

Corporate Overview and Scrutiny Committee – briefing note to accompany presentation

Name of report	Digital and Customer Progress Update
Presenter	Marta Poczowska, Chief Digital Officer
Date of presentation	17 September 2024
Background to presentation and outline	<p>In August 2023 the Council adopted a new operating model to drive efficiencies and support the Council to become an 'Enabling Council'.</p> <p>The Improvement and Recovery Plan ("IRP") dated October 2023 sets out that the priority of "improving leadership to accelerate change" will be delivered through two interlinked workstreams, one of which is "building our corporate capability". The aim of this is to demonstrate "we have a new operating model that positions the Council as enabling the most effective and efficient delivery of public services within the resources available". At paragraph 4.2 of the IRP this priority is explored in more detail and sets out one of the outcomes as being "improvement in value for money through delivery of core services and functions at a lower cost and automating all rules-based activity, meeting the requirements for best value".</p> <p>As such, a review of strategy for Contact Management was undertaken with a view to embracing digital technology for contact with the Council.</p> <p>This presentation provides an update on progress on the digital and customer contact transformation programme and covers:</p> <ul style="list-style-type: none"> • Design principles guiding decision making around customer contact • The scope and ambition of the future operating model • The steps to be taken to deliver the digital transformation programme • Technology enablers • Digital exclusion • Key programme risks
Explanation of acronyms used	<p>OOTB - Out Of The Box CRM – Customer Relationship Management CEC – Contact Experience Capability CMS – Content Management System</p>

**Relevance to
Corporate Overview
and Scrutiny
Committee**

The Corporate Overview and Scrutiny Committee is tasked with considering and holding to account the Leader, the Cabinet Member for Finance, the Chief Executive and the Section 151 Officer for the deliver of the Council's improvement and recovery plans and financial strategy.

One of the focusses for the Committee as set out in the terms of reference is:

“Constructive challenge to Cabinet on organisational change and development of Council policy, Corporate Plan and improvement plans to add value, through early pre-decision scrutiny and shaping, including consideration of the community impact of corporate and financial plans.”

As set out above, the Contact and Digital Transformation Programme, is a key element of the IRP and as such is within the terms of reference for Corporate Overview and Scrutiny Committee. It is appropriate for Corporate OSC to have early sight of progress of the programme in order to add value to the programme and assist in shaping the decision-making process around the programme.