Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

	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

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Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

	Objective	Strategy Themes	Actions	Timescale
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	• November 2016
			• Review our project management techniques to deliver our digital projects, and empower our teams to make key decisions	• March 2017
			• Introduce local design requirements to;	• March 2017
			o research and map customer needs before designing any new digital services	
			o test all new digital service with customers before and during implementation to improve them	
			o ensure all new digital services have a range of metrics to test their success	
			o 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	• December 2016
			• Enable teams to be responsible for defining and delivering new digital services alongside ICT staff	• March 2017
			• Require service managers to manage a digital service once it has been launched and handed over to the service area	• March 2017

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	Objective	Strategy Themes	Actions	Timescale
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	• Ongoing
			• Introduce internal assessment and learning from the Local Government Digital Service Standard	• March 2017
			• Use LocalGovDigital peers to assess our compliance with the Local Government Digital Service Standard	• March 2018
			• Participate in Government Digital Service initiatives to use its GovPay, GovNotify and GovVerify services across local government	• As opportunities arise
			• Participate in jointly commissioned work by LocalGovDigital colleagues to develop shared digital services	• As opportunities arise
			• Consult with third sector organisations to identify how we can jointly deliver better digital services to customers	• March 2017
			• 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	• November 2017

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Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

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	Objective	Strategy Themes	Actions	Timescale
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

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Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

	Objective	Strategy Themes	Actions	Timescale

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;
			
			    o access to customer online transactions and their status,
			
			    o a consolidated, single customer login
			
			    o personalised information delivery based on status or location
				• Ongoing
				
				• Ongoing
				
				• October 2017 and annually thereafter
				
				• March 2017
				
				• March 2018

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Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

	Objective	Strategy Themes	Actions	Timescale

7.	**Ensure we provide digital services that everyone can use**	• Inclusion	• Introduce local design requirements for all new digital services to;
			  o meet AA standards for accessibility as a minimum
			  o have a responsive design to work properly on mobile devices
				• November 2016

			• Introduce a requirement to ensure that all new services have a non-digital assisted option for customers that do not use online services	• March 2017
			• Work with accessibility specialists and our web developers to achieve an improved Better Connected score for accessibility	• 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	• December 2017
			• Deliver a wireless concession scheme to provide free WiFi access and improved mobile coverage in Oxford	• June 2017

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Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy

	Objective	Strategy Themes	Actions	Timescale
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	• October 2017
			• Introduce a requirement that all new digital services use open standards and have APIs to enable them to interact with other technologies more easily	• March 2018
			• Host our development code on a publically available source code repository to make it easier to work with new suppliers	• March 2017

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