



# Digital Plan

2018-2019

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# Digital Plan 2018/19

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**Our Digital Strategy sets out the vision for digital services over the next four years. The strategy sets out how we will meet our challenges and make the best use of technology to deliver better outcomes for our customers.**



## **Our vision is to deliver excellent digital services by:**

- Improving productivity and performance of our services and our people through the use of technology
- Redesigning our digital services to meet the needs of our all customers regardless of age, gender, ability or location, making them so good, convenient and easy to use that people make them their first choice of contact.
- Improving digital skills and promoting access across the district, ensuring that everyone has the capability to access and use digital services.

## **There are three key themes to our digital strategy:**

- Digital Council
- Digital Customer
- Digital District

This plan sets out the actions that we will undertake each year to deliver the strategy and how we will measure our success.





## **Introduce new technology that improves communication and our ability to work flexibly including:**

- Implementing Office 365 to improve the flexibility and resilience of our email services
- Introducing improved online conferencing facilities including web, video and teleconferencing
- Moving our telephones to internet based calls to improve resilience and reduce costs
- Continuing to move our physical technical infrastructure to cloud based services to improve resilience and ease of access remotely
- Continuing to move from fixed to portable devices for staff to give them the freedom to work in any location
- Introducing collaboration tools that allow people to communicate in groups online, reducing the need for face to face meetings

## **Improve our business continuity and disaster recovery solution to reduce the time taken for the organisation to recover its services in the event of an emergency**

### **Respond to emerging cyber security threats and protect our network and information by:**

- Reviewing our firewalls and improving resilience
- Undertaking an external review of our cyber security to identify further improvements
- Developing our intruder detection and protection systems to protect ourselves from attacks
- Reviewing our cyber security policies and procedures to ensure that they remain fit for purpose
- Delivering a cyber awareness campaign for staff and members to keep them abreast of developments and threats

## **Develop an organisation wide programme to ensure that everyone is aware of latest developments in technology and how this can be used to improve their service.**

## **Support services to review, implement and make the best use of technology in their areas to improve productivity, performance and efficiency.**

# Digital Customer



## **Use technology to improve the customer experience including:**

- Improving our online payment option to include all goods and services offered by the Council
- Implement an online booking system to allow customers to book and pay for goods & services
- Investigate a single sign on account to enable customers to view personal information, carry out transactions, track the progress of their enquiries or orders and interact with us online.

## **Increase our ability to improve our online services for customers by:**

- Implementing new standards for web content and ensuring that relevant staff have been trained to write for the web
- Providing training for our front facing staff to enable them to better promote our online services
- Considering adoption of the Local Government Digital Service Standard as our methodology for designing and implementing digital services

## **Improve the online experience for our customers to make Digital their first choice**

- Using our customer feedback, analytics data and user testing to continuously improve our digital services and using our business networks to understand the needs of the business users to improve our service to them.
- Reviewing all of our online forms to ensure they are concise, relevant, the information requested is not excessive and is kept for no longer than is necessary
- Improving the website navigation to make information quicker and easier to find.
- Working with accessibility specialists and our web developers to improve the accessibility of our website for our customers
- Reviewing our website content to ensure that it is easy to understand, concise and fit for purpose.

# Digital District

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## **Help more of our customers go online and be confident using our digital services by:**

- Promoting our web services to customers through our 'Do It Online' campaign
- Considering the introduction of a weekly 'drop in day' for our customers to get practical assistance using our digital services.
- Working with others to assist our customers with using our online services, including UK Online centres and key business partners
- Continuing to promote high speed and reliable broadband across the district through the support of phase 4 of the Superfast Essex rollout

## **Ensuring that digital infrastructure is considered as part of new developments through the implementation of policies in the new Local Plan**

**Working with education providers and Essex County Council to promote the development of digital skills to young people across the district, providing a pipeline of talent which will attract digital businesses to our district.**

# Measuring Success

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**Progress against each of the actions in this plan will be reported to management board and the portfolio holder on a monthly basis. Any key corporate projects will be reported through the annual plan reporting process. In addition to this, there are a number of measures that will be used to monitor the impact of the plan against the objectives of the Digital Strategy.**

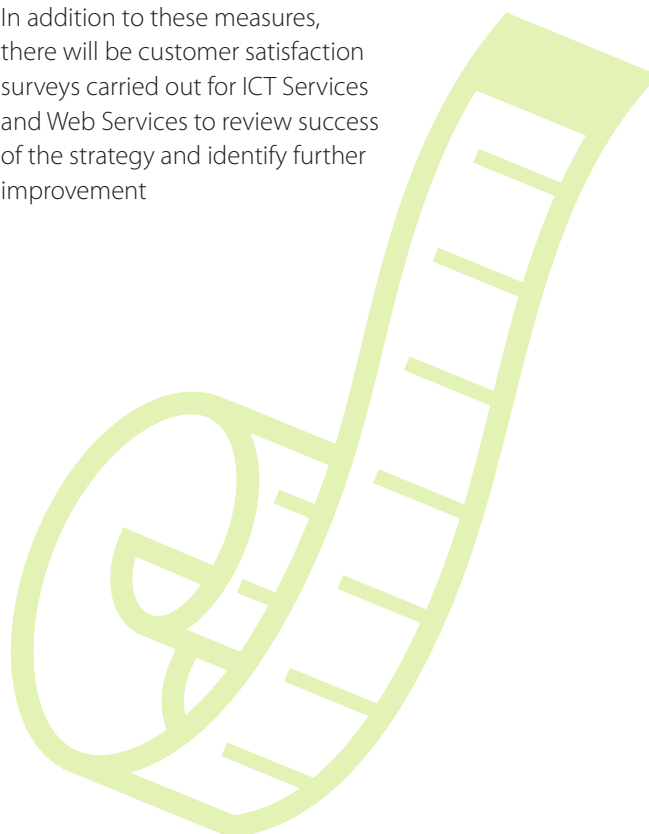
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## KEY PERFORMANCE INDICATORS

- 1.** Availability of technology services across the organisation
  - a)** Data Network
  - b)** Telephone Network
  - c)** Key Systems
  - d)** Internet connection
  - e)** Web services
- 2.** Response times to ICT support calls
  - a)** Incidents
  - b)** Service Requests
- 3.** Length of downtime caused by cyber security incidents
- 4.** Number of visits to the website
- 5.** Number of online transactions
- 6.** Percentage of households in the district with access to superfast broadband
- 7.** Number of young people who have accessed digital training opportunities
- 8.** Successful adoption of the Local Plan

Targets for these indicators will be reviewed as part of the business planning process and added into the digital plan from April 2018.

In addition to these measures, there will be customer satisfaction surveys carried out for ICT Services and Web Services to review success of the strategy and identify further improvement



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