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
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
- Briding 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
Programme

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

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BOOKING SOURCE CODE: EMMK

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

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1st Delegate
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Dietary/Access requirements |

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3rd Delegate *BOOK A 3rd DELEGATE @ 1/2 PRICE
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A VAT invoice will be issued on receipt of payment VAT No: 618 1841 40

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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.
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