services from the highest rated online commercial offerings. Our stakeholders include citizens, visitors, elected members, employees, businesses, voluntary and community organisations and the Scottish Government and community planning partners.

3.4   The strategy sets out the approach the council will take in ensuring that it delivers its services digitally by default and ensuring that the local digital infrastructure supports and provides easy access to those digital services. By digital we mean internet enabled and we will develop our web presence as a customer face of the council. Through the implementation of the strategy we will deliver all services that can appropriately be delivered digitally to improve outcomes, increase our effectiveness, improve our productivity and reduce our costs.

3.5   The strategy seeks to integrate the council's digital aspirations and objectives with both the national strategy, 'Scotland's Digital Future – Delivery of Public Services' and the Local Government ICT Strategy – Delivering Better Services for Communities.

4.   PROGRAMME GOVERNANCE

4.1   Governance arrangements to support the delivery of the Angus Digital programme have been implemented and a revised council wide officer programme board was established in January 2015. It is the responsibility of the board members to develop, lead and champion the Angus Digital agenda.   The Angus Digital Programme governance structure is represented in Appendix 3. The Angus Digital Programme Lead was appointed in February 2014.

4.2   Workshops with board members were held in August and October 2014 to consolidate the current activities and develop our digital approach.

4.3   Current priorities for the Angus Digital programme projects are summarised in Appendix 4.

5.   PROPOSALS

5.1   Angus Digital Strategy and Roadmap

5.1.1   The Angus Digital Strategy, attached as Appendix 1 to this report, sets out the approach the council will take in ensuring that it delivers its services digitally by default and ensuring that the local digital infrastructure supports and provides easy access to those digital services. Our approach is built on 12 key components that require to be aligned, to create an environment that promotes digital excellence.

5.1.2   The Angus Digital Strategy Roadmap attached as Appendix 2 is a forecast of the digital landscape and digital developments. The roadmap provides a framework to help plan and co-ordinate digital needs, concepts and the associated technologies. It outlines our priorities and required strategic direction of resource allocation for broadly the next three years.

5.1.3   It is a working document and to date has been used to inform the work of the Angus Digital Programme Board. As a result, some of the work is already in progress or completed. The roadmap will be regularly updated to reflect progress and changes in local and national developments and technologies.

5.1.4   Members should note that further workshops were held with services as part of the consultation for the Angus Digital Strategy and Roadmap. Service engagement throughout the implementation of this strategy is key to delivering the correct solutions to meet the emerging needs of users as technology advances and appetite for online transactions increases.

5.1.5   As this is a major change programme, and as it is progressed and further key milestone information becomes available, members will be updated with further specific reports at those times.

6. FINANCIAL IMPLICATIONS

6.1 Existing budgets and resources for digital developments will be aligned to the Angus Digital Strategy and the achievement of Roadmap outcomes and benefits.

6.2 There are no financial implications arising directly from this report. Any aspects of implementation of the strategy which require approval will be the subject of separate reports to the appropriate committee.

6.3 The whole life cost of procurement for the content management system was estimated at £190,000 to £210,000. The estimated final account at 31 March 2015 is circa £220,000 which has been met from Economic Development contributions and the Angus Digital Fund.

6.4 It should also be noted that there is the potential for significant revenue budget savings to be achieved through this initiative and both quantitative and qualitative benefits realised from the programme will be identified and included in future reports.

7.5 Wherever possible we will maximise funding opportunities from external providers to support the delivery of the strategy.

7. OTHER IMPLICATIONS

7.1 There is a risk associated with this programme that the Council fails to maximise the potential opportunities from this strategy and the benefits are not fully realised. This risk is therefore being actively managed by the Transforming Angus Programme Board.

8. EQUALITIES IMPLICATIONS

8.1 An equalities impact assessment has been undertaken for this strategy paper and is attached as Appendix 5.

NOTE: No background papers, as detailed by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to a material extent in preparing the above report.

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List of Appendices:

1 – Angus Digital Strategy
2 – Angus Digital Strategy Roadmap
3 – Angus Digital Programme governance structure
4 – Angus Digital programme projects
5 – Equalities Impact Assessment