Combining local information to shape priorities, drive efficiencies and inform local people

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Aspects of transparency

- Open data
  - Freeing up non-personal data for wider use
  - Good examples of what is possible
    - Warwickshire
    - Beyond 2010 conference
- ‘Performance’ information
  - Publication of spend, contracts, etc
- Opportunities
  - Support for ‘Big Society’ developments
  - More effective public services – e.g. locality based budgeting
  - Support for new business models

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Aspects of transparency

- Open data
  - Freeing up non-personal data for wider use
  - Good examples of what is possible
    - Warwickshire
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- ‘Performance’ information
  - Publication of spend, contracts, etc
- Challenges
  - Lack of standards
  - Quantity of datasets

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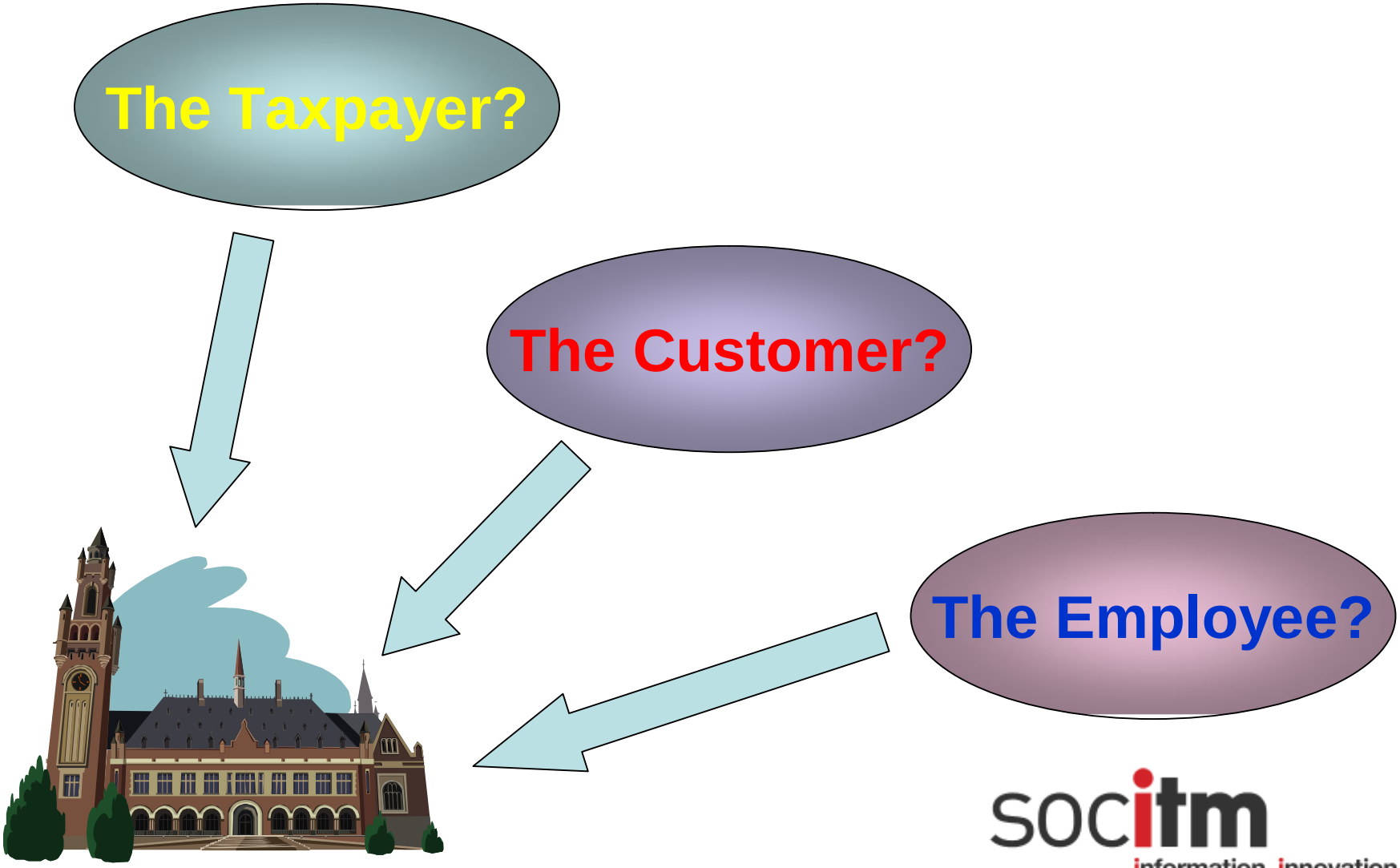
Transparent for whom?



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Transparent for what?

- Transparency is not in itself a public good
- Can support policy outcomes
  - VFM
  - Increased ability to influence priorities
  - Greater accountability for what is being decided and what has taken place
  - Improved awareness of service/product information/quality ratings
  - Greater opportunities for engagement through co-design and co-production
  - Support for entrepreneurial developments
- Are these policy outcomes always clear?

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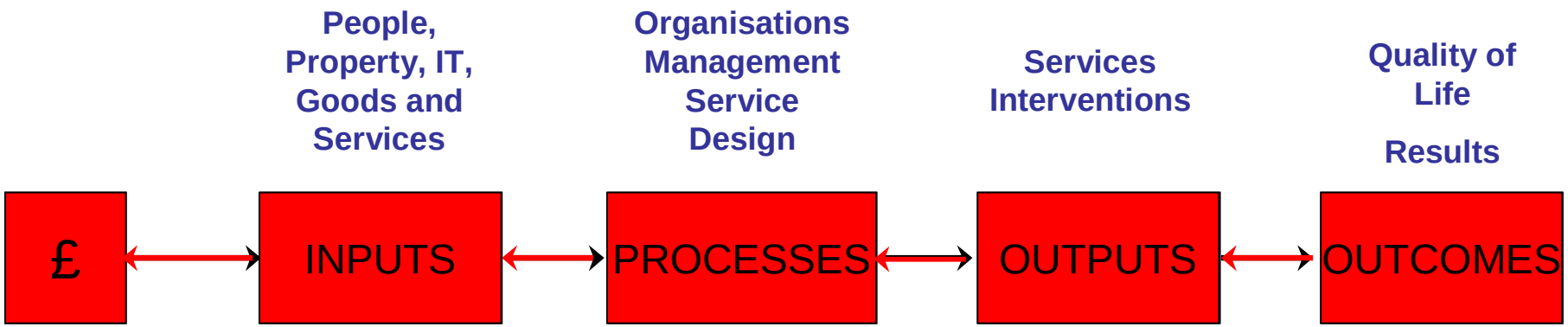
The public sector production model

Elements



How to save

Cut supplier prices
Cut overheads
Cut staff costs
Sell assets
Increase income

Demand less input by:
•Remove duplication
•Redesign
•Lean Mgt (cut rework)
•Cost effective access
•Reduce complexity
•Coproduction

Choose the most effective

Use evidence

Stop doing

Prioritise

Limit priorities

Remove outcomes

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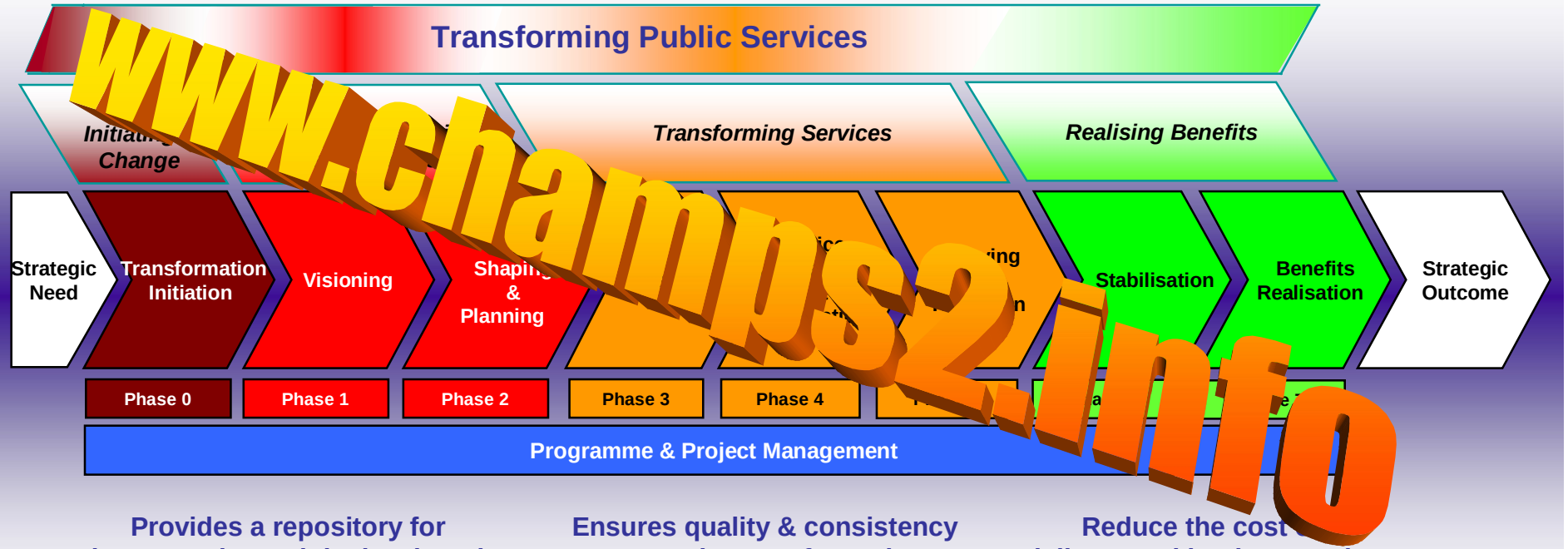
CHAMPS2: a common sense approach



www.champs2.info

Provides a repository for best practice as it is developed within the Council

Helps manage programme risk

Ensures quality & consistency across the transformation programmes

Adds rigour to programme costing

Provides a structured & professional approach to transformation

Reduce the cost delivery and implementation

Reduces rework & reinvention

Improves programme planning

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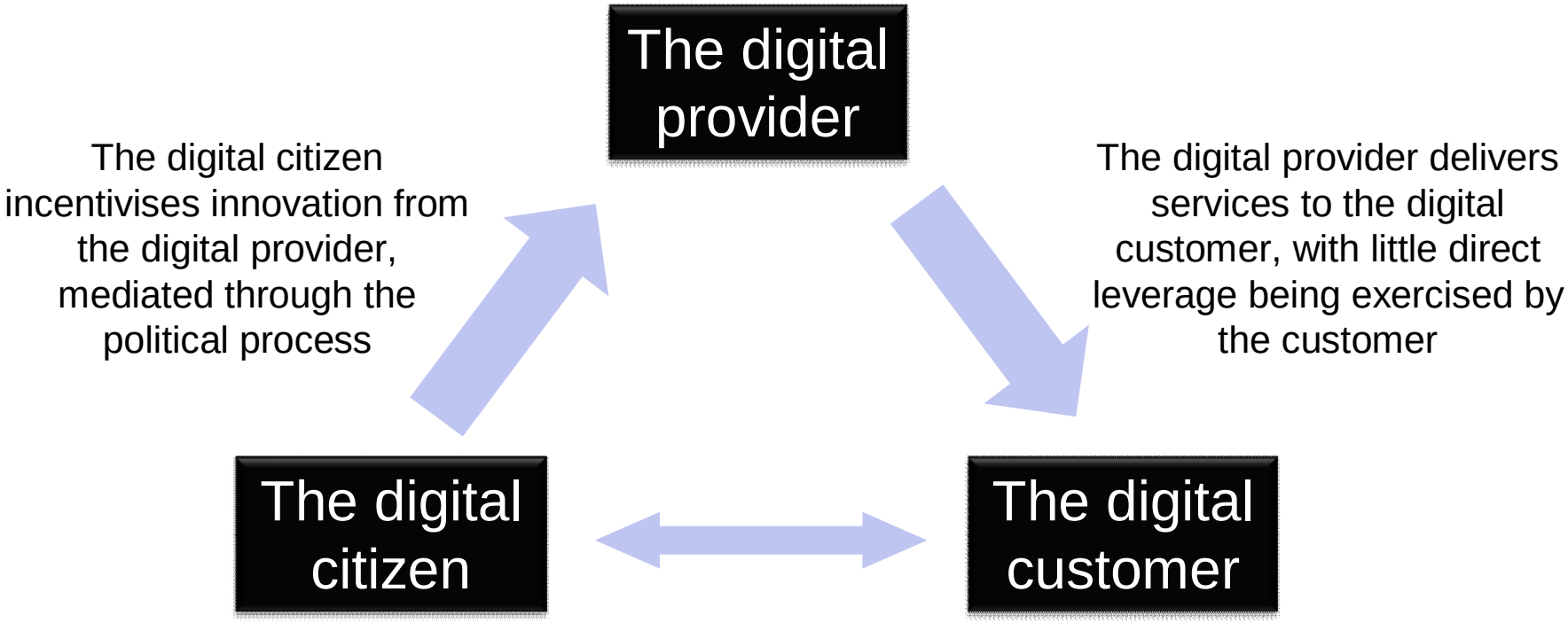
The Dimensions of Digital Public Service - Current



This differs from the private sector, where the customer directly influences the provider through the exercising of choice

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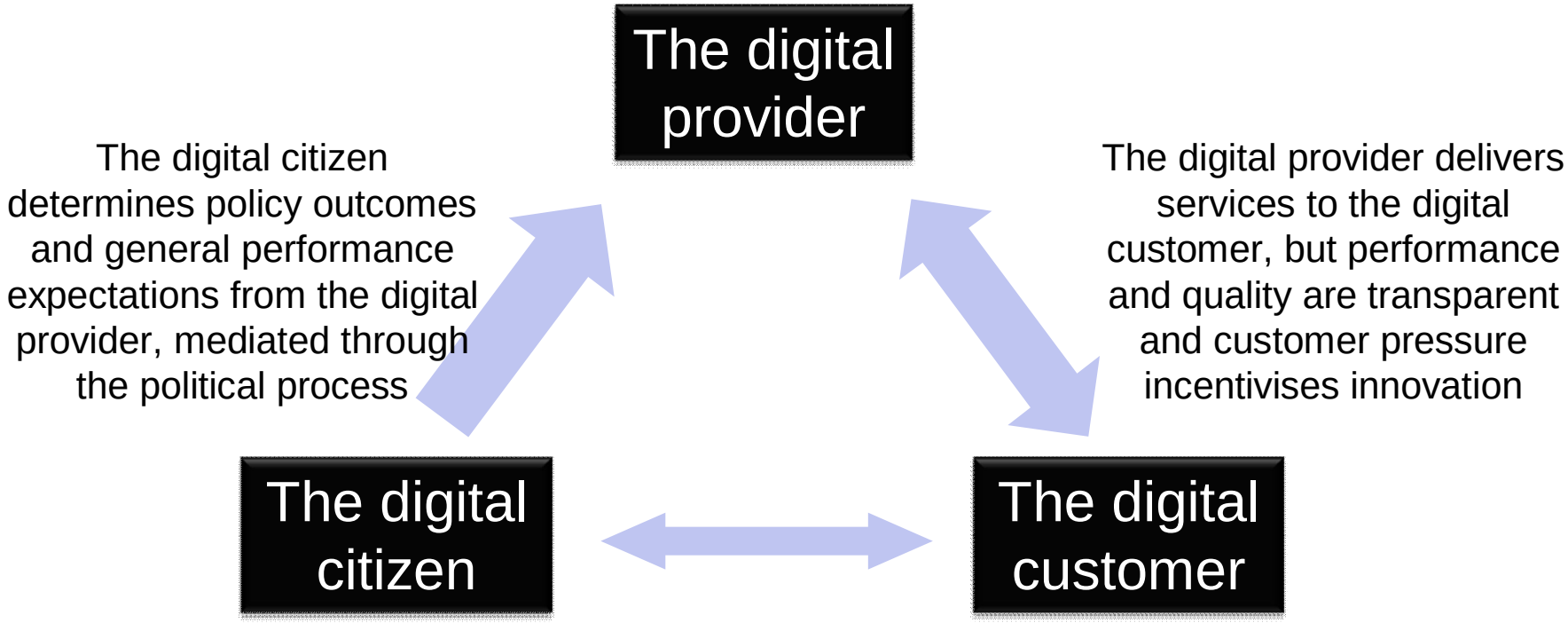
The Dimensions of Digital Public Service – Future?



This draws lessons from the private sector, using informed customer voice as a proxy for choice

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customer first
call - click - visit

Birmingham City Council

Customer First will deliver the following outcomes

Simple and convenient access to services

More transactions completed at first point of contact

More proactive use of customer information

Tracking transactions from point of contact to delivery

Stronger culture of customer focus

Consistent & improved standards of customer handling

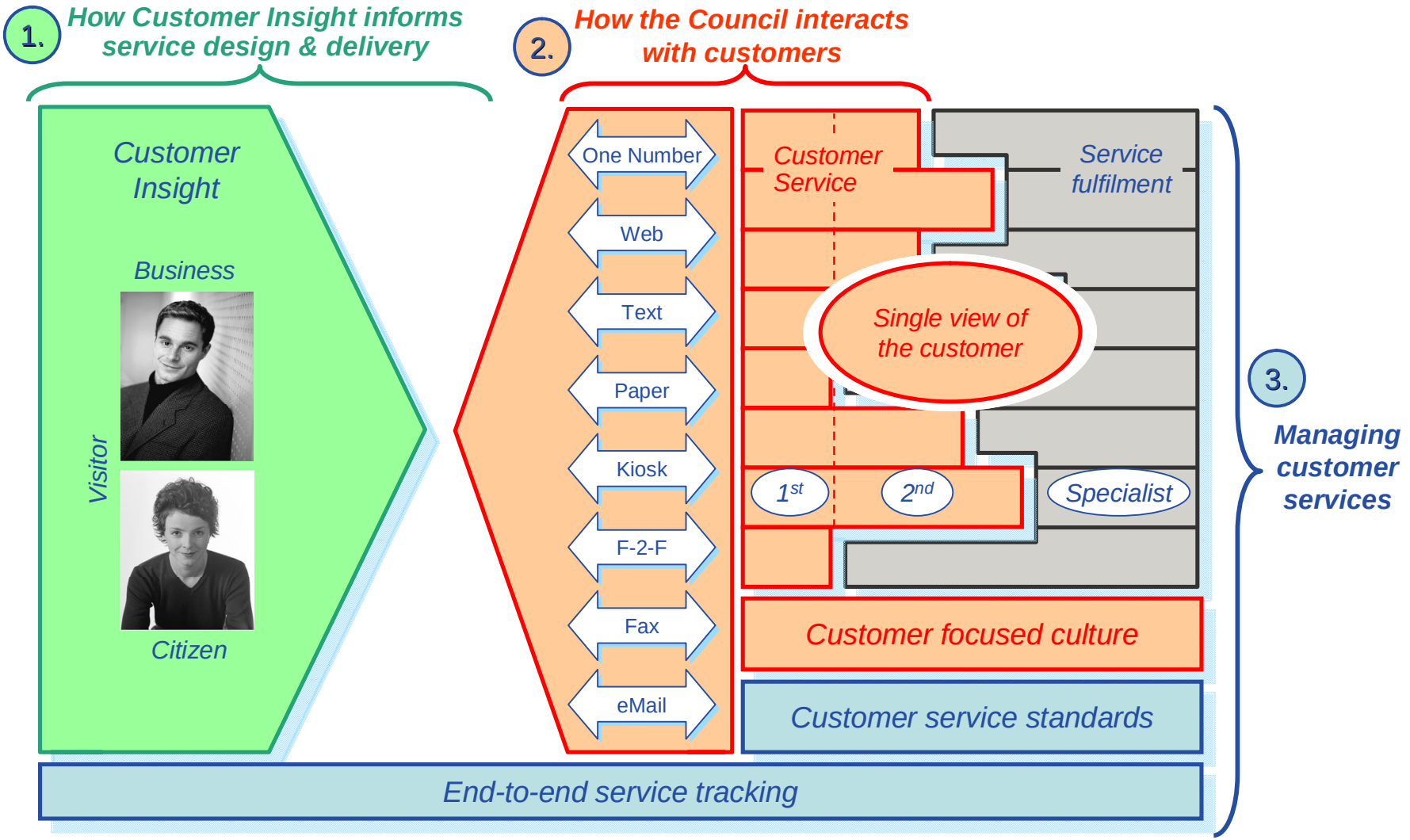
Business Transformation

BIRMINGHAM
GLOBALCITYLOCALHEART

Customer First critical success factors

- Increase our customers' satisfaction to 85%
- 80% of enquiries resolved at the initial point of contact
- Increase proportion of online transactions from 6% to 35%
- 100% of service requests capable of being tracked by customers, officials and politicians
- All customer services staff to be Institute of Customer Services (ICS) qualified
- Reduce customer contact volumes through tackling root causes

Customer First operating model



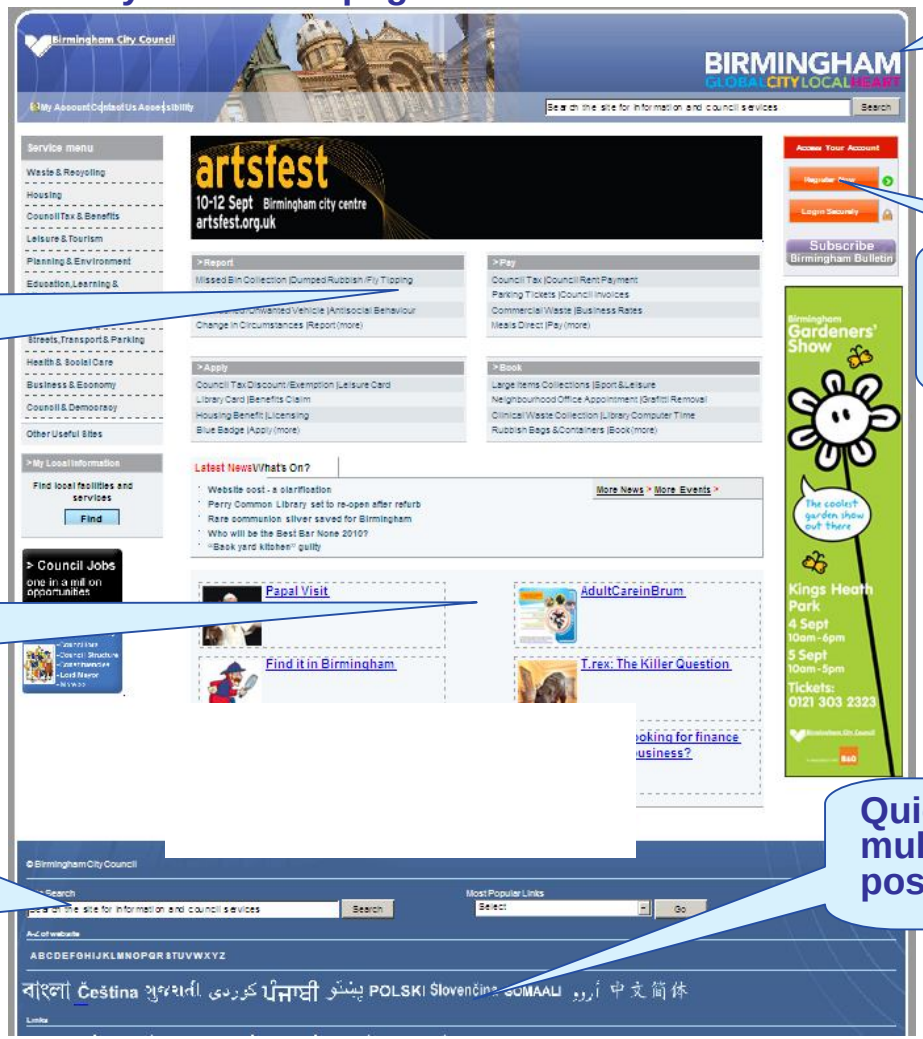
Business Transformation

BIRMINGHAM GLOBAL CITY LOCAL HEART

A new homepage was launched, developed with the involvement of local residents

Birmingham City Council

Key New Homepage Features



Modern, clean style

New website registration for access to Single Customer Account

Quick 1-click access to most common online services to drive channel shift

New layout for news, events, campaigns and space for commercial advertising

Interactive footer with access to search and common services on all pages

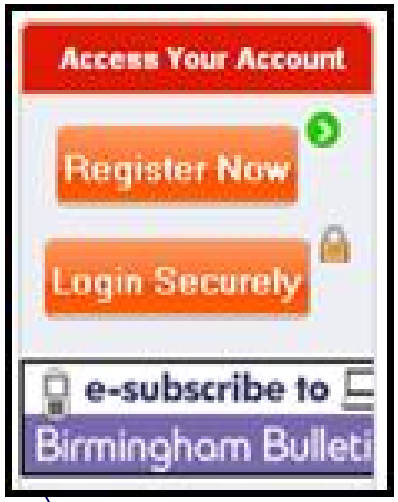
Quick access to multi-lingual sign-posting pages

Business Transformation

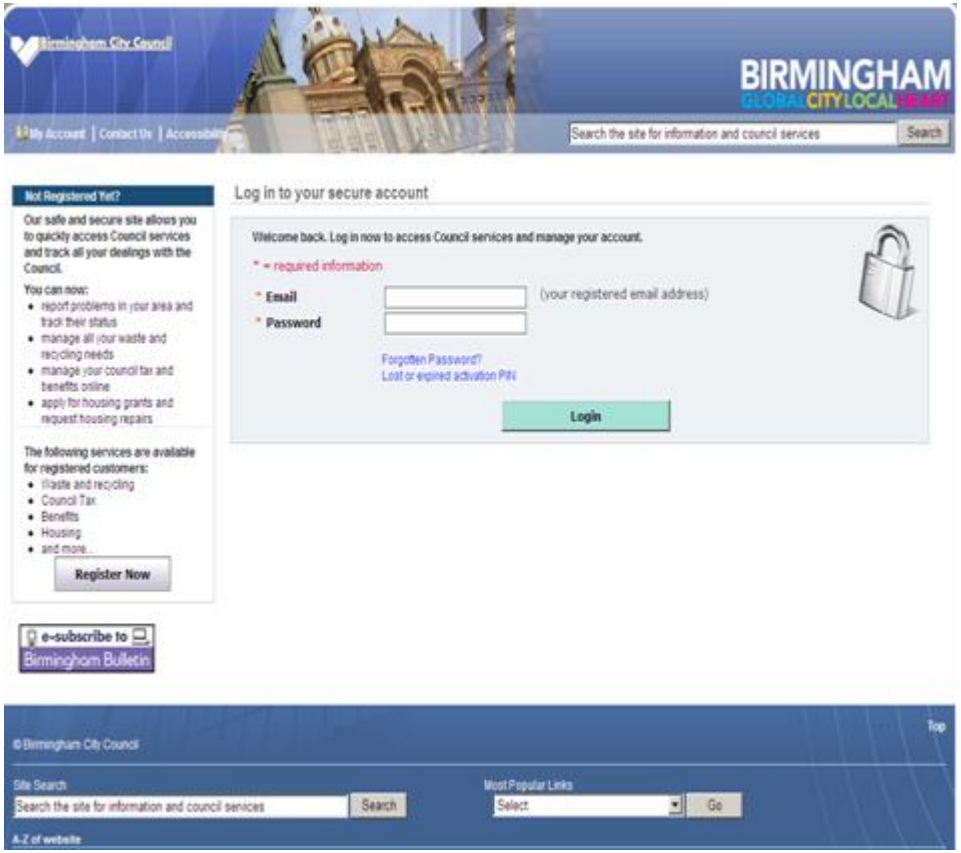
BIRMINGHAM GLOBAL CITY LOCAL HEART

Customers can register and login to their secure account to manage their Council-related affairs

Birmingham City Council



Customer Login:
Giving customers access to their secure account to transact with the Council



Business Transformation

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Customer Home Page: Secure, personalised page for every customer

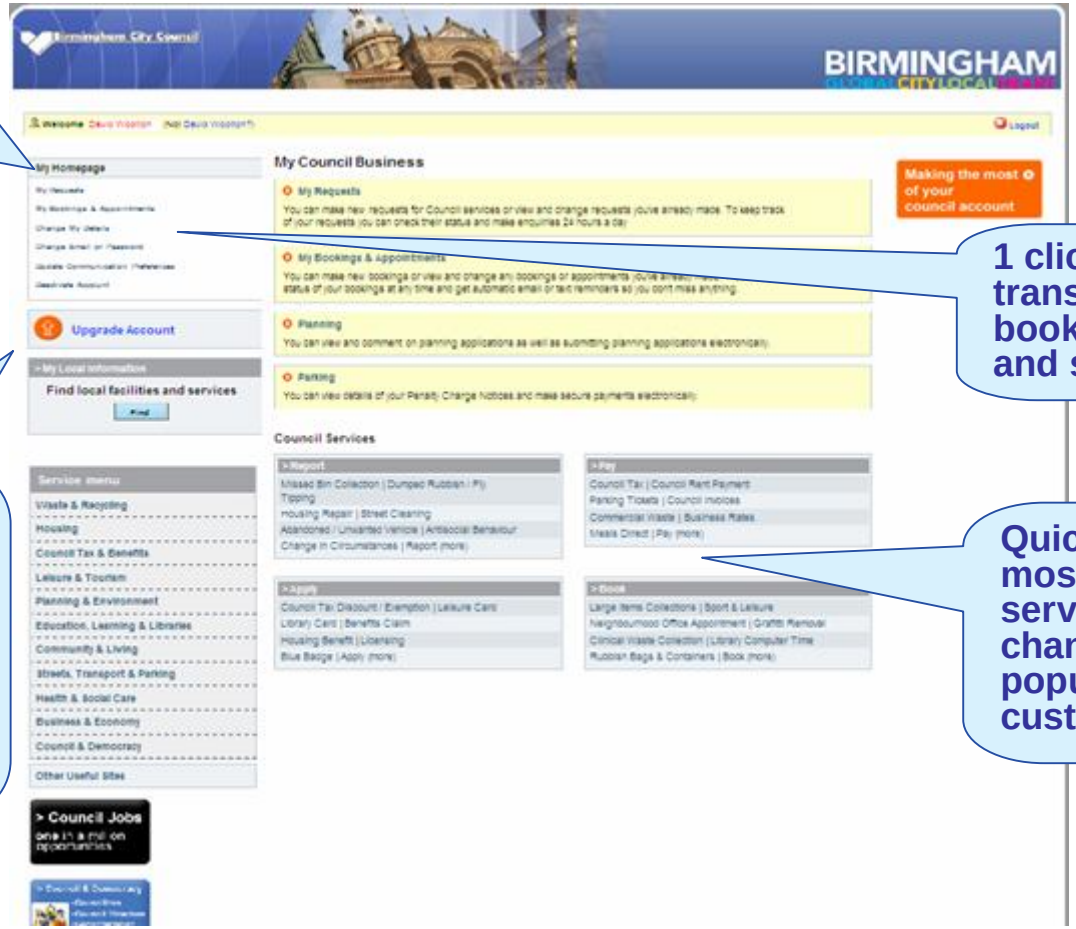
Birmingham City Council

My homepage navigation to keep your personal details up to date and view your transactions

1 click access to transactions, bookings, saved forms and statements

Upgrade your account (by verifying your identity) to access more secure services, e.g. Council Tax Statements and Benefits

Quick 1-click access to most common services to drive channel shift, pre-populating forms with customer details



Business Transformation

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