Action Plan – Scrutiny Review of Digital Optimisation

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
1.	A review of *My Stockton* with regards content and layout be undertaken.	Review strengths / weaknesses identified by customer views from My Stockton Survey. Consider and define content for My Stockton at Digital Services Group taking account of next phase online development opportunities. Consider and define revised My Stockton design and layout.	Customer views are understood. My Stockton is designed to provide customers with personalised access to key services. The new design of My Stockton is complete taking account of customer views from the My Stockton survey and ready to be implemented.	Lorraine Dixon	April 2019 September 2019 September 2019
2.	Work be undertaken to understand why too few of the Borough's residents are using the Council's digital services (in line with the Local Government Digital Service Standard).	Conduct a resident's survey to understand the barriers to digital engagement.	Resident's views and circumstances are understood and used to inform digital delivery decisions.	Lorraine Dixon	June 2019
3.	Digital service options on the Council's home page be made more visible / explicit (e.g. 'sign up for *My Stockton*').	Redesign home page to include key digital options:- • Include in 'Top Tasks' those services that are providing customers with end to end self-serve options. • Include 'Sign up for My Stockton' as an explicit tab (in action 1)	Digital service options are clearly visible to customers from	Andrew Mearns Andrew Mearns	April 2019 / ongoing for changes March 2020

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		once the redesign and redevelopment is complete.	the Council web-site.		
4.	Information on where to get WiFi or access to a computer within the Borough be provided on the Council's website (as per Wigan Council's website).	Publish a list of facilities on the website for clear signposting. (As per universal credit fact sheet 2)	Public Wifi and computer access is cearly visible from the Council's website.	Andrew Mearns	April 2019 - ongoing
5.	SBC should ensure that senior management are able to recognise the potential benefits for digital services across all departments and ensure this is reflected in the culture of the Council.	Ensure that senior managers from all Directorates are represented in Digital Services Group and are actively supported to help their colleagues to understand the benefits of digital services.	All senior managers are able to identify and deliver service benefits through digital developments.	Digital Services Group	March 2021
		Ensure that digital options are included as a key factor in service improvement and redesign activities.	Plans for service improvements and redesign activities contain success factors delivered through digital methods.	Ian Coxon / Lorraine Dixon	Ongoing
6.	Consideration be given to expanding the role of the Council's Digital Services Group to develop SBC Digital Champions within each directorate and to engage with the community.	Revise the Terms of Reference for Digital Services Group to include developing digital champions and engagement with the community.

Identify digital champions across the Council's services. | Digital Services Group terms of reference are updated and relevant agenda items included.

Digital champions are in place and understand their role. | Digital Services Group | July 2019 |

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7.	SBC embraces the iDEA(The Duke of York Inspiring Digital Enterprise Award) concept, both within the Council itself, and for residents young and old.	**For Council Staff** Incorporate within the Council's workforce development plan	The Council is signed up as an organisation to iDEA and managers and staff are aware of the development opportunities.	Lorraine Dixon / Liz Purdy	September 2019
		For Community Market and promote to Adult learners	Adult learners are aware of how to sign up and the benefits of the iDEA award.	Craig Taylor	
		Incorporate within the Community Learning curriculum	Adult learners actively engage in the online learning opportunities and awards.		October 2019
		Library service to promote and support residents to engage with the programme.	Library visitors are aware of how to sign up and the benefits of the iDEA award.	Mark Freeman	October 2019
		Promote via Stockton website and Stockton news.	Residents are aware of how to sign up and the benefits of the iDEA award.	Carly Dixon / Andrew Mearns	October 2019
8.	Appropriate skills be developed and resources prioritised within the Council's workforce to design, progress and implement digital services.	New roles established through the review of Digital Transformation and Customer Services team to design and implement digital services. Deliver staff development needs to	Roles are established within Digital Transformation and Customer Services and staff are in place. Initial staff training and	Lorraine Dixon	January 2019 / ongoing March 2019

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
		address skills requirements for the design and implementation of customer centric digital services.	development needs are understood. Training programme in place to meet short and medium term needs.		April 2019 – April 2021
		Digital Services Group to support Council Services to identify learning and development needs resulting from new developments by including a Learning and Development section within Project documents and to provide guidance on learning options.	Digital skills development included within service developments, digital projects and staff development plans.	Digital Services Group	April 2019 – ongoing
		Digital Services Group to oversee the digital elements of the Council's workforce development activities (to include overseeing the implementation of the iDEA model (Action 7).	Digital Services Group establish and maintain an oversight of workforce development and provide advice and guidance to services.		April 2019 – ongoing
9.	A digital skills development section is included within Council staff appraisals (individual and team requirements).	Include relevant objectives and personal development requirements within staff appraisals. Include reference to digital skills in appraisal training for managers and employees.	Digital skill requirements are reflected within staff appraisals. Managers and staff are aware of the requirement to explicitly identify digital skills within the appraisal process.	Lorraine Dixon / Liz Purdy	April 2020 January 2020

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
10.	Consideration be given as to how, in addition to those areas with the highest number of customer transactions, further digital solutions can be identified and implemented in those Council services with the greatest spend (Adults and Children's Services).	Ensure that digital options are explored and considered within service improvement and redesign activities within Adults and Children's Services. Maintain an awareness of new and emerging technologies relevant to Adults and Children's Services.	Digital opportunities are identified, considered and benefits understood at every opportunity for service or system change and captured within plans. Relevant technological developments are incorporated into digital developments.	Ian Coxon / Lorraine Dixon Digital Service Group.	March 2021-ongoing March 2021 - ongoing
11.	Collaboration between service areas, ICT and communications and web teams continues to ensure a joined-up approach, as well as fostering wider learning through regular liaison and joint working with other Local Authorities, both regionally and nationally.	Ensure the ongoing sustainability of:- • Digital Services Group as a mechanism for collaboration across the Council • North East Digital Services Group for regional collaboration • North East SOCITM for regional and national collaboration • Local Digital Declaration community for national	Members of Digital Services group work collaboratively on projects and share experiences with the group to provide learning opportunities for colleagues. The Council is represented in the identified regional and national groups. The Council takes advantage of opportunities for working collaboratively with colleagues in other local authorities.	Lorraine Dixon	Ongoing

APPENDIX 1
Action Plan – Scrutiny Review of Digital Optimisation

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
12.	The Council's Digital Services Group provides leadership and opportunities for collaboration for the Council to deliver greater value through digital service delivery.	Ensure digital Services Group continues to provide leadership, support and guidance to Council Services. Maintain a collaborative approach to digital developments to ensure greater value across Council Services	Council services are supported to deliver benefits through identified digital initiatives and projects. Members of Digital Services group work collaboratively to identify benefits and deliver value to Council services.	Lorraine Dixon Digital Services Group	Ongoing Ongoing
13.	Bids for funding of digital projects continue to be submitted, where appropriate, to build on the Council's current digital offer.	Identify funding opportunities and submit bids where relevant.	Attract maximum external funding for digital projects.	Lorraine Dixon	Ongoing