



# Eastbourne Borough Council digital transformation drives savings of £3m

Digital360 streamlines service delivery & empowers staff with a 360 degree view of citizen



Eastbourne Borough Council's population of nearly 100,000 is set to grow further as it attracts more students, families and those commuting to London and Brighton. To support growing demand, while addressing budget constraints, Eastbourne embarked on 2 projects to support the transformation of the authority.

The initial project in partnership with Civica and Steria has already delivered immediate savings of £350K per year with a return on investment of £3 million over 10 years. The second phase, in partnership with Civica and Ignite, is a 3 year project to deliver further annual savings of up to £2 million.

## Breaking down traditional silos

The council is moving away from traditional service silos with a move to strong, multi-skilled teams dealing with customer

enquiries and casework across a wide range of services. Multi-skilled teams are supported by Civica's Customer Service Management (CSM) and Workflow to help them to do this, and to direct complex cases to experts where needed.

The project has involved significant restructuring of council teams with training and support for employees in new roles - key to help them adjust to a new way of delivering services.

## Personal citizen access to services

In the first phase of the programme, the council began working with key partners including Civica. This phase included the introduction of Civica Digital360, Electronic Document Management (EDM) and Workflow along with the creation of a digital mail room where all paper correspondence is scanned and distributed around the organisation.

The second phase saw the introduction of Customer Service Management (CSM) across the council. A key outcome of the second phase is that the council are now able to provide citizens

## Outcomes

- ▶ Savings of £350K per year with ROI of £3M over 10 years
- ▶ Provides customers with anywhere, anytime access, on any device
- ▶ Customer enquiries dealt at first point of contact
- ▶ Empowers staff with 360° view of the citizen to improve service delivery
- ▶ Flexible processing system enables staff to switch between tasks and adopt a more agile approach to working
- ▶ Recognised by government as one of the top 20 councils in the UK for supporting digital planning applications with over 90% of applications made online



with the ability to create their own online account via the council website. This allows the citizen to do anything from reporting an environmental issue, applying for services and track the progress of these enquiries. A mobile app enables citizens to report issues via their smartphone.

“I don’t think there are many other authorities who could say that they are still delivering the same and often improved services and faster response times than they were four years ago, whilst delivering cost savings of up to 20% at the same time. Civica and Ignite have taken the time to truly understand the extent of our ambition and have acted as key strategic partners in helping us.”

**Henry Branson, Senior Head of Infrastructure**  
Eastbourne Borough Council

The innovative delivery of digital services, enabling citizens to access services and information online through one central portal to achieve outcomes for themselves, has a key role to play in driving channel shift. As part of the transformation, enabled by Civica’s unique integration capabilities, Eastbourne is restructuring the council, taking away traditional departments, such as revenues, planning and environment and instead delivering multi-skilled customer contact, neighbourhood and casework teams to provide a one stop shop for citizens, supported by a specialist team that can respond to more complex enquiries.

The implementation of Customer Service Management (CSM) is providing an end-to-end solution that drives efficiencies and automation right through the council from the citizen enquiry to resolving the issue. It will enable Eastbourne to realise the full benefits of a 360 degree view of their citizens resulting in further improvements in the service provided.

Working alongside Civica is change management consultancy Ignite, who worked closely with Eastbourne to create a Future Model (The Future Model is a complete re-imagining, comprehensive restructure and brand new approach to the operation of a local council). The cultural shift was significant so change management played a critical role in the delivery of the project. A flexible processing system was required to ensure that staff were able to not only switch between tasks but adopt a more agile approach to working.

### Smarter planning champion

The planning department is already seeing the benefits, with Eastbourne now awarded ‘Smarter Planning Champion’ status by the government’s Planning Portal, formally recognising it as one of the top 20 councils in the UK for supporting digital planning applications with over 90% of applications online.

The range of Civica Digital360 is enabling the council to be organised around the needs of the citizen so that the council team can deal with enquiries at first point of call. The new generation of personalised digital services across multiple channels will ensure citizens have access to services at any time and empower council staff so they can work efficiently and flexibly from anywhere, reducing costs, boosting productivity and improving service delivery.

When accessing services online citizens can be presented with relevant and personal information to them. This includes details

“The pressure to do more with less, without letting service levels drop, is unrelenting for most organisations within local government. It became clear that we needed to think differently to cut costs, while delivering a better quality of service to citizens. Alongside the technical transformation, the restructure of our team has been crucial in delivering the improvements we needed.”

**Henry Branson, Senior Head of Infrastructure**  
Eastbourne Borough Council

about planning applications within 100m of their home and local schools to council tax costs and rubbish collections days. Much like tracking a parcel delivery the citizen is now able to track the progress of their enquiry making them feel more in control and informed at every stage.

## CIVICA digital

Transforming Services • Improving Lives

### About Civica Digital

We help organisations that deliver essential everyday services to rapidly transform customer experience and improve operational efficiency. Offering a complete digital solution, from strategy consulting and solution design to software development and ongoing managed services, our in-depth business and technology know-how is founded on the creation of secure business-critical systems.

Our user-centred approach means we start with customer needs, putting insights, data and strategic thinking in the driving seat.

As a trusted digital partner, we are transforming services and improving lives for more than 500 customers across government, public safety, healthcare, travel & transport, financial services and other regulated markets. Discover how we can help you deliver the future at [www.civica.co.uk/digital](http://www.civica.co.uk/digital)

Civica Digital is part of the Civica Group, a market-leading specialist in business-critical software, technology and outsourcing services that help teams and organisations around the world to transform the way they work.