Solihull MBC and Solihull Community Housing Digital Strategy 2017-2022

The **vision** of the Digital Strategy is to improve everyone's opportunity to engage in a digital way whether in their work or business life (digital economy) or in their social life.

Objectives:

- Support the rollout of superfast Broadband across the Borough
- Help get people into employment
- Reduce social isolation and improve financial inclusion
- Bring in business opportunities and contribute to improving the economy
- Provide efficient and effective digital services which are cost effective and enable staff to focus on people who need in person support
- Help people to help themselves providing support to those less able to do so

Outcomes:

- Empowered citizens
- Maximum value is being delivered for the customer
- Our communities are inclusive and everyone has access to local services and amenities

Digital Strategy link with Council Priorities

Improve Health and Wellbeing
MyLife - Integrated assessment forms
Information and Advice Hub

Managed Growth
Superfast broadband
Open data
Enterprise centre

Deliver value
More cost effective access channels
Public Service Network
Digital Connect
Assisted Digital
Customer Account

Build stronger communities
Digital experience – Digital Connect project
Website
Digital Inclusion
Superfast Broadband
Public Wifi with a community focus
Networked Councillor

Digital Model

Digital Standards—How digital processes will be designed

- Good enough to meet the majority of requirements — flexible enough to meet the specialist requirements
- Use existing best practice/standards from Local Government (NHS/STP/CA)
- To consider the whole process from the point that a customer makes contact to the completion of the request
- To be accessible any time, any place and via any device
- One process for citizen and staff
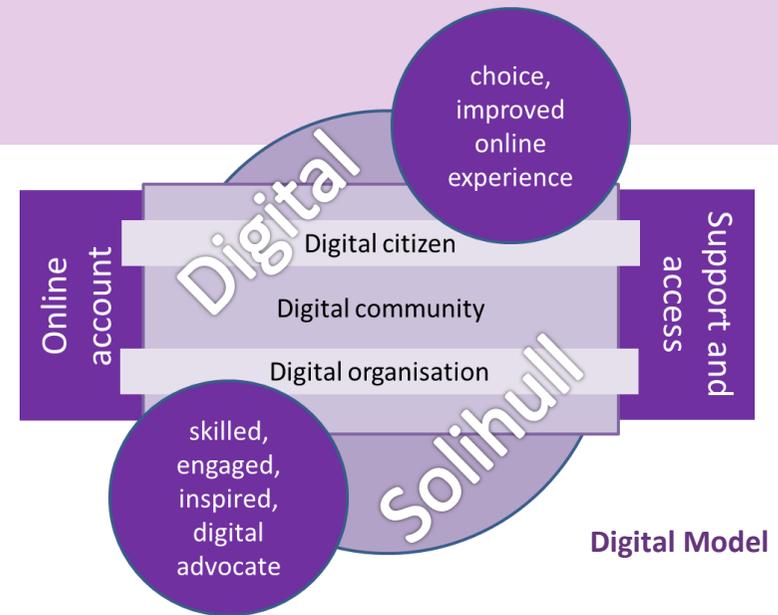
Implementation Approach—How we will move to digital

- Balance digital investment between buy and develop in house
- Identify critical systems and integrate with Service Cloud (corporate customer relationship system)
- A cost benefit analysis will determine the most appropriate solution
- Digital by design—processes will be designed in a digital way
- Incremental agile deployment—do a bit and go live rather than trying to do everything in one go
- Rigid scope to support agile deployment
- Business led, technically informed
- Appropriate skilled people
- Embed being a digital organisation within our procurement process

Digital Citizen

Digital first (where appropriate)

Non digital access channels will remain but processes will be designed wherever appropriate to enable transactions online including taking payments upfront.

Drive digital behaviour

Through the provision of assisted self service at face to face service points.

Active channel management for certain enquiry types.

Digital inclusion

Customers will be encouraged to use online access channels which must be 'right first time'.

Support to 'get online' available within the community.

Customer online account

Provides customers with a single view of the Council.

Customers will be able to sign in once and access a range of services through their online account.

Standard and transparent experience

Throughout the end to end process there will be a familiar feel to processes. Process design where online will deal with common scenarios. Scenarios outside of 'the norm' will be dealt with through non digital access channels.

Underpinned by digital workforce working in a digital organisation

Digital Organisation

Minimum skill level

Workforce needs to have a minimum skill level to enable digital technologies to be exploited. This minimum level needs to be determined. Impact on existing staff understood and appropriate actions taken.

The right tool for the job

People need the right technology to enable them to work effectively in a digital way. These tools are complimentary to our ability to be a digital organisation.

Be a digital organisation

Processes designed to be digital by default. Internal processes for HR and payroll , Finance and ICT need to be designed in a smart digital way. This becomes the way we work and thus second nature.

Service improvement tested against design principles

Where services are reviewed and 'improved' these proposals need to be tested against digital design principles to ensure that they are digital and customer focussed.

Advocates for the digital citizen

Workforce needs to develop digital processes and be advocates for citizens. Encouraging digital use and feeding back for continuous improvement.

Digital workforce able to support digital community

Digital Community

Digital Community Offer

Describe for communities what it is that SMBC can offer to support communities to access the digital society and digital economy
-Help to 'get online' through training
-Access to PCs within the community including non-Council assets
-Workforce volunteering involving offering online support and advice including for social media
-Adding value to active citizenship through digital learning for pleasure, and connecting with individuals and communities

Digital businesses and partners within a digital community

Digital Solihull

Superfast Broadband

Support the roll out of superfast broadband through the Coventry, Solihull, Warwickshire project. 95% of the Borough is connected to superfast broadband with mainly the rural areas still to be connected.

Digital Collaboration

Using technology to support closer working among partners to address complex issues seamlessly for communities and individuals.

Local Digital Roadmap

Bridges the gap between the Sustainability and Transformation Plan and the digital world.

-Digital maturity across the economy

-Information is paper free and flows between organisations

-Inclusion of patients, carers and citizens in the use of digital technology