|  | 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 |