



Digital Strategy: Action Plan

How we will achieve the changes set out in this Strategy



	Objective	Strategy Themes	Actions	Timescale
105	<p>1. Make our data more open for the benefit of our residents, businesses and local developers</p>	<ul style="list-style-type: none"> • Collaboration • Supporting Business Growth 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • September 2016 • As required • Ongoing • Ongoing • March 2017 • TBC



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106	<p>2. Change the way we design and implement new digital services to ensure they meet customer needs first</p>	<ul style="list-style-type: none"> • Customer in Control • Collaboration • Digital by Design • Inclusion 	<ul style="list-style-type: none"> • 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; <ul style="list-style-type: none"> ○ 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 	<ul style="list-style-type: none"> • November 2016 • March 2017 • March 2017 • December 2016 • March 2017 • March 2017



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107	<p>3. Work with other organisations to improve our digital services</p>	<ul style="list-style-type: none"> • Digital Leadership • Collaboration 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Ongoing • March 2017 • March 2018 • As opportunities arise • As opportunities arise • March 2017 • November 2017



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<p>4. Improve the digital skills and knowledge of our staff</p>	<ul style="list-style-type: none"> Digital Leadership Inclusion 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> October 2016 December 2016 June 2017 Ongoing December 2016
<p>5. Help more of our customers to go online and be confident in using digital services</p>	<ul style="list-style-type: none"> Inclusion Customer in Control 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> October 2016 December 2016 March 2017 March 2017 Ongoing



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<p>6. Improve the online experience for our customers to promote digital take-up</p>	<ul style="list-style-type: none"> • Customer in Control • Supporting Business Growth 	<ul style="list-style-type: none"> • 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; <ul style="list-style-type: none"> ○ access to customer online transactions and their status, ○ a consolidated, single customer login ○ personalised information delivery based on status or location 	<ul style="list-style-type: none"> • Ongoing • Ongoing • October 2017 and annually thereafter • March 2017 • March 2018



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110	7. Ensure we provide digital services that everyone can use	<ul style="list-style-type: none"> • Inclusion 	<ul style="list-style-type: none"> • Introduce local design requirements for all new digital services to; <ul style="list-style-type: none"> ○ 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 	<ul style="list-style-type: none"> • November 2016 • March 2017 • October 2017
	8. Work with our partners to improve Oxford's digital infrastructure	<ul style="list-style-type: none"> • Supporting Business Growth 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • December 2017 • June 2017



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9. Increase the diversity of digital suppliers we work with	<ul style="list-style-type: none">Supporting Business Growth	<ul style="list-style-type: none">Identify a range of expert digital agencies (including local agencies) to help develop new digital services where the appropriate capacity does not exist in-houseIntroduce a requirement that all new digital services use open standards and have APIs to enable them to interact with other technologies more easilyHost our development code on a publically available source code repository to make it easier to work with new suppliers	<ul style="list-style-type: none">October 2017March 2018March 2017

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