

23 September 2019

Agenda Item: 5

## **REPORT OF SERVICE DIRECTOR - CUSTOMERS, GOVERNANCE AND EMPLOYEES**

### **MYNOTTS APP DEVELOPMENT AND IMPLEMENTATION – PROGRESS UPDATE**

#### **Purpose of the Report**

1. To update members on the MyNotts App project and the progress made to date.

#### **Information**

##### **Work completed to date**

2. The MyNotts App will be one of the first deliverables of the cross-council programme of work – ‘Improving Customer Experience through Digital Development’. A significant amount of work has been undertaken to date to determine the best approach to deliver a great solution for Nottinghamshire. In brief this has included:
  - a. Analysis of management information available to establish the services which will be included in the App. This has focussed to date on high demand services at the Customer Service Centre and the most viewed pages and information online.
  - b. Review of over twenty Local Government Apps to identify good practice and learn from other authorities. This has included meetings and calls with Staffordshire County Council following on from the peer review as a comparable authority to share their learning and experience.
  - c. Considering the approach to take regarding support and maintenance. It is proposed to use in-house staff for some updates and maintenance to ensure costs are managed effectively. The remainder will be bought in from the agreed supplier.
  - d. Reviewing a wide range of customer feedback from a broad range of users who have already downloaded other Council Apps on the App Store to see what works best and reflect that in the design and build of the Council's App.
  - e. Mobilising an internal project team including representatives from the Customer Service Centre, ICT, Marketing and Communications and Procurement teams.
  - f. Undertaking a successful Procurement exercise. Cantarus were selected as the preferred supplier.
  - g. Funding and project approved through 2 committees
    - i. Improvement and Change Sub-Committee, 24 June 2019
    - ii. Finance and Major Contracts Management Committee, 18 July 2019

- h. Agreeing the scope for and implementation of Phase 1.
- i. Representatives from Cantarus and the NCC project team are now working together on a delivery date in the first quarter of 2020. This is dependent on the App Store registration process which is extremely rigorous and time consuming.
- j. Cantarus have given assurances that their product will comply with all accessibility and data protection legislation.

## **Phased approach**

### **Phase 1**

- 3. The scope for Phase 1 has been agreed and signed off by both the County Council and Cantarus. The App will use 'tiles' to link customers to the most highly visited pages on the NCC website. These will include Highways fault reporting, What's On, NCC Vacancies, Registration Services, Adult Social Care, Library Services, Children and Schools etc. The objective being, that the customer will be able to use their own personal device/s to find 'relevant' information quickly and efficiently without the need to scroll through the entire NCC website. To support this objective, there are several website reviews underway to ensure the various aspects of the website are fit for purpose once we link the App to them and go live.
- 4. Developing the ability for customers to provide feedback has been included within the scope of the project to ensure we can measure the success of the App before moving to Phase 2 of the project.
- 5. The team are also developing key performance indicators, for implementation as part of the project so that we can easily measure the success of the MyNotts App. These will include:
  - New subscriber numbers
  - Number of active users each month
  - Feedback from the Apps Store (Apple and Google)
  - Direct Customer feedback through the App
  - Take up of 'push' notifications and updates
  - Top 'tile' clicks and views
  - Feedback through other channels is also being evaluated to provide ongoing customer feedback. For example, a cohort of Nottinghamshire residents being surveyed regularly via the Citizens Panel.
- 6. In this first phase access to Council social media sites will be made available via links through the App. Customers will therefore be able to easily switch between the App and social media to see news and updates.
- 7. The MyNotts App will have tiles that will provide access to other sites involved in the promotion of Nottinghamshire in line with Visitor Economy Strategy. The first three being Sherwood Forest, Rufford and Holme Pierrepont. This will be broadened as the App is developed.

## Phase 2

8. Phase 2 is dependent on the success of Phase 1. The detailed content and scope will be refined following evaluation of the success of Phase 1; consideration of customer feedback and identification of any adjustments required.
9. The scope of Phase 2 will be broadened and is likely to include:
  - Potential personalisation of the App so that users can access and prioritise what is important to them.
  - Links to other partner sites. For example, District partners, Police, Fire and Rescue, Higher/Further Education Establishments, etc.
  - Links to health services and other providers of services. Links to further services will be included via a suite of additional tiles.
10. The content and links will need to be kept under review and updated as the project progresses and as services change over time.

## Resourcing

11. A project team across several areas is now set up and meeting regularly to ensure appropriate technical and project skills are available to progress the project.
12. The table below outlines resources that will be allocated to the project and provides an estimation of the time that will be required. This team will be resourced through individual departmental budgets and completed as business as usual.

Project Lead	Group Manager Customer Service	0.5 days/week
ICT	ICT Technology Partner	0.5 day/week
ICT	Project Manager	1 day/week
Digital	Business Partner	1-2 days/week
Customer Service	Business Partner	0.5 days/week
Customer Service	Technical Specialist	0.5 day/week
NCC staff	Digital, Customer Service and ICT	During User Acceptance Testing 3 days/week

13. There will be a requirement for some additional technical resource once the App has been developed and implemented from early 2020. This has been included in the financial information shown below.

## Other Options Considered

14. The Council could continue without developing a MyNotts App but this would leave us behind many other authorities and not make best use of available technology to improve services and outcomes for service users, customers, businesses, visitors and the wider public.

## Reasons for Recommendation

15. To promote Nottinghamshire and the work of the County Council, provide information and improve ease of access to a wide range of different services available across the County.

## Statutory and Policy Implications

16. This report has been compiled after consideration of implications in respect of crime and disorder, data protection and information governance finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, smarter working, sustainability and the environment and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

## Data Protection and Information Governance

17. In Phase 1 there is no intention to capture personal information relating to customers and users within the App. Information Governance colleagues are being involved in the project at all stages to ensure compliance and security of data is considered throughout and any potential issues identified and risks mitigated. Phase 2 may include options for personalisation of the App which will require careful consideration and development.

## Financial Implications

18. The estimated additional costs of implementing and maintaining the MyNotts App are:

	2019/20 £	2020/21 £	Future Years £
Design and Implementation	90,900		
Staffing resources		35,000	35,000
Support and maintenance		12,000	6,000
<b>Total Estimated Costs</b>	<b>90,900</b>	<b>47,000</b>	<b>41,000</b>

19. The Finance and Major Contracts Management Committee on 18 July 2019 approved the additional costs to be funded from Contingency. Any savings in service areas resulting from the roll out and implementation of the MyNotts App will be used to provide capacity to support the App going forward or contribute to the overall savings position as set out in the Council's Medium-Term Financial Strategy.

## Human Resources Implications

20. Staffing resources are likely to be required on an ongoing basis from 2020 to ensure that the App is maintained, kept up to date and that it continues to develop and reflect changing services and the way in which people access them and to reflect evolving technology. This is reflected in the funding already approved by Finance and Major Contracts Committee for ongoing costs.

## **Public Sector Equality Duty implications**

21. The MyNotts App will be built to government accessibility standards. The supplier has given assurances that their product complies with all the necessary accessibility standards and legislation. Customers and members of the Council's Disabled Employee Support Network will be involved in the testing phase to ensure the MyNotts App is easy to use and accessible to all.

## **Implications for Service Users**

22. The aim of the MyNotts App is to make it easier and improve engagement and access to Council information, services and the wider Nottinghamshire organisations. In reviewing processes and considering technological and automated developments, consideration will be given to the needs and abilities of all residents to access services to ensure that any approaches developed do not disadvantage particular groups.

## **RECOMMENDATION**

- 1) It is recommended that Members consider the contents of the report and agree to receive a further progress report in November 2019.

**Marjorie Toward**

**Service Director - Customers, Governance and Employees**

**For any enquiries about this report please contact:**

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## **Constitutional Comments (KK12/09/19)**

23. The proposal in this report is within the remit of the Improvement and Change Sub-Committee.

## **Financial Comments (RWK 12/09/19)**

24. The costs of implementing the MyNotts App are estimated at £90,000 in 2019/20, £47,000 in 2020/21 and £41,000 in 2021/22. Finance and Major Contracts Management Committee have approved that these costs be funded from contingency.

25. Any savings in service areas resulting from the roll out and implementation of the MyNotts App will be used to provide capacity to support the App going forward or contribute to the overall savings position as set out in the Council's Medium-Term Financial Strategy.

## **HR Comments (JP 24/05/19)**

26. Any relevant recruitment to the project will be in line with the appropriate HR procedure. Any new posts will require formal Job Evaluation.

### **Background Papers and Published Documents**

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

### **Electoral Division(s) and Member(s) Affected**

- All