|  | Objective | Strategy Themes | Actions | Timescale |
| --- | --- | --- | --- | --- |
| 1. | **Make our data more open for the benefit of our residents, businesses and local developers** | * Collaboration
* Supporting Business Growth
 | * Set up and launch a prototype open data portal with our Smart Oxford partners
* Use the portal to host data for local hackathons around key areas of interest
* Promote the portal and encourage public & developer suggestions for new data sets to host
* Increase the number and range of City Council datasets available on the portal
* Evaluate the success of the prototype open data portal and use this to develop a permanent solution
* Run a Smart Oxford Challenge using open data to promote its use and engage the public
 | * September 2016
* As required
* Ongoing
* Ongoing
* March 2017
* TBC
 |
| 2. | **Change the way we design and implement new digital services to ensure they meet customer needs first** | * Customer in Control
* Collaboration
* Digital by Design
* Inclusion

  | * Adopt the Local Government Digital Service Standard as our methodology for designing and implementing digital services
* Review our project management techniques to deliver our digital projects, and empower our teams to make key decisions
* Introduce local design requirements to;
	+ research and map customer needs before designing any new digital services
	+ test all new digital service with customers before and during implementation to improve them
	+ ensure all new digital services have a range of metrics to test their success
	+ use national design service patterns for the way data is collected from customers
* Make our Service Heads the digital champions for their service area and responsible for promoting customer needs
* Enable teams to be responsible for defining and delivering new digital services alongside ICT staff
* Require service managers to manage a digital service once it has been launched and handed over to the service area
 | * November 2016
* March 2017
* March 2017
* December 2016
* March 2017
* March 2017
 |
| 3. | **Work with other organisations to improve our digital services** | * Digital Leadership
* Collaboration
 | * Maintain an active role in the LocalGovDigital network and share best practice amongst sector colleagues
* Introduce internal assessment and learning from the Local Government Digital Service Standard
* Use LocalGovDigital peers to assess our compliance with the Local Government Digital Service Standard
* Participate in Government Digital Service initiatives to use its GovPay, GovNotify and GovVerify services across local government
* Participate in jointly commissioned work by LocalGovDigital colleagues to develop shared digital services
* Consult with third sector organisations to identify how we can jointly deliver better digital services to customers
* Identify all third party digital services that can enhance services for our customers and work with their developers to improve and integrate them with our services
 | * Ongoing
* March 2017
* March 2018
* As opportunities arise
* As opportunities arise
* March 2017
* November 2017
 |
| 4. | **Improve the digital skills and knowledge of our staff** | * Digital Leadership
* Inclusion
 | * Provide Agile project management training for Business Improvement staff deploying digital services
* Sign up to the Digital Skills Charter
* Deliver a programme of staff sessions to ensure that all our staff have and can use basic digital skills
* Ensure that any staff using our Content Management System have been fully trained in its use and in writing for the web
* Train staff involved in open data work to ensure high standards
 | * October 2016
* December 2016
* June 2017
* Ongoing
* December 2016
 |
| 5. | **Help more of our customers to go online and be confident in using digital services** | * Inclusion
* Customer in Control
 | * Promote low-cost schemes to enable more businesses to develop an online presence
* Join the UK Online Centres network
* Launch our Customer Service Centre as a UK Online Centre/Access Point
* Introduce weekly drop-in days for our customers to get practical assistance in using digital devices
* Move all our websites to using secure (https) protocols as standard to guarantee personal information will be safe
 | * October 2016
* December 2016
* March 2017
* March 2017
* Ongoing
 |
| 6. | **Improve the online experience for our customers to promote digital take-up** | * Customer in Control
* Supporting Business Growth
 | * Use our customer feedback, analytics data and user testing to continuously improve our digital services
* Use our business networks to understand the needs of business users to improve our services to them
* Use our customer needs research and customer intelligence to develop a programme of new digital services as part of our annual ICT Work Plan
* Review our online forms to ensure they meet best practice and capture only the information required
* As part of our Customer Relationship Management system replacement, introduce a new Customer Experience Management capability which provides;
	+ access to customer online transactions and their status,
	+ a consolidated, single customer login
	+ personalised information delivery based on status or location
 | * Ongoing
* Ongoing
* October 2017 and annually thereafter
* March 2017
* March 2018
 |
| 7. | **Ensure we provide digital services that everyone can use** | * Inclusion
 | * Introduce local design requirements for all new digital services to;
	+ meet AA standards for accessibility as a minimum
	+ have a responsive design to work properly on mobile devices
* Introduce a requirement to ensure that all new services have a non-digital assisted option for customers that do not use online services
* Work with accessibility specialists and our web developers to achieve an improved Better Connected score for accessibility
 | * November 2016
* March 2017
* October 2017
 |
| 8. | **Work with our partners to improve Oxford’s digital infrastructure** | * Supporting Business Growth
 | * Deliver Better Broadband for Oxfordshire to over 95% of homes
* Deliver a wireless concession scheme to provide free WiFi access and improved mobile coverage in Oxford
 | * December 2017
* June 2017
 |
| 9. | **Increase the diversity of digital suppliers we work with** | * Supporting Business Growth
 | * Identify a range of expert digital agencies (including local agencies) to help develop new digital services where the appropriate capacity does not exist in-house
* Introduce a requirement that all new digital services use open standards and have APIs to enable them to interact with other technologies more easily
* Host our development code on a publically available source code repository to make it easier to work with new suppliers
 | * October 2017
* March 2018
* March 2017
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