Together we make a difference....

# Wyre Council Digital Transformation Strategy 2022/23 to 2026/27

The Digital Revolution is changing the world. The pace of change driven by technology over the past 10 years has been breath-taking and will only continue to increase at a faster rate in the future. To ensure that Wyre Council thrives as an organisation in the digital future, we have formulated a digital strategy identifying the key actions we are planning to take to develop our use of digital technology further in the next three years, in the process delivering our services to customers electronically where possible.

The strategy will support the Council's Business Plan and covers four key themes:

## The customer

Our future service delivery model will maximise the use of digital technology, putting the customer at the heart of the solution. Services will be designed with the customer in mind, utilising robust user-testing to achieve the best results. The move towards more digital working will help us to manage demand better and target limited resources to where they are most needed. During the next four years:

- our default channel for communications and engagement will become online, although we will still offer a telephone and face to face service for those who need it
- we will continue to offer our customers 24/7 access to their own personal online "MyWyre" account for the vast majority of their service requests and information. They will be able to manage their own data (e.g. change of address, telephone numbers) and their relationship with the council at a time that suits them
- we will continue to take appropriate measures to invest in cyber security, to ensure the safe storage of customers' personal data
- we will implement a Digital Inclusion Strategy to ensure that those who cannot use digital services will not be excluded
- we will continue to make use of customer insight tools to better understand our residents and businesses. A good understanding of customer needs is central to service design
- there will be a reduced requirement for staff-supported transactions, offering the potential to relocate some of our customer facing staff resources to areas where there is a need for additional support
- where appropriate, the council will take an increasingly active role in conversations on social media

**Our workforce**

Our workforce remain our most important asset as without them we cannot deliver our services. Changing demands require them to be more mobile, flexible and cover a wider range of tasks and activities than ever before. Future digital technology, improved communications and transformational change will release our workforce from their desks, allowing them to operate from anywhere. In the next four years we:

- will ensure that our staff receive sufficient appropriate digital training to ensure that they are proficient in the use of our digital systems
- will make staff more efficient by reducing administrative work via the introduction of digital and automated administrative processes
- will continue to equip our staff for hybrid working with digital equipment, including laptops and softphones, that will free them from their desks and allow them to operate from any location, in the process improving work-life balance and facilitating recruitment from a wider geographic area

**Service improvements**

In order to provide fully digital services delivered by experienced digitally trained staff, we will:

- maximise the use of existing council software systems, fully developing their capabilities across the council's services and teams and wherever possible automating administrative processes
- identify opportunities to procure and implement new technology as it becomes available in order to further digitalise services and reduce the amount of administration required in operating those services
- identify opportunities to use "integrated" processes where available by linking different software systems together via "API" technology
- move council software systems and ICT infrastructure to "hosted" systems wherever possible (taking into account cost) in order to reduce the reliance on "in-house" ICT expertise in the technical administration of those systems and strengthening their business continuity resilience

**Climate Change and Social Value**

In maximising the use of digital technology and offering fully digital services, we will reduce our carbon footprint and allow our customers to do so as well. We will do this by:

- offering customers digital access to services thus removing the need for them to send mail to or visit the council offices to conduct their business with the council
- continuing to offer paperless billing and promoting this via the MyWyre account

- empowering our staff to work from any location, in the process removing the need for many daily commutes to work, thus further reducing the volumes of vehicles on the road
- Utilising local suppliers and smart procurement from climate change and social value conscious sources where possible

**Delivering the strategy**

This strategy will largely be delivered by the ICT and Contact Centre Systems teams working in close partnership with each other and with officers from the council teams and services who are/will be using the digital technology being introduced/utilised. CMT will support the digitalisation of services by removing blockages and obstructions where necessary in order to ensure that our digital objectives are achieved.

The objectives of our Digital Transformation Strategy will be reflected in the more projects-based ICT Strategy over the same 2022/23 to 2026/27 period. The overall objective being that by 31 March 2027, the administrative functions of the various council services will have been digitalised to their maximum potential, that our customers will have online access to as many of our services as possible, and that the officers delivering those services will be fully trained in the use of the digital systems used by their service.