



Digital Borders Strategy Overview

Scottish Borders Council

25 February 2021



Setting the Scene and Agenda

Building on the vision to become a smart rural region, we have formulated a Digital Strategy to help realise this ambition and deliver improved outcomes across Scottish Borders.

- ❖ Achieving improved citizen outcomes
- ❖ Further building SBC people capabilities
- ❖ Harnessing the power of communities
- ❖ Operating within agreed financial boundaries
- ❖ Expanding regional development
- ❖ Reducing Digital exclusion and improving inclusivity



The Digital Strategy has two main objectives.

- To use digital technology to improve SBC processes, improve the customer experience and improve operational efficiency.
- to set out the Council's digital vision for the Borders.

Vision: Scottish Borders will become the UK's first smart connected rural region, supporting better outcomes for everyone who lives and works here

Environment and Sustainability

Greener low carbon ways of doing things to ensure a sustainable Scottish Borders.
Solutions for reduced travel, paper & other resources

For Citizens

Customer Led Service Delivery
Interact through the channel of their choice
Informative, proactive alerting and information

For Communities

Scotland leading integrated care journey
Proactive Digital participation
Streamlined Digital Funding Process

Connected Care

Allowing clients better access to more relevant services
Addressing Isolation and loneliness
Helping clients and carers with digital solutions
Increasing capacity and reducing unnecessary cost

For Businesses

Easy to interact
Extra Value Services
Smart capability embedded in new infrastructure

Smart Rural Region

Transformed Service Delivery

Automation and IOT driving end to end automated service delivery prioritising the citizen, community and local business
Proactive, data driven optimised service delivery freeing up capacity in the back office to enable the front office

For Colleagues

A digital workplace with the tools, capability and training to deliver services where it's best to deliver them

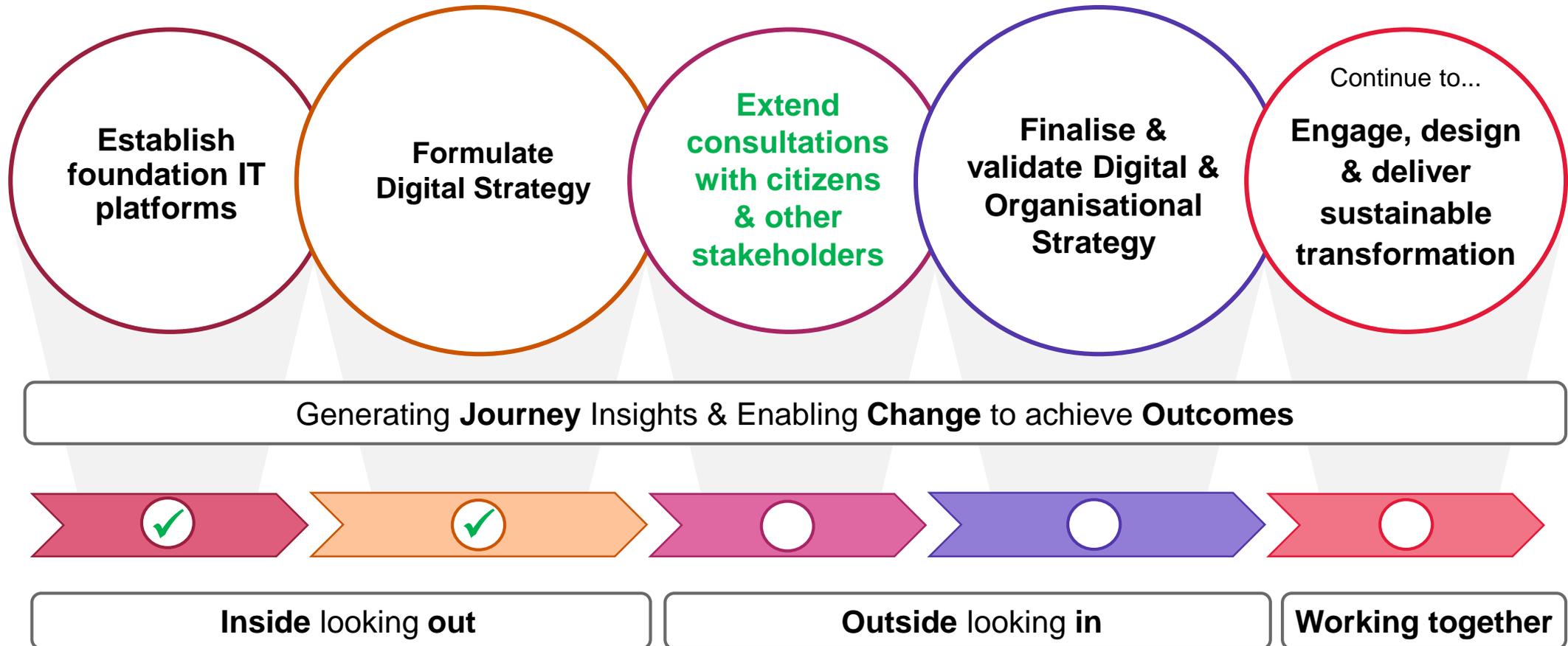
Maximising Revenue Streams

Advertising availability of vacant industrial & commercial premises
Enabling on-line booking of community assets

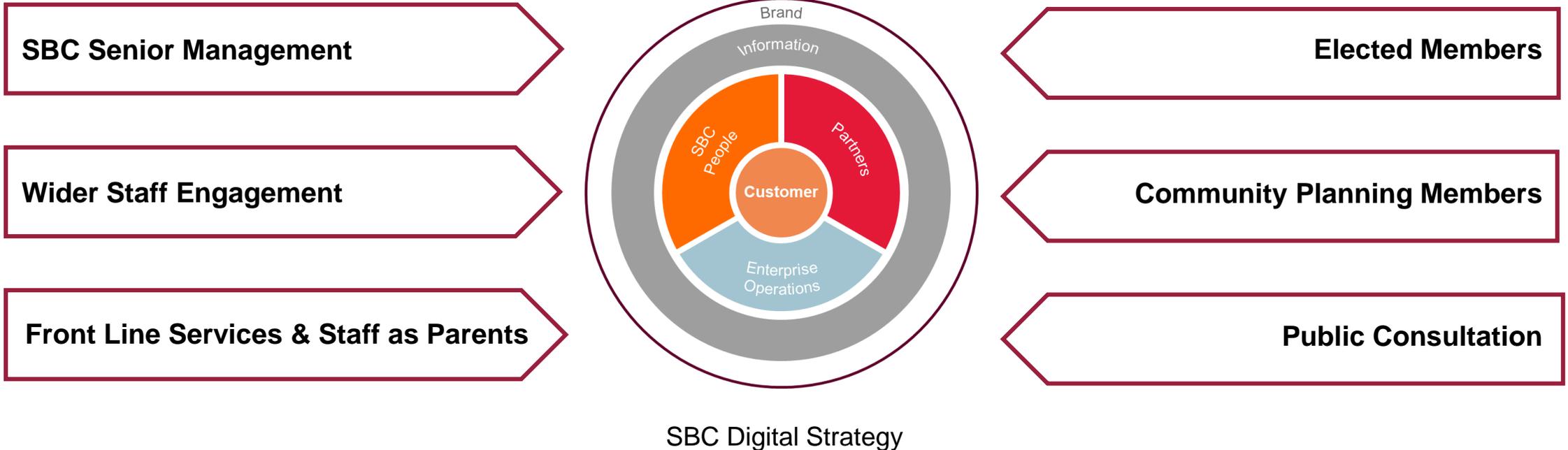
Future Skilled Workforce

Creating a digital edge for SBC and the whole area
Continuous education and learning
Aligned to future jobs
Promotion of young people's digital skills

Our journey to becoming the UK's first smart connected rural region supporting better outcomes for everyone who lives and works in the Scottish Borders



We've engaged a range of stakeholders in over 20 separate sessions with further meetings planned, in order to formulate SBC's Digital Strategy



Enabling SBC's Strategic Direction through a Digital Strategy

Corporate Plan

Setting Scottish Borders Council's strategic direction



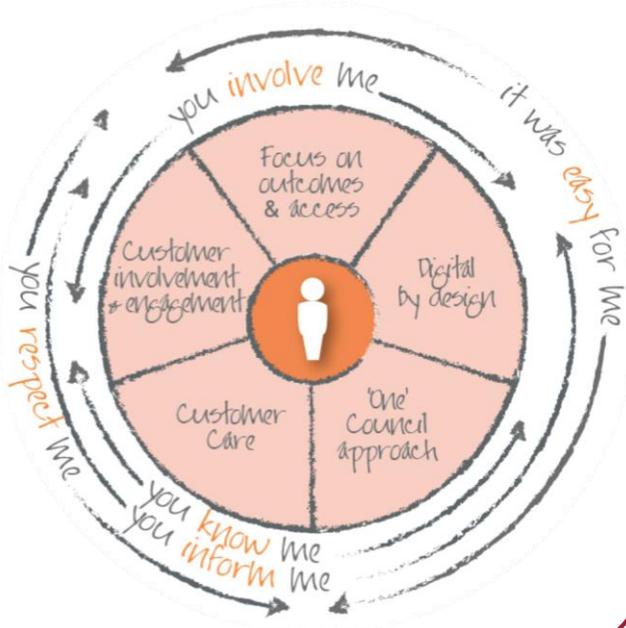
Digital Strategy

Enabling citizen outcomes through a value-led digital strategy



Customer Strategy

Enabling improved outcomes & quality of life for SBC citizens



Digital Strategy Principles Informed by the Corporate Plan & Customer Strategy

- Citizen centric & value driven
- Prioritised based on impact
- Information-enabled
- Collaboratively informed & developed
- Stakeholder aligned
- Building on successful foundations
- Digital by design
- People, process & technology enabled outcomes



Executive Summary: Overview

To enable improved citizen and employee experience and unlock economic value, SBC's digital strategy sets out **12 key programmes of work**, positioned across the **3 key areas** of Demand Management, Response Management and Enterprise & Asset Optimisation. This strategy will assist with the delivery of **existing savings plans** and **unlock future potential** savings.

- The **digital strategy roadmap**, set across a period of 3.5 years, shows an initial view of programme phasing to deliver a step change that will deliver long term benefits.
- Also recommended is a **change programme** and **benefit realisation** plan to run alongside the transformation.
- **Growing capability** and supporting **future change** will prepare SBC for the delivery and adoption of digitally-enabled citizen-centric services and the realisation of benefits.



SBC's Priority Imperatives

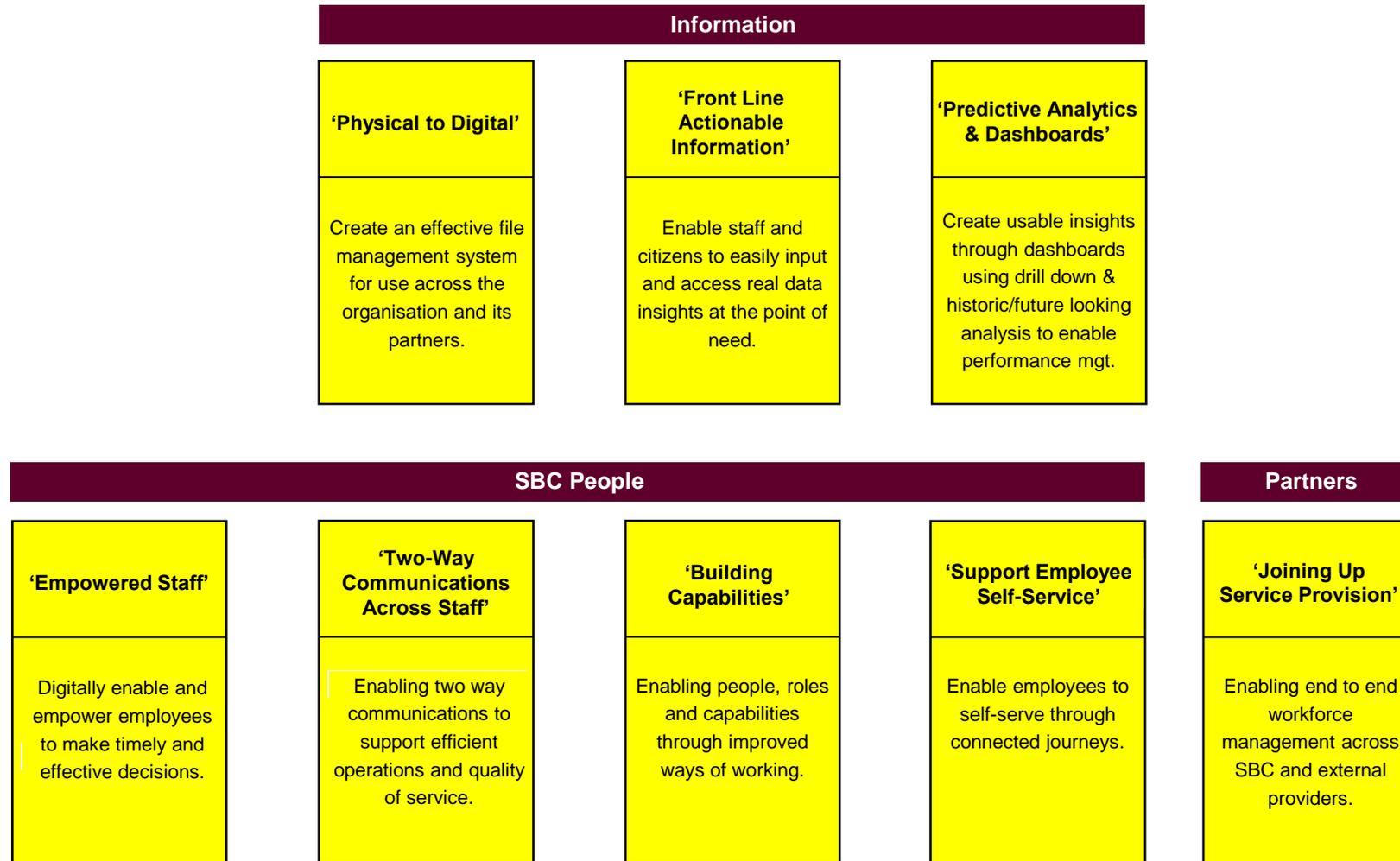
Enterprise Operations

<p>'Redefining SBC Services'</p>	<p>'Update SBC Operating Model'</p>	<p>'Simplified Processes'</p>	<p>'Tech-Enabled SBC Operations'</p>	<p>'Enabling Change'</p>	<p>'Disposal of Underperforming Assets'</p>
<p>Empowering citizens and local bodies to define community role and responsibilities.</p>	<p>Modernise staffing structures and reporting to enable cost effective operations.</p>	<p>Simplifying processes to deliver cost effective outcomes for citizens and staff.</p>	<p>Prioritise the use of modern technology for front line employees, enabling cost effective operational running.</p>	<p>Create the tools and capabilities for staff to identify and adopt new ways of working.</p>	<p>Dispose of underperforming assets that are not part of the Council's strategic direction.</p>

Customer

<p>'Citizen Service Engagement'</p>	<p>'Joining the Dots Across Services'</p>	<p>'Prevention & Early Intervention'</p>	<p>'Capacity Management'</p>	<p>'Resource Scheduling'</p>	<p>'Citizen Online Services'</p>	<p>'Proactive Citizen Communications'</p>	<p>'Cost Effective Customer Operations'</p>
<p>Reach citizens, employees, partners and elected members to engage and evolve Council services.</p>	<p>Improving council service provision through a holistic understanding of citizen needs.</p>	<p>Focus resources on prevention and targeted early intervention to reduce social care demands.</p>	<p>Establish a forward view of demand and supply capacity to enable effective operational running.</p>	<p>Create real time scheduling capability for front line operational staff and other organisations.</p>	<p>Support citizen adoption of online services rather than face to face or telephone.</p>	<p>Creating proactive communication updates on service provision to citizens reducing the need for information requests.</p>	<p>Prioritise the use of modern technology for front line employees, enabling cost effective service delivery.</p>

SBC's Priority Imperatives



Customer and Employee Journeys insights across SBC

Customer and employee journey analysis across three directorate areas was prioritised for inclusion into the Digital Strategy roadmap:

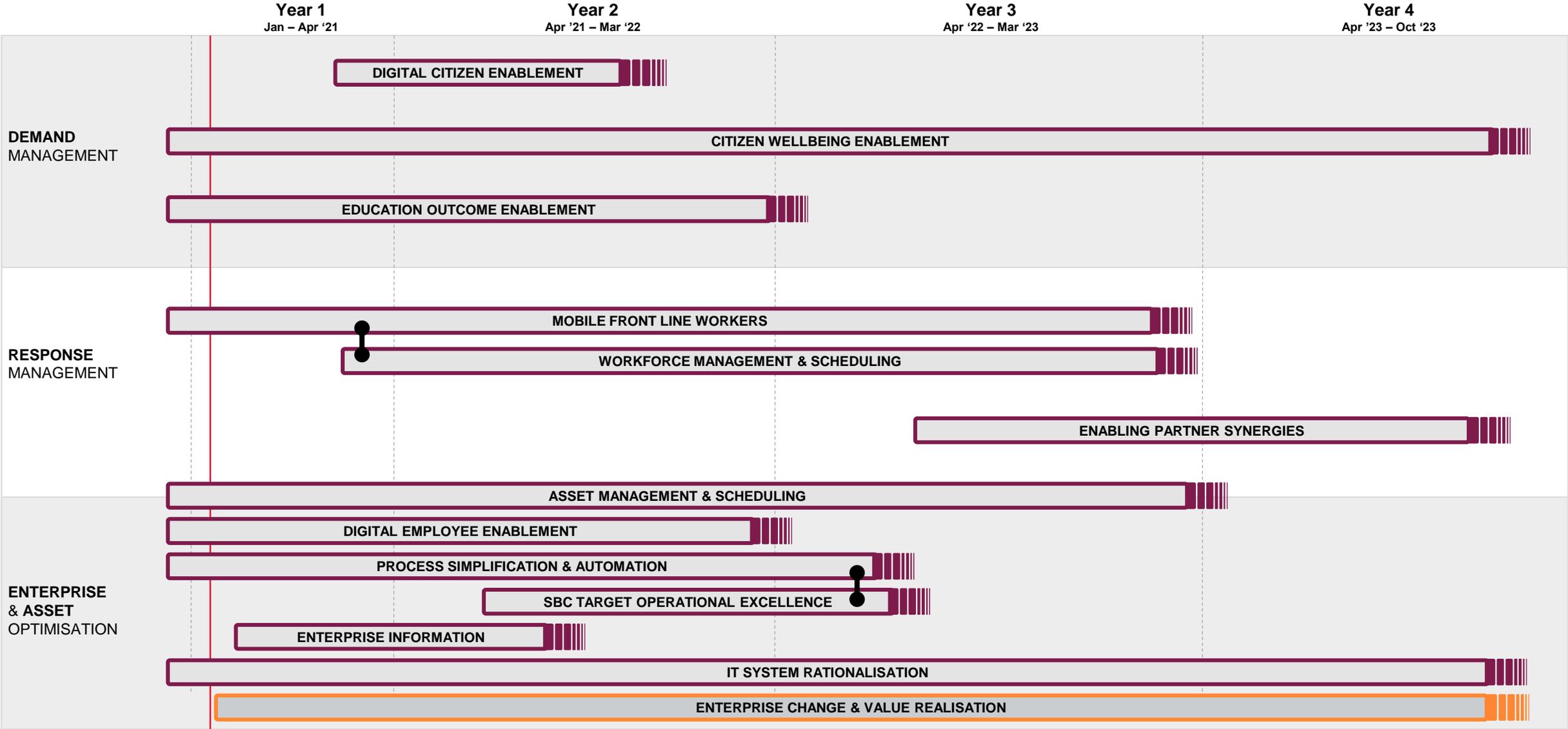
- Young People, Engagement & Inclusion
- SB Cares
- Customer and Communities



Discussions delivered tangible insights into service engagement, from employee & citizen perspectives.

SBC Digital Strategy: Programmes of Work

(Prioritisation Based on Suggested Start Date)



We are here



Next Steps

- ❖ **Complete consultations** with key stakeholders
- ❖ Build on our employee & citizen **journey engagement**
- ❖ **Support employees** for future change
- ❖ Finalise **roadmap**
- ❖ Support **transformation delivery**

