

# Southwark's Digital Strategy

We want to be a digital council which uses technology in our day to day work in a way that improves outcomes and the lives of the people we serve.

To do this, we need to do two things: become a **digital council** and develop a **digital borough**.

Our digital strategy is underpinned by four principles. These principles will guide the way we work and help us deliver the changes we make as an organisation.

## Becoming a digital council...



Customer led service improvements



Digital culture



Digital inclusion



Continuous improvement

## ...and a digital borough



Digital inclusion

Access to infrastructure





## Our four principles

### Principle 1

#### Putting the customer at the centre of digital change

Many of the ways we work as an organisation have been designed to reflect our internal structures and processes that have built up over time.

We will change this by putting our customers at the centre of the way we work. We will put ourselves in the customer's shoes and re-imagine services by thinking about – and asking them - what would really work for them.

We will use digital tools to make their experience of interacting with us smoother and quicker. We will develop relationships with our customers where they feel confident that the feedback they provide we be acted upon.

### Principle 2

#### Putting digital ways of working at the heart of our organisational culture

We will change the way we think of our organisation by learning to use digital ways of working at all levels. We will build our digital capability, encouraged by our senior managers, by investing in our infrastructure and the skills of our workforce. Wherever possible, we will make digital ways of working part of everyone's day jobs and cultivate an environment of digital self-confidence and capability.

### Principle 3

#### Ensuring that everyone can share in the benefits of digital change

As we change the way we work, we will ensure that no residents are not left behind and unable to access the services and support they need. We recognise that the most vulnerable in our community may need extra help. By doing things more efficiently through digital, we can make best use of our time and expertise, reinvesting it into supporting the vulnerable of our community in accessing our services.

### Principle 4

#### Continuously improving our services

We will take an iterative approach to maintaining and improving our services by continually making small and incremental improvements. Instead of completely rethinking our approach every few years, we'll regularly check in with our customers and obtain feedback so we can continuously improve our services. In doing so we can save money by minimising the need to overhaul and redesign our services from scratch every few years.

#### Five areas have been identified as a focus for organisational change:

- a transformed website
- making best use of digital infrastructure
- smarter ways of working with business intelligence and analytics
- digital inclusion
- digital communication

To read the strategy in detail, visit  
[www.southwark.gov.uk/digitaltransformation](http://www.southwark.gov.uk/digitaltransformation)

