

25 November 2019

Agenda Item: 4

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.
3. Since the last update relating to the design phase and approval to progress to build work has focussed on:
 - a. Setting up a more detailed build plan and risk register.
 - b. Adding ‘nesting’ to the buttons within the App that reflect the structures of the service and departments. For example:

Waste and Recycling >>

Main button

Recycle centres >>

) Nested buttons

What can I recycle >>

) that link to the

Registering my vehicle >>

) relevant web pages

- c. Tidying up the changes required following the Design phase. For example, the addition of ‘back’ buttons; branding and a more refined colour palette, in line with visual impairment recommendations and guidelines.
- d. Ensuring the Highways mapping, assets, links to our website and integrations are in place and working as they should.
- e. The addition of GPS technology to make it easier when logging Highways faults.
- f. Ensuring county boundaries are correct and reflect our responsibilities. This included the removal of Nottingham City and out of county areas.

- g. Establishing street lights processes and testing links to the Highways Asset Management System.
 - h. Preliminary testing of links to ensure that data is transferred from the App into our own back-end systems
 - i. The addition of links to Social Media sites
 - j. Engagement with communications team to progress and build a detailed comms plan to promote the App and increase awareness and take-up.
4. The team are also further developing key performance indicators which will be in place for 'go live'. These will ensure that we are easily able to measure the success of the MyNotts App in terms of: Customer take up; Activity levels and usage; Customer satisfaction. These will include:

Phase 1

- New subscriber numbers – How many new people are signing up?
- Number of active users each month – Who's used it and how often?
- Feedback from the Apps Store (Apple and Google) – Do people like it? What are they saying about it?
- Top 'tile' clicks and views – Which buttons (services) are most popular?
- Feedback through other channels will also be evaluated to provide ongoing customer feedback. For example, a cohort of Nottinghamshire residents will provide feedback during testing (via a representative group within the Citizens Panel)
- User testing through community groups, again representative of different ages, skill levels and abilities.

Phase 2

- Direct Customer feedback through the App – From targeted customer surveys.
- Take up of 'push' notifications and updates – How many people click on links within notifications presented to them.

Other Options Considered

5. 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

6. 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

7. 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

8. 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

9. 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
Total Estimated Costs	90,900	47,000	41,000

10. 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

11. 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

12. 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

13. The aim of the MyNotts App is to make it easier to access Council information, services and the wider Nottinghamshire organisations and also to improve customer engagement. In reviewing processes, 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 January 2020.

Marjorie Toward

Service Director - Customers, Governance and Employees

For any enquiries about this report please contact:

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Constitutional Comments (GR 17/10/19)**

14. Legal Comments is Pursuant to Nottinghamshire County Council Constitution. This Committee has the delegated authority to receive this report and make the recommendation contained within it.

Financial Comments (SS 17/09/19)

15. 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.
16. 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 25/10/19)

17. 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