



# EASTSUFFOLK

## Digital Strategy

To support the 'delivering digital transformation'  
theme of the Council's Strategic Plan



*Digital technology can transform the way we work and live; we will use technology to make services efficient and easily accessible to all and assist our communities to embrace and access new technologies.*



### Priority P15 - Digital by default

We have a digital vision for everything we do, without excluding those who cannot access digital technology. We will ensure we have a robust, modern and safe digital environment in which to do business.

- We will **support** and **enable** the organisation to operate **effectively** and **securely**, recognising that digital technology underpins everything we do to deliver services to the district, meaning our IT environment must achieve a high level of **performance, security and availability**.
- We will maintain up to date core specialist applications and shared technologies that provide **common functions once**, integrated where possible and beneficial, using **cloud** and **Software as a Service** solutions where the opportunity is available and appropriate.
- We will ensure all changes to technology across the council are **fit-for-purpose, cost-effective, secure**, in line with our **digital vision** and meet our **digital** and **customer service standards** to offer choice of access to services for customers – ensuring that no matter how customers choose to access our services, we will deal with their enquiries in a joined-up digital way.
- Our digital solutions will **continuously develop** through an ongoing programme of improvements to council systems and ICT infrastructure with **IT investment prioritised** in areas where it will have the **most impact** to achieve our digital aims.



### Priority P16 - Lean and efficient streamlined services

We will make our processes lean and efficient, through a culture of continuous improvement, using digital solutions to optimise the way we work.

- We have a **customer first** approach when designing all services, applying user centred design, testing and meeting our **digital standards** for process design and review. Our customers have a voice and will be heard, to ensure our services meet their changing needs.
- We will measure how well our services are performing using **Customer Satisfaction** techniques to gauge how all services are **meeting customer expectations** and delivering to our **Customer Service Standards** – as set out in our Customer Charter.
- We will help our customers to access services digitally and aim to achieve **channel shift** and **demand reduction**, using **behavioural science** and other techniques to ensure we seamlessly deliver services digitally wherever possible and release capacity across all services to deal with more complex issues.
- We will achieve lean and efficient services by a process of **continuous improvement** which will also assist in achieving ambitions within our **financial sustainability** and **environmental** themes of the Strategic Plan.



### Priority P17 - Effective use of data

We will be data-led in our decision making and the way we manage services, ensuring we are delivering evidence-based targeted solutions in everything we do.

- We will develop our **Business Intelligence** implementation plan to grow our data-led intelligence across the council, to inform **decision making** and **management** of our organisation, utilising further development of GIS and business analytics solutions, demographic data and dynamic access to information.
- We will strive for good quality, customer focused metrics to **shape** and **manage demand, drive improvement, understand** our customers and our services, and enable **early intervention** to prevent issues arising, particularly those on the path to crisis.
- We will adhere to our **Data-led principles**.



### Priority P18 - Skills and training

We will improve the knowledge and skills of our workforce, partners, residents and businesses by investing in the skills we need to realise the full potential of the digital world.

- We will monitor our digital position as an organisation via **self-assessments** of **digital capabilities** of our services and of our people to help make digital improvements consistent with this strategy.
- We will design and run a **learning and development programme** for all staff and members to increase **digital confidence**, instil **cybersecurity** best practices, improve **data literacy, awareness** and **data management**, and further embed a **digital culture**.
- We will ensure our **digital team** have the **skills** and **knowledge** they need to further develop the digital presence of the council.
- We will provide **support** to residents and businesses to expand their digital awareness and capability.

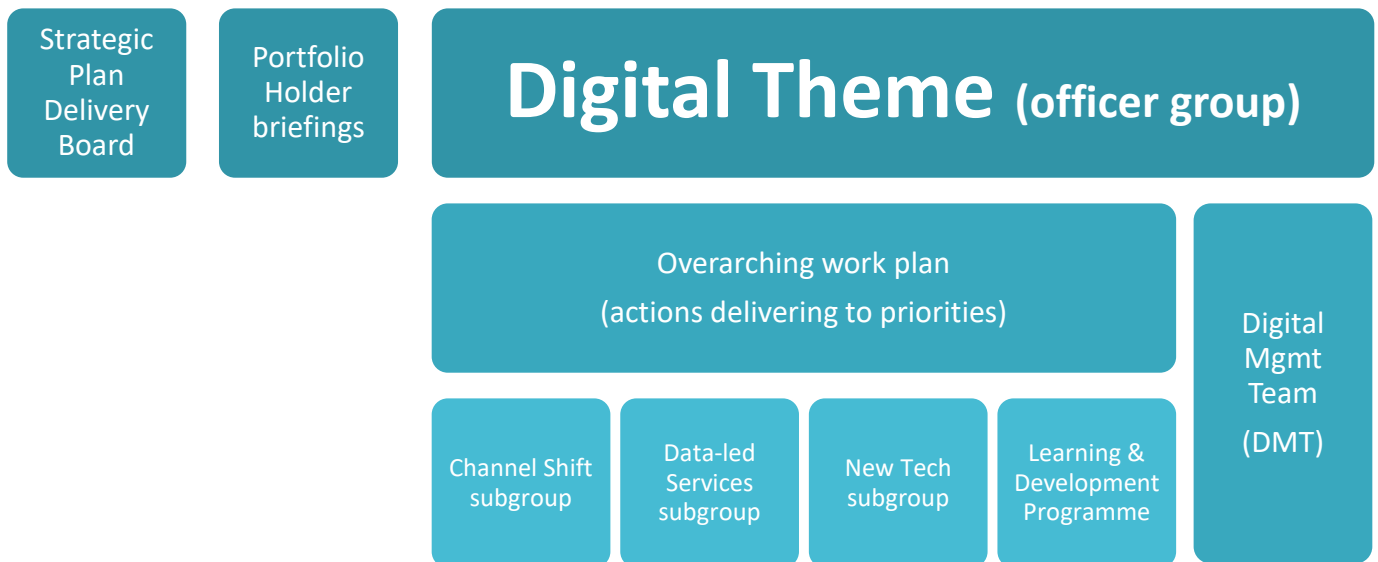


### Priority P19 - District-wide digital infrastructure

We will champion better connectivity for everyone in the district, eradicating not-spots in broadband and mobile availability to enable staff, residents, businesses and visitors to access digital services when they need them.

- We will identify specific projects to **benefit the wider district**, supporting our **communities** and **economy** themes of the strategic plan, such as enabling digital towns for economic benefits and smart technology to assist vulnerable people in accessing services and improving lives.
- We will champion **new technology** and opportunities to explore how digital can further enhance the East Suffolk district.

### How we will deliver to this theme



A set of strategic-level Digital KPIs will inform progress and delivery to this strategy at all levels

## Action Plan – core projects



### Priority P15 - Digital by default

We have a digital vision for everything we do, without excluding those who cannot access digital technology. We will ensure we have a robust, modern and safe digital environment in which to do business.

- Infrastructure resilience
- Key Business System development
- O365 phasing, rollout and development
- Web/online presence
- LATCO ICT Workstream



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- Channel Shift programme
- Public Access/Customer Service Delivery model
- Customer Satisfaction methods
- Improvements to Business Processes and Systems inc mobility



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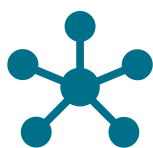
- Data-led Services Programme
- GIS System and Strategy Development
- Performance Management Framework



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- Digital Learning and Development Programme



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- Digital Towns Initiative
- Lowestoft FTTP
- Suffolk WAN
- Assistive Technology



[business.solutions@eastsoffolk.gov.uk](mailto:business.solutions@eastsoffolk.gov.uk)