

Digital Transformation and the Website

Overview and Scrutiny

22 February 2017

Digital Delivery

- Start with the Customer
- Building on WoW
- A strategy for a digitally enabled world

Digital Transformation Board (DTB) – What is it?

- Revenues and Benefits major project – needed a governance structure
- Other projects brought under the same umbrella – Parking; Events; Grounds Maintenance; Finance; Taxi Licensing
- Council wide officer group – meets monthly
- Co-ordinates, monitors and develops strategy

Revenues and Benefits

- Key processes (forms) put online to allow 24/7 access
- Council Tax – 21/10/16 launch – aim for 40% take up; currently 36.5% take up (but only with a soft launch)
- Benefits forms launched 25/1/17
- Kiosks in reception (including Housing options)

Forms available on line

Council Tax –

Set up Direct Debit

Change of address

Apply for discount or exemption

Apply for single person discount

Submit evidence

Apply for disability band relief

Email billing

Benefits -

Apply for Housing Benefits / CT reduction

Change in Circumstances

Discretionary Housing Payments

Key Issues

- Significant input and design
- Further work on back office processes
- Forms need continuous improvement
- Backlog of work to be cleared
- Achieving cultural change for staff and customers

Parking

- Objective: to deliver a self serve virtual parking and visitor voucher system which will allow customers to apply for and renew parking permits / vouchers on line with no need to display traditional permits / vouchers in vehicles
- Accessible through the Shepway website
- Hand held enforcement devices
- Hotel and visitor permits – live 15th February
- Parking permits – live mid March
- People renew online – ease of customer use
- Reduced pressure on front office and customer contact

Events

- Organise Events via an App – cloud hosted
- Streamlines process
- Links organisers and Safety Advisory Group (SAG)
- Go live 24th February

Grounds maintenance

- Streamline of internal processes
- Automation and efficiencies
- January 2017 – looking at more outward facing activities e.g. Booking systems, park benches to automate interaction with public

Finance

- Review of structure
- Completion of WoW programme
- Internal review of processes

Taxi Licensing

- Objective: to deliver an online taxi licensing application including an online knowledge test, an online DBS application solution and digital accounts for taxi drivers
- Online knowledge test – implemented June 2016
- DBS online via KCC – implemented Oct 2016
- Online licensing application expected Spring 2017

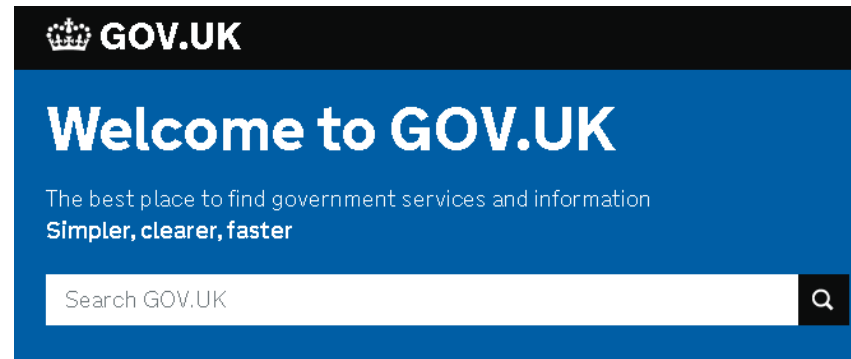
Next Steps

- Complete existing projects
- Develop website workstream
- Look to develop digital strategy to provide fuller more effective customer service
- Other projects as identified

Digital Transformation and the Website

What is the Government Digital Service (GDS)

- GDS is part of the Cabinet Office created in 2013
- Their aim is to be 'Digital by Default'
- Delivering services online that are straightforward and convenient - putting the "customer first"
- Today 87% of adults in the UK are online
- Completing transactions online has become second nature, with more of us going online for shopping, banking, information and entertainment
- Online services tend to be quicker, more secure, more convenient and cheaper to use
- The need to develop strategies so that customers who can't transact online will not be left behind



Benefits

Includes tax credits, eligibility and appeals

Births, deaths, marriages and care

Parenting, civil partnerships, divorce and Lasting Power of Attorney

Business and self-employed

Tools and guidance for businesses

Childcare and parenting

Includes giving birth, fostering, adopting,

Disabled people

Includes carers, your rights, benefits and the Equality Act

Driving and transport

Includes vehicle tax, MOT and driving licences

Education and learning

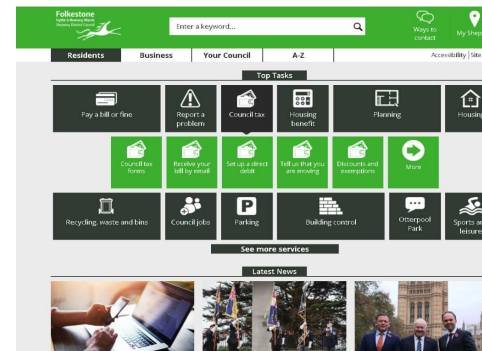
Includes student loans, admissions and apprenticeships

Employing people

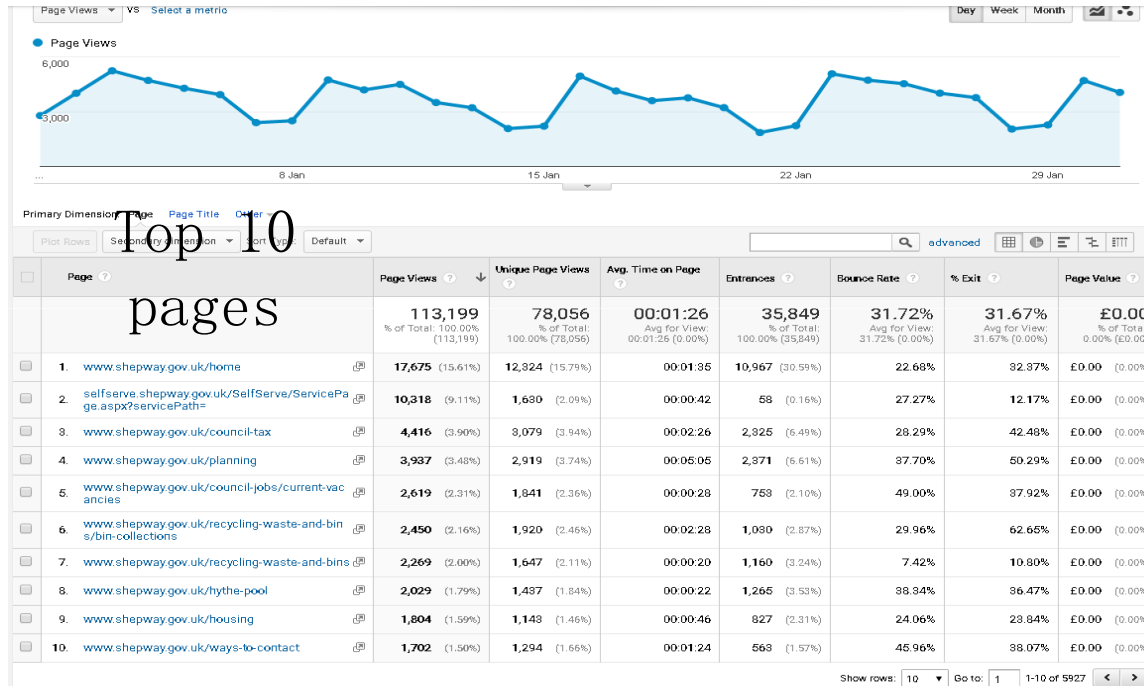
Includes pay, contracts and hiring

Why we changed the look and feel of our website

- We wanted to create a 'transaction' website so residents can 'self serve' 24/7
- Make as many of our services available digitally as possible
- Improve the navigation structure to become more user friendly – introducing 'Top Tasks' with Pay online, report a problem and apply online
- Removed outdated content and replace with content designed for online use (removal of lots of jargon)
- Become a 'responsive design' website so our users can easily view on smart phones and tablets
- Prioritised content



Exploring the site



<http://www.shepway.gov.uk/council-tax>

<http://www.shepway.gov.uk/planning>

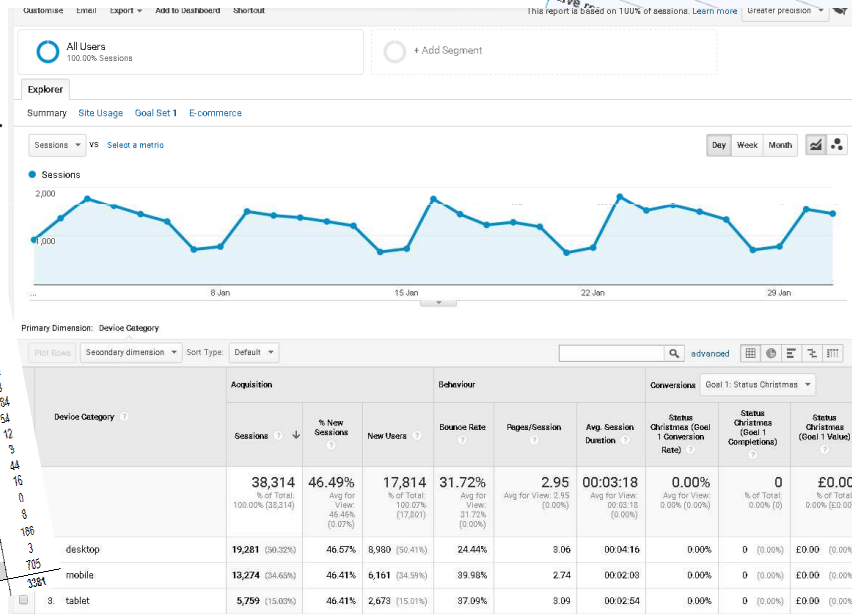
<https://www.shepway.gov.uk/appointment-service>

Using our management data

We have a selection of tools to track and monitor how the site is performing, we use the data to make amendments/improvements on a regular basis as part of the evolving development.

- Volume of self serve transactions
- Sessions/users/devices
- Broken links
- Where users are leaving the site
- What pages are popular vs least popular

Statistics: Self Serve Activities	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Volumes
Abandoned Vehicle	43	52	26	54	32	65	51	28	35	44			444
Dog Fouling	18	10	10	6	14	16	19	10	9	17			140
Fly Tipping	45	30	33	27	43	44	20	15	22	34			313
Missed Bin	44	75	100	123	88	99	56	85	106	129			916
Street Cleaning	11	11	3	8	1	0	2	2	2	31			236
Full or Damaged Bin	4	4	3	1	1	5	4	0	0	2			31
Assisted Collection	2	6	1	4	0	0	1	0	0	1			23
Dead Animal	1	2	2	1	3	0	11	18	7	2			11
Graffiti	2	1	2	1	3	30	0	0	0	0			8
Fly Posting	0	0	10	47	27	13	2	0	0	0			184
Noise Complaint	6	11	9	8	4	0	0	0	0	0			54
Request Building Control Visit	3	4	3	0	6	3	4	2	1	0			12
Light Complaint	0	0	0	0	0	0	0	0	0	0			9
Odour Complaint	0	0	2	15	10	2	1	0	0	0			44
Barking Dog	0	0	0	0	0	0	0	0	0	0			16
Accumulation of Waste	0	0	0	0	0	0	0	0	0	0			8
Frontier Complaint	0	0	0	0	0	0	0	0	0	0			166
List of Empty Properties	0	0	0	0	0	0	0	0	0	0			3
Bulky Collection	0	0	0	0	0	0	0	0	0	0			705
Turn Property into HMO	0	0	0	0	0	0	0	0	0	0			3281
Christmas Tree Collection	179	206	228	332	263	308	249	281	414	921	0	0	



	This check	Last check
Pages		
Pages with broken links	1,363	1,357
Pages with broken links (%)	0	0
Links		
Broken links	5,188	5,186
Broken links (%)	0	0
Misspellings	0	0

Broken links	Misspellings	Live Report
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF
0	0	HTML PDF

Website Improvement Project

- Continue to incorporate the GDS methodologies ([design principles](#)) to enhance and evolve the website
- Use analytical data more productively, make changes based on the hard facts about customer preferences
- Work with our users and our internal user/service areas to improve customer journeys
- Continue to increase uptake in digital services – integration with social media

Places and Policies Local Plan consultations

Measure	2015	2016	% change
Number of respondents	234	616	+163%
Number of online respondents	98	436	+345%
Number of individuals online	78	405	+419%