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Foreword

Introduction

Where we are now

Blaenau Gwent has been progressing with its digital transformation journey over the last few years, with the introduction of new ways of working, modern technology and cloud-based software.

What we are trying to achieve

The scope of this strategy sets out our ambition to make digital transformation an integral part of our approach to providing high quality services.

Our aim is to be proactive, embracing opportunities for national, regional, partnership and local collaboration to better meet the needs of the community.

People already interact digitally with shops, banks and schools and request many services online. Modern customers expect to do the same with their local Council.

The demands and expectations of customers and staff and the speed of digital innovation means that we need to be able to deal with the rising volume of customers' requests, who want faster, more comprehensive services across a growing range of channels.
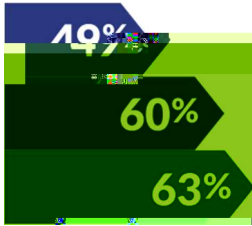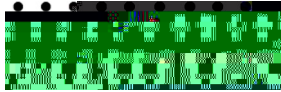
Wales Context

Our Principles

The Strategy is underpinned by two key principles and three priorities which are essential to improving and delivering our services in the future:

Principle One

Develop a culture that supports digital improvement and a seamless customer experience.

Aim To ensure we have a shared understanding of what digital means for our organisation, customers, businesses and learners.

We will do this by:

> developing a shared vision on how the Council will improve and deliver its services influencing behaviours that put the customer at the heart of everything we do
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Principle Two

Aim: To improve how we engage with customers, businesses, learners and partners to provide an opportunity to build services that are fit for the 21st Century.

We will do this by:

> **working with communities to design digital services to solve complex problems.**
> **working with all stakeholders to understand issues with service delivery.**
> **working with partners to align projects and contracts to make the best use of resources.**
> **building and developing multi-disciplinary teams to improve skills and draw on expertise.**
> **becoming more efficient when delivering projects with shared knowledge, ownership and understanding.**
> **improving communication and sharing of information across the organisation and with stakeholders.**

Our Priorities

Priority One - To be a customer focussed organisation

Aim. Design services based on what our customers and businesses need by taking a customer-centred approach.

Priority Two - To be a digitally enabled Borough

Aim: To develop digital and data skills to deliver services that meet customer and business needs.

We will achieve this by:

> putting customers and businesses at the heart of everything we do
> building the right skills that are necessary to deliver customer centred services.
> develop staff so they are confident in their digital skills to future-proof them and the organisation for the 21st century.
> ensure all elected members and senior managers are digital leaders and support customer centred approaches.
> ensuring we can adapt quickly to the changing needs and demands of customers and service requirements.
> improving the quality of our data to provide better services
> making decisions based on evidence.
> using data and insights to become proactive rather than reactive
> ensuring that all data is protected appropriately.
> sharing data when it is safe and appropriate to do so
> exploring the use of Open Data to help solve complex problems.
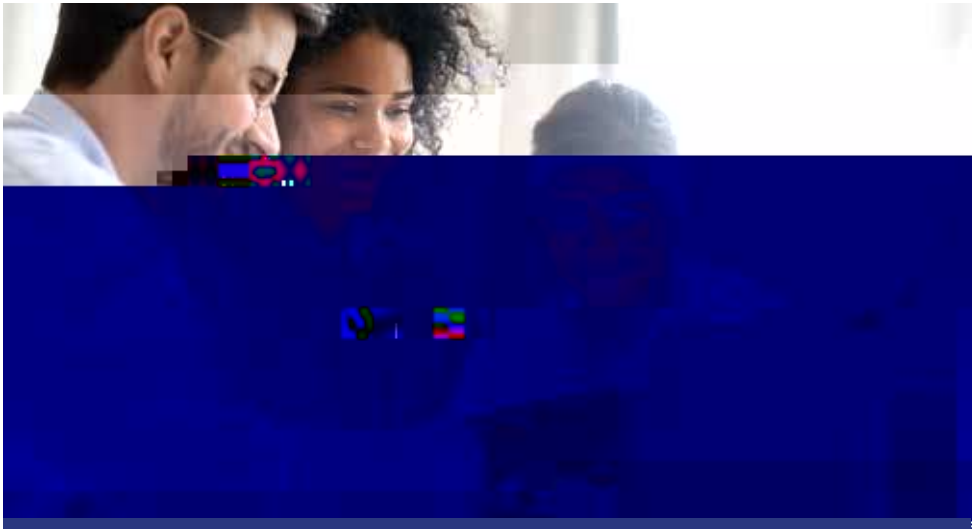
Priority Three - To maximise the use of our resources and technology

Aim To ensure our technology and

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