

POLICY FINANCE & ADMINISTRATION COMMITTEE

11th March 2014

REPORT OF STRATEGIC DIRECTOR (KA)

TRANSFORMATIONAL CHANGE PROGRAMME – MY ACCOUNT

1.0 PURPOSE OF REPORT

- 1.1 To approve the Business Case for My Account and to approve consequential changes to the establishment.

2.0 RECOMMENDATIONS

2.1 It is recommended that Members:

a - approve the Business Case at Appendix A to procure a My Account solution from Agylisis;

b - note the revenue implications outlined in Section 5 and amend the establishment to delete a post of CRM Development Officer that is currently unfilled;

3.0 KEY ISSUES

- 3.1 My Account is a central element of delivering a technical architecture to support the delivery of digital by default services, providing the following key attributes:

- Single Sign On/ Registration for digital services – once for all council services
- Digital transaction history viewable by the customer and officers alike
- Authentication of the customer against data we hold on them, allowing access for example to Council Tax and Benefit account details
- Avoiding the need for expensive and time consuming data matching across different systems
- Enabling integration into back office systems, supporting automation & avoiding dual keying

- 3.2 The procurement route we are following is through the G-Cloud, a framework agreement which allows for a streamlined process with pre-negotiated lots. This is a central government initiative to enable easier procurement of digital technologies. This said the Transformational Change Programme is taking time to get the best value for money and the right solution to deliver the core of our digital offering to customers.

- 3.3 As part of the procurement process we have requested that the initial solution should include revenues and benefits service integration. All potential solutions have been asked to price on the basis of full back office integration for revenues and benefits services.

4.0 POLICY AND CORPORATE IMPLICATIONS

- 4.1 There is no doubt that achievement of the digital vision will enable the Council to be well prepared for future anticipated financial pressures. We do know that usage of digital devices is increasing all of the time and digital take up of the council tax support service has been encouraging so far.

We will continue to work to the definition of digital by default which is ***“digital services which are so straightforward and convenient that all those who can use digital services will choose to do so, while those who can’t are not excluded”***. As part of our work with the universal credit pilot

we will be looking at a range of ways in which we can assist those who cannot use digital services, including face to face support.

- 4.2 We know from work carried out to date that there are still cultural barriers to overcome for this Council to become a fully digital organisation. Processes will need to be radically redesigned to provide high quality user experiences so that customers will always choose digital as their channel of choice. This work will start in the early part of 2014, once the enabling architecture is in place. My Account which forms part of the enabling architecture will be delivered alongside the development of the processes supporting the top three areas of demand.
- 4.3 There are broadly three groups of people when assessing against their ability to use digital - traditional consumers, digital converts and digital natives. Digital natives are the young people who have grown up with digital technology all around them and they will soon become the largest single segment of these three groups and over the next 10-20 years they will become the majority of the population within Melton so this work will help us to prepare for that direction of travel.

5.0 FINANCIAL AND OTHER RESOURCE IMPLICATIONS

- 5.1 The capital cost to deliver the recommended My Account infrastructure is £85k, which was the amount included in the Capital Programme.
- 5.2 The estimated revenue costs for the My Account infrastructure have been included in the budget setting process for 2014/15. The full revenue costs are £40K per annum, but as the solution includes full transactional service functionality for both revenues and benefits, which account for a significant level of transactional activity for the Council, it is appropriate to net this figure off against £30K included in the revenue budget for a second CRM Development Officer post which has never been filled. This post should therefore be deleted from the establishment, although there could be a need, highlighted through an appropriate business case, to have some additional capacity on a temporary basis to meet the remaining demands of the transformation programme. The net additional cost of £10K has been included in the revenue budget for 2014/15.
- 5.2 As the My Account solution will start to develop a transactional history for digital self-serve transactions, it is likely that we will need to review future requirements for the Customer Relationship Management (CRM) software that supports customer services staff. For the time being we will need both systems but as we get more and more transactions going through My Account the CRM may become surplus to requirements.
- 5.3 Within the proposal from Agylisis there is a cash back incentive included of £10K per annum for each local district who sign up to the platform following use of Melton as a reference site. Whilst this is not a key aspect of the decision making process it could offer a useful revenue stream and demonstrates the willingness of Agylisis to work in partnership with the Council to develop their product.

6.0 LEGAL IMPLICATIONS/POWERS

- 6.1 The Legal implications of specific projects are assessed when those projects are being considered. Correct procedures for procuring from the G-Cloud have been followed.

7.0 COMMUNITY SAFETY

- 7.1 The projects which improve service access for vulnerable people are likely to have a positive impact on community safety.

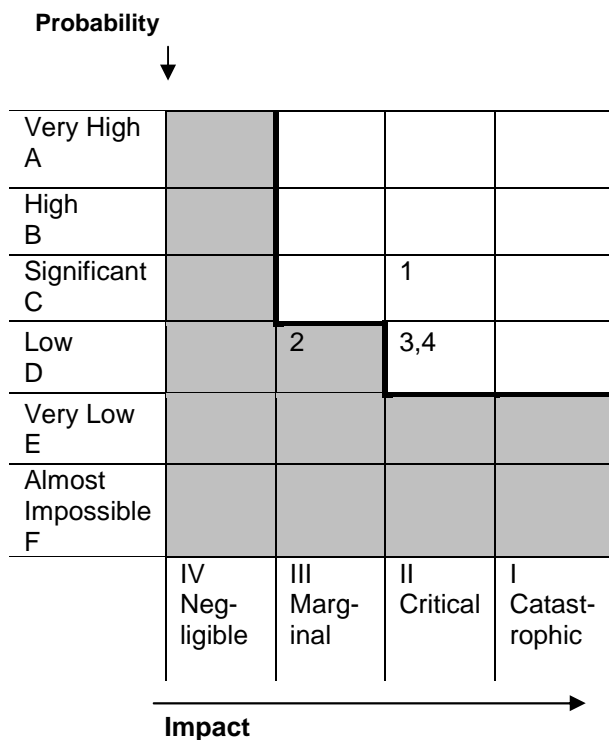
8.0 EQUALITIES

- 8.1 An equalities impact assessment will be undertaken for My Account prior to implementation of the full solution to customers.

9.0 RISKS

9.1 The risks associated to the Transformational Change Programme have a direct link to the investment in My Account, which is a key mitigation against some of the risks for the Programme as a whole, particularly in relation to the enabling architecture.

9.2 Specific risks associated with the My Account implementation are set out in the table below: -



Risk No.	Description
1	Integration to back office systems
2	Meet implementation timetable
3	Commitment to work with us
4	Integration to e-forms package

10.0 CLIMATE CHANGE

10.1 Greater self-service should lead to fewer journeys into Melton.

11.0 CONSULTATION

11.1 Management Team have been involved in producing the Transformational Change Programme.

11.2 Engagement is a key activity across the programme. This is considered essential to support the cultural and behaviour change needed to achieve the vision. Key stakeholder groups have already been identified and a number of engagement consultations have already taken place, although many more are planned.

12.0 WARDS AFFECTED

12.1 Wards are not directly affected by these projects but all people living in the Borough will benefit from the ultimate achievement of the vision.

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Date: 11 March 2014

Appendices: Appendix A – Business Case

Background Papers: