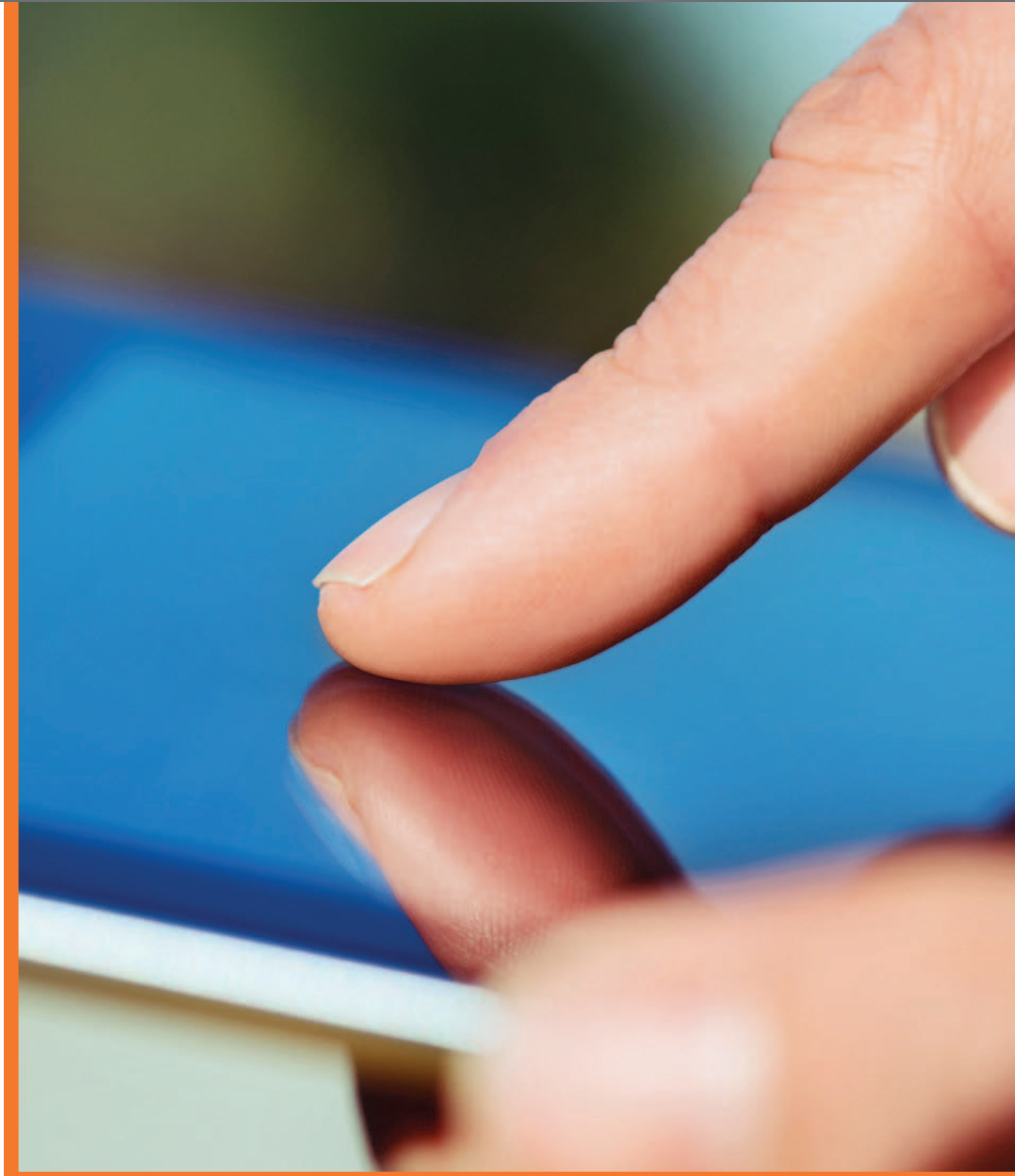


A One Day National Conference

Channel Shift in Scottish Public Services

Thursday 31st October 2013 – Edinburgh



Chair: John Grieve
Corporate ICT Manager
Highland Council
and Chair, **SOCITM Scotland**

Speakers include:

Jane Morgan
Deputy Director, Digital Public Services
The Scottish Government

Lorraine McMillan
Chief Executive
East Renfrewshire Council and
Chair
Local Government ICT Strategy Board

Martin Pollhammer
Chief Executive
East Lothian Housing Association

James Coltham
Web Services and Content Manager
Children and Families Department
The City of Edinburgh Council and
Better Connected Reviewer
SOCITM

Craig White
Assistant Director
Healthcare Governance and Assurance
NHS Ayrshire and Arran
and Professor
University of the West of Scotland

Dave Witts
Transformation Practitioner
GOSS Interactive

Mike Thompson
Senior Consultant
mySociety

Contributors

Channel Shift in Scottish Public Services

Thursday 31st October 2013 – Edinburgh

About the Event

Capita's National Channel Shift in Scottish Public Services Conference provides an essential forum for addressing the challenges facing Scottish public services in delivering ambitious channel shift programmes, regarded as a key approach to realising **financial savings**, as well as an **improved, more responsive customer experience**.

Complementing **Scotland's Digital Future Strategy**, advocating the move to online and digital service delivery and recognising the need to keep pace with emerging technologies, our timely event will enable you to take full advantage of new **digital, online and self-service platforms and reap the benefits for your organisation and customers**.

Key themes to be addressed include:

- **Identifying and migrating services online** driven by both the customer and business needs
- Ensuring **accessibility, functionality and responsiveness** of digital services
- Digital engagement strategies using **social media**
- Welfare reform and meeting the **digital by default** challenge
- Bridging the **digital divide** for citizens

Featuring high-level and practical input from a range of public speakers at the forefront of this agenda including **health, housing, local government and private sector providers**, attend this event to gain the knowledge and skills needed to achieve successful and intelligence-led channel shift. Take away proven strategies to ensure the adoption of **online and mobile contact services**, establish **new digital communication avenues** for customers and achieve **maximum efficiencies**.

Benefits of Attending

- Hear from the **Scottish Government** on how channel shift complements the Digital Public Services agenda and **senior leadership's critical role** in driving this agenda forward
- Discover how one housing association is delivering **all services online** and gain insight into how to **manage the cultural changes needed for staff and tenants** to achieve and sustain this
- Hear first-hand from a **SOCITM reviewer** exploring the key findings and best practice from the **Better Connected 2013** review and the expectations for websites and digital engagement for 2014
- Explore how **social media** can be used to deal sensitively with **complaints and feedback**
- Gain insight into the **barriers facing those who are digitally excluded** and using this to **build strategies to increase access to digital participation**
- Understand how to **map customer journeys** in order to design **customer-centric digital services**



Who Should Attend

Local and Central Government, Social Housing, Health Services, Police and Emergency Services, Private and Voluntary Sector including:

- Chief Executives and Senior Managers
- Customer Services Teams
- Contact Centre Teams
- Digital Inclusion Teams
- Communications and Marketing Teams
- Transformation and Business Change Teams
- ICT Teams
- Chief Technology and Chief Information Officers
- eGovernment Teams
- Web Services Teams
- Corporate Service Managers
- Welfare and Benefits Teams
- Policy and Performance Teams
- Lead Members and Councillors
- Private Sector Service Providers

Forthcoming Events

Tenant Engagement in Scotland – Tuesday 10th September – Edinburgh

Adult Health and Social Care Integration – Friday 27th September – Edinburgh

Public Service Transformation in Scotland – Wednesday 30th October – Edinburgh

Sponsorship and Exhibition Opportunities

We offer a range of flexible packages which offer your organisation a platform to network and communicate with key organisations in the public sector.

For further information please contact Matt Turton on 020 7960 7717 or email matt.turton@capita.co.uk

09.20 Registration, Tea and Coffee

09.50 Chair's Opening Remarks

John Grieve, Corporate ICT Manager, **Highland Council** and Chair, **SOCITM Scotland**

Opening Addresses

10.00 Channel Shift and the Digital Public Services Agenda

- Implementation and progress of the Digital Public Services programme as part of Scotland's Digital Future strategy
- Update on current national programmes
- What we need to do for channel shift to happen

Jane Morgan, Deputy Director, Digital Public Services **The Scottish Government**

10.20 Leading and Managing Channel Shift and ICT Programmes

- The importance of channel shift as part of wider public service transformation
- Meeting customer demand and achieving efficiency
- The digital divide
- Collaborating in the deployment of ICT resources and assets to ensure value for money

Lorraine McMillan, Chief Executive **East Renfrewshire Council** and Chair, **Local Government ICT Strategy Board**

10.40 Session Questions and Discussion

10.50 Delivering 100% Online Services to Customers

- Achieving cultural change with tenants and staff
- Addressing digital exclusion to ensure all services are fully accessible for tenants online, including those with disabilities and special needs
- Future developments and possibilities for online service delivery

Martin Pollhammer
Chief Executive
East Lothian Housing Association
Finalist in the Small Social Landlord Category, UK Housing Awards 2013

11.10 Questions and Discussion

11.20 Networking Tea and Coffee Break

11.50 Using Social Media to Seek Feedback and Manage Complaints

- Ensuring sensitivity and responsiveness in the online environment when dealing with patient complaints
- Acting on feedback to improve health services

Gina Alexander, Lead for Scotland, **Patient Opinion** and **Craig White**, Assistant Director, Healthcare Governance and Assurance, **NHS Ayrshire and Arran** and Professor, **University of the West of Scotland**

12.10 Questions and Discussion

12.20 Six Step Strategy for Channel Shift Success

- Understanding your customers and mapping the customer journey
- Designing a user centred strategy for digital services delivery
- Mapping your channels to reduce costs and drive efficiency
- The 'channel shift strategy' – maximising the Return on Investment
- Public sector case studies of delivering channel shift
- Re-engineering your processes for digital by default

Dave Witts
Transformation Practitioner
GOSS Interactive



12.45 Questions and Discussion

13.00 Networking Lunch

14.00 Tackling the Digital Divide

- Understanding the barriers to digital and online take-up and the drivers for customers
- Developing a robust city-wide strategy and exploring solutions for increasing digital participation
- Opportunities to collaborate with partners and agencies

Evelyn McDowall, Head of Business Solutions **Wheatley Group**

14.20 Questions and Discussion

14.30 Developing Successful Digital Services

- Learning from FixMyStreet
- Increasing efficiency by enlisting the citizen and prioritising customer needs in the design process
- Effective integration with back office systems
- Collaborative redesign of processes

Mike Thompson
Senior Consultant
mySociety



14.50 Questions and Discussion

15.00 Networking Tea and Coffee Break

15.20 Developing Successful Public Service Websites

- Exploring the key findings from SOCITM's Better Connected review
- Ensuring accessibility and usability of public service websites and mobile applications
- Understanding what makes a good website

James Coltham, Web Services and Content Manager, Children and Families Department, **The City of Edinburgh Council** and Better Connected Reviewer, **SOCITM**

15.40 Preparing for Online Delivery of Universal Credit and the Digital by Default Challenge

- Building confidence and skills of claimants and providing mediated support
- Overcoming demographic and geographical challenges
- Feeding back on the online benefit process and lessons learnt

Susan Donald, Benefits Manager, **Aberdeenshire Council**

16.00 Session Questions and Discussion

16.10 Chair's Closing Remarks and Close of Conference



Booking Form

Channel Shift in Scottish Public Services

Thursday 31st October 2013 – Edinburgh

BOOKING SOURCE CODE: EMMK

DELEGATE DETAILS (Please use BLOCK CAPITALS and complete in full)

Correspondence Address

Organisation
Address
Postcode

1st Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
Dietary/Access requirements	


2nd Delegate

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
Dietary/Access requirements	


3rd Delegate ***BOOK A 3rd DELEGATE @ 1/2 PRICE**

Surname	Title
Forename	
Job Title	
Organisation	
Department	
Email	
Telephone	
Dietary/Access requirements	

EASY WAYS TO BOOK

 FAX your completed form to 0870 165 8989

 ONLINE www.capitaconferences.co.uk

 POST your completed form to:
Capita Conferences Administration, 4th Floor,
Barnard's Inn, 86 Fetter Lane, London, EC4A 1EN

**Book a 3rd
delegate @
1/2 price**

**This offer may not be
used in conjunction
with other discounts**

 **ENQUIRIES 0870 400 1020**

capita.conferences@capita.co.uk

PAYMENT DETAILS

Public Sector @ £350.00 plus VAT No. of delegates

Private Sector @ £545.00 plus VAT No. of delegates

***Concessionary Discount @ £225.00 plus VAT** No. of delegates

*Only Charities Registered with the Charity Commission and OSCR are eligible for this discount.
Please provide registration number below.*

TOTAL NUMBER OF DELEGATES

Charity Commission/OSCR Registration No.

**Discounts cannot be combined.*

TOTAL COST £

Your Purchase Order/Reference Number

INVOICE ADDRESS

Surname	Title
Forename	
Job Title	
Organisation	
Address	
Postcode	Telephone
Email	

Payment terms are 30 days and payment must be received before the conference date.
We will issue an invoice upon receipt of your booking and payment can be made: online by credit/debit card; BACS or cheque.

**I have read the terms and conditions and understand the cancellation policy
Signature required**

Purchase of Delegate Pack Only

If you are unable to attend the event, but would like to receive supporting documentation please indicate below:

PDF Electronic Version @ £95 – plus VAT

Hard Copy Paper @ £95 – no VAT

Invoices issued after the event when order processed. See payment options below.

PAYMENT INFORMATION

Payments to CAPITA BUSINESS SERVICES LTD.

Bank: Barclays Bank Plc

Sort Code: 20-67-59

Account No: 60864978

Email remittances:

cbsremittances@capita.co.uk or fax
to 020 7504 3551

Please send payments, quoting conference code

SC10133, to: Capita Business Services

Ltd. Accounts Receivable, PO Box 212, Faverdale

Industrial Estate, Darlington DL1 9HN.

A VAT invoice will be issued on receipt of payment

VAT No: 618 1841 40

HOTEL ACCOMMODATION

The conference fees do not include accommodation.

For discounted accommodation rates, please

contact Capita Business Travel quoting the title of

the Conference, date of event and conference code

(in bold in paragraph above) on Tel: 0871 521 9816

or email capexternal@capita.co.uk.

TERMS & CONDITIONS

CANCELLATIONS confirmed in writing 14 days before the conference date will be refunded, minus an administration fee of £50.

We regret that no refund can be made after that date, although substitutions can be made at any time.

Capita are not able to offer refunds for cancellations arising from events outside of our control.

VENUE AND REGISTRATION DETAILS will be sent within 14 days of the event date. We cannot be held responsible for non arrival of this information, if you have not received within 7 days of the event date, please call us on 0870 400 1020.

PROGRAMME AMENDMENTS Capita reserves the right to alter the programme or venue without notice due to unforeseen circumstances.

CHANGE OF DETAILS

Have your details changed, are they incorrect or you do not wish to receive any future mailings? Please email: conference.events@capita.co.uk.

DATA PROTECTION

Capita Business Services Ltd may use your details to send you information about our further conferences and services. If you would prefer not to receive this information, please tick this box.

© COPYRIGHT 2013.

