

Co-operative neighbourhoods : working together

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Our digital journey.

- Digital Newcastle.
- Budget and service improvement context.
- The move, where possible, from face to face to a digital culture.
- Using data to support deeper transformation.
- Specialist support.

Digital by Choice.

- Part of the Council's on-going transformation agenda.
- A customer and user focussed vision and action plan to inform and drive the development of the Council's digital offer.
- This is being progressed under the 'Digital by Choice' brand, initiated in 2015/16, by a cross cutting team of Council and partner staff working in a variety of thematic groups – Team Digital.

Our over-riding vision is to have excellent digital services which are so easy to use that they are naturally the way people choose to engage with us.

Priorities

- A focus on improving the Council's key digital transactions.
- Raising awareness of the benefits of being digitally active.
- Managing the move to cashless (the withdrawal of the Council's cashiering services).
- Providing an effective digital inclusion and support network, encouraging customers to move positively to digital activity.
- Supporting digital skills development (internally and externally).
- Supporting digital provision for councillors.
- Defining the Council's future digital systems, enablers and infrastructure.

Next steps

- Working with colleagues to identify deeper and more transformational opportunities which can support individual directorates and services.
- Helping them in the delivery of their service changes and their budget savings.
- Originally three year digital plan, 2016/17-2018/19, looking at more fundamental digital transformational change rather than simply 'digitising' existing transactions and practices.
- Being extended to 2019/20 to reflect the council's new three year budget plan.
- Progressing Digital as part of our Community and Information Hubs programme.

A challenge

- We're confident that we can increase digital activity and take up significantly.
- But what about those who can't yet engage independently and digitally?
- And what about those who will always need face to face help, and a place to go?

The response?

Community and Information Hubs.

- part of our Active Inclusion Newcastle approach to transforming our systems to support residents and partners to transition to a reduced welfare state by providing residents with coherent and consistent information. Hubs will also help to manage expectations and be clear that the Council cannot replace the money that Government is taking away from residents;
- to be developed and delivered in partnership with members and the voluntary sector and other partners;
- open access to information (with consistent messages and the alignment of advice); support and care; simple messages; showing people the right way;
- built on the modern, customer focussed library service, providing equality of access to information, traditional and digital literacy, and cultural services, also proactively delivering social and digital inclusion, supporting local growth and community development, and maintaining safe, quality community space – and a safety network for the most vulnerable residents;
- geared towards saving money by offering easy to use self service facilities, and by better managing demand, working as part of a system, and not stand alone services.

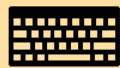
What will it mean for residents?

- continued library provision, with safe, quality community space, and a safety network for the most vulnerable residents;
- open access to information from a range of partner agencies (with the alignment of advice); straight forward and consistent messages;
- bespoke and targeted support from a focussed Hubs' based community support team, working directly with communities 'targeting help towards those who need it most';
- self service universal services, with digital and traditional literacy support;
- expert help and support for those who need it, with bespoke offers reflecting local circumstances;
- and a local base for supporting and promoting other community opportunities, for example public health funded Active Newcastle activities.

Community & Information Hubs

Our hubs will be the core and key entry point to a city wide partnership for the delivery of information, advice and support to residents of Newcastle.

Universal Services



Digital



Library and
Information Services



Partner
Services

Our Hubs will be safe, neutral, spaces for people of all ages to access:



Community Events



Customer Services

75%

of transactions will fall into this category but those people that we can't help will be referred to

Targeted and Triaged Services

These services will help people with more complex issues like;



Housing



Benefits Advice



Job Centre Plus

15%

of transactions will fall into this category but those with the most serious needs will access

Crisis Support

10%

This level will facilitate access to specialist support for the most vulnerable people with critical issues.