

PSS

Public Sector Strategies has been facilitating and producing conferences for the public sector since 1994, often in partnership with local government and central government agencies and departments. For a list of forthcoming events please visit www.PSSstrategies.co.uk

Key Objectives:

- To understand the policy implications of the White Paper for e-government
- To examine methods of increasing the take-up of online services
- To look at the development of a customer service model that meets citizens' life-styles
- To provide an insight into channel demand and 'total costs to serve'
- To examine the provision of a single citizen 'sign-on' for government services

Further Information

For further information on this, or other Public Sector Strategy (PSS) conferences, please telephone PSS on **0118 933 2636** or email info@PSSstrategies.co.uk

For booking queries please contact Benedict Business Resources on 01483 203536.

e-Government

E-GOVERNMENT AFTER THE LOCAL GOVERNMENT WHITE PAPER

21st November 2006

Local Government House, Smith Square, London SW1

Chairman: Cllr Paul Bettison, Leader, Bracknell Forest Borough Council

This one-day conference examines the implications of the forthcoming Local Government White Paper for the future direction of e-government policy.

The policy implications of the White Paper will be discussed with a focus on the key issues including take-up and the migration of customers to cheaper access channels such as the web, establishing channel demand and 'total costs to serve' and lifestyle-based services that recognise not only individual customer needs but also their preferences. The conference will also examine the authentication and security of e-services through the Government Connect initiative.

Supported by

Department for
**Communities and
Local Government**

E-GOVERNMENT AFTER THE LOCAL GOVERNMENT WHITE PAPER

Tuesday 21st November 2006

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WHO SHOULD ATTEND

- Head of ICT
- Member & officer e-Champions
- Chief Information Officer (CIO)
- Head of PR & Communications
- Head of e-Government

REGISTRATION

To register for a place at this conference please complete the enclosed booking form and fax, email or post it to the address shown on the form.

Further booking forms are available from the conference administration team on 01483 203536 or by emailing benedictbr@btinternet.com

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SPEAKERS INCLUDE

- Dr. Peter Blair, Senior Responsible Officer - Take-Up Campaign, Department for Communities & Local Government
- Chris Naylor, Head of Customer First, London Borough of Hammersmith & Fulham
- Andy Oddy, esd-toolkit & Aperia Government Services Ltd
- Phil Swan, Programme Manager, North West e-Government Group (NWeGG)
- Anna Tan, Programme Director, Department for Communities & Local Government

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MORNING PROGRAMME

- 10.00 **Registration and Refreshments**
- 10.30 **Chairman's introduction and welcome**
Cllr Paul Bettison, Leader, Bracknell Forest Borough Council
- 10.35 **Channel management, efficiency and take-up**
Dr. Peter Blair, Senior Responsible Officer - Take-Up Campaign
Department for Communities & Local Government
This address will focus on:
- understanding customers and their lifestyles
 - applying customer insight to a multi-channel management strategy
 - achieving efficiency gains whilst improving service quality
 - marketing new service channels to citizens
 - appreciating the added value of self-service options
- 11.00 **Developing a customer service model that meets citizens' life-styles**
Chris Naylor, Head of Customer First
This case study session looks at the development of a customer segmentation model to map demographic or 'lifestyle' data against the consumption of Council services and individual channel preference. By identifying customer preferences for phone or web based services and freeing up officer time accordingly, opportunities arise for reinvesting savings in services for those customers who need personal interaction.
- 11.45 **Refreshments**

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MORNING PROGRAMME *continued*

- 12.00 **The Local Government White Paper – a Keynote Summary**
Speaker to be confirmed,
Department for Communities & Local Government
This session will present an overview of the Government's new Local Government White Paper, expected to offer a radical vision built around proposals for devolving power to neighbourhoods and communities and joint working, including the achievement of efficiencies and improved service outcomes through councils working more effectively together and with other public services.
- 12.35 **Questions to the Panel**
- 12.50 **Lunch**

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AFTERNOON PROGRAMME

1.50 **Establishing total 'costs to serve'**

Phil Swan, Programme Manager,
North West e-Government Group (NWeGG)

This session will look at on-going work to fulfil a need to have a set of validated unit service delivery costs or 'cost to serve information' by access channel (e.g. face-to-face, telephone, web) - an area in which there is not currently a set of data compiled across multiple authorities. The intention is to develop a consensus as to the most effective and appropriate channels for delivery of each of the 700 or so services offered by Local Authorities.

2.25 **Questions**

2.30 **Channel Demand, Volumetrics and Channel Management**

Andy Oddy, esd-toolkit & Aperia Government Services Ltd
esd-toolkit (www.esd-toolkit.org) is a local authority run "community of interest" working nationally to improve local services. It is funded by Local Authorities and the DCLG and supported by the IDeA. This session will look at the work of the esd-toolkit's Take-Up and Channel Management Community, including the on-going results from a new study being undertaken during September through to March to gather volumetrics data for some of the highest volume/cost local services.

3.05 **Questions**

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AFTERNOON PROGRAMME *continued*

3.10 **Government Connect**

Anna Tan, Programme Director,
Department for Communities & Local Government

Anna will talk about the Government Connect initiative as an enabler of the Transformational Government agenda moving forward into its implementation phase. Launched in March 2005, Government Connect is a £16.5m DCLG sponsored project designed to provide a common technology to enable Local Authorities to authenticate the people and organisations with whom they communicate. For example, this will mean a single 'sign-on' for services across government, so that citizens won't need to re-supply the same information each time they use different services from different providers.

3.45 **Questions**

3.55 **Chairman's Closing Remarks**

Cllr Paul Bettison, Leader, Bracknell Forest District Council

4.00 **Conference close**