

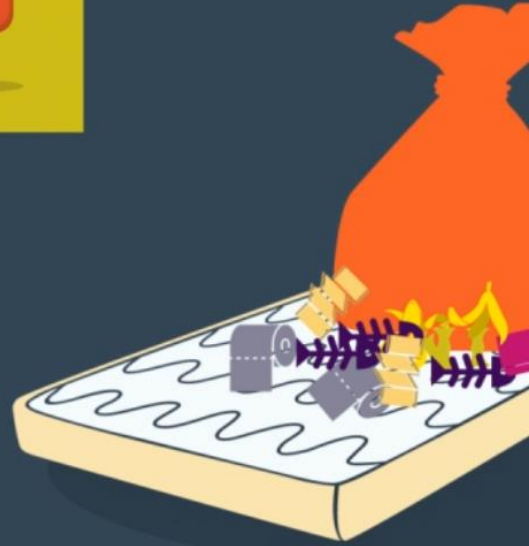
Our role in
becoming a

SMARTER CITY



What is a SMARTER CITY

Better connectivity and better access to public information allows us to manage cities more effectively, anticipate and solve problems more cost effectively, and raise the economic prospects and the quality of life in Portsmouth.



what have we done SO FAR?

The channel shift programme has
been successful, creating

24/7 digital customer
services that are simple,
quick and easy to use.

new digital services are supported by slimmed down
processes behind the scenes, so customers get what they
need from the council quickly, and as many enquiries as
possible are sorted in one contact. By providing digital
customer services for those customers who choose online
and making ourselves more efficient, we have more time to
help those customers who most need our support.

what have we done SO FAR?

more people are choosing digital customer services

online transactions up

37%

to more than
100,000 in 15/16

with

54,667
TRANSACTIONS

already in first six
months of 16/17

15,181

ONLINE FORMS

submitted in 15/16, **129%**
up on previous year, and
12,023 forms submitted
already in first six months
of 16/17 -

a further

69%

increase compared to first
six months of 15/16

more than

2,000

reports were made via
the My Portsmouth app in
first six months of 2016/17

new

**MY
PORTSMOUTH**
digital account has had

4,000

sign-ups since July

processed

8M

in online payments in 15/16,
- up **£1m** on 14/15,

and have taken

5M

in online payments in
first six months of 16/17
- up another **13%**

77%

of direct debits payments
are set-up online
(**1,178** online Aug-Nov 16,
compared with 348 set-up
by city helpdesk)

automated quick pay
machines handled

5,500

transactions in first six
months - **26%** of all pay-
ments through cashiers

what have we done SO FAR?

fewer people are choosing
traditional customer service

city helpdesk took

20,000

fewer calls

and served

10,000

fewer people in person in
15/16 compared with 14/15

and the trend is
continuing in 16/17 with

20,000

fewer phone and in person
customers in first six months

what have we done SO FAR?

savings

we said we would make

£530K

by 18/19

with changes made or in
flight, we will have made

£1.7M

by 18/19

what NEXT?

More services will be
made available

ONLINE

to meet customer demand.

Currently working with


**WASTE, PARKING
AND EVENTS**

with more services
in the pipeline.

digital local **DEMOCRACY**



**Local democracy will be digital,
promoting transparency,
engagement and involvement**

An illustration showing a person with large, rounded orange hair sitting at a desk. They are holding a red smartphone with a white 'm' logo and the text 'MOD.GOV' on the screen. In the background, a computer monitor displays a person with grey hair and glasses. A dark speech bubble points to the person on the monitor.

Mod.gov app offers
USEFUL INFORMATION
and helps me address
DAVES' CONCERNS

communicating with our **CUSTOMERS**

**new email communications
are being introduced now**

**personalised communication with
customers is planned for the future**

Income

OPPORTUNITIES

we are responding to a downward trend in print advertising, establishing digital assets that will increase opportunities for advertising and sponsorship

digital platforms will be developed to display adverts that are relevant to the customer in their here and now, based on where they are and when

as well as generating income, digital platforms will improve the council's ability to connect with our residents and communities

the Hard



**Edinburgh have
just approved**

**11 DIGITAL
ADVERTISING
BOARDS**

**sympathetically installed
amongst their **WORLD**
HERITAGE Site.**

Edinburgh



**bringing
communities together**

DIGITALLY