

# Building a digital strategy for Melton

We live in a world that is being remade by the internet. Today you might start the day by checking social media, order your weekly groceries on your smartphone on the way to work and then use Google maps to find your way to a meeting, all before 9.30am. Only 10 years ago none of this technology existed.

This digital revolution matters to Melton because digital change creates both opportunities for innovation and growth, but also the potential to create greater uncertainty and alienation for those left behind. The Council needs to keep up with this revolution and we're developing this strategy to guide us. Our vision ***is to help to support a digital Borough with digitally confident people and organisations so that everyone, including the Council, can make the most of the digital age.***

By bringing new technology into the heart of how we do things, we can ensure that more people get the service they need in a way that's intuitive and convenient. Accessing the council should be as easy as buying a book on Amazon. Just as importantly, going digital will save us money and help us to protect services that still need face-to-face contact.

We can only make the most of digital technology if we are prepared to change as a Council and move away from the usual ways of doing things. Digitisation isn't just about developing digital services. Digital tools could help to change so much, such as transform labour intensive caring services, contribute to faster economic growth, renew local democracy and ultimately change the way councils organise themselves and manage their resources, particularly to be faster, more adaptable and more responsive to user needs.

Successful public service transformation requires redesign and reengineering on every level – workforce, customer services, process, technology and governance – to make organisations faster at doing things, more adaptable, able to share more information and to do so securely. There is a view that digital transformation for councils is more complex than in the private sector due to many more lines of business,

the governance role of local authorities in communities and rising citizen expectations at a time of budget cuts and lack of baseline skills within the sector.

In Melton, we have already started to deliver some of these changes; launching a new website, enabling more services to be accessed online and fostering a paperless, smarter organisational culture. Our staff are working hard to change the way they work to make the most of the opportunities digital brings. But we're only at the beginning of our digital journey and we need a clear map to show us the way forward.

Our emerging digital strategy needs to clearly set out our ambitions, demonstrate step-by-step how we will achieve them and show how we will measure our success. If we do it right, then the positive impact will be felt in every aspect of life in Melton. The following shows an indicative outline structure of what our Digital Strategy might cover: -

### **Melton – A Digital Borough**

- Digital Infrastructure – Superfast Broadband, Mobile Connectivity, Preparing for 5G, ultra-reliable and ultra-fast connectivity, public access in town centre and community buildings
- Digital Town Centre – App Development
- Digital Economy – Encourage Innovation, digital entrepreneurship.
- Digital Economy – Improving Competitiveness
- Digital Economy – Supporting Growth
- Digital Environment – Using technology to improve the environment
- Digital Businesses – Confident in an increasingly digital world
- Digital Safety and Security – Trust, generating confidence, well-functioning cyber security systems
- Digital Re-invention – Rethink services for better outcomes

### **Melton – Digitally Independent People**

- Digital Inclusion – Skills for everyone, community champions
- Digital Engagement – Opening up democracy
- Digital Data – Using data to improve services and productivity
- Digital Safety – People know how to protect data and stay safe.

- Digital Services – Increasing use of digital services

### **Melton Borough Council – A Digital Council**

- Digital Leadership – Leaders understand benefits and drive change
- Digital Workforce – Skilled staff at all levels
- Digital Change – Prepared and agile, change at pace, re-invent services
- Digital Imagination – Rethink what we do. Improve productivity and outcomes
- Digital Processes – Designed for the internet and end-to-end
- Digital Transactions – Intuitive, meet customer self-service needs
- Digital Content – Meets user needs, timely, right first time.
- Digital Marketing – Promote digital platforms
- Digital Integration – Reduce dual keying
- Digital Platform – Right Infrastructure, open source, cloud based.
- Digital Engagement – Communications and involvement, social media
- Digital Data – Early Intervention, Information Sharing, performance, outcomes
- Digital Work – Mobile, agile, Internet of Things, new developments
- Digital Safety – Secure systems by default, protection from cyber crime.