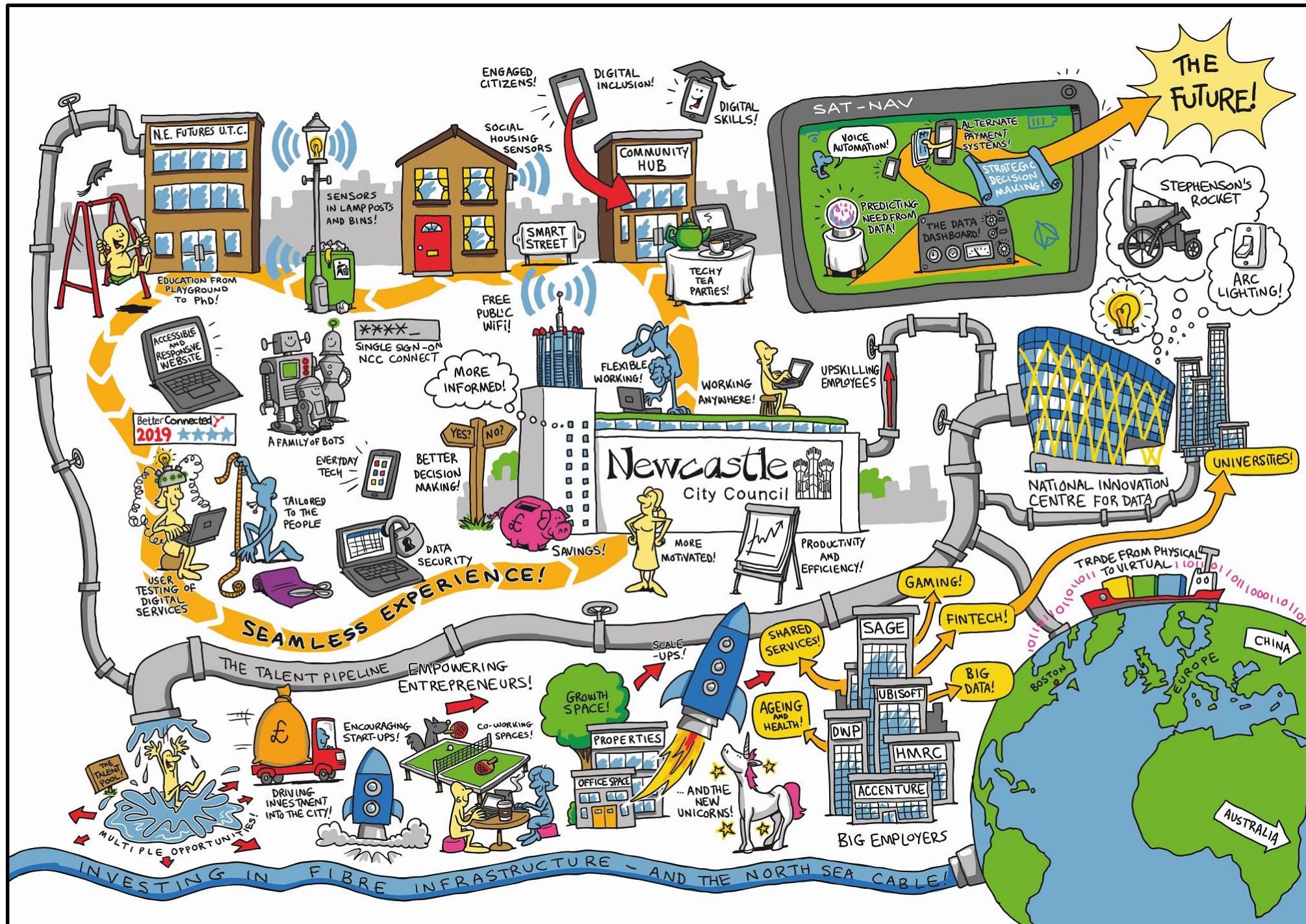# Newcastle City Council

Information for Stockton Council Scrutiny Review – Digital

Overview

- NCC approach – Digital Newcastle Programme

- Key considerations in improving digital services and increasing uptake of these

- Approach to working in collaboration with other Local Authorities

Innovation Lab approach

- Multi-disciplinary team using double diamond service design approach

- Supported by FutureGov

- Focussed on developing design patterns which apply across different service areas

- **Innovation Lab 1: Understanding how digital technology can improve the way people seek permission from the Council**
  - Led to development of "WasteBot" an SMS (text) based process for taking a van to the household waste recycling centre

- **Innovation Lab 2: Understanding how digital technology can help provide information and signposting**
  - Led to development of "Adult Social Care Chatbot" (web based) providing triage and advice on range of social care topics, projected budget saving of £50k

- **Innovation Lab 3: Understanding how digital technology can reduce customer contact demand**
  - Prototype Bin Information Bot developed to provide real time information on bin collections and 'missed' bins to support £500k savings required from Corporate Contact Centre

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WasteBot take-up and benefits

- More than 3,500 customers signed up since November 2017

- Average time for customers to receive permits reduced from 14 days to 90 seconds

- Over 87% of customers said WasteBot was excellent or good when surveyed just after launch and we used their feedback to improve WasteBot dialogues

- Savings of c.£25k p.a. in staff time and over £1k p.a. in printing and postage costs

- More time for site operatives to help customers and improve how we manage waste

- Fewer complaints: Q4 2016/17 30 complaints from customers chasing paper permits; zero complaints in the same period after WasteBot launched

- ICT staff already using knowledge of Microsoft Bot framework to develop other opportunities

- Using Power BI reporting dashboard to give us more insight into how customers are using our Household Waste Recycling Centres

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WasteBot Power BI dashboard – example screenshot
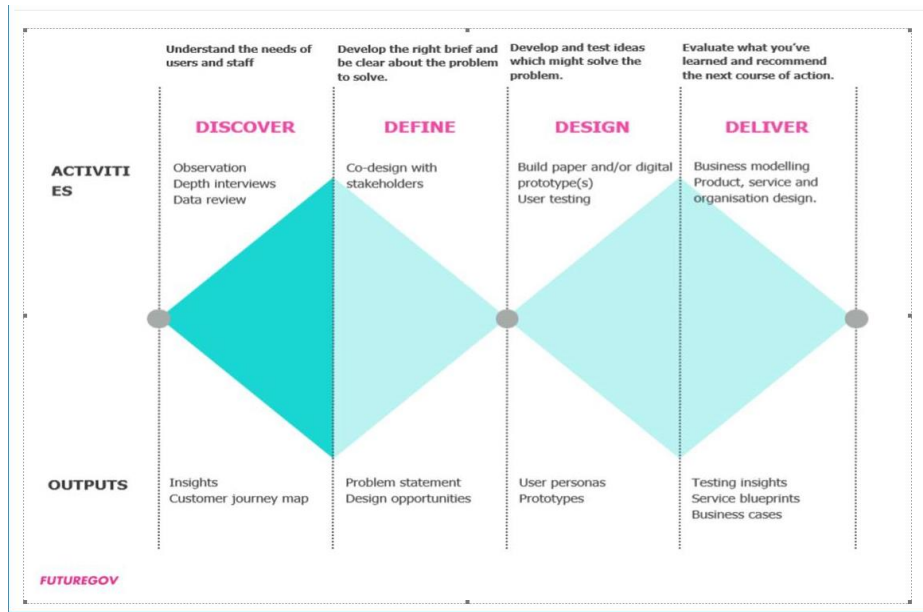## (sensitive data redacted)
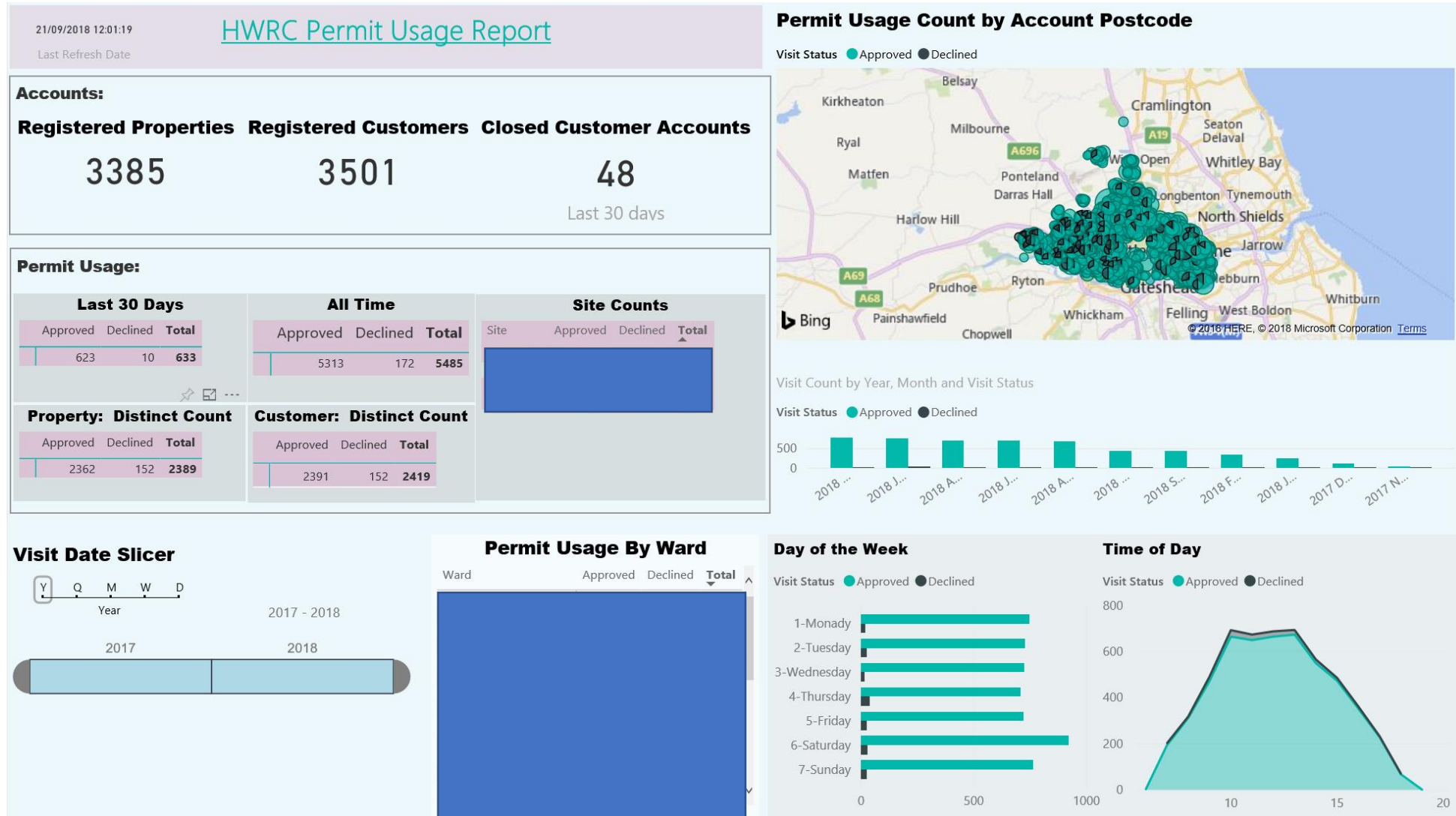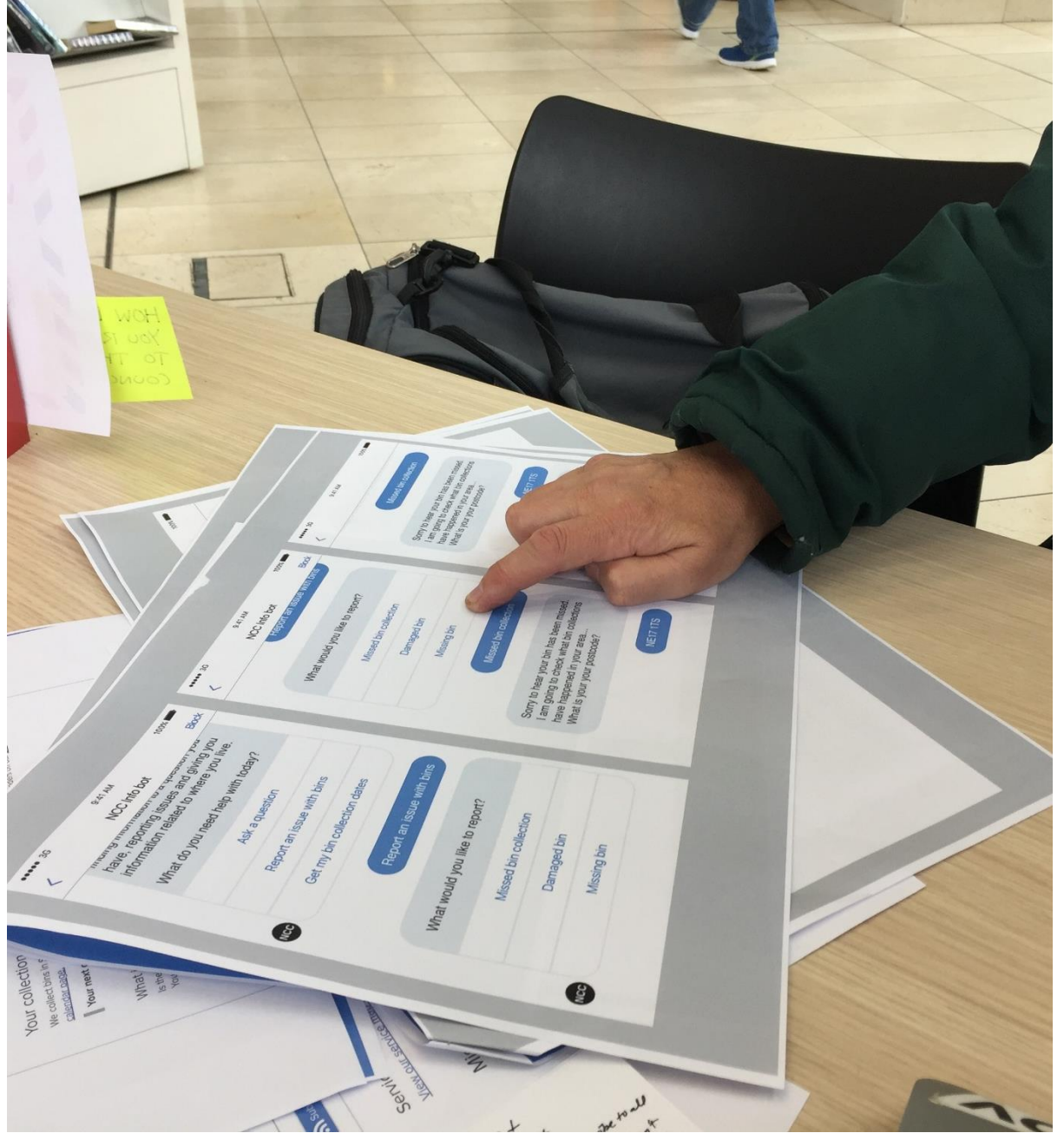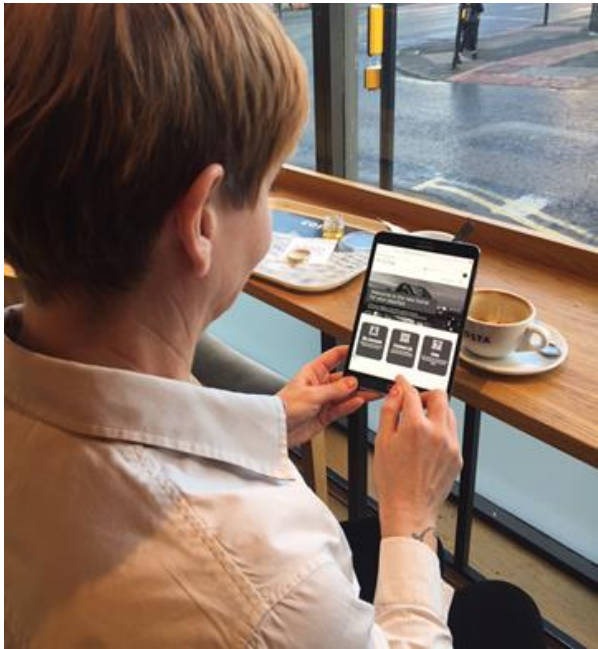
Examples of other key projects

- **Improve the customer experience**
  - Improving the online repairs reporting service (beta deployment) to reduce 170k calls to Contact Centre
  - Demand Management in Council Tax (alpha) to reduce call volumes
  - Development of a federated single customer portal – NCC Connect – to improve the customer experience

- **Internal efficiency**
  - School Bursary application process
  - Internal Audit recommendations follow up automation

- **Digital for Growth inc Smart City**
  - "Newcastle Smart Street" with Cisco and partners for the Great Exhibition of the North
  - Ensuring NCC is "smart from the start" ref. bins, bus shelters, CCTV procurements

Understand the needs of users and staff | Develop the right brief and be clear about the problem to solve. | Develop and test ideas which might solve the problem. | Evaluate what you've learned and recommend the next course of action.

DISCOVER **DEFINE** **DESIGN** **DELIVER**

ACTIVITIES

- Observation
- Depth interviews
- Data review

Co-design with stakeholders

- Build paper and/or digital prototype(s)
- User testing

Business modelling Product, service and organisation design.

OUTPUTS

- Insights
- Customer journey map

- Problem statement
- Design opportunities

- User personas
- Prototypes

- Testing insights
- Service blueprints
- Business cases

FUTUREGOV

Moving forward

- Tech and Innovation Partner procurement
  - See Cabinet report - July 2018
  - PIN due to be published November 2018 with specification following

- Closer working Digital and ICT to ensure maximum return

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Collaboration

- Sharing our experiences through presentations and blogs
  - Local Authorities (LGA Digital Showcase, UK Authority e-zine)
  - Broader public sector (eg. Homes England, DWP, HMRC, Public Sector Live conference, Newcastle University)
- Considering opportunities for NE Digital meet up outside of NEICT
- Submitting joint funding proposals to current Digital funding round (as NoT and with Sunderland Council)
- North of Tyne – digital key strand of activity

Collaboration

- Using Microsoft Office 365 Teams (with Azure B2B to ensure secure access) to collaborate with partners including:
  - "EXT – Wrk – North East Office 365" Team – 85 members from 14 public sector organisations (including representation from Stockton Council and Xentrall)
  - Proposal to regional Director of Resources Group to use an Office 365 Team to enable remote meetings and improve collaboration between meetings
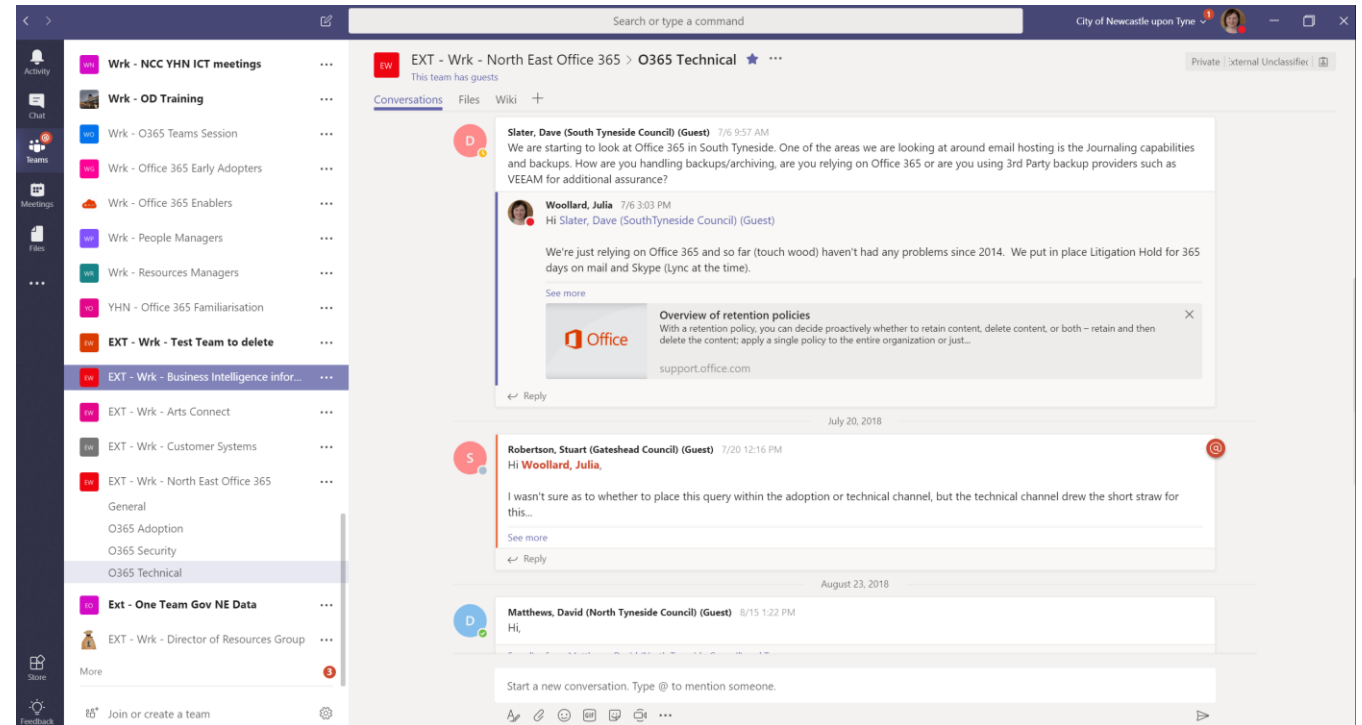
Collaboration

Stockton / Darlington / Xentrall and Newcastle have been collaborating on Customer Systems review:

- Using Office 365 Team (including OneNote Notebook and Planner) to collaborate and work productively

- Sharing Customer Relationship Management (CRM) system and telephony information - current suppliers; other councils; market intelligence; suppliers

- Discussing strategic options and wider enterprise architecture

- Exploring opportunities for joint working

- Newcastle has hosted meetings to share our developments in relation to Business Intelligence (focusing on Microsoft Power BI) and Bots (using the Microsoft Bot Framework)

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