



CALDERDALE COUNCIL

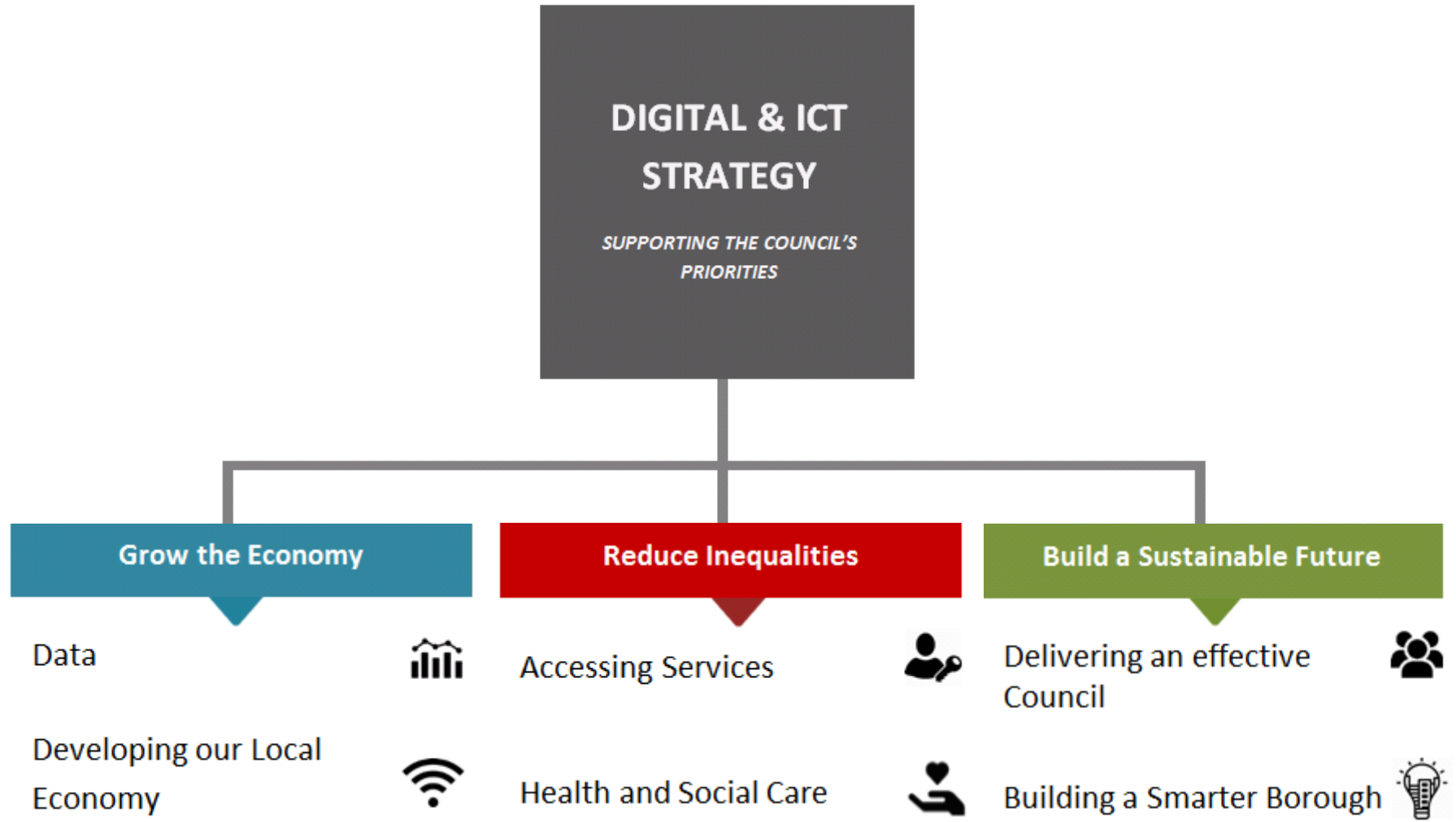
DIGITAL & ICT

STRATEGY

2018-2021



SUPPORTING THE COUNCIL'S PRIORITIES



MEET BOBBIE

Name: Bobbie

Occupation:
Builder

Technology Status:
Bobbie **uses a smartphone**, doesn't own a PC. She **depends on library PCs** to fill in tax returns etc...

Siblings:
1 Sister – **Becky**



Parents: Retired and aged between 70-75 years old.

Background:
Bobbie is **always busy** with **little time** to spend with **care needing parents**

Age: 45

Children:
2 Teenagers



HOW **WILL** THE COUNCIL HELP BOBBIE?

Grow the Economy

Developing our Local
Economy



Data



LOCAL ECONOMY

FAST AFFORDABLE CONNECTIVITY



HOW WILL THE COUNCIL HELP BOBBIE?

Economy

Aim: **Fast and affordable** connectivity

Benefits: The business park Bobbie works at has **poor connectivity**. Bobbie's business has benefitted from a **voucher scheme** to provide **4G access**, resulting in creating more building work and lower business costs.

Stats and facts about Superfast West Yorkshire and York

Homes to be passed by superfast fibre by 2018



131



Total funding for the project
(Phase 1 and 2)

£37 million

Achieve superfast broadband coverage for >98% of the region by the end of 2018.



HOW WILL THE COUNCIL HELP BOBBIE?

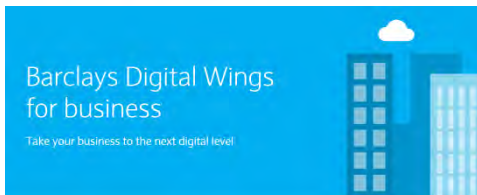
Aim: Help with Business training

Rashpal is Bobbie's neighbour who lectures in digital training. She has recently introduced Bobbie to the Leeds Beckett University centre where she works. Bobbie has now signed up for a digital training session, to help her maintain her online business presence and fill in her online documents.



Digital library

All Bobbie needs to access the free digital resources is her library card.

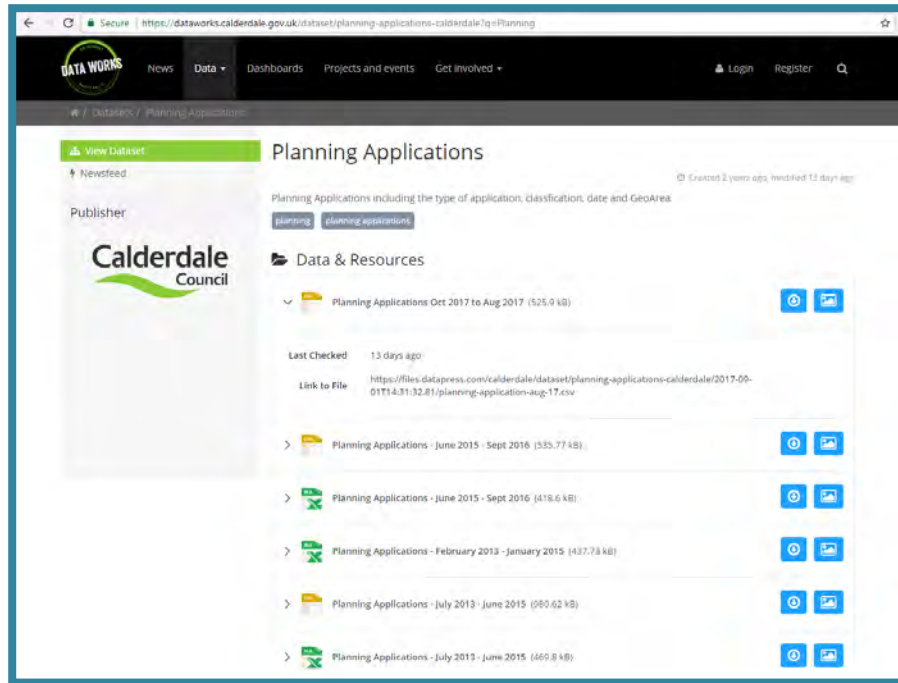


HOW WILL THE COUNCIL HELP BOBBIE?

Data

Bobbie may need to access data to help drive business which specialises in small building jobs and adaptations for people with home care needs.

Bobbie can search over around 200 datasets, including the following:

A screenshot of a spreadsheet showing a list of properties. The columns are 'Z_CODE', 'PHONE_NUMBER', 'Eastings', and 'Northings'. The data includes various property codes and coordinates, such as '0844 4770106', '420011', '420418', and '420001'.

Doctors
Information

Planning
Applications

Play areas for
children

Surgeries

Business
Properties

Youth
Organisations



HOW WILL THE COUNCIL HELP BOBBIE?

Not only does Bobbie have access to Calderdale's open data but she is able to access a range of local, well established open data websites, as shown below.

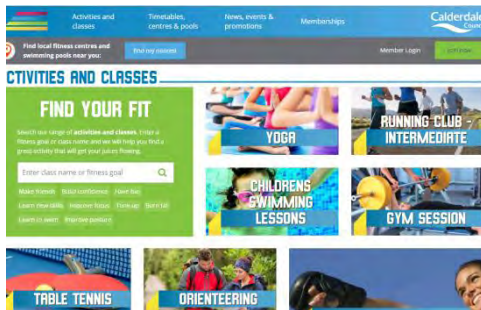


[Click to view more](#)

WHAT DOES BOBBIE'S FAMILY DO IN THEIR SPARE TIME?



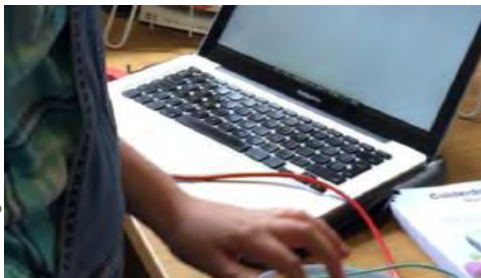
Bobbie has recently watched Stone Roses at the **Victoria Theatre**, after ordering her e-tickets online with her smartphone. The atmosphere was electric and the visuals of the production were even better, due to the improved quality of digital technology which has been installed.



Bobbie's daughter has always enjoyed P.E. lessons when she was at school. Now she has a part time job, she has joined **Calderdale Council's Gym Facilities**, online using their website. She is looking forward to attending her first Body Pump class!



Bobbie and her family recently enjoyed a family day out at the **Piece Hall**. Since their visit they have seen an advertisement through Social Media for a show, they 're already counting down the days...



Bobbie's son has joined our new Code Club at the Central Library, he enjoyed creating his first Minecraft game using Scratch and now he considering a career in coding!



HOW **WILL** THE COUNCIL HELP BOBBIE?

Grow the Economy

Data



Developing our Local
Economy



PUTTING DATA TO USE

MY
CALDERDALE

SOCIAL
CARE

MOSAIC
ANALYSIS

PUTTING DATA TO USE

Aim: How can we make use of information from My Calderdale, Social Care Records and Mosaic Analysis, in a way that Bobbie's family wants them to?

Benefits: Our data is user-centric, which makes Bobbie's experience with the Council more personal. She will receive better quality service as using Mosaic analysis will help us to make better decisions about how to communicate with Bobbie.

Understand Bobbie better by :

- Customer profiling using Mosaic analysis has been used to identify that Bobbie is inactive and will benefit from **Active Calderdale**
- Anticipate and plan services by predicting trends for future social care/councils needs, which will benefit not only herself but her parents
- Use Mosaic to help make better decisions about **how to communicate** with Bobbie – e.g. email

Mosaic UK Classifications

A City Prosperity	A01	World-Class Wealth	Global high flyers and families of privilege living luxurious lifestyles in London's most exclusive boroughs.
	A02	Uptown Elite	High status households owning elegant homes in accessible inner suburbs where they enjoy city life in comfort.
	A03	Penthouse Chic	City snails renting premium-priced flats in prestige central locations where they work hard and play hard.
	A04	Metropolitan High-Flyers	Ambitious 20 and 30-somethings renting expensive apartment in highly commutable areas of major cities.
B Private Positions	B05	Premium Fortunes	Well-to-do families with substantial income established in exclusive, expensive homes in wealthy enclaves.
	B06	Diamond Days	Retired residents in sizeable homes whose finances are secured by significant assets and generous pensions.
	B07	Alpha Families	High-achieving families living two-track lives, achieving careers, finances and their school-age kids' development.
	B08	Bank of Mum and Dad	Well-off families in upmarket suburban homes where grown-up children benefit from continued financial support.
	B09	Empty-Nest Adventurers	Mature couples in comfortable detached houses who have the means to enjoy their empty-nest status.
C Country Living	C10	Wealthy Landowners	Prosperous owners of country houses including the rural upper class, successful farmers and second-home owners.
	C11	Rural Vogue	Country-loving families pursuing a rural idyll in comfortable village homes while commuting some distance to work.
	C12	Scattered Homeowners	Older households appreciating rural calm in stand-alone houses within agricultural landscapes.
	C13	Village Retirement	Retirees enjoying pleasant village locations with amenities to service their social and practical needs.

D Rural Reality	D14	Swinging Settlers	Mature households living in expanding villages around larger villages with good transport links.
	D15	Local Focus	Rural families in affordable village homes who rely on the local economy for jobs.
	D16	Outlying Seniors	Pensioners living in inexpensive housing on the outskirts of the city.
	D17	Far-Flung Outcasts	Inner-dependent households living in the most remote communities with long travel times to larger towns.
E Senior Security	E18	Legacy Elders	Time-honoured elders now mostly living alone in comfortable suburban homes on final estate parcels.
	E19	Bungalow Bunch	Peace-seeking seniors appreciating the calm of bungalow estates designed for the elderly.
	E20	Classic Grandparents	Lifelong couples in standard suburban homes enjoying retirement through grandchildren and gardening.
	E21	Solo Retirees	Senior singles whose reduced incomes are offset by their affordable but pleasant owned homes.
F Suburban Stability	F22	Boomerang Boomers	Long-term couples with mid-range incomes as adult children have returned to the shelter of a family home.
	F23	Family Ties	Active families with teens and adult children's prolonged support is keeping up household needs.
	F24	Plugging Free	Pre-retirement couples with respectable incomes enjoying greater space and secure cash since a full home.
	F25	Dependable Me	Single mature owners settled in traditional houses working in intermediate occupations.

"Behind every customer is an individual. Mosaic means you can start treating them that way"



PUTTING DATA TO USE - GDPR



25th of May



Benefits: Bobbie and her family benefits from a joined up Council – allowing the Council to collect and collate data pertaining to Bobbie and her family and to allow that information to be used in a mutually beneficial fashion

- Tell us once initiative
- Provides Bobbie with peace of mind as we have a legal obligation to keep data safe and secure
- Connect all the supplied data to build a detailed picture of Bobbie



HOW **WILL** THE COUNCIL HELP BOBBIE?

Reduce Inequalities

Accessing Services



Social Care

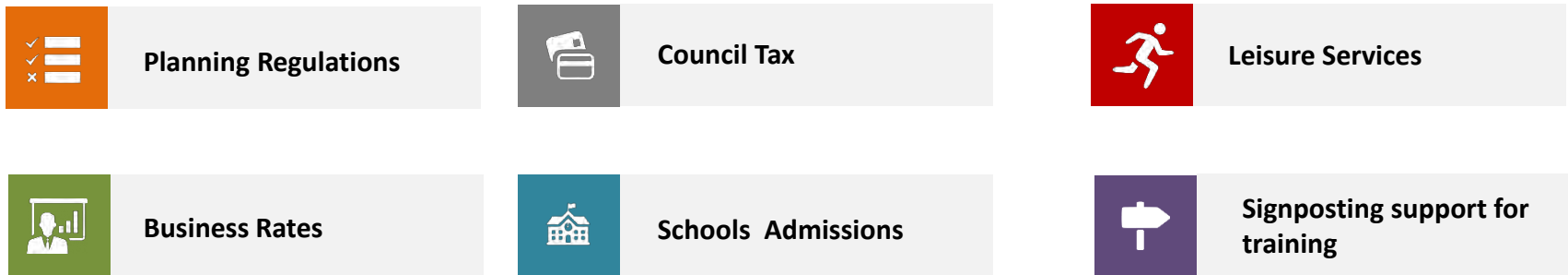


MAKING LIFE EASIER!

Everything available on one website on one
account – **My Calderdale**

HOW WILL THE COUNCIL HELP BOBBIE?

Bobbie has set up her My Calderdale Account, meaning she is able to **easily access** all information and services, in one place. This benefits Bobbie as she can self-serve, which creates a better customer experience and saves time and money.



My Calderdale



Sign in to My Calderdale

User name

Password

Sign In

[Forgot your password?](#)

Set up My Calderdale

My Calderdale is your online customer account. It's a fast, safe and more flexible way to access council services.

Register



HOW WILL THE COUNCIL HELP BOBBIE?

Bobbie doesn't have broadband at home as she uses her smartphone for most things. Occasionally Bobbie needs to use the Digital Library resources to complete her Council Tax forms and other documents.



Bobbie can use the computer facilities free of charge...



For up to 70 minutes ...



With printing facilities!



I.T. Suite / I.T. Area

Located above are the majority of PCs available to the public, along with a working environment suitable for quiet online study, personal use or group-work. PCs provide a Microsoft Windows 10 environment, with Microsoft Office 2016 as standard.



IMPROVING HEALTH AND WELLBEING

Reduce Inequalities

Accessing Services



Social Care



SOCIAL CARE

CITIZENS

OBSTACLES

RESOLVED



HEALTH AND WELLBEING

Our Social Care approach is to **empower** citizens to look after themselves and being cared for in their own community by family, friends and neighbours, promoting **independence** and offering **information** and **choice**, allowing Becky to control her own destiny.

Online

Offers help and advice to assist people in identifying suitable care equipment and where to obtain it for themselves

My Amego

This unique person centred assistive system helps to keep Bobbie's sisters freedom and support to live their independent lives

Chatbots

Offers Becky an alternative method of communication

Sensors

Installing sensors which detect night time movement and door use, etc. keep her sister independent

Data Sharing

Bobbie no longer has to repeat all her personal information which makes the process much quicker

Self-serve

Provides a one stop shop for all Bobbie's parents and sisters social care needs, online



HEALTH AND WELLBEING

“Helping transform social care provision from a fragmented, segmented model to a **‘whole life’** approach”



How Bobbie and her family see her father



How health care see Bobbie's father
(bag of symptoms)

HEALTH AND WELLBEING

Two fundamental components of the Roadmap approach are **integration** and **information sharing** for CASS (Children's Assessment and Safeguarding System), and the CIS (Client Information System) . This gives us an opportunity to address both integration and information sharing into our software plans, creating a seamless experience for Bobbie.

We will do this by:



Providing a **Shared Record** – a centralised resource where authorised people can view all or parts of a person's case notes and medical history, personal wishes, next-of-kin, professional contacts, etc.



Continuing the **integration of Council systems with NHS Systems** where opportunities are identified to strengthen joint working with our colleagues in Health.



Ensuring that our **technology stack** is up to date for continued compliance with information security standards within the Council and our partners in NHS Digital.



IMPROVING HEALTH AND WELLBEING

Reduce Inequalities

Accessing Services



Social Care



PARENTS

DIGITAL

SERVICES

ADAPTED HOME





MEET THE PARENTS

Digital Solutions

Bobbie can access her parents' digital care records

Benefits: She can discuss this with her parents/social carers as her parents sometimes need her to explain certain things in more detail as they can be easily confused.

Bobbie's Parents use Amazon Alexa

Benefits: Her parents can check when their Council Tax is due "Alexa, when is my Council Tax due?". Bobbie can access this.

They don't have a PC, but persevere to use a Tablet with help from **Calderdale Adult Learning, Android Tablet, short courses.** **Benefits:** Bobbie's

Mum **watches Council meetings –**

"It keeps her in touch with what's going on", as one of *her* parents used to be a Councillor.



Bobbie's Dad uses the Browsealoud features

Benefits: Although he has poor eye sight he can continue to use his My Calderdale Account and 24/7 Chat.





MEET THE PARENTS

Service and Home Improvement Solutions

Bobbie uses the **library** to borrow **DVDs**

Benefits: Her parents still gain from the library service through Bobbie, which provides entertainment for them.

Bobbie has used the **3D printer** at the **library**

Benefits: She could create a **moulded handgrip** for her father to use, although it would take 8 hours to print! Alternatives are a **one-stop shop** for all social care needs, in an **online solution**.

Bobbie has installed **Skype** in her parents home

Benefits: Bobbie's parents can use this to communicate with her grandchild who is currently taking a gap year to travel.

Monitoring Devices have been installed

Benefits: – Saves Bobbie calling in at her parent's house several times a day because she was worried about them.

Her parents live at home in a **fully adapted building**

Benefits: Keep her parents independent in their own home as a result of Bobbie's adaptations with advice given through access to care services.



HOW **COULD** THE COUNCIL HELP BOBBIE?

Build a Sustainable Future

Delivering an effective
Council



Building a Smarter
Borough



TRANSPORT GETTING AROUND



HOW COULD THE COUNCIL HELP BOBBIE?

FUTURE POSSIBILITIES INCLUDE:



Smart transport – traffic flows, smart lighting with Wi-Fi and Charging points

Bobbie is always on the go, meaning **monitoring traffic flows will make her journey's more efficient** as well as having access to Wi-Fi in case she needs access to Google maps to divert from heavy traffic.



Clean Air friendly as pollution is monitored and action taken

Bobbie suffers from Asthma. Clean air **would reduce her Asthma attacks**, overall health and extended life expectancy.



App for free parking bays

It is useful for Bobbie to know in advance where the **free parking bays are located**. It is imperative that she parks close the desired locations as she has a lot of building equipment.



Pothole unfriendly – they are always fixed within 3 days of being reported, using an App

Bobbie is always travelling which means it is essential that the **roads are well maintained**. She can now report a pothole quickly and easily, knowing it will be fixed within 3 days.





HOW BOBBIE HELPS THE COUNCIL...

Bobbie has **registered on Facebook** to become part of the **Calderdale Flood Aid** group to be matched to suitable voluntary work, which takes advantage of her various skill sets.

Benefits: Last year Bobbie was able to put her building skills to use by helping to restore numerous parts of Calderdale after the Floods.

FUTURE POSSIBILITIES

LoRaWAN (Long Range Wide Area Network) : IoT technology will help us to provide smarter public services around citizens and businesses.

To ensure the **long term sustainability** of the borough our main concerns are being able to provide early warning of potential flooding – one of the biggest threats to health in our valley.



HOW WILL THE COUNCIL HELP BOBBIE?

Build a Sustainable Future

Delivering an effective
Council



Building a Smarter
Borough



IMPROVING COUNCIL SERVICES

TIME

HELP

CARE



DELIVERING AN EFFECTIVE COUNCIL

Bobbie worries about her children catching taxis

Solutions: The Council are making sure **all taxis are safe** to use by implementing strict taxi licensing.

Bobbie gets frustrated when it takes a long time to get things done when contacting the Council

Solutions: Staff are now much more **digital-savvy**, which means a **quicker turn around** and allows staff more time to offer the essential help Bobbie desires.

The last letter Bobbie received from the Council, she noticed her name was misspelt, as a result of having to give her information each time she contacts the Council

Solutions: Receiving consent to **share Bobbie's data** around various Council department stops this from happening.

Bobbie has to wait a long time to get answers

Solution: Updating our ICT '**middleware**' will result in more efficient processing and exchange of information. If Bobbie has a query about her Council Tax, she no longer has to wait to talk to different areas of the Council to get her answer.





Thank You!
We welcome
any questions...

