

Maidstone Borough Council's Digital Strategy

Updated Action Plan 2019/21

Delivering the Strategy

The following is a revised high-level list of actions due to be completed between 2019 and 2021 that link with the delivery of the digital strategy. The list and timeframes will continue to be developed over the course of the strategy.

Actions	2019 / 2020	2020 / 2021
Launch of 'My Maidstone' Digital Customer Service Platform		
Refresh of the Councils website home page to improve customer navigation		
Improve and replace the current 'Report-it' online processes, including fly tipping and abandoned vehicles		
Introduce email subscriptions for Council news & Digital notifications for updates to Council services		
Make improvements to the online bin processes, including ordering new/replacement bins and reporting missed bins		
Creation of new Local Plan micro site at localplan.maidstone.gov.uk		
Completion of Digital Inclusion Strategy		
Creation of 'Go Green Go Wild' website		
Explore the use of Social Sign on for the 'My Maidstone' Digital Customer Service Platform		
Implementation of additional Revenues and Benefits Capita advantage digital modules including suite of online forms and automation processes		
Explore better integration between finance and payroll systems		
Review the appropriateness of Direct debit for annual payments		
Implement an improved FOI handling system		
Roll out of Skype for Business to Councillors		
Introduction of web chat		
Procurement of corporate mobile working solution		
Procurement of new Housing Rents system		
Introduce an electronic new starter pack and improved staff induction process		
Expand the use of Microsoft Power BI as a business intelligence tool		
Provide user research training to more staff to improve the design of user centred digital services		
Explore options for online grant application process		

Actions	2019 / 2020	2020 / 2021
Work with third party suppliers to ensure online systems meet improved website accessibility standards		
Ongoing projects to reduce paper usage		
Programme of work to increase the proportion of planning applications submitted electronically		
Make more information available online to reduce FOI requests		
Trial the use of bots for simple web chat enquiries		
Improve the provision of customer report tracking to keep customers informed of progress with reports		
Explore the potential to expand the use of Robotic Process Automation to other processes		
Programme to increase the take up of e-billing and e-notification for benefits		
Introduction of virtual parking permit system		
Provision of more open data for planning customers		
Explore options for electronic notification of nearby planning applications		
Transfer existing planning processes for service requests to 'My Maidstone' Digital Customer Service Platform		
Link housing register system with My Maidstone digital customer service platform		
Project to enable street cleansing data to be presented publicly on the councils website		
Mapping of the cemetery and completion of electronic burial records to enable public searchable records		
Extend the use of mobile worker to parks and open space		
Explore the use of AI, and voice activated services such as Amazon Alexa or Google Home		
Reduce printing for agendas and papers for committees		
Review potential for implementing GOV Pay		

