Improving Online "Report It" Services (Digital Services, Stephen Bowen)

> **Synopsis of report:**
> The Council is responsible for responding to street scene requests such as fly tipping, emptying public bins, and removing graffiti.
>
> This paper has been requested to set out the options to improve our digital offering for reporting issues on our website Runnymede.gov.uk.

> **Recommendations:**
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> **The Corporate Management Committee are asked to:**
>
> 1. **Note the options available to improve our online "Report It" services.**
>
> 2. **Note the progress made on developing our own online "Report It" services using Runnymede Maps.**
>
> 3. **Approve the direction of travel in supporting Digital Services to continue to build on the development work with plans in place to roll out the new model for:**
>   - **Bus shelters**
>   - **Dead animals**
>   - **Graffiti**
>   - **Public bins**
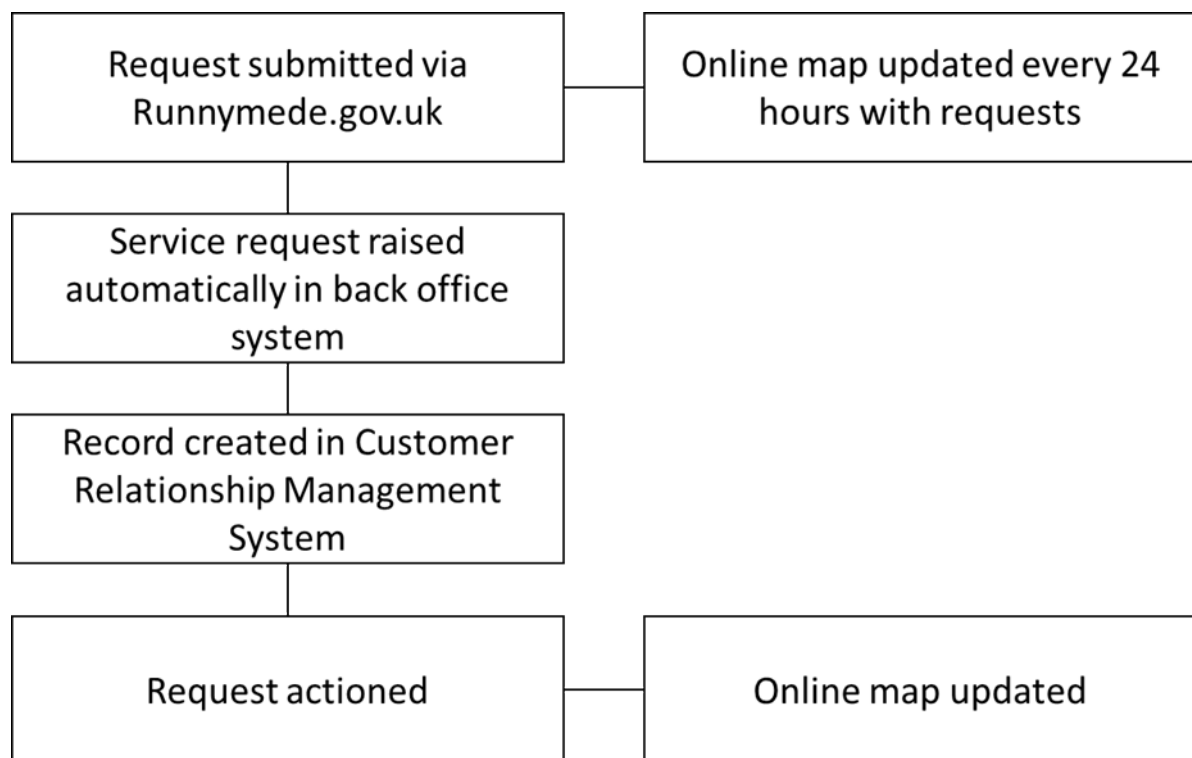>   - **Dog poo bins**
>   - **Street furniture**

1. Background

1.1. The Council is responsible for responding to street scene requests such as fly tipping, emptying public bins and removing graffiti.

1.2. Digital Services have been requested to set out the options to improve our digital offering for reporting issues on our website Runnymede.gov.uk.

1.3. The Council's new website went live on 4 August 2021. The launch of the new website included the implementation of our new Customer Relationship Management System and OneAccount.

1.4. Since the new website went live, the Digital Transformation Team have been continuing to improve our online services and developing capability through new integrations for Direct Debits, Online Bookings and the DVLA.

1.5. It was recognised by Digital Services that we needed to offer an online map reporting services which integrates with the Council's digital platform.

1.6. Therefore, alongside other developments the team have prioritised integrating the Council's online services with our GIS (Runnymede Maps) system to provide an integrated map service for reporting issues.

1.7. The report was requested by Cllr R. King and Cllr D. Whyte under Standing Order 27.4, who state that since the update of the Council's website there is no longer a

mapping function, instead an email needs to be sent to the depot or other departments and offices. This is not timely, results in duplicated reports and is not something the Council should be aspiring for.
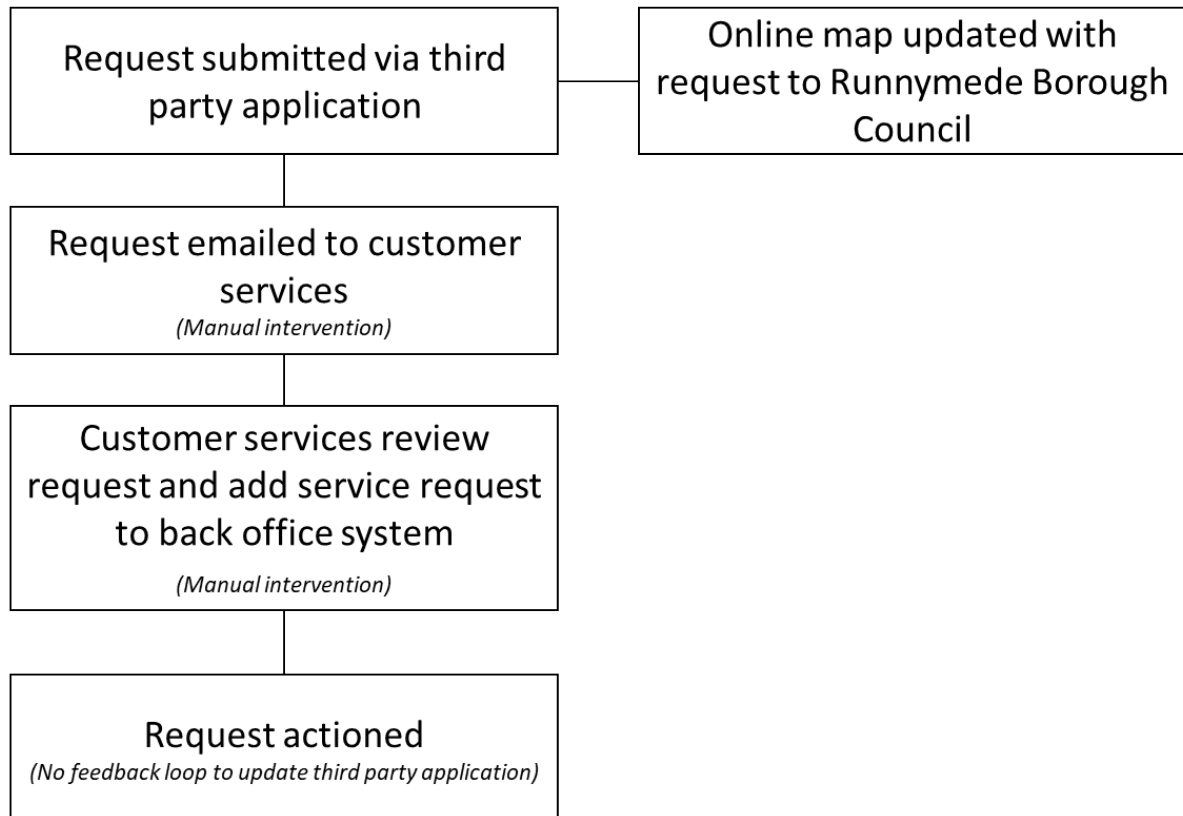
2.   Progress on Runnymede Solution

2.1.   The new Runnymede Maps integration will enable the Council to pilot a new 'report a fly tip' service. The new service will enable customers to identify the location on the map either by manually finding the location or using "find my location" pin on the map.

2.2.   Customers will be able to report the issue which is then logged in our back-office systems Bartec and the CRM; this ensures we have a single view of customer requests.

2.3.   Once the service is live, requests will be automatically added to our back-office systems within less than a couple of seconds, this saves lots of manual intervention and double handling of data.

2.4.   The fly tip reports map will be updated every 24 hours with requests logged and when requests are resolved, they will be removed from the map. This provides customers with a single view of reported fly tips which saves on duplicate reports being sent to the Council.

2.5.   The high-level process illustration demonstrates the flow of information and automation of the proposed new model.

Request submitted via Runnymede.gov.uk	Online map updated every 24 hours with requests
Service request raised automatically in back office system	
Record created in Customer Relationship Management System	
Request actioned	Online map updated

3.   Third party options

3.1.   It is recognised that some Councils procure and use readily available third-party applications as a standalone channel for customers to report street scene issues.

3.2.   These solutions offer Councils a "plug and play" solution which is relatively quick to deploy but do come with technical constraints and limitations.

3.3.   Often these applications and portals are self-contained and have limited integration, therefore requests made via the public portal are simply emailed to the responsible Council to action.

3.4.   This model requires unnecessary manual intervention to review requests and enter them into back-office systems.

3.5.   The high-level process illustration demonstrates the flow of information and manual intervention in a model of this type.

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┌─────────────────────────┐       ┌─────────────────────────┐
│  Request submitted via  │───────│  Online map updated with│
│  third party application│       │  request to Runnymede   │
│                         │       │  Borough Council        │
└───────────┬─────────────┘       └─────────────────────────┘
            │
┌───────────┴─────────────┐
│ Request emailed to      │
│ customer services       │
│ (Manual intervention)   │
└───────────┬─────────────┘
            │
┌───────────┴─────────────┐
│ Customer services review│
│ request and add service │
│ request to back office  │
│ system                  │
│ (Manual intervention)   │
└───────────┬─────────────┘
            │
┌───────────┴─────────────┐
│     Request actioned    │
│ (No feedback loop to    │
│ update third party      │
│ application)            │
└─────────────────────────┘
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3.6.   The option to procure and implement a new "report it" application would require significant investment and resources which would need to be built into the 2023/24 budget setting process.

3.7.   After some high-level desktop research just one supplier called My Society (Fix My Street Pro) has out of the box integration to the Council's back-office system Bartec. However, they did not have an integration with our CRM provider Jadu.

3.8.   If the Council were to look to bring in a separate application via My Society, then the Council would need to budget £38,000 per annum. This would equate to £190,000 over a five-year contract.

3.9.   Due to the limitations and constraints of a standalone third-party application the investment is unlikely to reap the benefits expected.

4.   Conclusions and next steps

4.1. Building online "Report It" services within the Council's digital platform offers maximum flexibility and integration with our Customer Relationship Management System and key back-office systems.

4.2. The future model for "Report It" services enables the Digital Transformation Team to continually improve the online offering whilst expanding into new "report it" areas.

4.3. The future model does not require any further investment and avoids a £38,000 additional cost per annum.

4.4. The fly tip service will be live on the Council's website by the end of November.

4.5. The service will be under review for four weeks after going live to identify areas of improvement.

4.6. Customers who submit fly tip reports via the new online service will be invited to complete a short survey to provide feedback on what works well and what could be improved.

4.7. Feedback will be analysed over the coming weeks and will then feed into the build of the following new online report it services.

- Bus shelter issue
- Dead animals
- Graffiti
- Public bin
- Dog poo bins
- Street furniture

5. Policy framework implications

5.1. Service reviews and process improvement is one of the corner stones of the Council's new Organisational Development Strategy. The continuous improvement of our online services has been fundamental to the success of our new website.

5.2. The principle of regular reviews is built into our actions and next steps to take forward the build of our new "Report It" services. A customer feedback survey is being sent to all customers who submit the online fly tip form and provide an email address.

5.3. Feedback is integral to the changes we make in the coming weeks prior to the wider roll out of new report it services.

5.4. Maximising the use of existing technology is key to unlocking capability and change at pace. The recommended approach of continuing to build our online services within our existing technology reaffirms the Council's commitment to developing greater value from technology already embedded across the Council.

6. Legal implications

6.1. None.

7. Equality implications

7.1. The Council has a duty under the Equality Act 2010. Section 149 of the Act provides that we must have due regard to the need to;
   a) eliminate discrimination, harassment, victimisation and other conduct prohibited by the Act;

b) to advance equality of opportunity;
c) foster good relations between persons who share a relevant protected characteristic and persons who do not share protected characteristic

7.2. Improvements to our online report it services will improve the accessibility and transparency of street scene issues reported across the Borough.

7.3. Those customers who are unable to use our online services can continue to report issues through calling the Council's customer services team.

8. Privacy Impact Assessment

8.1. The Council's website has its own overarching Privacy Policy which is supplemented by service specific Privacy Policies.

8.2. Our Privacy Policies will be reviewed taking into consideration the updates to our online report it services. Any changes to the policies will be applied in consultation with the Councils Data Protection Officer.

9. Environmental Impact Assessment

9.1. The roll out of the new online report it services will improve the customer journey for reporting issues across the Borough.

9.2. Building on our online offering reduces the need for customers to write to us or travel into the Civic Centre to report issues which need to be resolved.

9.3. Finally, the benefits of improving our online services ultimately make our internally processes for efficient and in turn speeds up the process of addressing public realm issues across Runnymede.

(To resolve)

Background Papers
None