

ICT and You

ICT Strategy 2007

19th November 2007

Melton Borough Council

ICT - a fact of Life

Love it or loathe it, Information Communications and Technology touches us all.

It's perhaps one of the fastest-growing environments we've ever seen, and its impact on our private and business lives, whether through computers, personal organisers, mobile phones or other new technologies, is inescapable.

Regardless of our area of activ-

ity, each of us within Melton Borough Council is becoming increasingly dependent on ICT, even though we may not always realise it! There's no doubt that we'll all become even more dependent in the years ahead. The fact is that Melton Borough Council's future success as an effective service provider relies extensively on how we as individuals, as teams and as an organisation are able to strategically manage, develop and apply ICT.

This document, summarises the Council's ICT Strategy, outlines the Council's vision for the development of ICT until 2010.



Melton Market

It highlights...

- **how we hope to develop new initiatives across all services,**
- **the benefits these initiatives will bring to citizens, the Council, its Members and its employees.**

Why is ICT so important ?

Why do we need a strategy, and why is ICT so important?

We're all aware that Melton Borough Council is a complex and diverse organisation, and that we're now in a period of radical change.

We'll see a fundamental shift in the way we operate internally

and - even more importantly - how we relate to citizens, local businesses, other public service providers and national government.

Much of that will be a response to the demands from today's citizens that we, and other local authorities like us, do more with less, and work more effectively in partnerships with other service

providers.

Citizens want to see better value, more choice and improved response.

Information Communications & Technology has a major contribution to make in enabling us to meet these increasing expectations and rise to the challenges, now and in the future.

'ICT is transforming the way in which the
Council delivers real services to
Melton citizens, businesses

and Communities' - **Christine Marshall** Corporate Director

Transformational government



Council Crest

In 2020, people throughout the country access public services that are tailored to their personal needs and preferences.

For self-service, an individual would go to their local area public services portal, when they ring the single non-emergency number they get through to their local contact

centre and if they wish to they can walk into a convenient local one-stop-shop.

This single point of access triggers a comprehensive, fast and accurate service both locally and nationally.

(Sir David Varney)

Transformational government is about better using technology to deliver public services and policy

outcomes that have an impact on citizens' daily lives: through greater choice and personalisation, delivering better public services, such as health, education and pensions; benefiting communities by reducing burdens on front line staff and giving them the tools to help break cycles of crime and deprivation.

What is Melton's vision ?

At the neighbourhood level 80% of enquiries are complex enquiries, requiring multiple services to be delivered by multiple agencies.

ICT technologies will be harnessed to change the way that the Council and other agencies within the Borough of Melton work together, to deliver seamless services to the citizen and to enhance their lives.

- ICT will be used to make the Council more effective, efficient, and customer focused.
- By effectively utilising its information the Council's resources will be targeted and delivered to citizens at the most appropriate time in their lives, enabling even the most complex issues to be resolved.
- Effective use of information will enable early intervention allowing problems to be solved and preventing the need for expensive reactive services.

Realising the vision



Electronic Information

Information will be shared and fully utilised for the benefit of the customer. An enterprise architecture will be developed to deliver flexible services and transactions to the customer.

The Council will adopt the principles of customer insight and utilise data warehouse and business intelligence techniques to fully understand its citizens to enable it to deliver the right service, at the right time, in the right place.

The Council will work actively with its partners, to

utilise information to build information systems that can actively enhance citizens lives.

The enterprise architecture will be a flexible ICT infrastructure designed to allow any service transactions to be processed and delivered, and information to be managed, analysed and shared.

ICT architecture

To enable transformation an enterprise architecture framework will be developed. The enterprise architecture consists of a number of key components required to deliver transactions and information management.

The components are linked together using web services. This flexible technology architecture will allow components to be removed, added and replaced as required without having a negative impact on service delivery or information management.

The Council is working with other Council's in Leicestershire to agree a suitable framework not

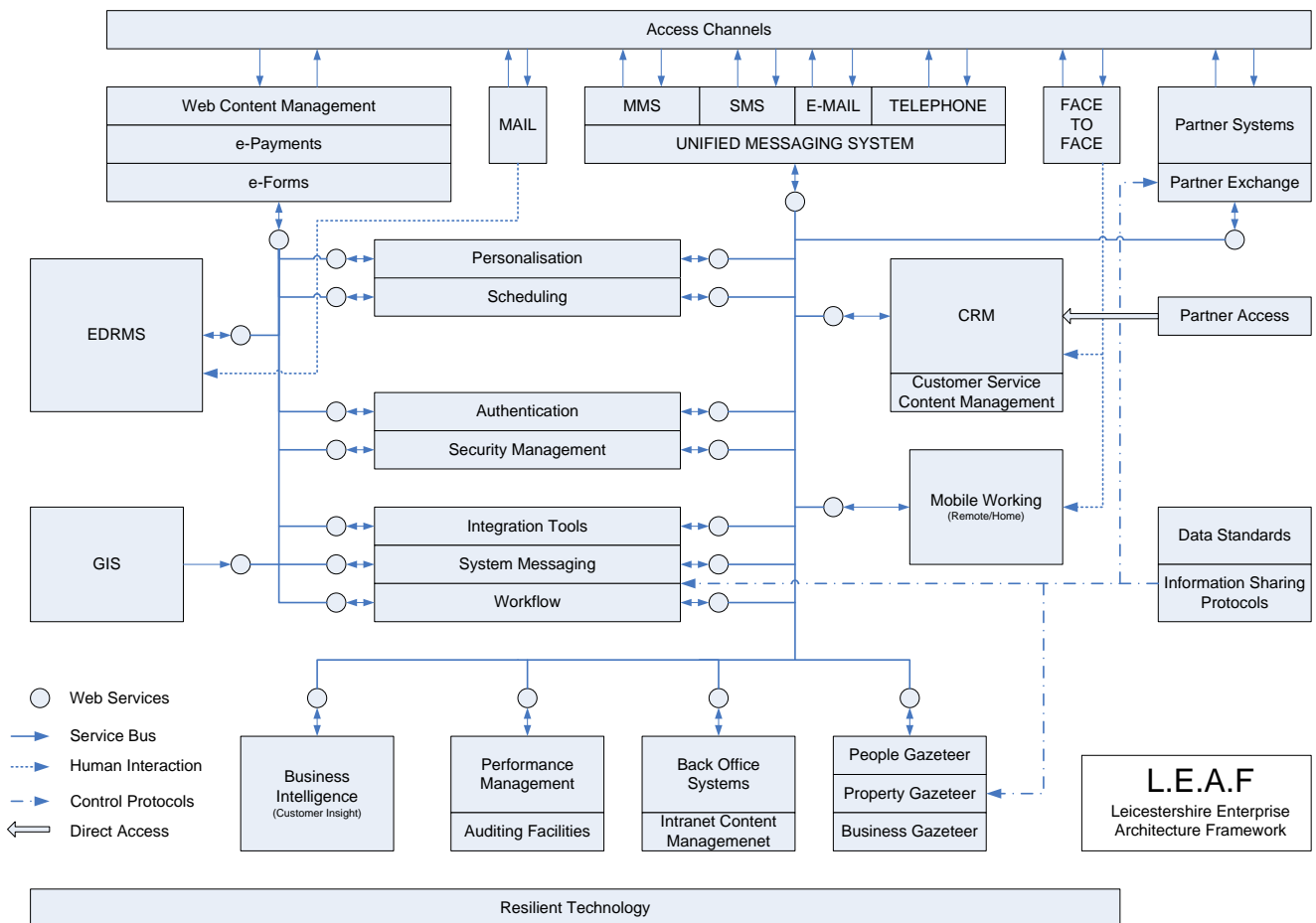
just for the delivery of it services but also to facilitate joined up service delivery.

The architecture supports various access channels and it provides functionality for personalisation, scheduling, and authentication. It utilises key technologies: customer relationship management, document management, GIS, business intelligence .



Computer Cables

L.E.A.F.



Leicestershire Enterprise Architecture Framework

Information

Managing information is crucial to improving service delivery.

The Council recognises the current trend within forward thinking organisations to treat information as a key shared asset. The objective is to deliver accurate, relevant, timely and consistent information to those who need it.

Data standards will be developed to define how data will be captured and stored. This will ensure data quality and consistency.

Information sharing protocols will be put in place to allow data to be exchanged with partner organizations.

Electronic Records Management will be introduced to allow documents to be stored se-

curely and easily retrieved.

Reference information of people and businesses will be introduced to compliment the Council's gazetteer of local land and property.

Business intelligence systems will be implemented to support customer insight activities. This will consist of a data warehouse and appropriate analytical tools .



Informing Decisions

330 people are becoming insolvent every day. Less than 40% of adults under 30 know of any support service that would be able to help them if they get in to money trouble.

Customer Segmentation

Customer Insight

Customer insight is a uniquely qualified understanding of customer behaviour that has the potential to drive mutual benefit.

It is the bedrock of any customer-facing organisation.

Using its data in conjunction with other data sets from the Council's partners and commercial data sets from commercial organisations such as Mosaic from Experian, the Council intends to understand its customers behaviour and predict which services they need and require.

Customers can be segmented in to groups of people who statistically behave in a similar way and have similar needs.

This knowledge will lead to improved levels of customer satisfaction and allow intervention to solve problems that would require expensive reactive services at a later time.



Targeted Services

Developments

To realise the Council's vision a number of key ICT developments are planned.

The key developments until 2010 are detailed below. These developments form part of a wider ICT programme of

work comprising approximately 70 projects a year.

2007/08

Kirona Motile	Benefits expert system. Revenues & Benefits and Housing mobile working.
Document Management	Implementation of OpenText R/KYV Electronic Document Management System. Enabling scanning, secure filing and easy retrieval of documents.
Corporate GIS	Implementation of ArcGIS and Arc SDE. This will provide web based geographic information to all staff.
Website Developments	Implementation of customer satisfaction, Planning, Building Control, Environmental Health, Local Development Framework online. Improved accessibility.
Microsoft Enterprise Licence	Microsoft site licence enabling the latest version of Microsoft software to be run on all PC's.
Cash Receipting	Replacement of old unsupported system with a new web based Cash Receipting system, allowing Customer Services to accept payments.
IT Security	Replacement of firewall and content checking systems with up to date systems.
I-Procurement	Implementation of a web based electronic procurement system. This will enable e-Procurement and streamline the purchasing process.
Strategic IT Framework	Review and replace key components of the Council's enterprise architecture. These are CRM, workflow, middleware, website and business intelligence.

2008/09

Telephone System Replacement	Replacement of the existing telephone system with a Voice over IP system.
Strategic IT Framework Phase 2	Implementation of additional components. These are authentication, security management, workforce scheduling, people and business gazetteers.
Intranet	Implementation of Sharepoint Portal Server to replace existing Intranet and shared information drive.
Committee Minutes	Implementation of Internet enabled Committee minutes system.
Sundry Debtors	Microsoft site licence enabling the latest version of Microsoft software to be run on all PC's.

2009/10

Unix Server Replacement	Replacement of the existing Sun Unix servers with up to date systems.
Land Charges Data Capture	Completion of the transfer of paper based land charges data to an electronic system.

How will that benefit me ?

If we are able to achieve our vision, the benefits will be widespread and significant.

As a citizen, or as a business, you will be able to:

- utilise services organized around your specific needs, they will be consistent regardless of the method of access, and available by a variety of means eg phone, face-to-face, letter/email and the web.
- receive the services you require as and when you need them.

As a partner organisation, you will be able to:

- manage the exchange of data with the Council safely and appropriately.
- integrate your systems and

processes with those of the Council, to improve service levels and efficiency, to deliver tangible benefits for citizens and local businesses.

- ensure that citizens do not become 'lost' between agencies.

As a Councillor you will be able to:

- use data to inform your decisions about policies and priorities
- identify, understand and respond to the needs of your constituents.

As a member of staff you will be able to:

- ensure that you have accurate and timely information to enable you to resolve the majority of enquiries and issues at the initial point of contact.

- deliver the right service, to the right place, at the right time.
- become less reliant on paper-based systems and more familiar and skilled in using electronic means of collecting, using and transmitting data.



ICT in action

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The Council's ICT strategy is delivered by the dedicated staff within ICT Services.

The service develops, and manages the Council's strategic information and technology.

The service has three main functions:

- to implement new ICT initiatives
- to maintain and upgrade existing systems
- to resolve any operational issues with existing systems

For more information about the Council's ICT Strategy please contact - **Chris Stone** Head of ICT.