Deputy Leader Statement 2017/18

INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value For Money Council Services:**
  Protecting your money

- **Promoting Local Economic Growth:**
  To benefit local people by turning aspiration into reality

- **Protecting and Strengthening Communities:**
  Love where you live

The following statement sets out how the Deputy Leader for Programmes and Transformation and officers of the Council will contribute to achieving these priorities.

However throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections. The activities outlined in the statement are often cross-cutting themes with overlaps into other areas.

The statement also highlights past successes by highlighting the Council's key achievements in 2016/17.

ACHIEVEMENTS IN 2016/17

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve around 86% of this portfolio's milestones set for 2016/17 by the end of the financial year.

Some of these achievements are highlighted in the following section.

Making Further Improvements to our Technology Architecture
The Council once again achieved the necessary compliance requirements for connection to the GCHQ Public Service Network in December 2016. This ensures sound governance and security arrangements are in place, allowing the Council to maintain connection with the Government Secure Intranet and transact with central government departments. The Council also continued to make substantial improvements to its network and operating capabilities, thus ensuring that it first optimises and then capitalises on its agile working opportunities.

The Council also conducted an audit of all its maintenance and licensing arrangements with all of its technology vendors to ensure that we were receiving value for money through its current contractual arrangements.

Channel Shifting to SMARTER Resident Interaction
The Council actively campaigned and promoted the web-site in order for it to become the preferred point of contact for resident enquiries. There was a concentrated focus on the Council's self-service facilities in high contact areas, such as Council Tax, Housing Benefits and Planning services, in order to maximise take-up of these more efficient and cost-effective access channels.

Contributing to New Ways of Working
The Council has continued to investigate options for new methods of service delivery ensuring that work is carried out in a collaborative and challenging

way with other service areas. This included a review of the Shopmobility operation, as well as a detailed strategic appraisal of its Leisure and Cultural Services.

Procurement Strategy

A new Procurement Strategy was adopted, ensuring the Council's procurement procedures were up to date and responsive, to both the Council's and the external market needs.

Recognition for the ICT Service

The ICT Team has been recognised nationally and shortlisted for the Local Government Chronicle Awards for 2016/17 under the Business Transformation category.

Re-joined Destination Staffordshire, and Supported the National Forest

To strengthen tourism links with public and private sector partners, East Staffordshire re-joined the Destination Management Partnership (DMP). By working with this public/private enterprise, the Council looked to strategically support local business working in the tourism sector, helping to raise the profile of the Borough's tourism attractions and increase local prosperity.

OBJECTIVES FOR 2017/18

2016/17 has been another successful period for the Council, but it is determined to build on this platform as it moves forward into the new financial year. It will continue to further improve service delivery, performance and value for money. This will be achieved through delivery of the Council's three Corporate Priorities, which will be supported by the following objectives and targets led by the Programmes and Transformation area.

Further Exploitation of the Technical Architecture (Targets PT01; PT02)

The Council will continue to work in an efficient and safe environment by ensuring that there are ongoing improvements to its technology infrastructure. The Council will once again work to achieve compliance to the GCHQ Public Service Network in December 2017, which will mean that it continues to have sound governance and security arrangements in place, allowing the Council to maintain our connection onto the Government Secure Intranet and transact with central government departments. The Council will also continue to make substantial improvements to its operating capabilities, with upgrades within Council departments to maximise flexible working opportunities and also embark on a refresh of corporate multi-functional printing devices, ensuring an even more competitive solution is sourced.

Channel Shifting to SMARTER Resident Interaction (Target PT03)

The Council will continue to campaign and promote the website in order for it to become the preferred point of contact for resident enquiries. It will build on the previous year's activity, once again focusing on the Council's self-service facilities in high contact areas, such as Council Tax, Housing Benefits and Planning services, in order to maximise take-up of these more efficient and cost-effective access channels.

Continue to Make Improvements to the Procurement Process (Targets PT04; PT05; PT06)

The Council will continue to improve its procurement activities, in line with the current strategy, and introduce category management into the procedures. It

will also implement new procurement procedures following the cleaning/consumables spend analysis as well as looking at opportunities for savings in printing and postage.

Contributing to New Ways of Working (Targets PT07; PT08)

There will be a continuation of collaborative working across the Council, as it continues to appraise and investigate options for new methods of service delivery. This will include the realisation of the Shopmobility review, as well as procurement and project management support to the Leisure and Cultural Services review, and technical and professional support to the Accommodation review.

Host a Tourism Event (Target PT09)

Working in partnership with Destination Staffordshire, its Destination Management Partnership (DMP), the Council will host an event to provide a greater understanding of the ways in which the Council can strategically support local businesses operating in the tourism industry.

Working with the National Forest, appraise the value of digital marketing to support the local tourism industry (Target PT10)

This summer, the National Forest will be introducing their National Forest Tourism Ten Year Growth Plan. One of the National Forest's aims is to move forward with digital marketing, aligning with Destination Staffordshire. This could provide an opportunity for the Council to offer its support, if a case can be made that any investment tangibly improves local business performance.

MEASURES AND TARGETS FOR 2017/18

The Programmes and Transformation portfolio has identified a number of measures and targets for 2017/18 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value For Money Council Services

Ref	Measures	Target 2017/18
PT01	**Providing A Secure Virtual Working Environment**	**Achieve GCHQ PSN Compliance for access to the Government Secure Intranet** *(December 2017)*
PT02	**Continuing To Improve The Value For Money Of Council Services**	**Carry out procurement for Multi-Functional Devices** *(December 2017)*
PT03	**Delivering The SMART Borough Agenda**	**E-Services take-up targets** *To be agreed post outturn*
PT04	**Continuing To Improve The Value For Money Of Council Services**	**Introduce category management** *(March 2018)*
PT05	**Continuing To Improve The Value For Money Of Council Services**	**Implement new procedures for procurement of consumables** *(June 2017)*
PT06	**Continuing To Improve The Value For Money Of Council Services**	**Consider opportunities for savings in printing and postage** *(March 2018)*
PT07	**Continuing To Improve The Value For Money Of Council Services**	**90% satisfaction with the corporate contribution to the strategic leisure management project and accommodation review project** *(March 2018)*

Promoting Local Economic Growth

Ref	Measures	Target 2017/18
PT08	Providing More Appropriate Ways For Services To Be Delivered	Implement Shopmobility Review findings *(June 2017)*

Protecting and Strengthening Communities

Ref	Measures	Target 2017/18
PT09	Host a Tourism Consultation Event	Working with the Destination Management Partnership, host an event to understand needs of local tourism businesses *(September 2017)*
PT10	Appraise The Value Of Digital Marketing To Support The Local Tourism Industry	Working with the Destination Management Partnership and the National Forest, complete an appraisal of digital marketing *(March 2018)*