



SmartCities

best practice in e-services
optimising customer insight - transforming services
improving performance

UK local government

common challenges

national initiatives

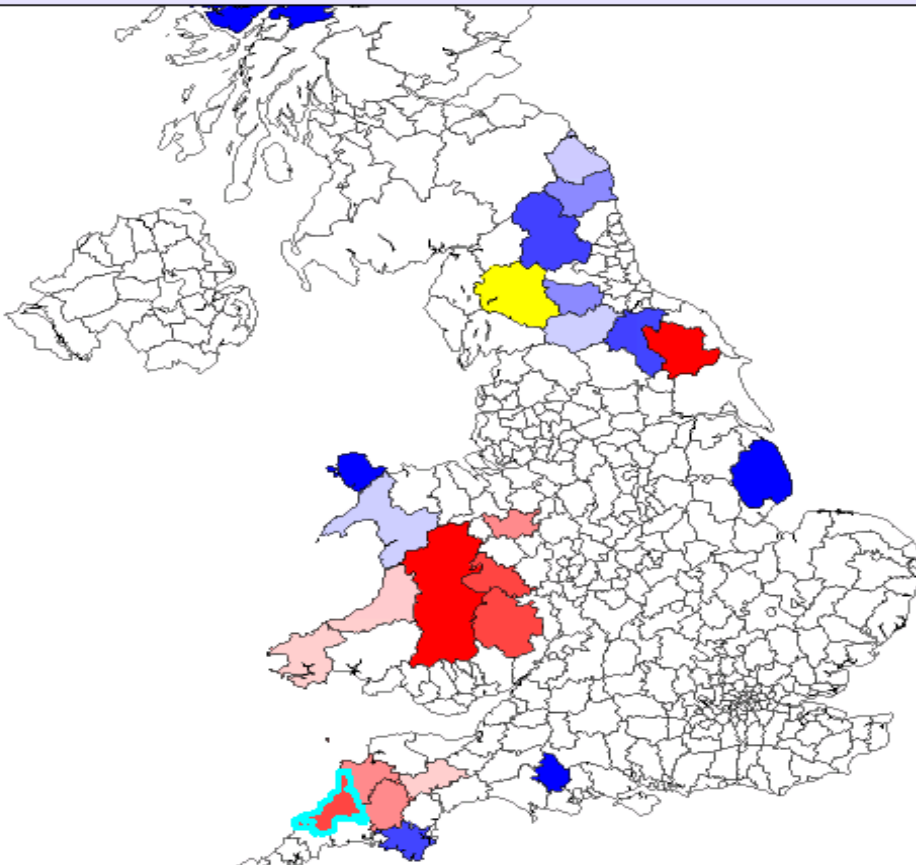
regional perspectives

local priorities

- **388 English local authorities in 9 regions**
 - to become 354
- **32 Scottish local authorities**
- **22 Welsh local authorities**
- **26 Northern Irish local authorities**
- **plus specialist authorities for national parks, fire, etc**



sharing knowledge and experience to meet the challenges



an evolving story.....

e-government – 2000-05

white paper – 2006

- **focusing on the customer**
- **empowering front line staff**
- **enabling shared and partnership services**
- **improving services and performance**

service transformation agenda - 07

national improvement framework

comprehensive area assessment 08

- **area + organisation**

national initiatives:regional perspectives:local priorities

harnessing local intelligence

then

- **esd-toolkit set up by local authorities in response to challenge of e-government in 2000 – continuously evolving:**
 - **a common model built around standard lists and methodologies**
 - **shared ongoing development of functionality, resource base, evidence chest, reporting, analysing and benchmarking**
 - **collaborative network of communities – online/face to face**

now

- **optimise customer insight to:**
 - **drive service transformation and target resources**
 - **realise efficiencies and improve performance**
 - **by harnessing the power of your information**

- designed and built by local government**
- continuously evolving**
 - a multi-faceted community**
 - shared**
 - knowledge**
 - resources**
 - collaboration**
 - common model**
 - live online and face to face**

organisation

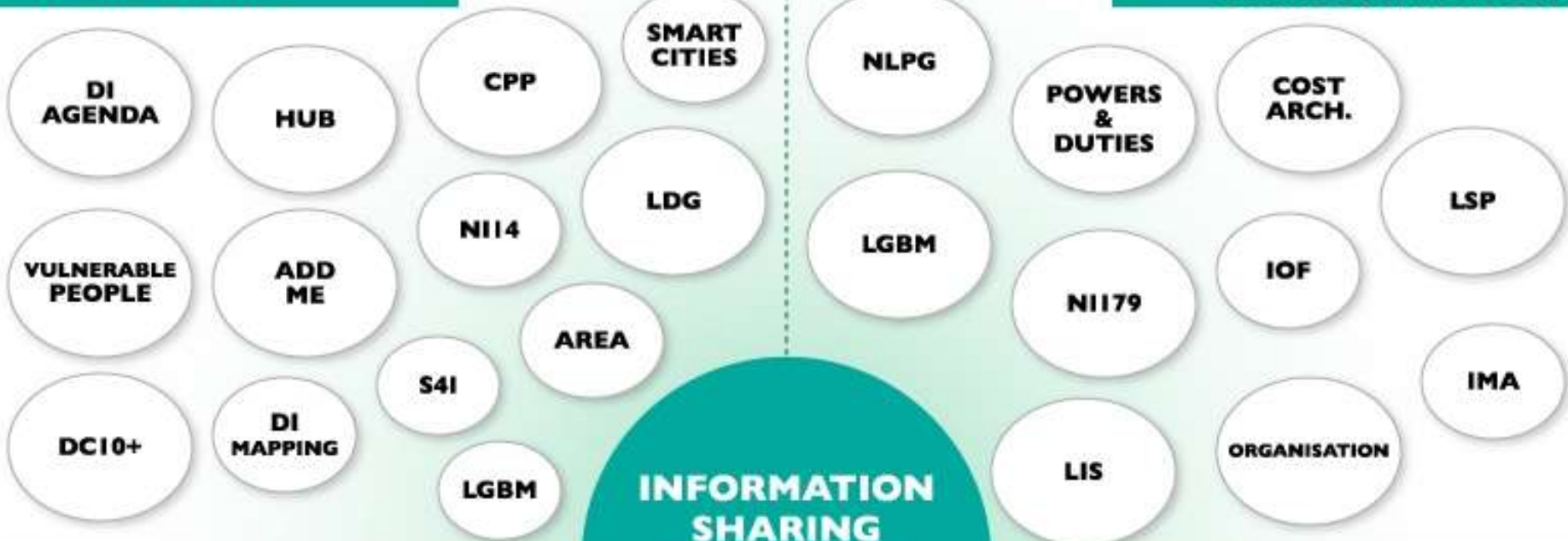
- **19,000 + registered users – includes all LAs**
- **85+% have their own web space and model**
- **10 toolkit local communities**
- **working groups – thematic**
- **accredited toolkit practitioners**
 - training, peer support, beta testing
- **stakeholder group, programme board**
 - development – engagement - controlled lists, core content + standards

the story so far.....

- bringing various audiences together
- cross initiative working
- broadening involvement in collaboration
- recognised as a model and a mechanism
- working with local authorities to deliver real practical outputs to help local government and partners to:
 - harness intelligence
 - build capacity
 - share knowledge
 - evidence progress
 - achieve outcomes

CUSTOMER INSIGHT

BUSINESS IMPROVEMENT



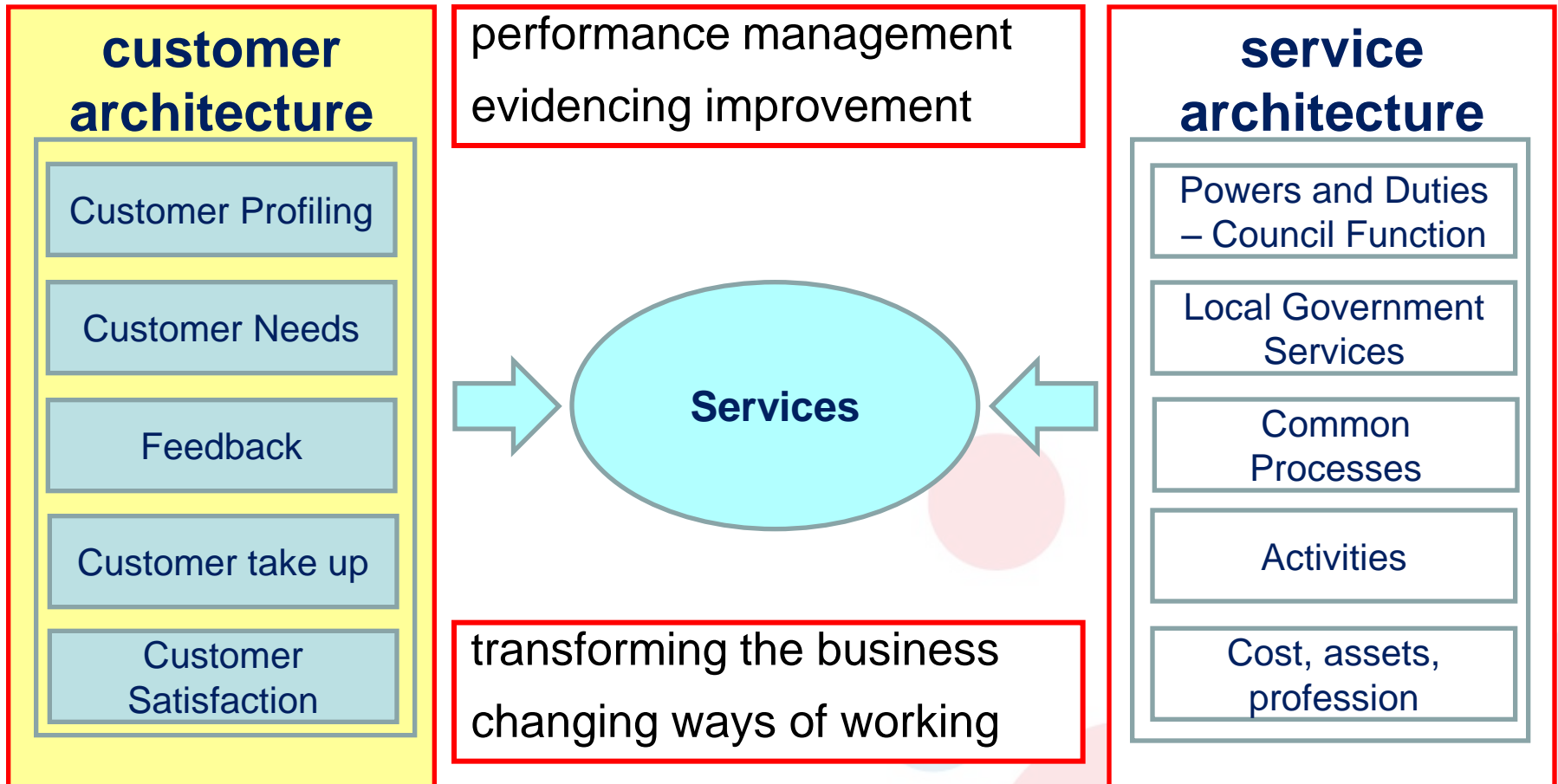
INFORMATION SHARING TO PROVIDE SHARED EVIDENCE



KEY INFORMATION

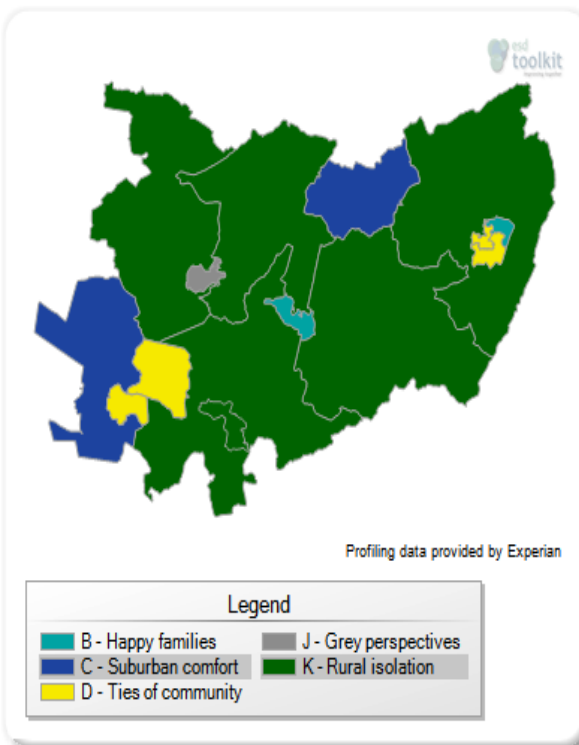
PERFORMANCE MANAGEMENT

local government business architecture



optimising customer insight – in my local authority

Customer profiling



Who are your potential customers?

Customer profiling increases your understanding of who your customers might be, that is, who is living in the local authority area. Potential customers are categorised by profile groups and types and, using the map on the left or the links below, you can see where in your area different types of customers live. The colours on the map indicate the most prevalent (highest percentage of households) profile group within each area.

[Click here for your additional maps.](#)

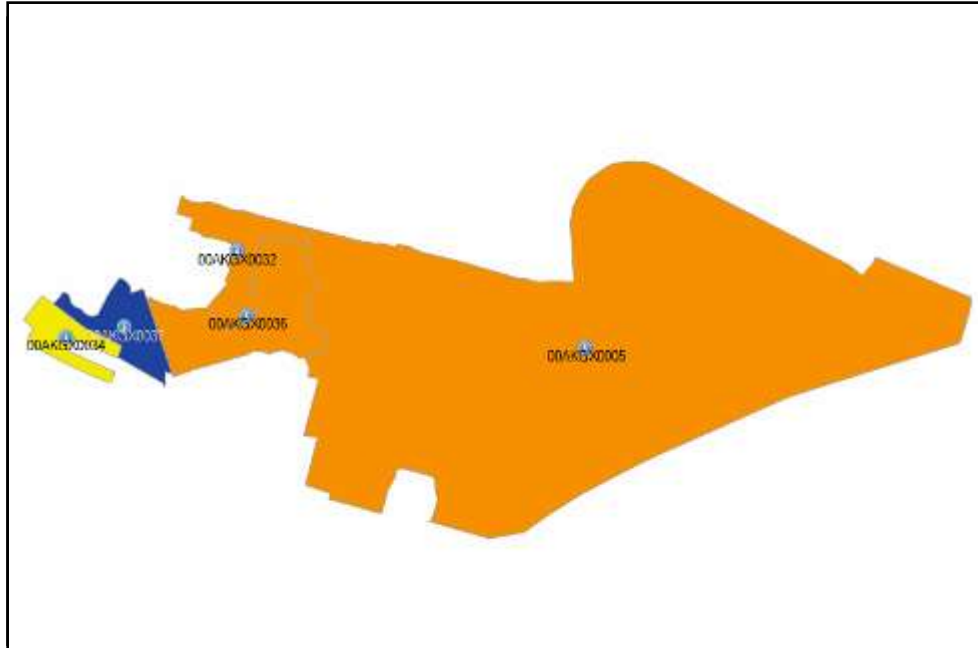
You can enlarge the map by clicking on it (opens in a new window). Alternatively use the links below to see the distribution of customers in an 'on-screen' report:

- [Middle Layer Super Output Area](#)
- [Household](#)
- [Ward](#)

The following reports can give you an understanding of who your customers are and how your authority customer profile compares with other authorities:

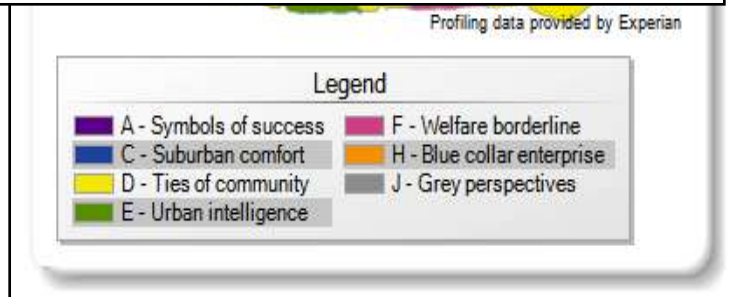
- [Profile comparison](#) - compare your citizen profile with other authorities
- [Profile detail](#) - see full details of your authority citizen profile
- [Profile group/type definition](#) - more about the profile groups and types

drilling down to detail



Authorities with licensed data can zoom in on one area

Map shows main profile group/type in each area.





mapping service records to customer profile group/type

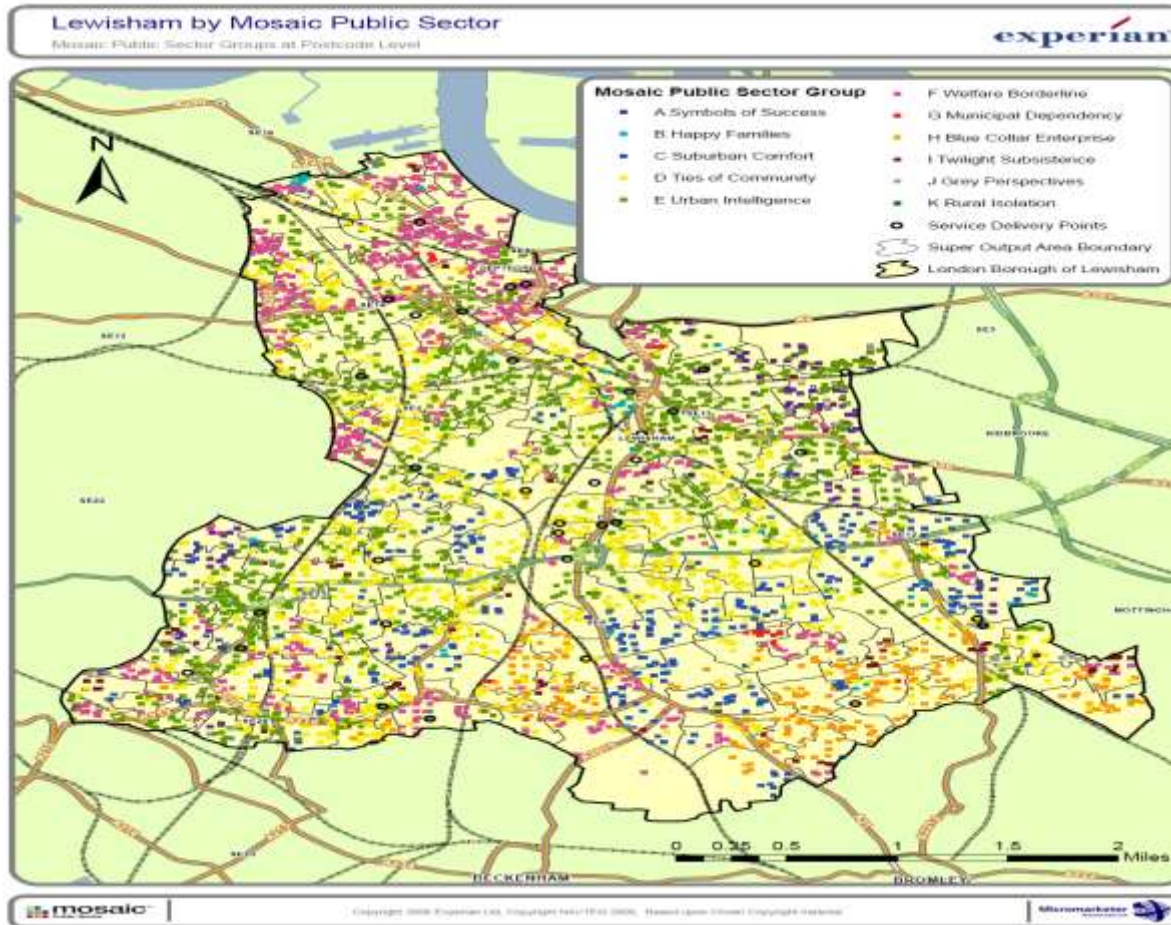
Experian 16 High level Groups		% of UK
A	Symbols of Success People with rewarding careers who live in sought after locations	9.74%
B	Happy Families Families focussed on career and home, mostly younger age groups raising children.	11.68%
C	Suburban Comfort Families who are successfully established in mature homes	14.74%
D	Ties of Community People living in inner city	16.41%

K	L	M	N	O	P	Q	R
HES - Total Average	HES - Diab Average	HES - Eme Below ave	HES - Alco High	HES - Men High	HES - Teer Below ave	Environm Above ave	Visit Bank Average
Below ave	Low	Below ave	Low	Low	Low	Above ave	Average
Below ave	Low	Low	Low	Below ave	Low	High	Below ave

	Transaction Date	Postcode	LGSL Number	LGSL Service Name	LGIL Interaction No	LGIL Interaction Name	LGChL Channel No	Channel Name	Confidence Rating	
E Urb: Youn	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	9	Post	3	Below ave
F Wel	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Below ave
G Mur Fami	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	9	Post	3	Below ave
H Blue Not h	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Below ave
I Twil Elder	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average
J Gre Inde	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	9	Post	3	Below ave
K Rur: Peop	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average
	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average
	01/03/2007	BB2 5aa	58	Council tax - individual account enquiries	2	Collecting Revenue	9	Post	3	Average
	01/03/2007	BB2 5ab	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average
	01/03/2007	BB2 5ab	58	Council tax - individual account enquiries	2	Collecting Revenue	9	Post	3	Average
	01/03/2007	58	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average
	01/03/2007	BL6 5ac	58	Council tax - individual account enquiries	2	Collecting Revenue	28	Direct debit	3	Average



make up of the local community



how customer profiles use services

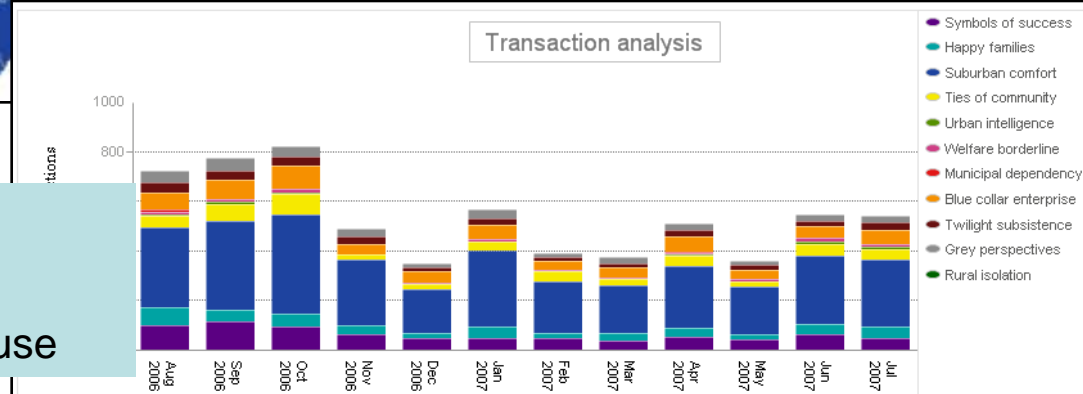
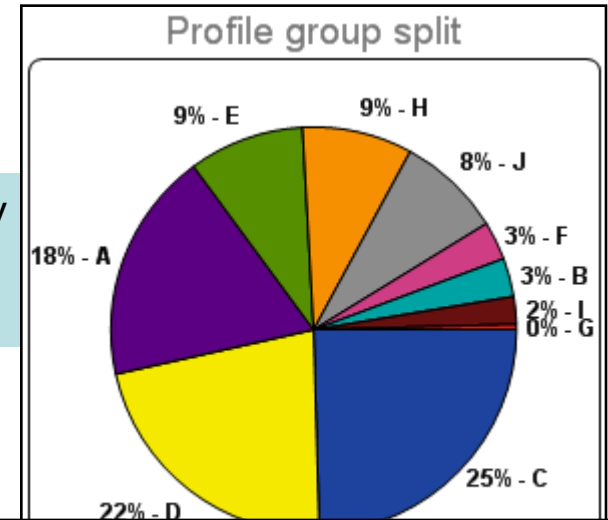
	Library services	Council Tax	Freedom Pass	Planning	Recycling & Refuse Additional services	Adult Social Care	Refuse - Failure Demand	Housing benefits & Council Tax Benefit	Disabled parking permits	Business Rates	Housing Services
A	57%	25%	4.60%	2.40%	4%	2.30%	2%	N/A	0.94%	0.61%	N/A
B	30.40%	51.10%	2.80%	1.03%	5.10%	N/A	2.90%	3.60%	0.72%	N/A	N/A
C	58%	24%	5.40%	N/A	3.10%	4.35%	0.48%	1.41%	1.26%	N/A	N/A
D	34%	43%	1.46%	N/A	4.40%	2.20%	1.5	9%	N/A	3.90%	N/A
E	36.3	40.55	2.07%	N/A	2.70%	3.50%	0.50%	8.08%	0.90%	3.30%	N/A
F	20.10%	41.10%	3.06%	N/A	0.85%	3.30%	N/A	17.20%	1.15%	2.20%	6%
G	5.60%	17.9	N/A	N/A	1.70%	N/A	0.73%	6.80%	N/A	N/A	0.44%
H	32%	42%	4.70%	N/A	3.30%	1.78%	1.49%	9%	3.31%	N/A	1.80%
I	30.28	36.10%	5.80%	N/A	1.24%	9.10%	N/A	9.02%	3.10%	N/A	4.40%
J	44.20%	30.62	5.10%	N/A	3.80%	7.50%	0.84	4.06%	1.49%	0.97%	1.32%
K	5.40%	62.30%	1.08%	7.31%	11.60%	N/A	7.40%	1.60%	N/A	0.93%	N/A

understanding and comparing

What types of people live in a local authority area?



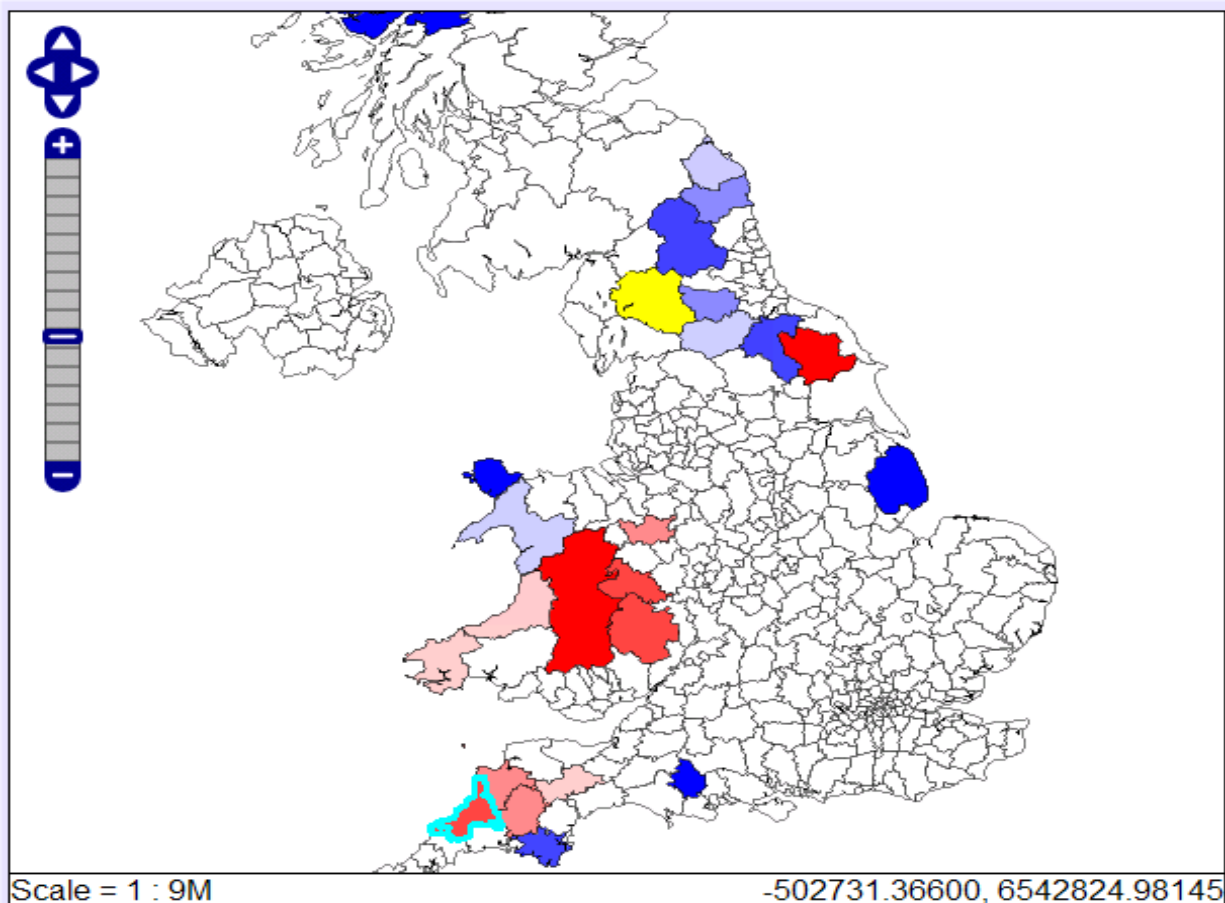
What services do they use through which channels?



- Symbols of success
- Happy families
- Suburban comfort
- Ties of community
- Urban intelligence
- Welfare borderline
- Municipal dependency
- Blue collar enterprise
- Twilight subsistence
- Grey perspectives
- Rural isolation

- trend analysis
- comparison with other LAs
- download of citizen profile data/offline use

profiling to view similar authorities



Select an authority

Eden District Council

Include top

Household difference

Show background map

- Eden District Council
- Greatest similarity
- Very similar
- Similar
- Slightly similar
- Quite different
- Significantly different
- Very different
- Excluded

Selected agency

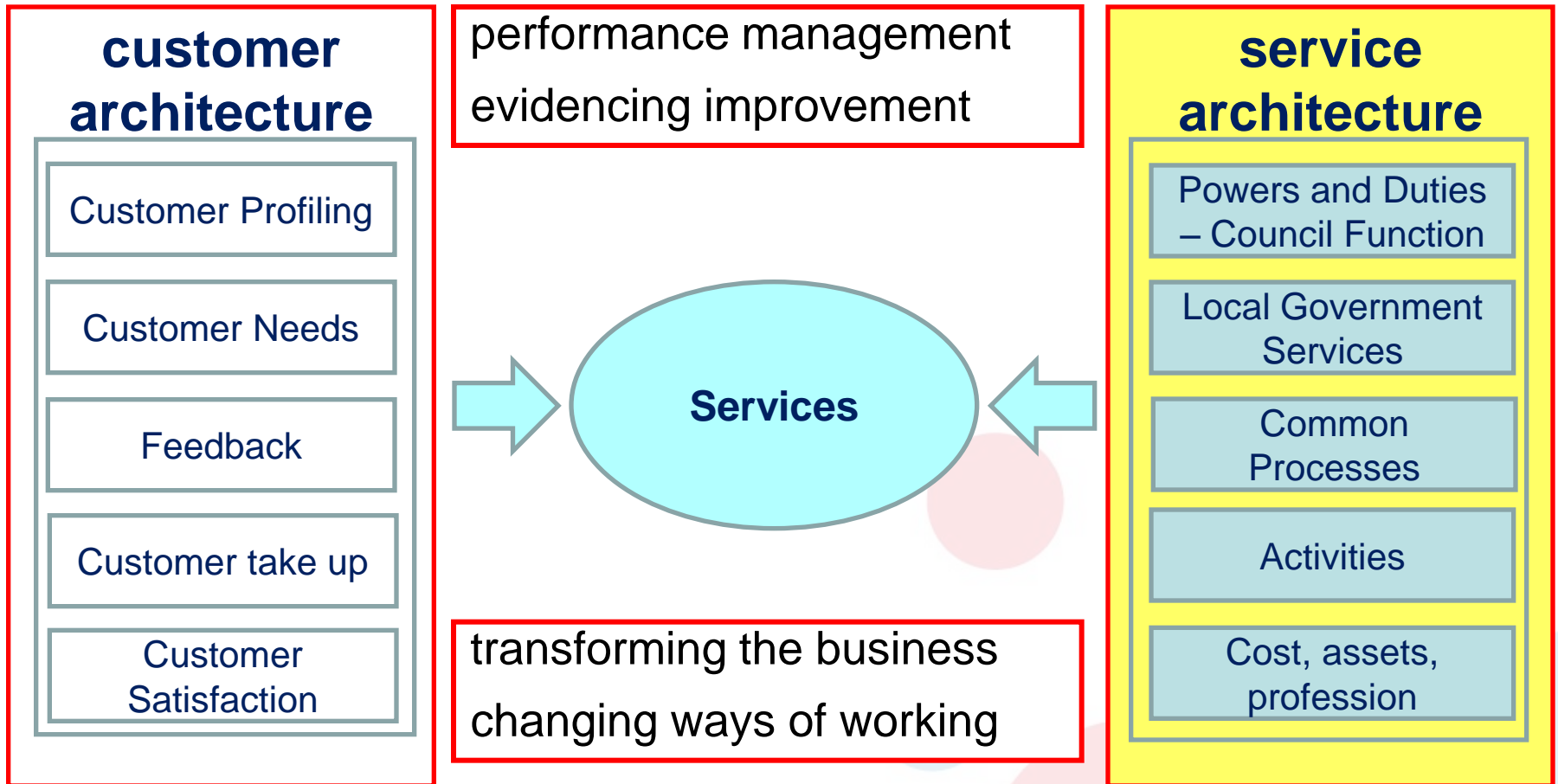
North Cornwall District Council

Overall similarity rank **4**

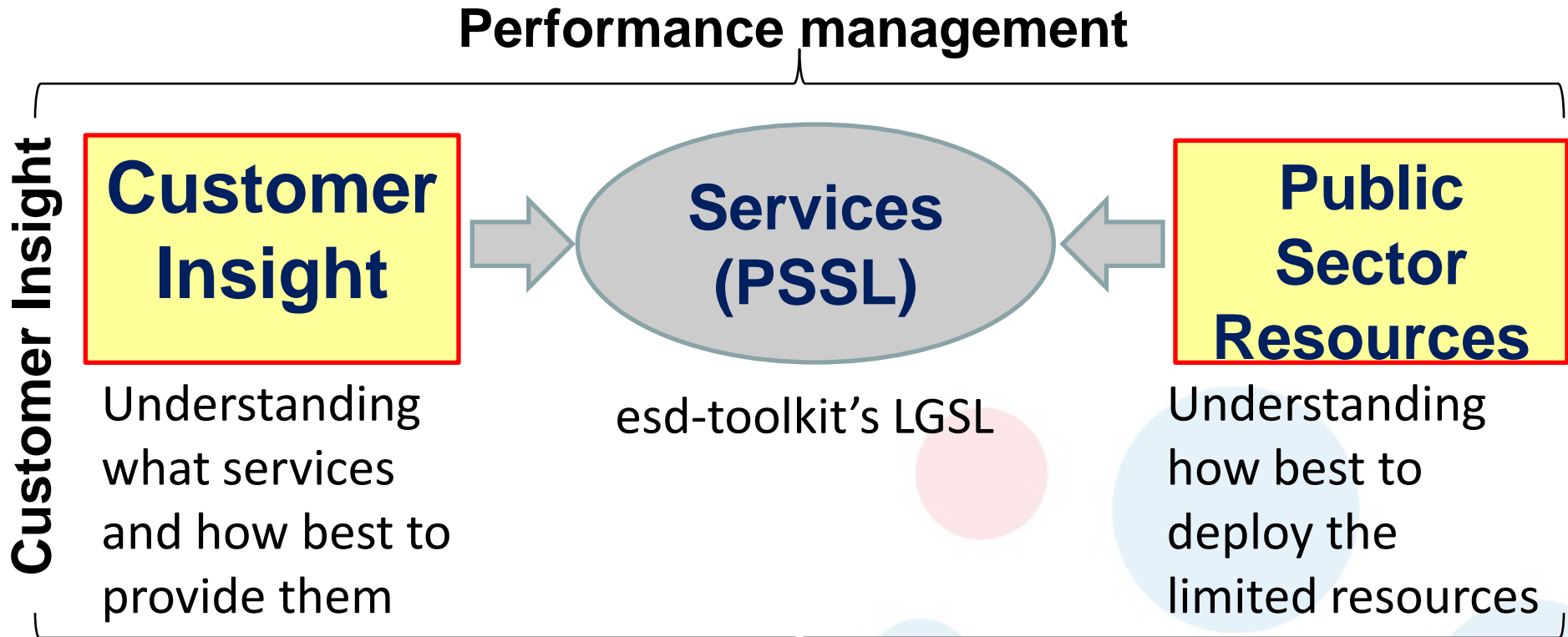
Agency type **District council**

Number of households **38084**

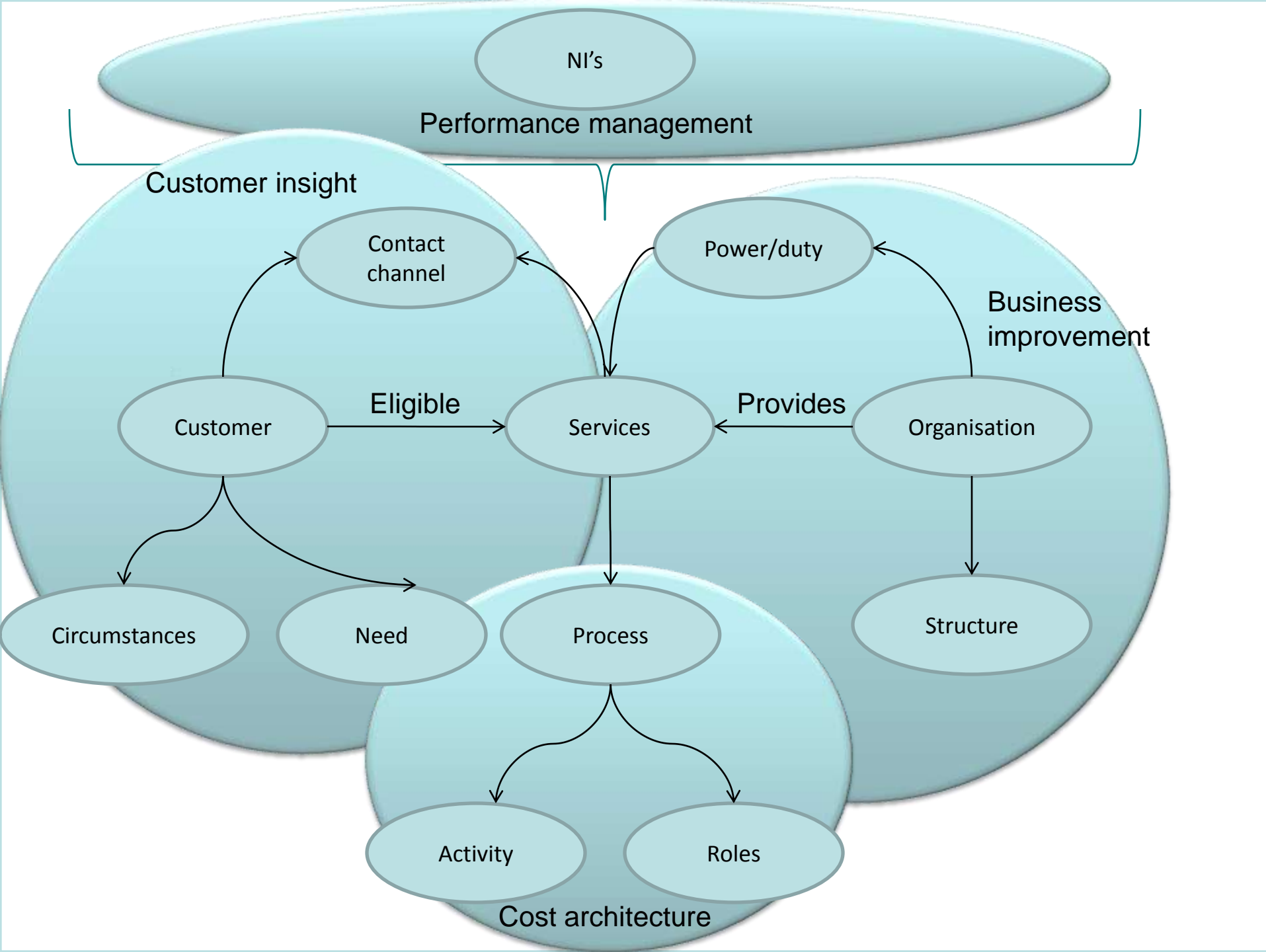
local government business architecture



LG Business Model

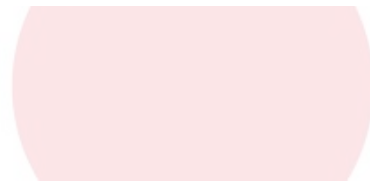


Meet prioritised customer needs with best use of resources





The Interreg TSE
North Sea Region
Programme



Core information – shared knowledge

Local intelligence

Mendip data ▾ Tools ▾ Reports ▾ Online submissions ▾ News and events ▾ Communities ▾ Help ▾

Show N/A services Show interactions

Local Tree

- COMMUNITY AND REGENERATION
 - Community Services
 - Active Lifestyles
 - Arts Development
 - Community Safety
 - Community Sports and Leisure
 - Disabilities and Equalities
 - Leisure Facilities
 - Rights of Way
 - Parish Path Maintenance Scheme
 - Planning - rights of way - enforcement
 - Planning - rights of way - maintenance
 - Rights of Way
 - Voluntary Sector Support
 - Housing Advice and Development
 - Housing Advice
 - Homelessness - Facilities & Services
 - Homelessness advice
 - Housing - allocations - re-housing decision app

Details for Homelessness - Facilities & Services

Local Core Shared

Details Documents Interactions Channels Barriers Officers
Partners Projects FAQs Efficiency Forms Web pages Cost modelling

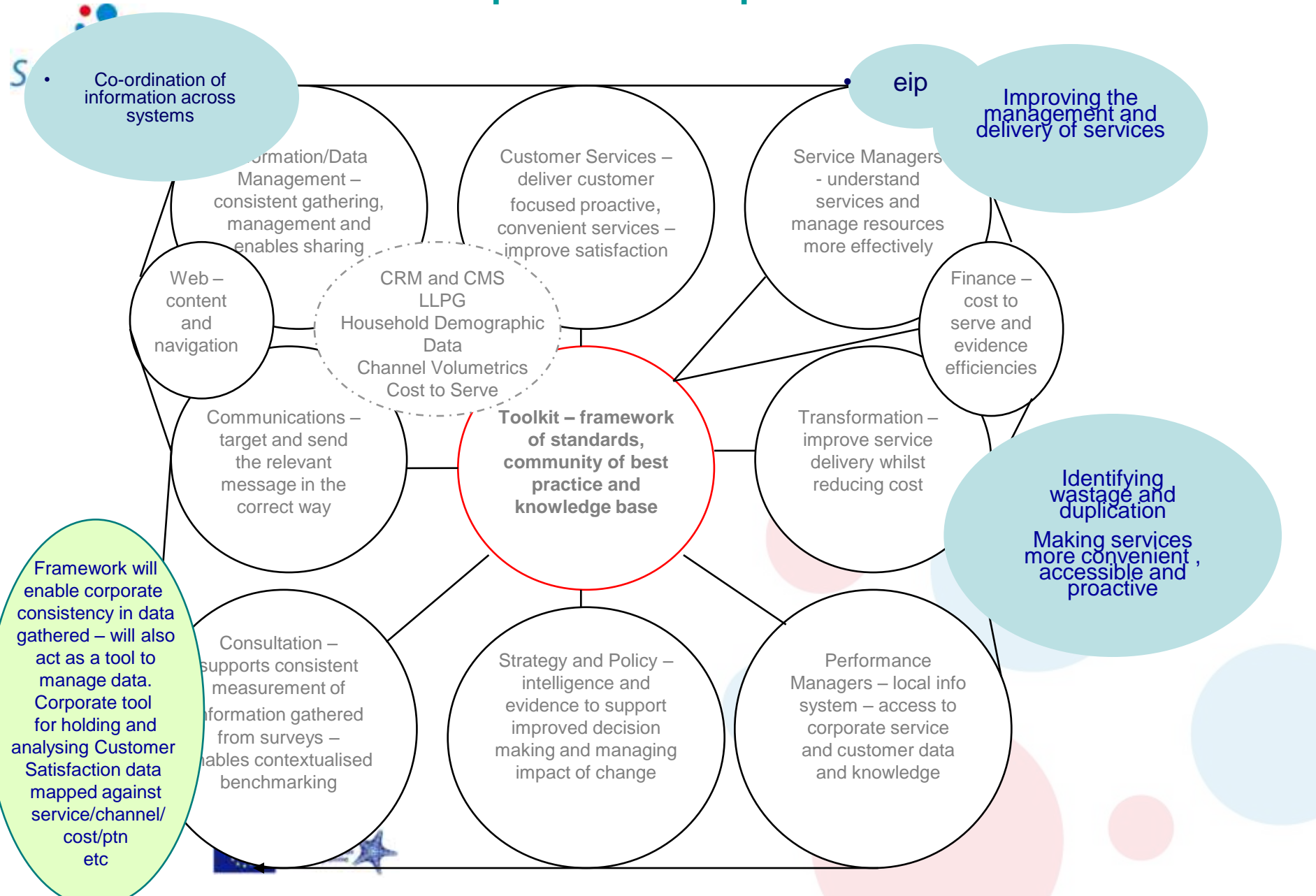
Details

Service number	112
Service name	Homelessness - advice and support
Duplicate ID	1
Local service name	Homelessness - Facilities & Services
Make preferred term public	No
Service description	This service provides information and advice about housing to people who are homeless or at risk of becoming homeless. They may be offered temporary accommodation or permanent home.
Promotions	
Providing Information Web Channel Url	http://www.mendip.gov.uk/CouncilService.asp?id=SX911A-A7812371

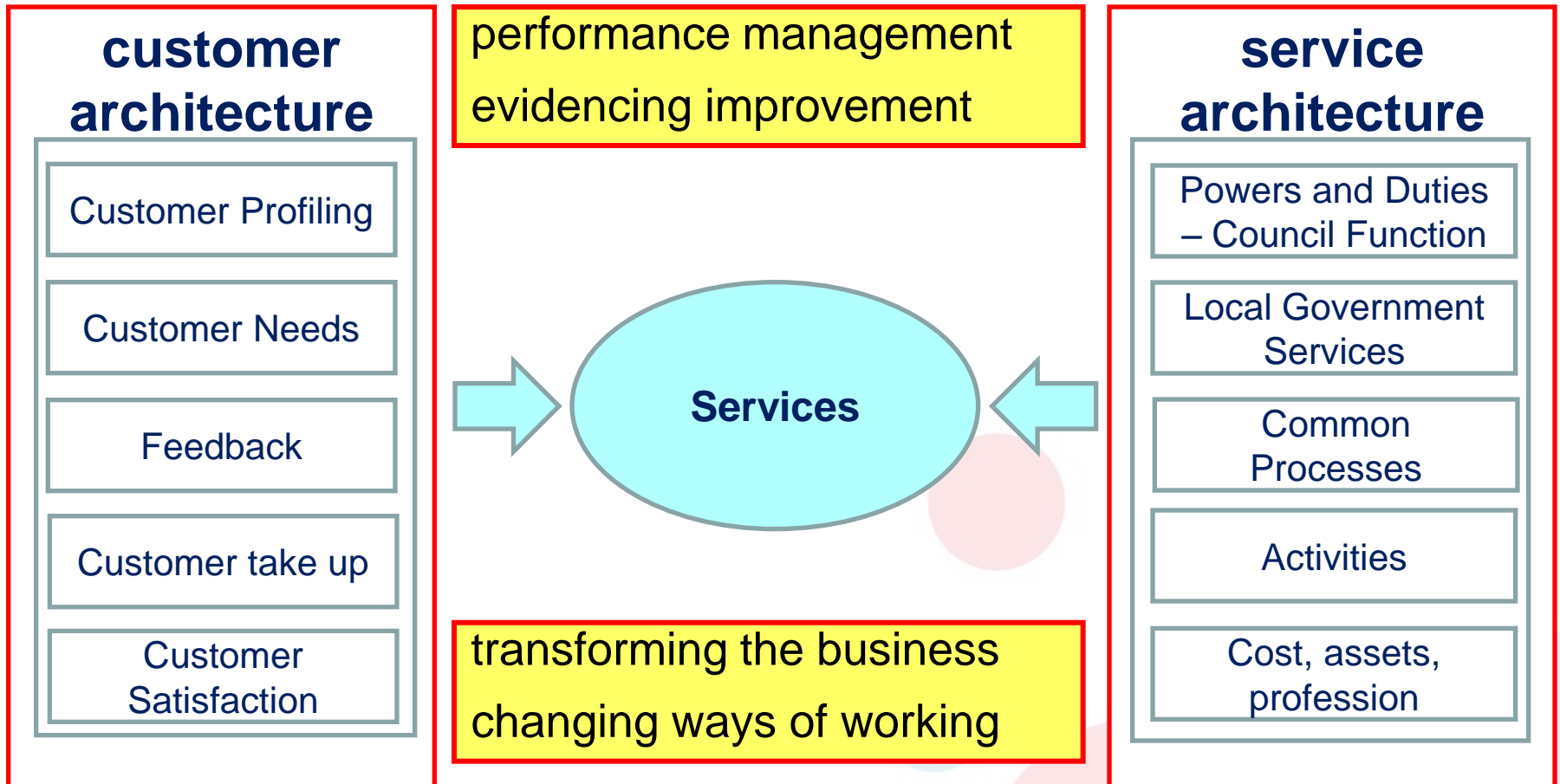
360 view – understand your customer

- **overlay service intelligence
with customer intelligence**
 - **target resources**
 - **tailor services to meet the needs of the citizen**
 - » **improving the experience of the citizen**
 - » **reducing cost to serve**
 - » **realising efficiencies**

360 corporate implementation of toolkit



local government business architecture



drivers for transformation - national improvement framework



[Login](#)
 Username: Password:
 Remember my username [Forgotten password](#)

- Tools
- News and events
- Communities
- Help

Tree select
 Tree

Tree options
 Key to Icons

- National indicators
 - Adult health and wellbeing
 - Children & Young People - Be Healthy
 - Children & Young People - Economic Wellbeing
 - Children & Young People - Enjoy and Achieve
 - Children & Young People - Make a positive contribution
 - Children & Young People - Stay Safe
 - Environmental Sustainability
 - NI 185 CO2 reduction from local authority operations
 - NI 186 Per capita reduction in CO2 emissions in the LA
 - NI 187 Tackling fuel poverty - % of people receiving in
 - NI 188 Planning to Adapt to Climate Change
 - NI 189 Flood and coastal erosion risk management
 - NI 190 Achievement in meeting standards for the cont
 - NI 191 Residual household waste per household
 - NI 192 Percentage of household waste sent for reuse,
 - NI 193 Percentage of municipal waste land filled
 - NI 194 Air quality - % reduction in NOx and primary P
 - NI 195 Improved street and environmental cleanliness
 - NI 196 Improved street and environmental cleanliness**
 - Refuse - flytipping
 - NI 197 Improved Local Biodiversity - proportion of Loc
 - NI 198 Children travelling to school - mode of transpor
 - Local Economy
 - Safer Communities
 - Stronger Communities
 - Tackling exclusion and promoting equality

NI 196 Improved street and environmental cleanliness - fly tipping

[Link to this page](#)
[Details](#)

Details

- Number** 196
- Name** Improved street and environmental cleanliness - fly tipping
- Is data provided by the LA or a local partner?** Yes
- Is this an existing indicator?** Yes
- Rationale**

Reducing the incidents of illegally dumped waste or 'fly-tipping' forms a keypart of Government's Cleaner Safer Greener Communities work and its Waste Strategy for England which was published in May 2007.

Through the management information collected through the Flycapture database, local authorities should aim to reduce the total number of fly- tipping incidents year on year. The data collected is also a key evidence base for formulation of national policy.

There are direct links to Community and Local Government's priority 5 - transforming the environment, and to priority 4 - safer communities because of the links between local environmental quality and people's perceptions of personal safety.

Defra has been developing a strategy to help deal with the problem of fly-tipping which has five strands:

 - ensuring better prevention, detection and enforcement of fly tipping and other forms of illegal waste dumping. The Government is of the firm belief that more effort spent on these aspects will mean less needs to be spent on clear-up and will result in cost savings;
 - making existing legislation more usable and effective;
 - extending the range of powers available in the toolkit so that the Agency

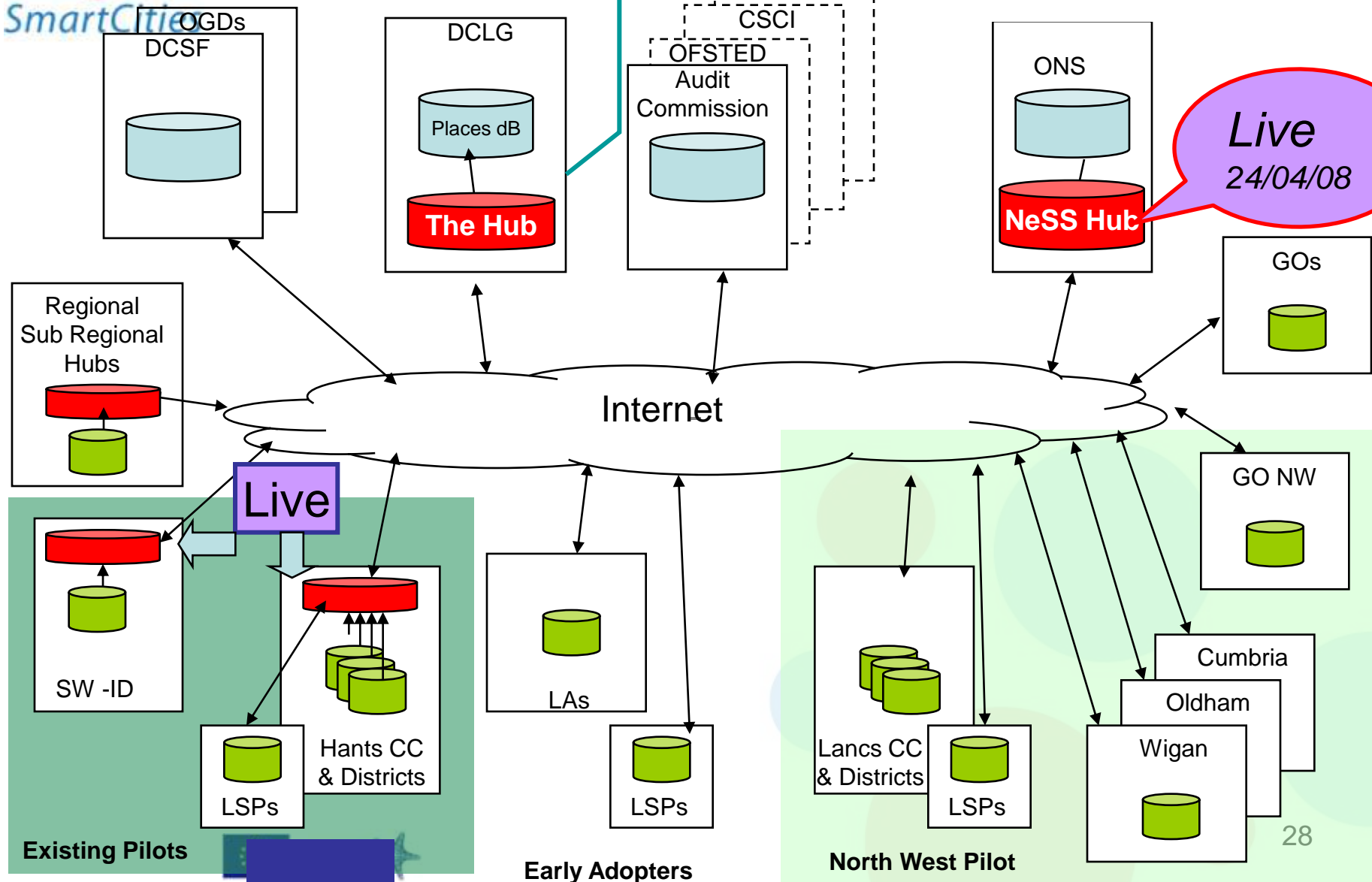
data interchange hub

- to ensure that local authorities have all the information that they need to gauge their own performance against the national indicators
- to aid analysis and policy making, facilitate benchmarking and reduce unnecessary repetitive data inputting
- the Hub gathers published information on performance against the national indicators from across government to provide a one-stop location for all stakeholders.
- an open source shared with Government Offices, other government departments and local authorities.

the Hub

interchange of national indicator data

Live 8/4/08



Live 24/4/08

Live

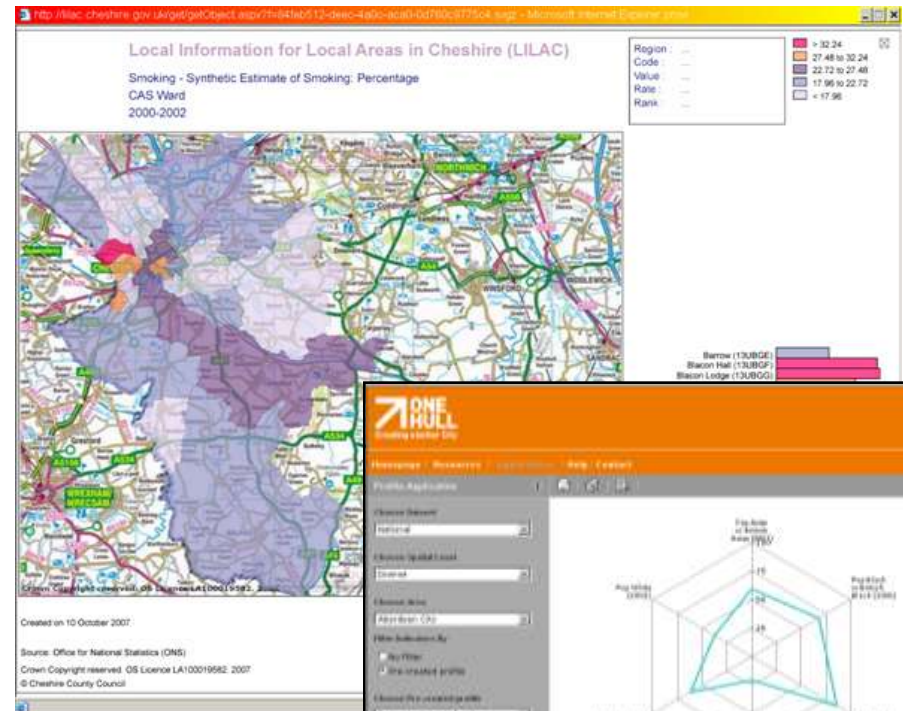
Existing Pilots

Early Adopters

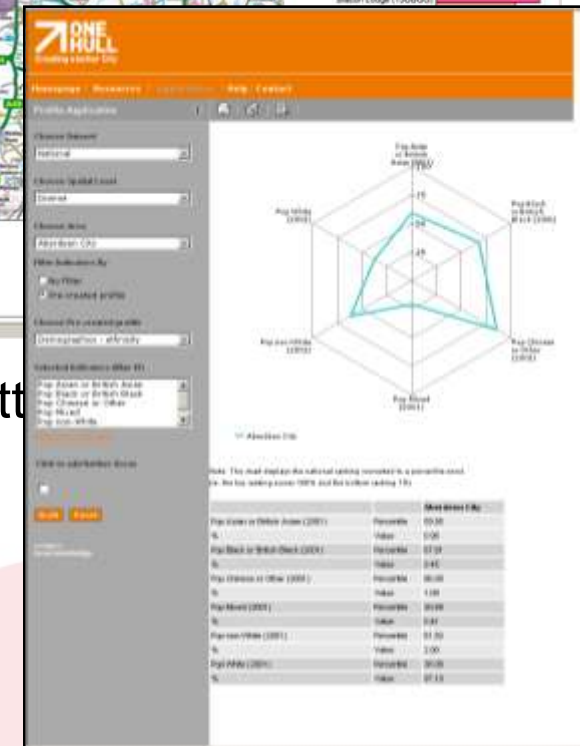
North West Pilot

Local information contributing to national indicators

- LIS are local windows which drive performance
- Key characteristics
- Data from a range of local partners
- More up-to-date and/or at a finer geography
- Socio-economic data and performance management data
- Informs strategy development and performance monitoring locally
- Can help inform citizens



htt



linking national indicators to service information



esd / esd-toolkit / esd-toolkit Team data / Services (tree views)

Home | Resubscribe | Standards | Forums | Site map | Search site | Go | Advanced



Logged in as: **Mike Thacker** [Administrator] [NeSDS administrator]

[My Profile](#) [Logout](#)

IDeA esd-toolkit Team [Subscribed]

Main administrator: [Main Admin](#)

esd-toolkit Team data | Tools | Reports | Online submissions | News and events | Communities | Administration | Help

Tree select
Tree National indicators

Tree options
[Key to Icons](#)

- National indicators
 - Adult health and wellbeing
 - Children & Young People - Be Healthy
 - Children & Young People - Economic Wellbeing
 - Children & Young People - Enjoy and Achieve
 - Children & Young People - Make a positive contribution
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 - Refuse - flytipping**
 - NI 197 Improved Local Biodiversity - proportion of Loc
 - NI 198 Children travelling to school - mode of transpor
 - Local Economy
 - Safer Communities
 - Stronger Communities
 - Tackling exclusion and promoting equality

Details for Refuse - flytipping

Local Core Shared

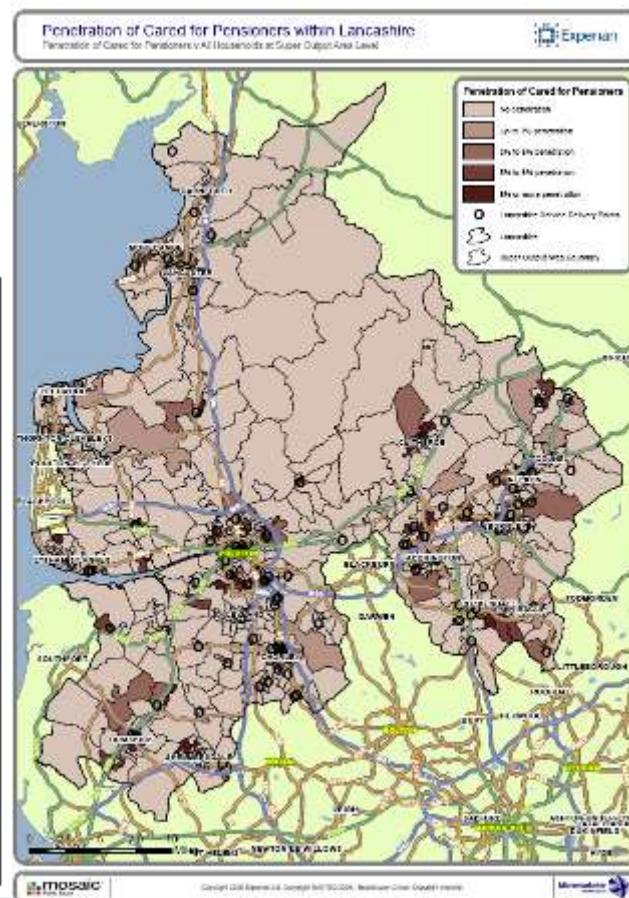
Details Documents Interactions Channels Barriers Officers Partners Projects FAQs Efficiency Web pages Cost modelling

Details	
Service number	587
Service name	Refuse - flytipping
Service applicability	Yes
User group	AmendallGroup
Service description	The council has responsibility for acting on reports of flytipping to both remove the waste and to locate and prosecute the offenders. Where the waste is hazardous the council has a responsibility to ensure public safety until such time as the waste can be removed.
Promotions	
Providing Information Web Channel Url	
Text	
Subsets which include this service	LA External Services, Scottish Service List
Mapping from IPSV (Integrated Public Service Vocabulary)	1562 - Flytipping
Mapping from LGAL (Local Government Audience List)	
Mapping from LGBCL (Local Government Business	0 - Business

identifying potential exclusion

- where they live and their service take-up
- particular analysis for:

Type	Group	Type Name
D26	Ties of community	South Asian industry
F35	Welfare borderline	Bedsit beneficiaries
F36*	Welfare borderline	Metro multicultural
F37	Welfare borderline	Upper floor families
F39	Welfare borderline	Dignified dependency
G41	Municipal dependency	Families on benefits
G42	Municipal dependency	Low horizons
G43	Municipal dependency	Ex-industrial legacy
I49	Twilight subsistence	Low income elderly
I50	Twilight subsistence	Cared for pensioners



SEARCH

Choose from the list below the criteria you want to use to find projects

- [198 National Indicators](#)
- [Exclusion problems](#)
- [Excluded groups](#)
- [Multiple search criteria](#)
- [Project Search](#)

Search by National Indicator

Select an Indicator

NI 1 % of people who believe people from different backgrounds...

NI 1 % of people who believe people from different backgrounds...

NI 2 % of people who feel that they belong to their neighbourh...

NI 3 Civic participation in the local area

NI 4 % of people who feel they can influence decisions in thei...

NI 5 Overall/general satisfaction with local area

NI 6 Participation in regular volunteering

NI 7 Environment for a thriving third sector

NI 8 Adult participation in sport

NI 9 Use of public libraries

NI 10 Visits to museums or galleries

NI 11 Engagement in the arts

Project Title	Description
iCOCO (Institute of COhesion)	...ers. The website features toolkits, reports, guidance and a library of practice in community cohesion'.
Caia Park Partner	...ce ICT learning and digital storytelling to the 12 groups of the partnership
Carpenters Connect	A 'wired-up communities' project that became one of the leading community based Interactive Digital TV services. Serves 600 flats on Carpenters Estate, providing online services via Digital TV.
Deudraeth CYF	Deudraeth Cyf provided a menu of accessible IT training from a basic to moderate level together with mentoring for 500 people new to broadband, these then went out and taught others.
Ffnonn Las & Pant Glas Community Association	A new printer allowed the project to produce their own marketing materials and newsletters. This resulted in higher levels of attendance.
Gwent Association For The Blind	Workshops introduced people with vision impairments to digital solutions to support their independence. Classes were adapted to the needs of its participants and covered technologies to aid them.
Gavo	They had a Community ICT suite that facilitated the learning of basic IT and provided the community with access to ICT equipment. Project is aimed at recruiting volunteers.
Carmarthenshire Association Of Voluntary Services	The staff demonstrated how digital content for a Blog can be captured using mobile phones. Short videos, digital images and digital audio were captured and loaded onto the blog site.
Gigabites Youth Project	Funding for the provision of a ICT Project Worker enabled the group to use technology attracted the marginalised and disaffected young people in the community.
Together we Can	Portal that provides communities with information about sources of help; including funding, advice and easy access to government documents.
Reading Circle	An online reading circle based in Kirklees that is accessible by post, email, online and iDTV. Users share views about

...ckgrounds get on well together in their local

solutions4inclusion

a community portal with access to:

more than 800 best practice examples of projects that use technology to enhance social inclusion

- **search by**
 - **performance indicators**
 - **excluded groups**
 - **exclusion problems**
- raising awareness and encouraging creativity
- embedding digital inclusion into strategic planning and performance monitoring processes
- providing automatic updates about new projects that meet your search criteria

national information – local intelligence

DirectGov – Local DirectGov

- ability to view
 - which customers - where
 - access information and transactions for local government services
 - compare against national picture
 - compare against local information

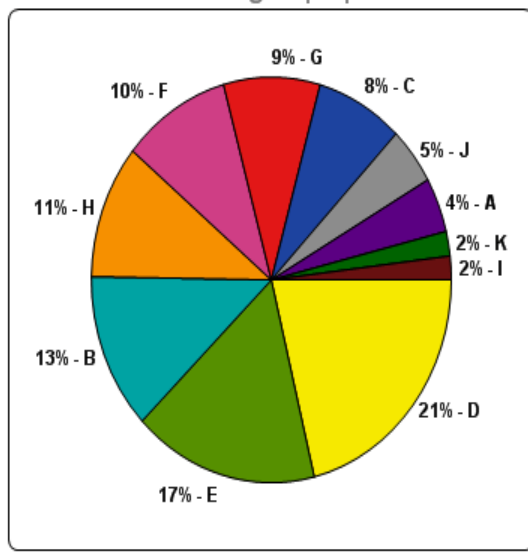
Who is asking for what

Main administrator: [Main Admin](#)

- esd-toolkit Team data
- Tools
- Reports
- Online submissions
- News and events
- Communities
- Administration
- Help

- Local Tree
 - ARTs
 - BUILT ENVIRONMENT
 - CHIEF EXECUTIVE
 - COMMUNICATIONS AND PARTNERSHIPS
 - Consultation
 - COMMUNITY
 - COMMUNITY LEISURE
 - CPA AUDIT AND POLICY
 - DCLG VOLUMES
 - Childcare - out of school hours
 - Council tax - individual account enquiries**
 - Jobs - local authority vacancies
 - Libraries - loan renewals
 - Planning - development control
 - Pollution control - noise
 - Refuse - flytipping
 - Refuse - household waste - collection
 - Refuse - household waste - garden waste
 - Refuse - household waste - special collections for lar
 - Roads - maintenance
 - Roads - pavements - maintenance
 - Roads - street lighting
 - Roads - street parking - enforcement
 - Schools - admissions - appeals
 - Schools - term and holiday dates
 - Vandalism - graffiti - reporting and removal

Profile group split



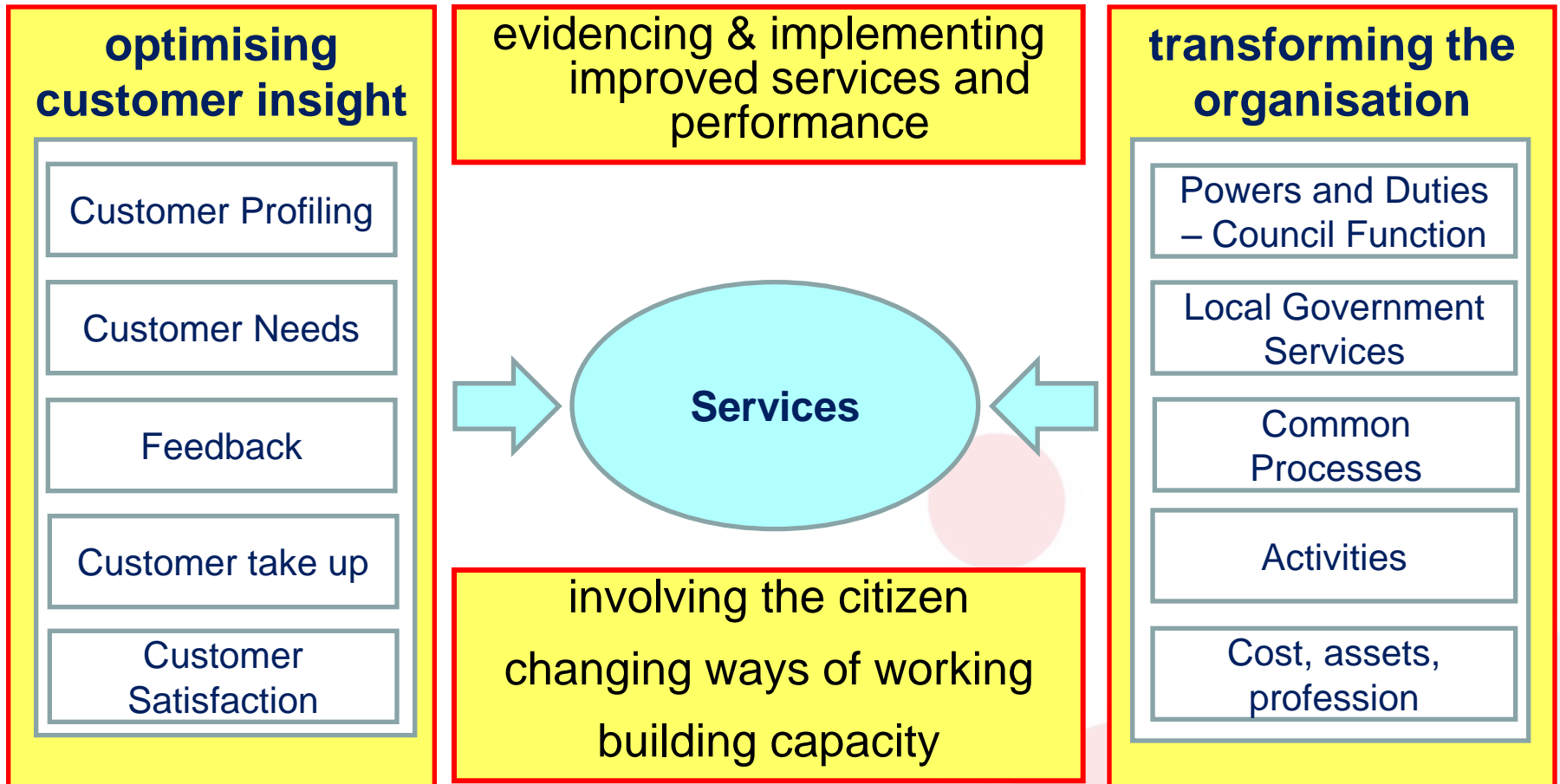
Profile group	Service %	Household %	Index
D - Close knit, inner city and manufacturing town communities	21%	17%	121
E - Educated, young, single people living in areas of transient population	17%	8%	198
B - Younger families living in newer homes	13%	11%	119
H - Upwardly mobile families living in homes bought from social landlords	11%	10%	111
F - People living in social housing with uncertain employment in	10%	6%	173

Search results

Previous result Please select an item.. Next result Close search

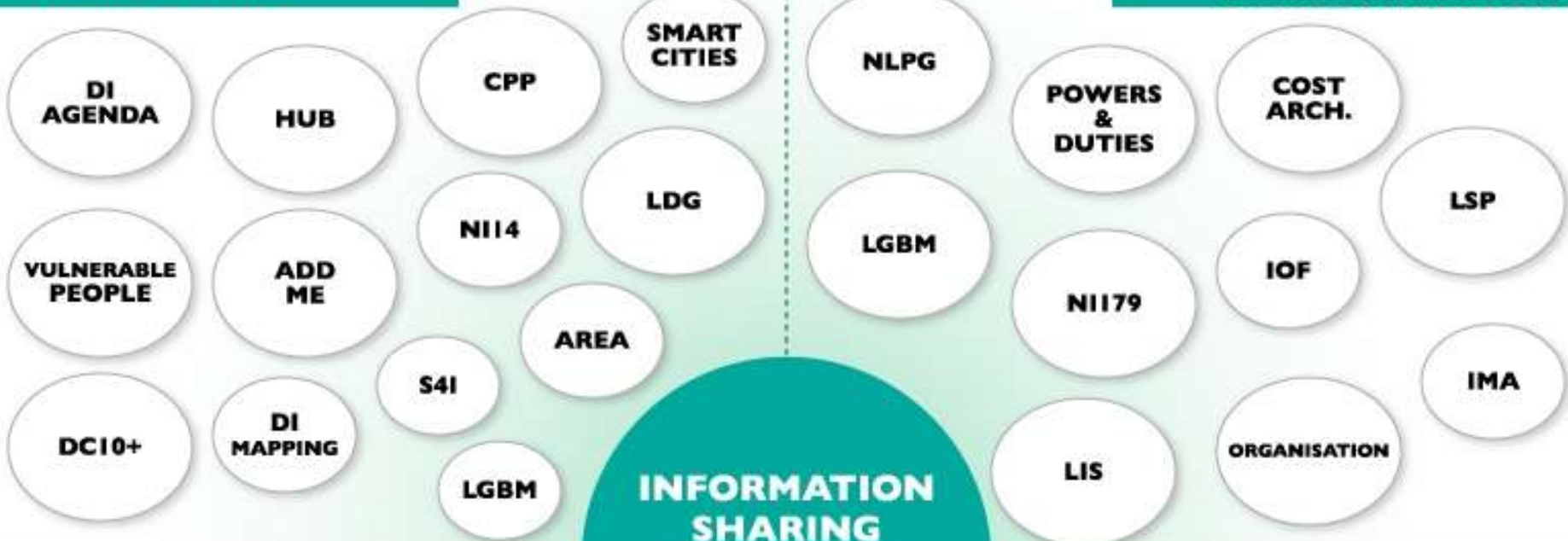


putting it all together



CUSTOMER INSIGHT

BUSINESS IMPROVEMENT



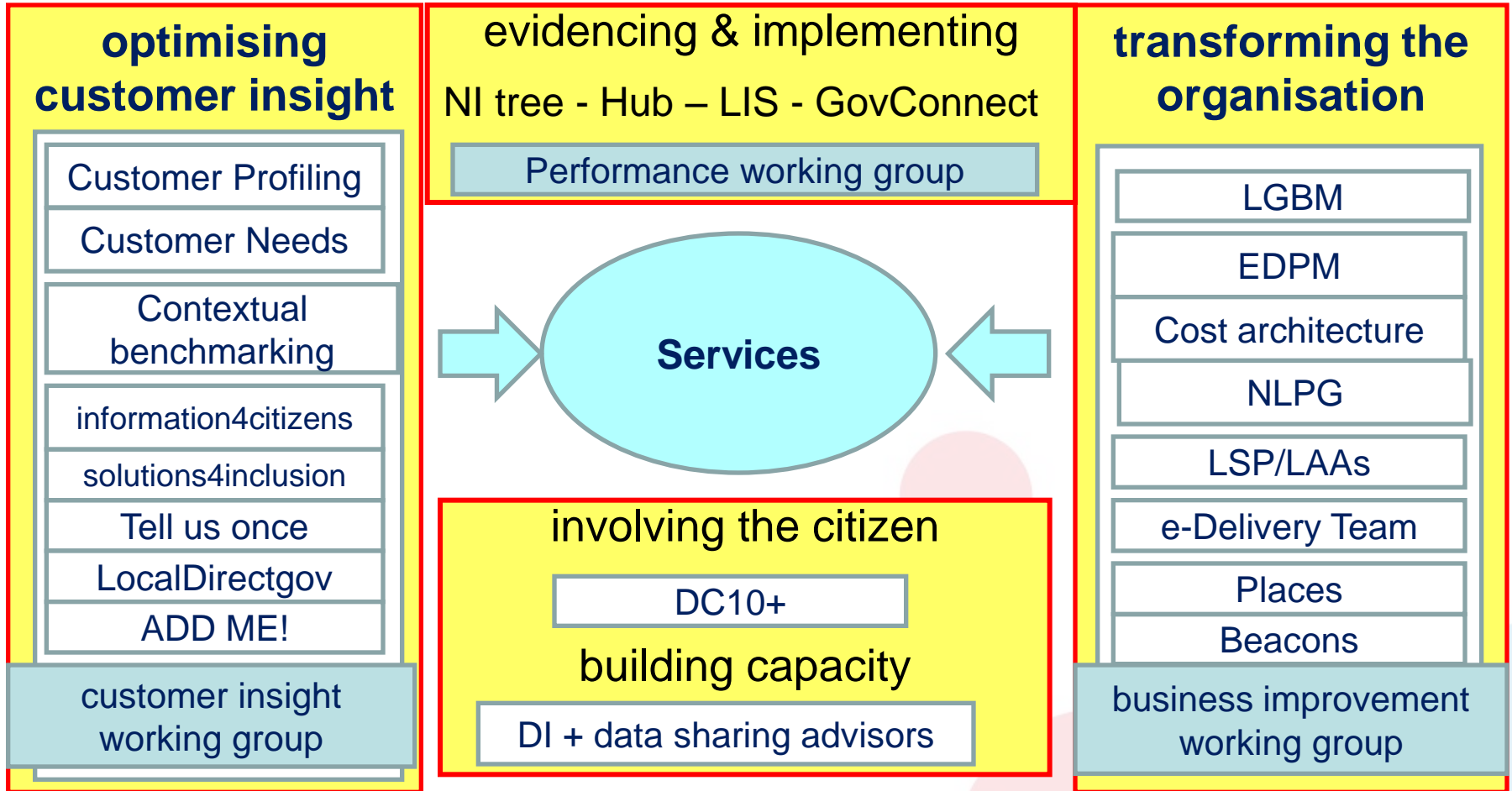
INFORMATION SHARING TO PROVIDE SHARED EVIDENCE



KEY INFORMATION

PERFORMANCE MANAGEMENT

complementary working



shared value

- **recognised model of local government**
- **key architecture and information resource**
- **knowledge sharing, analysis, benchmarking, evidencing, reporting**
- **collaborative community**
- **engagement framework**
- **capacity for continuous evolution**

www.esd-toolkit.org

rosi.somerville@idea.gov.uk