



It's all about the place – resilient people and communities

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www.socitm.net / www.advisory.socitm.net



Socitm is the **society of innovation, technology and modernisation.**

We aim to be the preferred network of professionals shaping and delivering public services.





Socitm is.....

The professional network for leaders engaged in the innovation and modernisation of public services





297 member organisations

Formed in 1986, Socitm is the professional network for leaders engaged in the innovation and modernisation of public services

2015

Established 2015

Socitm Advisory was established in 2015, delivering advisory services to Socitm members and public sector organisations.



100+ employees

Socitm Advisory have a passionate team with broad skills and vast public sector project experience.



100+ customers

Socitm Advisory are trusted by over 100 public sector organisations across the UK.



£1.1m re-invested

Over the last 6 years we have shared £1.1m in dividend payments back to Socitm membership, which has then been diverted into public services. This includes highly successful programmes like the Leadership Academy; a set of leadership development programmes to harness, develop and promote talent within public service technology roles; and Socitm research, particularly our ground-breaking work on ethical use of emerging technologies and data, and our developing programme on post-Covid recovery.



Your trusted, independent partner

Socitm Advisory is a well-established, fully impartial consulting organisation providing independent advice for the public sector





What we do...

We offer the following six services to our members



Lead

Our Leadership Academy equips members to be able to lead the transformation of public service delivery



Improve

Our benchmarking service which helps members enhance their ICT services, backed by 20 years of data gathered from the public sector



Share

Our programme of peer networking events, national and regional conferences and regional meetings



Inform

Our research and publications programme delivers a range of strategic insights into the challenges faced by members



Advise

Socitm Advisory offers digital and ICT advisory services for the public sector. From ICT and digital strategy consultancy to flexible resourcing solutions



Include

Socitm Include offers insights and tools to support and strengthen your organisation's vital work in accessibility, diversity and inclusion





Our sectors

Socitm Advisory offers digital and ICT advisory services for the public sector





Challenges – location related

- Local democracy and leadership
- Post-Covid recovery including community regeneration
- Connected places
- Community cohesion; collaboration, building effective and trusted strategic partnerships across place
- Preventative interventions, practices and processes (left shift) to transform business model
- Sustainability





Challenges – capability related

- Diminishing budgets
- Cultural transformation and digital leadership
- Public sector digital workforce deficit – recruitment, retention, competence, skills and CPD focus
- Exploiting technology investments to improve outcomes
- Using data insights to make informed decisions
- Security
- Standardisation
- Replicability, adaption, adoption and scalability



Socitm Connects – Resilient people, communities and places

- Building on the phenomenal response of local authorities and the wider public sector to Covid-19
- Sustaining the step changes that local public service providers have taken
- Harnessing digital – cultures, capabilities, technologies and data – to enhance the resilience of people, communities, organisations and places.



Socitm Connects – connected places model



Regeneration, sustainability and connectivity

Championing place-based regeneration, sustainability and connectivity to address the impact and ongoing challenges of Covid-19. Embedding local public sector innovation, technology and modernisation at the heart of post-Covid recovery so that it will enable the growth and development of resilient people, resilient communities, and resilient places by:



Creating social and economic wealth



Increasing the health and wellbeing of all



Improving productivity and enjoyment



Establishing resilient, sustainable, socially just ecologically safe places in which people and communities can thrive



Socitm Ecosystem

The Socitm Ecosystem comprises three pillars that combine to form an environment, system, and culture supported by Socitm's policy themes, services and solutions

Pillar 1: Awareness: nurturing wisdom. This pillar focuses on nurturing wisdom through the building up of leadership and skills alongside understanding what it takes to move from policy thought leadership into front-line practice through a combination of focused research and developing good situational awareness as the fundamental basis of decisions making.

Pillar 2: Advocacy: sharing knowledge. This pillar focuses on sharing knowledge about what works and what needs to change by tapping into the lived experience of others. This includes citizens and service users, and local public service leaders and practitioners, so that our members and their organisations can continuously and inclusively, improve and design and advocate their services to citizens and communities.

Pillar 3: Advisory: building capabilities. This focuses on building capabilities that can support transformation through the implementation of high-quality programmes of work and trusted solutions, based on methodologies crafted from its unparalleled network of public sector connections, first-hand industry experience and an extensive portfolio of successfully implemented programmes.





Joining up

- Creating a tripartite approach for local government – Socitm, LGA, Solace; digital identity
- Reinforcing collaborative approach; Local Gov Digital Committee (LGDC) & Transformation Working Group (TWG)
- Digital inclusion toolkit
- Digital skills framework
- Cyber security
- Digitalisation outcomes
- Supporting communities of practice



Local government digitalisation outcomes



Connectivity

Residents, council officers and organisations can access both the internet and council services uninterrupted, wherever they are in the community.



Data

The council's data practices are focussed on improving services, facilitating innovation and informing policy making. The council uses recognised data standards, meets data security requirements, protect residents' rights and ethically manages data as it works toward more efficient and effective data collection, access, use and reuse, sharing and linking, and maintenance.



Democracy

The council makes maximum use of digital technology to improve councillor attendance, increase community engagement and collaboration, improve transparency, and optimise democratic decision making.



Ethics

The council uses digital technology in pursuit of the common good and does no harm; it preserves human agency, is fair, transparent, and environmentally friendly.



Inclusion

The benefits of the internet, digital technologies and digital services are available and accessible to everyone.



Leadership

The council's leaders drive the use of digital technology to achieve both strategic and operational goals, create conditions which facilitate organisational transformation, and are mindful of the opportunities and risks that digital technology brings. They lead an organisational culture that is open, digitally aware, and resident focussed.

Local government digitalisation outcomes (continued)



Local productivity

The council supports the use of digital technology by local businesses, partners and third sector organisations, and ensures they can access the internet and the capability to benefit from the engagement it enables.



Organisational capability

The council puts digital technologies at the heart of the way it works and trains its workforce in how to use them. It has a culture that values, incentivises, and expects digital ways of working from every member of its workforce. It actively develops its workforce's expertise within the digital, data, technology and cyber professions and has talent pipelines to benefit retention and relieve pressure on recruitment.



Partnership

The council works with public, private and third sector partners to ensure an integrated, cohesive, and resident focussed approach to public sector digital transformation and digital service provision.



Security and resilience

Cyber security risk is minimised, and the council is resilient to cyber attack. The council's networks, infrastructure and services are as secure as possible from the moment of first implementation to decommission. The information and data on them, and located elsewhere, is appropriately confidential, available and of sufficient integrity, and the public can use the council's digital services with confidence and trust.



Services

The council's services are designed around the needs of residents and users, and prioritise them over professional, organisational and technological silos. Services are guided by the government's ten design principles, the Service Standard, and the Technology Code of Practice.



Value

The council targets its resources effectively. It harnesses the opportunity of digital, data and technology solutions to ensure they provide efficiencies and savings for local people and public sector budgets.

Background – creating equal opportunities in digital

Digital, that is the bringing together of culture, process, business models and technology to deliver based on people's needs, creates a whole host of opportunities but also increases the likelihood of missing a large cohort of our citizens. Digital inclusion is critical to serving as many of our citizens as we possibly can. GDS (Government Digital Service) includes digital inclusivity as a best practice for all government services.

Creating equal opportunities to access services in the digital age has, therefore, been a challenge that almost every public sector organisation has grappled with. There is an increasing reliance of digital tools, the related skills and capabilities to use them, and the connectivity in order to use the services effectively.

Socitm Advisory work with local authorities, housing associations and central government departments in a number of different ways to create equal opportunities for users. Examples of some of the ways we do this are:



Running user-led, design-based discoveries and deliveries



Helping organisations shape digital, data and technology strategies ensuring digital inclusion is threaded throughout the strategy



Working with the LGA to further their inclusivity work, specifically creating a digital skills assessment tool and working alongside partners on the digital inclusion toolkit

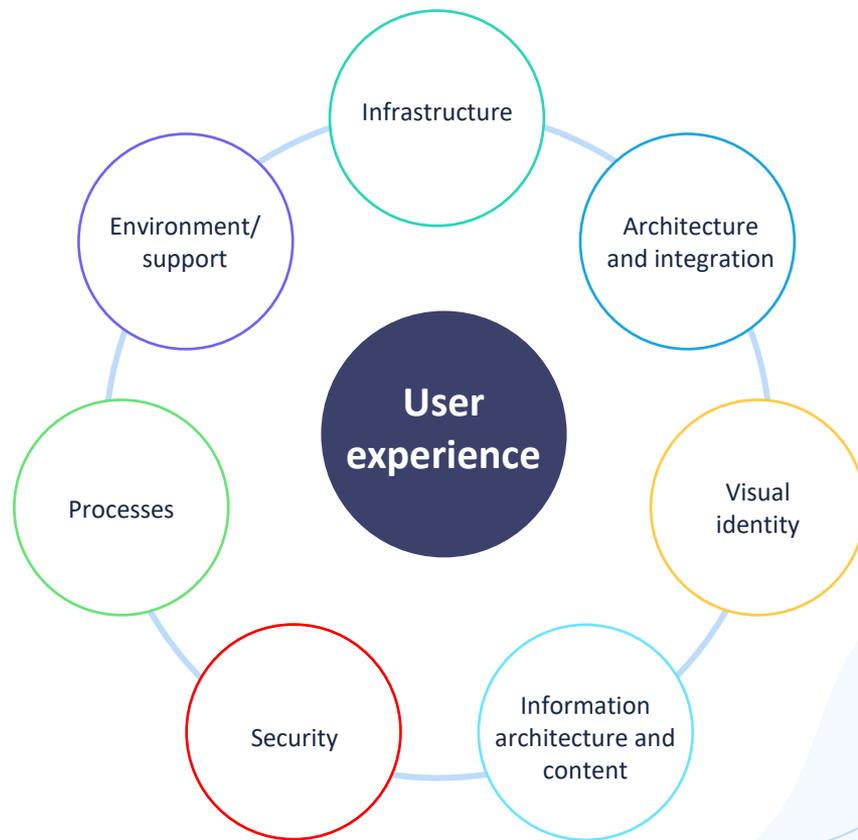


An integrated approach

How someone experiences using a digital service depends on a wide variety of different factors, including the supporting infrastructure, the way that different parts of the user experience may (or may not) be integrated, how the journey overall looks and feels, how easily navigable or searchable the content is, the device and browser that are being used and the overall environment that the user may be in. Their skills also play a key part in that role

At Socitm, we believe in an integrated approach to service design and our work looks to consider all the holistic factors required to create an optimal user experience that is as inclusive as possible.

Equally critical are the non-functional requirements, including the necessity to ensure highly available, robust and secure provision to mitigate known threats and ensure speedy and reliable service.





Aligning with best practice – a pragmatic approach to discovering

It is best practice to conduct a discovery before embarking on any product or service design.

A discovery tends to want to achieve several things:



To learn about users, their context, their diversity and what they want to achieve.



To understand the possible constraints you might face building a service or a product.



To prove, or disprove, any assumptions that you, your team, or your users might have.



To understand the opportunities in front of you, including how to make something as accessible and open to all as possible.

This means speaking to as many users as possible, in as many ways and as many settings as possible. Fortunately, as local authorities, you are in the relatively privileged position of knowing who your users are, mostly.





Aligning with best practice – co-designing

Once you have answers from your discovery – that is to say, what your users want and need, the constraints that you're designing within and the opportunities in front of you – you should begin designing.

We always recommend completing as much of your designing alongside, amongst and with your users – co-designing. During the last 2 years we have found the most effective co-designing approaches which achieve as inclusive a design as possible are:

- **Participatory design workshops** – either virtual or face to face, sharing experiences and ideas, creating prototypes, or brainstorming ways of achieving an outcome
- **Participatory mapping** – mapping where problems might exist in communities
- **Cognitive mapping** – creating mental models or maps of a concept. For example, how they'd navigate through a service
- **Observational or behavioural mapping** – mapping behaviours in a specific setting when completing a specific action or service
- **Customer journey mapping** – working with users to understand their journey through a service, their sentiment, their use of systems, and any opportunities that exist to improve
- **User personas** – creating a set of personas that represent all key user groups that do, or will, use your service





Aligning with best practice – some outputs

Outputs of co-designing tend to be varied and specified in the specific project you're working on, however here are some examples we have created in recent projects:

- Recommendations to implement a digital inclusion network in a London borough
- Blogs and stories that talk LA's through the journey of discovery and co-designing
- Personas for internal users of an intranet platform
- A new governance model for an external website
- Multiple digital, technology or DDaT strategies
- Digital and technology roadmaps, implementing digital strategies
- Customer transformation programmes, delivering real-time financial savings alongside customer experience improvements across an authority
- A digital inclusion assessment tool alongside the LGA
- Enterprise architecture as a service, driving application estate rationalization





Recent examples of customer work we've completed

London Borough Council

London Borough intranet discovery and design:

- Discovery informed the need to redesign an intranet, focusing the information shared and the communication methods that sit around the information as the council transformed
- Delivered a new governance model, design patterns, a platform roadmap and technology recommendations alongside a wider user group to continue the co-designing

Department for Levelling Up

Central government department – private parking appeals:

- A discovery investigating the best ways of delivering legislated policy change
- Creation of multiple user groups for design phases – motorists, operators, consumer representative groups
- A recommendations report with financial plan and backlog for delivery in the design phase

District council

District council website redesign:

- A discovery investigating the effectiveness of an existing website and opportunities to improve
- Output personas; customer journey maps; cognitive maps; a technology roadmap; policy, governance and design backlog stories; and a wider transformation story that transforms back office operations to meet user need





Dave Sanderson, director of member services, Socitm

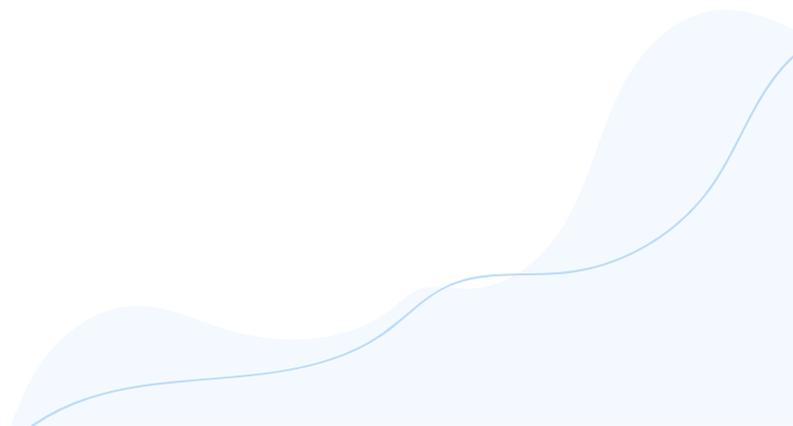




Socitm Include

Here you'll find our body of tools and resources to support and strengthen your organisation's vital work in accessibility, diversity and inclusion.

- Digital accessibility maturity assessment
- Web accessibility testing
- PAUSE model
- Diversity and inclusion
- LGA collaboration



Digital accessibility maturity assessment

- Gain clarity and gap analysis in your accessibility practices
- Receive advice and guidance
- Baseline against ISO standards for digital accessibility
- Benchmark
- Complements WCAG guidelines

