

Appendix B – Digital Strategy Design Principles

The following Digital Design Principles were adopted under the council’s Digital Strategy 2020-2024.

Following the transition to a stand-alone council, the Digital Strategy will be reviewed, though the principles remain.

3. Our Digital Vision — The Digital Transformation Design Principles

These 18 guiding principles will help the council achieve Digital transformation by 2024. The council will also remain flexible to the changing and fast-paced technological and customer service landscape.

Digital Design:

- a) **Digital by Default** — If a process or service can be digitised, it should be. Each change should aim for the highest proportion of people to move from traditional to digital channels. Bearing in mind our resident demographics, we should be careful that Digital by Default does not create exclusion.
- b) **Redesign via Customer Insight** — Using evidence of our customers’ needs, service use and customer journeys, we will establish the current gaps in service provision and opportunities for improvement. Services and communications must be targeted to provide customers with the right content at the right time. We will identify easy ways for our customers to access services, while trying to reduce the cost of delivery.

For our Customers:

- c) **Efficient and Simple Design** — Good digital design will provide tangible improvements to the customer’s experience and the efficient operation of the councils’ services.
- d) **Enabling Customer Digital Access** — Services will be designed around delivering what the customer needs when they need it. Shifting services away from office hours, face-to-face contact and telephone-based services toward automation will allow customers to use our services 24/7.
- e) **Building Digital Trust** — Customers will access secure systems to complete online transactions in a simple, user-friendly and privacy-friendly way. Where appropriate, we will collaborate and consult with our customers to ensure our offer is ‘just right’.

- f) **Data as an Asset** — Data will be analysed to inform decisions and build customer profiles. Data will be anonymised and shared with the community so it can be used in innovative ways. Data will be held securely and used in line with Data Protection legislation and GDPR and our data retention schedules.

Via Systems & Infrastructure:

- g) **Digital Security** — Security will be paramount across our digital plans. We will work with our IT service providers, public sector partners and specialist agencies, such as the National Cyber Security Centre, to ensure arrangements are sound and proportionate to the level of threat.
- h) **The Council in the Cloud** — We will move to cloud-based technologies, which will lower costs and improve system access and reliability.
- i) **Open, and Flexible Systems** — When it comes to investment, systems will use open technical standards, be inter-operable and scalable. These will be steadfast procurement criteria for all new solutions.
- j) **Digital Investment** — Our application of Digital must be pragmatic, with decisions based on businesses cases and clear benefits to the customer and the councils. Digital change requires investment. The cost benefit analysis must reflect the fact that investment can save the council money.
- k) **Follow our Commitment to the Local Digital Declaration** — We will play our part in ‘fixing the national plumbing’ across the public sector, using the ‘Technology Code of Practice’¹ when we implement our systems.

Across the Organisation:

- l) **A Digital Mindset** — Culturally, our organisations must embrace Digital as the standard way of working. Staff should think digital-first and have the confidence to self-serve and self-fix. Excellent workspace design and IT tools can remove the reliance on traditional office desk arrangements.
- m) **Funding Opportunities** — The councils will pursue national funding opportunities.
- n) **Digital Workstyles** — Officers and councillors must have the equipment they require to work in a flexible manner and, as part of a ‘paper-lite’ environment, be less dependent on a fixed workspace. Digital will ensure that modern ways of working can be utilised to full effect to support individuals and teams.

¹ <https://www.gov.uk/government/publications/technology-code-of-practice/technology-code-of-practice>

In Partnership:

- o) **Innovation and Collaboration** — The councils will continue to be ambitious and innovative with new technology. We will continue to be early adopters, reaching out to peers and networks to harness technologies and ideas, and to sharing the benefits with partners.
- p) **Impact on Place** — Opportunities will be pursued through the Regeneration Strategy of Havant Borough where we will harness existing and emerging technologies alongside our development and sector partners to enable our residents, visitors and our local businesses to work and live well in the Digital Age.
- q) **Partnership** – We will work with all our third-party providers and partners to deliver the shared infrastructure needed to create economies of scale and accommodate growth.
- r) **Digital Responsibility** — In the 'Digital Age' we must play our part in combatting the Climate Emergency that our energy-driven technologies and public services contribute towards. We will choose technology partners who share this sense of responsibility.