

Smart City The City of Edinburgh Council



Simon Haston, Planning & Strategy
The City of Edinburgh Council

Simon.haston@edinburgh.gov.uk

Progress through partnership

Agenda

- About Edinburgh
- Strategic Context & Process
- Challenges

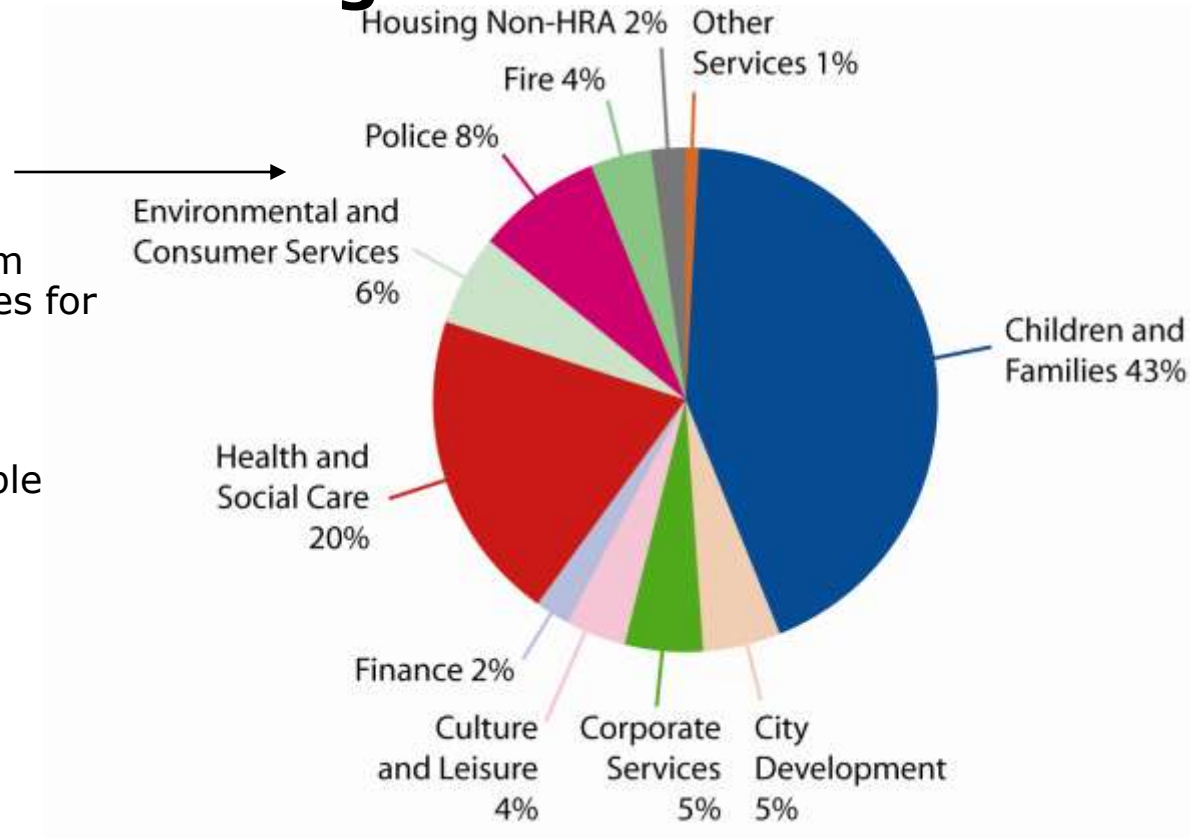
About Edinburgh...

- 100 square miles (260 sq kms)
- 458,000 population & growing
- 205,000 households
- 33% of adults with higher qualifications
- top employment sectors (000's):
 - education, health & social work 46
 - finance & business services 60
 - retail, hotels & catering 40
 - public administration 16
 - transport & communications 13
 - manufacturing & construction 27



The Council - facts and figures

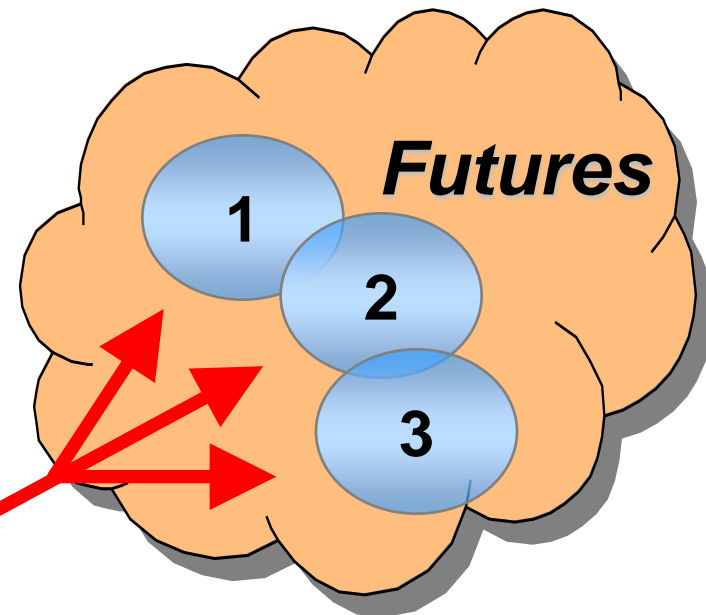
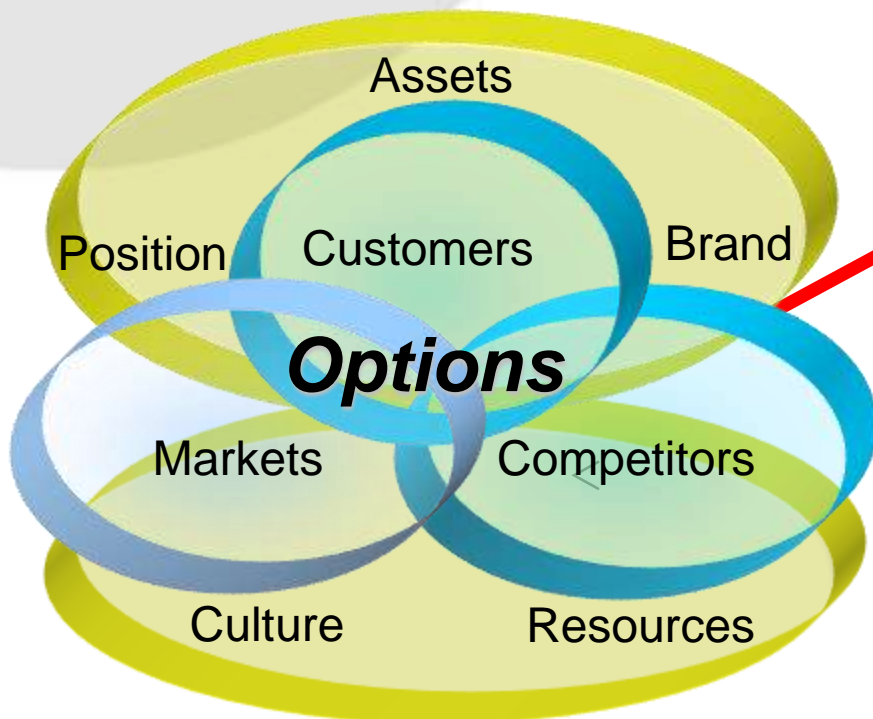
- Net revenue budget £773m (2006/07)
- Total gross budget £1,251.5m (includes income from charges for services etc)
- Annual capital expenditure £177.5m
- Council employs 20,000 people
- Six Council departments



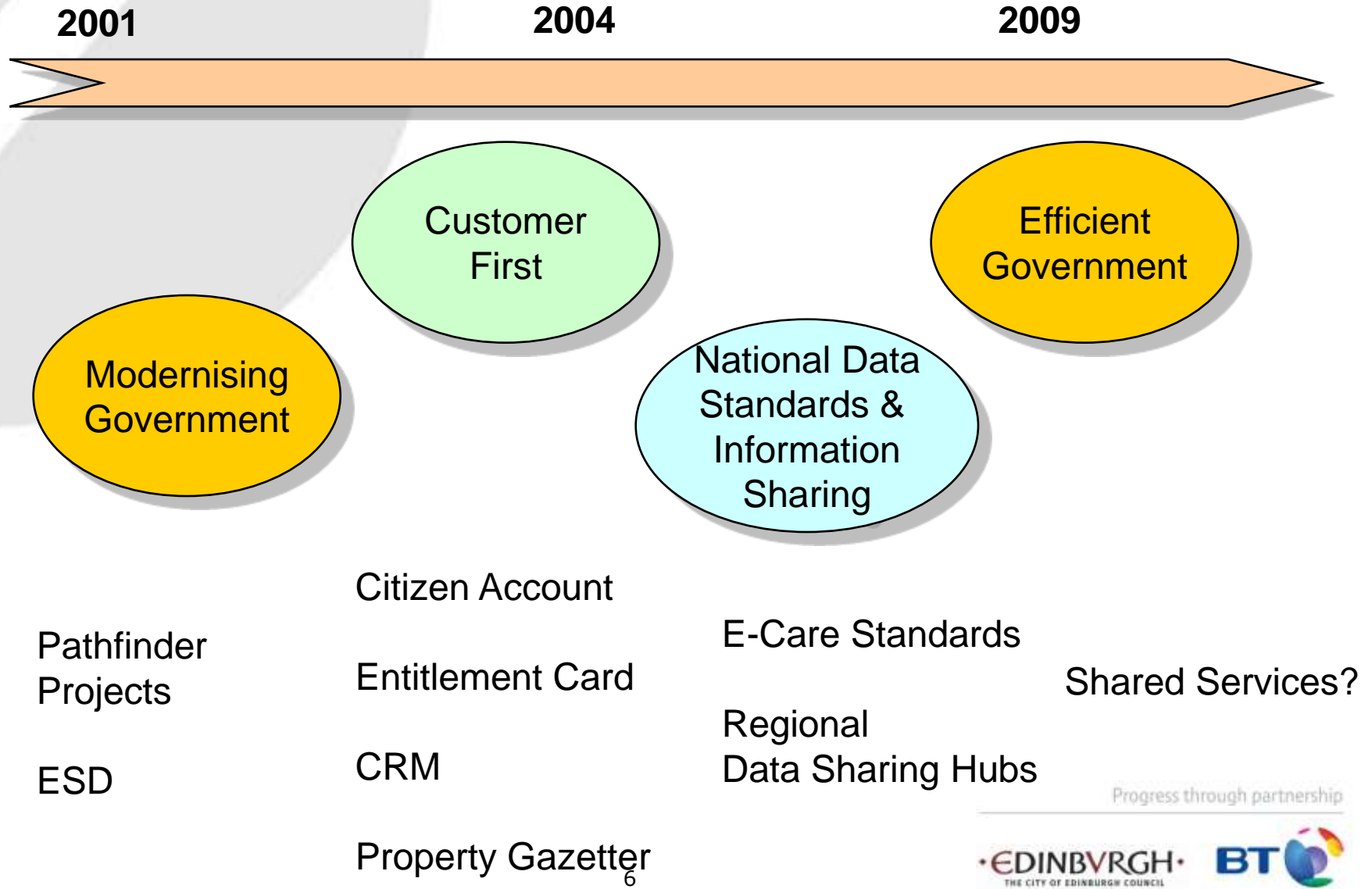
Progress through partnership

Strategy Cannot Predict the Future, but It Can Set the Right Direction

- Understand the options.
- Recognize that it's about setting a course and a direction.
- Deal with the contingencies.



Scottish Policy Context



Progress through partnership

The Smart City Vision

Customer Service

The customer experiences timely and efficient delivery of accessible, integrated services through new and existing channels.

Continuous Improvement and Working Effectively

The Council uses efficient and effective working practices, deploying technology to deliver more with less. The Council is 25% more efficient in meeting QOS targets.

Partnership

The Council works effectively with its service partners to make best use of resources, and to deliver seamless public services to the Edinburgh community.

Active Citizenship

Create the environment where all citizens can engage more easily and effectively with the Council to influence public service issues.

Maximising Opportunity for All

The Council is the leader in the community enabling all citizens and community organisations to exploit information age opportunities.

Progress through partnership

Smart City Road Map

2004

2008

2011

Develop 'Customer Service Model' in key areas

Prove and Pilot the re-engineering concept

Standardise Infrastructure

Accessible Information Provision

Fundamental re-engineering of Council processes

Unified service provision in key areas

Joint utilisation of resources with partners

Seamless service for citizen

Gathering the benefits – more with less

Widespread resource sharing

Progress through partnership

Examples of e-Services

- Contact centre
- Planning portal
- Online Housing services
- Social Care Direct
- Online assessment of benefits
- Online Council tax accounts
- Child protection
- Libraries services
- Road reporting
- Parking fines
- E-learning
- Provision of equipment to the elderly

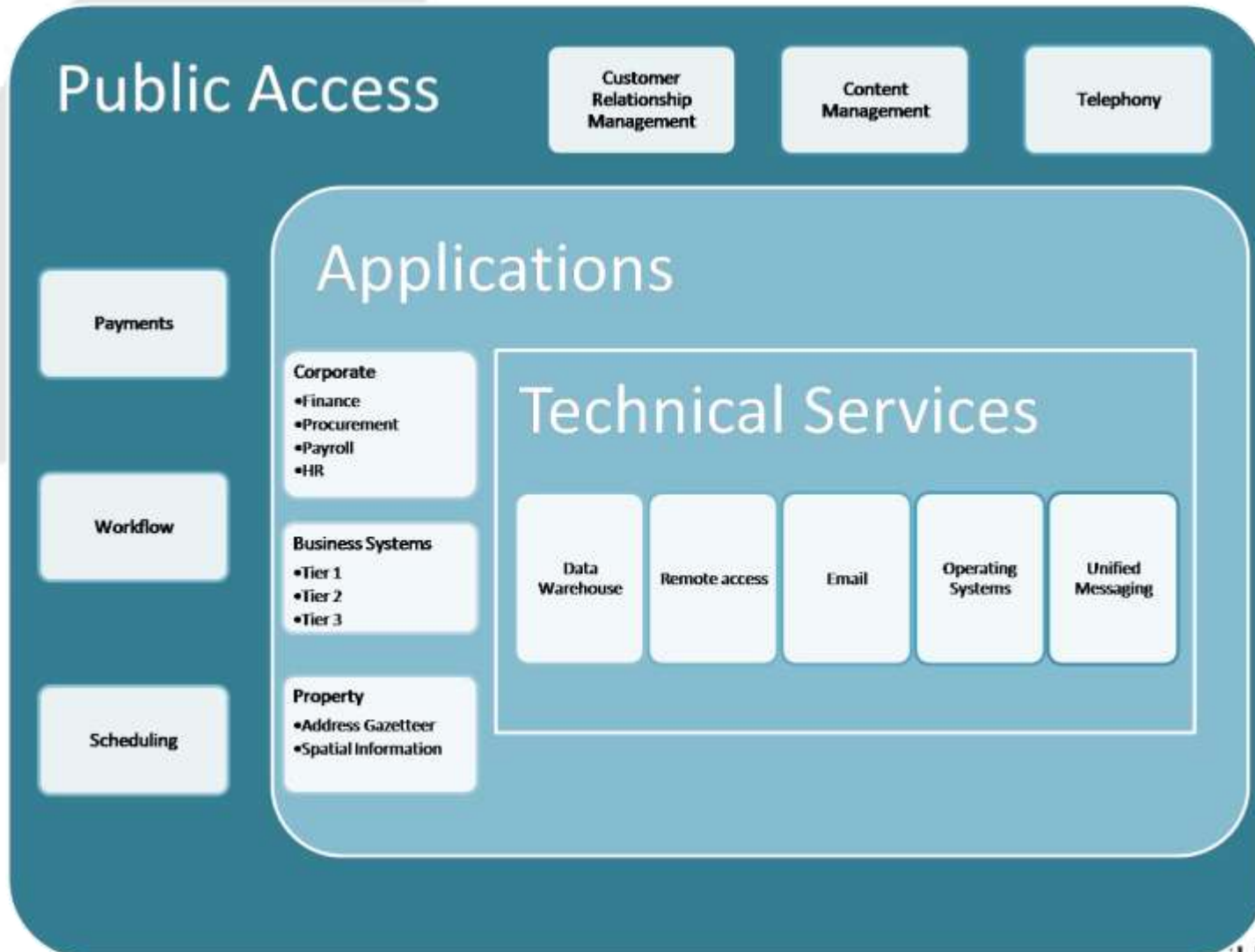
Challenges – Not easy!!



Some issues?

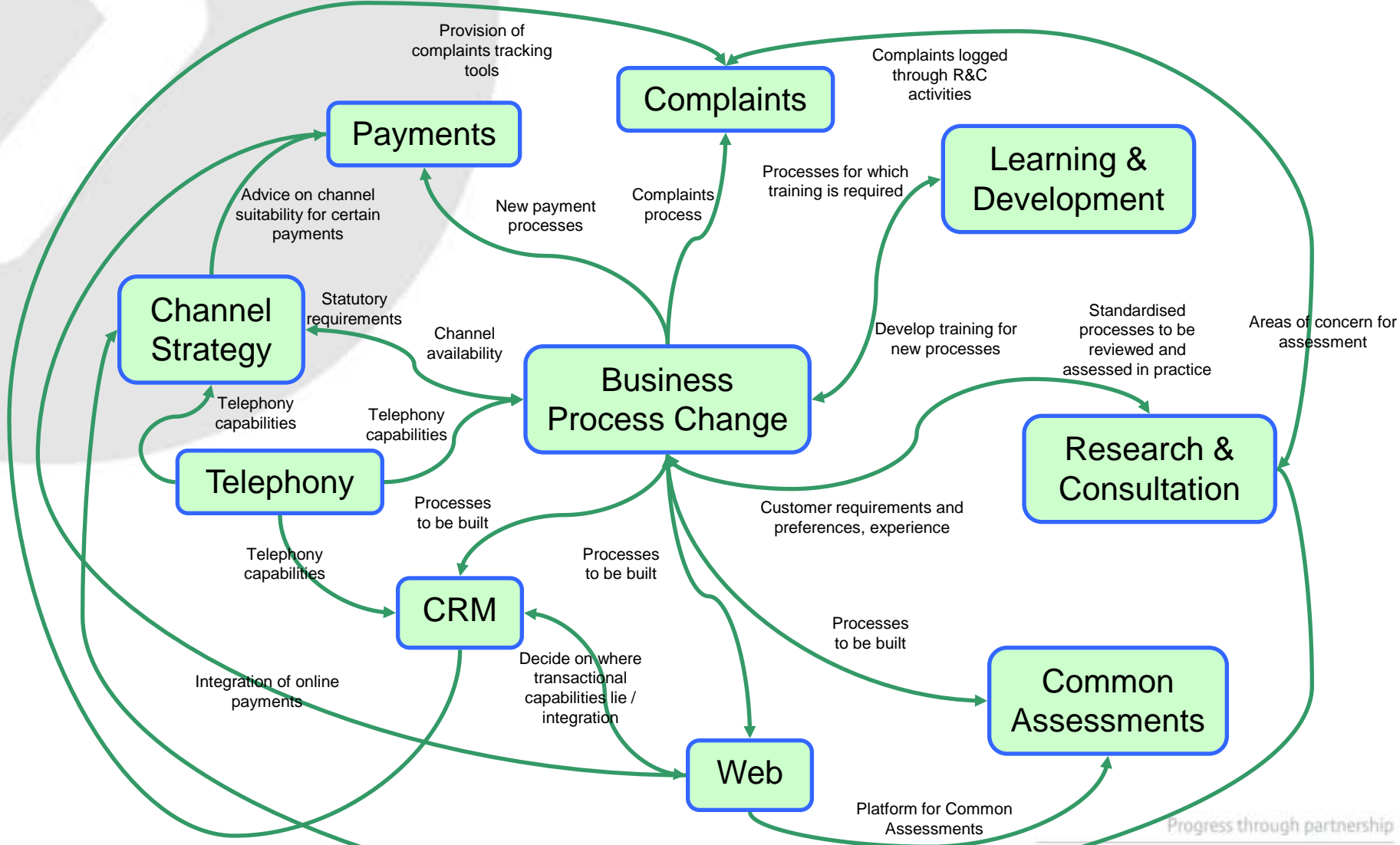
1. Political priorities change.
2. The business strategy is not clearly articulated.
3. Decision making is complex
4. Strategies gather dust on the shelf.
5. Plans are not realistic - affordability.
6. How do we measure value?
7. Is technology the answer?
8. Culture & business model
9. Underlying capabilities are not present.

The Ideal?



through partnership

The Reality?



Do we know what customers want?

Summary

- Complex political and policy environment
- Strategy only sets a direction
- The answer seems simple but the realities are challenging
- Do we really know what customer want and is technology