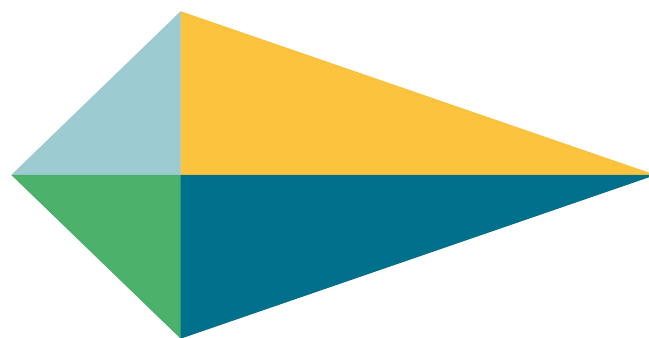


# Digital Strategy

## East Suffolk Council's Digital Strategy



**EASTSUFFOLK**  
COUNCIL

## Executive Summary

Our Digital Strategy will ensure that East Suffolk Council are using technology, digital tools and transformational approaches to improve services, deliver better outcomes for the public and save money. Building on our understanding of our local communities and their needs, we will use the potential offered from innovations in technology to design and deliver services that meet our customers' needs whilst enabling staff to work more efficiently.

Our Strategy acknowledges the digital age we live in – ensuring we make best use of advancing and evolving technology and innovation for the benefit of both our customers and staff. We want to ensure we are at the forefront of public sector service delivery.

## Digital Strategy Principles

Our Digital Strategy is integral to the way in which we deliver services to maximise use of technology and provide necessary tools to enable electronic accessibility in all of our services.

**Our digital principles are:**

Electronic	Explore	Eliminate	Empower
Electronic by default	Explore new ways of working using digital and innovative technologies	Eliminate duplication and processes that do not add value	Empower customers, communities and staff through accessible self service functionality

This Strategy empowers a culture of working in the digital age no matter how the customer chooses to interact with us. Although the strategy promotes and pushes electronic by default, it does not discriminate customers who may wish to interact in more traditional ways.

## Digital Strategy Outcomes

The adoption and implementation of the Digital Strategy will support the delivery of the following outcomes:

- Ensure that we are fully exploiting new and emerging technologies for the benefit of the council allowing resources to be managed, planned and directed where they will have greatest impact (reducing costs, improving services, allowing professional expertise to be targeted at those cases which really need them)
- Ensure we have a full understanding of local patterns of need and interactions with the council which can inform more effective management of demand and the automation of routine, repetitive tasks
- Demonstrate that we have the systems and process in place to achieve local transformational requirements as well as wider Suffolk and national transformational and digital initiatives
- Provide a framework to ensure that all decisions relating to procurement or development of information, systems, projects or transformational processes are aligned to the core corporate strategy / objectives / business plan (and ensures that projects which do not align are ceased or terminated)

# Digital Journey – Our Action Plan



## Web

- Ensure our web content and processes are intuitive to make it easy for users to access services without having to be aware of local organisational responsibilities.
- Design and deploy web services which are usable across multiple platforms from consumer devices, self-service terminals, mobile technologies and traditional desktop environments whilst still providing a consistent user experience irrespective of device used.
- Create online services which are informed by customer needs and demands, intuitive and easy to use, able to develop and respond to feedback.
- Adopt appropriate security measures which ensure customers’ trust and confidence in our services and our ability to look after their data.



## Transactional online services

- Promote channel shift through making more services available as online self service whether for information requests, transactions or reporting; increase integration with ‘line of business’ systems to enable more efficient processes and greater transparency.
- Build online services maximising use of standard components (case management, e-forms, mapping, etc).



## Social Media

- Identify opportunities to use ‘social media’ to further promote and deliver the councils’ services, improve communication with customers and increase democratic engagement.



## Mobile

- Implement mobile working technology to increase staff productivity and efficiency, align with appropriate changes to role designs and accommodation provision.
- Wherever appropriate adopt ‘open standards’ for interoperability across platforms, select and migrate to mobile versions of ‘line of business’ applications.



## ICT Platforms

- Technical innovation – promote research into ‘art of the possible’ ensuring our services maximise potential of our investment in ICT.



## Processes

- Implement lean processes for all our services, utilising technology to drive efficiencies. Where customers choose to interact in non-digital formats, ensure our staff are using digital means to deal with and answer enquiries/transactions and services.



## Data

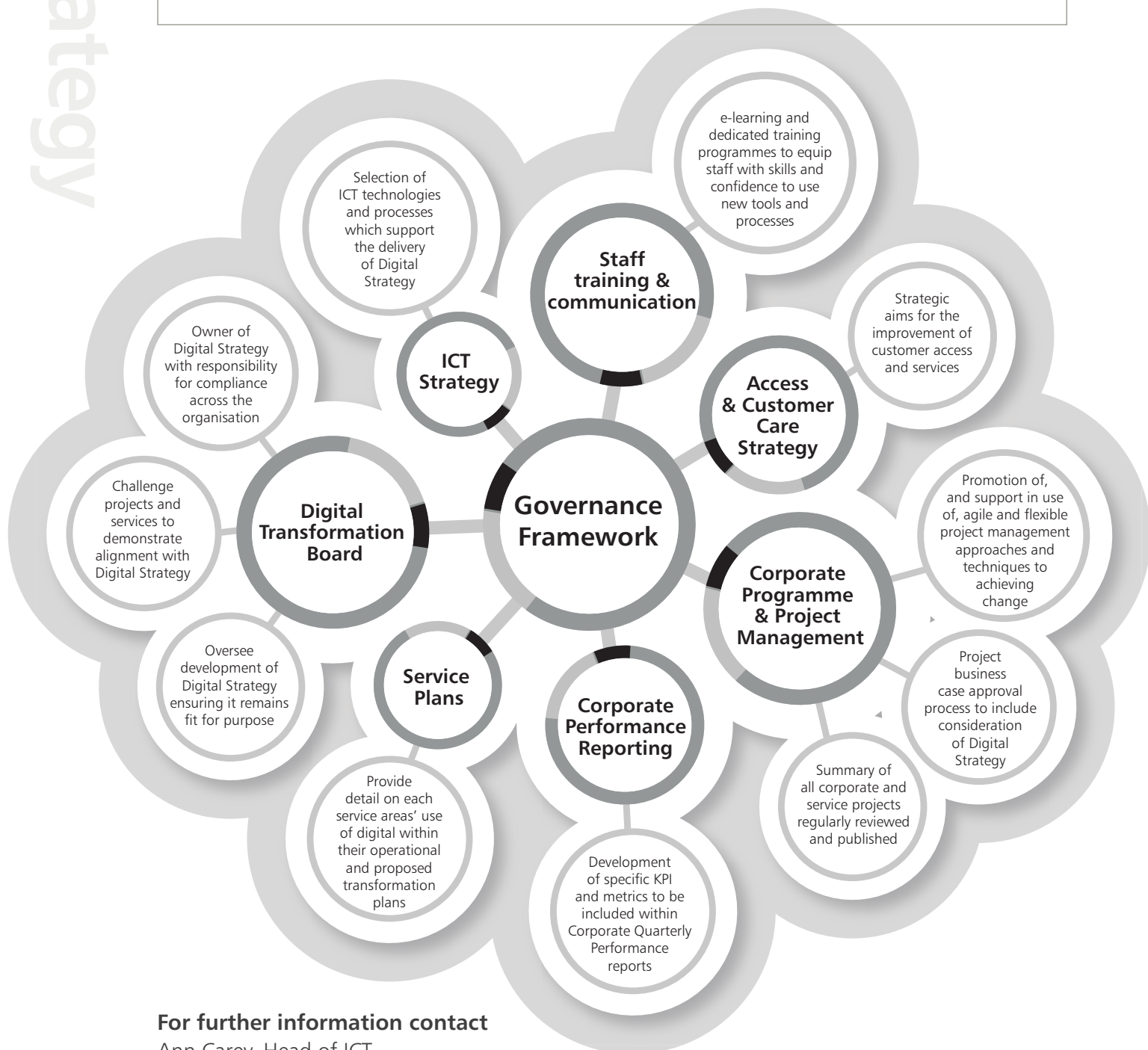
- Identify and publish all ‘open data’ thereby ensuring compliance with transparency agenda, reduce FOI requests and promote awareness of data assets.
- Adopt ‘digital by default’ approach to the creation, storage and management of all data and information assets.
- Use geographical data and demographic information to optimise delivery of all relevant services.
- Ensure consistency and standardisation for those information sets which are common across many public sector areas, support joined up data sharing approaches which reduce costs and support move to pan public sector operating models as and when appropriate.

## Governance

Adoption of a Digital Strategy is about more than just the technology we use for customers and staff but will enable the council to radically rethink how we work with our staff, suppliers and partners to deliver efficient, cost effective and high quality services.

Senior officers will play a key role in the success of the Digital Strategy and the development of a digital and agile culture, this will be achieved through their leadership, support and encouragement of innovation, digital ethics and lean practices.

The Governance framework will ensure the successful implementation of the Digital Strategy, this will include adapting existing governance processes to deal with the increased speed and levels of change as well as adopting new tools and processes for collaboration, sharing and developing ideas.



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