



Rushcliffe  
Borough Council



# Rushcliffe Borough Council

## Digital by Design

Pre-2018



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# Digital by Design

## Pre-2018 Web update

- 2015/16 delivery of 'Get Online' Communication Plan highlighting what activities could be done through the website and via self-serve terminals
- Digital by Default project 2015-2016 – contained a strand focused on delivering a mobile responsive website with clear access to self-service options from the home page, encouraging channel shift, including the enhanced visibility of eforms and backed up with regular analysis of statistics using data to inform future development.



## Digital by Design

### The 2015-17 Customer Access Strategy delivered

- A responsive website (adapting the content and navigation of the website to suit a desktop computer, tablet or mobile)
- Improved navigation, structure and search facility on the website to make it easier for customers to find the services they are looking for
- Improved existing eforms focusing them to customer needs not organisational desires, targeting the highest demand services first
- Development of new eforms giving customer greater access to the services they need
- A review the content of the website to ensure it is up to date and relevant, easy to access and helpful to customers



## Digital by Design External validation of website

- Our 2018 SOCITM (Society of Information Technology Managers) results showed the success of this approach:
- In 2018 we were four points away from a four star rating
- To achieve 4 stars sites have to get:
  - Minimum 12 points over the 4 service tasks (we got 10 and had mod.gov been implemented before testing it would have been 11)
  - Combined usability of 3 or 4 points (we achieved 3 points)
  - Accessibility 2 or 3 (we achieved 2 points)



# Digital by Design

## Comparative results from Notts districts

	Star rating	Accessibility
Ashfield	2 star	N/A
Bassetlaw	1 star	N/A
Broxtowe	3 star	Fail
Gedling	3 star	N/A
Mansfield	2 star	N/A
Newark & Sherwood	1 star	N/A
Nottingham City	1 star	N/A
Notts CC	3 star	N/A
Rushcliffe	3 star	Pass





## Digital by Design

### Statistics about current website usage:

Mobile usage is increasing and is challenging desktop usage as the no. 1 method to access the website. August 2018 was the first month where mobile users exceeded desktop / tablet users (mobile 45.5%, desktop 40.8% and tablet 13.7%). This was primarily driven by visits to the Rushcliffe Country Park or to events e.g. Lark in the Park, Tour of Britain. Desktop usage Monday to Friday excluding events is however higher than mobile traffic.

- Top five (content) pages in 2018 are:
  - Garden waste scheme – Rushcliffe – 33,588
  - Rushcliffe Country Park – 30,079
  - Find and contact us (Customer Services) – 22,957
  - Tour of Britain – 19,783
  - Pay Council Tax – 15,286
- Year to date page views are 10% higher than last year – 1,289,541 compared to 1,169,237.



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# Digital by Design

2018 onwards



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# Digital by Design

## 2018 onwards

- Digital by Design is an emerging programme that will cater to changing technology, and residents needs
- Transforming the Council to enable the delivery of efficient high quality services – by utilising digital technology, and by doing so
- Transform the relationship between residents and the Council





# Digital by Design

## 2018 onwards

- Programme focuses on delivering
  - Understanding Residents Needs?
  - Accessibility for Everyone
  - Shifting services to front line staff
  - Ability to access services from one place
  - Robotics, and exploring new digital technologies like Artificial Intelligence (AI)



# Digital by Design

## 2018 onwards

- Understanding Residents Needs?
  - Learn from what we know using data collected from existing services.
  - Look for trends, or gaps
  - Speak to Residents, and conduct surveys
  - Enhance existing digital services



# Digital by Design

## 2018 onwards

- Accessibility for Everyone
  - Digital services to be secure, ease of access and navigation, inclusive, legible and readable as possible. Keeping residents engaged.
  - Build Digital platforms such as ‘My Account’ portals, and self-serve facilities to allow residents access to Council services from one place.
  - Digital services to be accessible across a wide range of devices such as smartphones, tablets



# Digital by Design

## 2018 onwards

- Robotics and Artificial Intelligence
  - Automation of business process, enabling staff to provide faster responses.
  - Integration between systems increase efficiencies when dealing with complex requests that require access to information from multiple sources.
  - Instant response to requests made online by residents.
  - Monitor the development of Artificial Intelligence technologies.