

POLICY FINANCE & ADMINISTRATION COMMITTEE

12th February 2014

REPORT OF STRATEGIC DIRECTOR (KA)

TRANSFORMATIONAL CHANGE PROGRAMME – MY ACCOUNT

1.0 PURPOSE OF REPORT

- 1.1 To report progress in developing the concept of My Account, through analysis of lessons within the programme and an assessment of market offerings aligned to the business need.
- 1.2 To approve the mandate for the project supporting the decision made by Full Council to allocate funding to the project in 2014/15.

2.0 RECOMMENDATIONS

2.1 It is recommended that Members:

- a - approve the Mandate at Appendix A;**
b - note the Business Case will be presented to the next ordinary meeting of this committee or a special meeting held in the intervening period;

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
- Avoids the need for expensive and time consuming data matching across different systems
- Enables integration into back office systems, supporting automation & avoiding dual keying

Appendix A provides more detail on these attributes and the business need.

- 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 Officers are not currently in a position to complete the Business Case due to a structured clarification process with potential suppliers and wider engagement from across the organisation. My Account and all its combined elements are complex and the decision is key one for the organisation.

If the Transformation Change Programme is in a position we would like members to consider holding a special meeting in the 1st or 2nd week of March. Allowing momentum of the programme and avoid any time-lags moving from phases 1.5 to 2.0. Failing this a report will brought to the next scheduled meeting of this committee.

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 estimated capital cost to deliver the My Account infrastructure is anticipated to be no more than £85k. Full Council approved the allocation of funding to the project when approving the capital programme at its meeting on 5th February 2014 subject to a mandate being approved by this committee.
- 5.2 The estimated revenue costs for the My Account infrastructure have been included in the budget setting process for 2014/15.
- 5.2 A full analysis of both the capital, revenue and resource implications of delivering My Account for Melton Borough Council will be outlined in the business case when completed.

6.0 LEGAL IMPLICATIONS/POWERS

- 6.1 The Legal implications of specific projects are assessed when those projects are being considered.

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 in so much as it provides a direct mitigation to risk 4 and indirect mitigations to risks 1, 2 & 3.
- 9.2 A full assessment of the risks inherent in My Account will be drawn out in the business case scheduled to be delivered to the proposed special PFA.

Probability
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Very High A				
High B			1,3	
Significant C			2	
Low D			4	
Very Low E				
Almost Impossible F				
	IV Neg- ligible	III Marg- inal	II Critical	I Catast- rophic

Impact
→

Risk No.	Description
1	Savings not achieved
2	Capacity and capability to deliver a very ambitious change programme
3	Cultural and behavioural change not delivered
4	ICT architecture to support digital delivery not delivered

10.0 CLIMATE CHANGE

10.1 The ICT industry as a whole takes the issue of climate change seriously and constantly seeks to reduce ICT's carbon footprint. New ICT devices are designed to be more energy efficient and have a lower carbon footprint than the older devices which they replace.

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. This is a key mitigation for Risk No. 3 identified in Section 9 above.

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: 12 February 2014

Appendices: Appendix A – Project Mandate

Background Papers: