



A Digital Vision

Version 6.0
January 2015

Southend-on-Sea Borough Council

Southend-on-Sea Borough Council

Contents

1. **The Southend Vision**
2. **The Southend Digital Strategy**
3. **Towards a ‘Smarter City’**
4. **Delivering the Corporate Priorities**
5. **Business Transformation Architecture**

1. The Southend Vision

Our vision is to utilise technology to support and enable the Council’s Strategic Aims and Corporate Priorities - and ensure that our Digital Strategy creates opportunities for energy saving, carbon reduction, citizen focus, innovation and sustainable growth. This strategy will embrace a new approach to the delivery of services, provide real benefits to both citizens and businesses and maximise opportunities to improve efficiency and productivity.

The Digital Strategy for Southend

...

Southend’s Digital Strategy will support the Council’s Corporate Priorities, built around the Council’s 5 principle **AIMS** which are:

Safe
Clean
Healthy
Prosperous
*Led by an Excellent
Council*

The vision of the Council remains ‘as one’ along with the objectives of Southend Partnerships - to improve the quality of life, prosperity and life chances for everyone within the borough.

2. The Southend Digital Strategy

The Digital Strategy for Southend sets out how we must embrace the accelerating technological revolution to deliver real benefits to communities and businesses across the Borough of Southend. Our strategy will highlight the importance of implementing a digital infrastructure across Southend – utilising digital technology to drive better services and reduce costs - and helping to ensure that everyone who wants to has the chance to benefit from these changes. From the outset, services will be designed with an online presence in mind - highlighting the opportunities which digital offers and the dependencies that exist between a strong economy, social well-being and modernised public services.

Essentially, the challenge for Southend is to implement a far reaching Digital Strategy that will:

- Embrace active digital ‘Inclusion’ at the heart of all our communications
- Enable the delivery of digital services throughout our communities, utilising different delivery platforms including social media services
- Embrace ICT as the strategic enabler across all services
- Support the concept of the "smart city" including opening up data sources, analysis and information sharing

For Southend, the benefits are clear, as the implementation of an integrated digital strategy will help to:

- Improve communication and interaction with citizens and businesses across the borough
- Eradicate inefficiencies by streamlining and harmonizing services
- Remove duplication of services and resources
- Marginalize and reduce costs

Southend’s Digital Strategy will support the Council's Corporate Priorities, built around the Council’s 5 principle aims:

Council’s 5 Aims	Council’s 15 Corporate Priorities – 2015/16 and beyond
Safe	<ol style="list-style-type: none"> 1. Create a safe environment across the town for residents , workers and visitors 2. Works with Essex Police and other partners to tackle crime 3. Look after and safeguard our children and vulnerable adults
Clean	<ol style="list-style-type: none"> 4. Promote the use of green technology and initiatives to benefit the local economy and environment 5. Encourage and enforce high standard of environment stewardship
Healthy	<ol style="list-style-type: none"> 6. Promote Healthy and active lifestyles for all 7. Work with the public and private rented sectors to provide good quality housing 8. Enable the planning and development of quality affordable housing
Prosperous	<ol style="list-style-type: none"> 9. Ensure residents have access to high quality education to enable them to be life- long learners and have fulfilling employment 10. Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities 11. Ensure the town is ‘Open for Business’ and that new, developing and existing enterprise is nurtured and supported 12. Ensure the continued regeneration of the town through a culture lead agenda
Led by an Excellent Council	<ol style="list-style-type: none"> 13. Work with and listen to our communities and partners to achieve better outcomes for all 14. Enable communities to be self-sufficient and foster pride in the town 15. Promote and lead an entrepreneurial, creative and innovative approach to the development of our town

3. Towards a 'Smarter City'

There is no universal definition of a Smart City. A city could be said to be Smart if it is able to respond effectively to the critical challenges it faces. However, all uses of the term generally involve the introduction of new technology. One definition is a city vision where:

“Quality of Life and the local economy is improved, while reducing the impact on the environment. Systems operated by various organisations are integrated. Intelligence and insight is combined from many sources leading to partnership services being redesigned to meet a shared understanding of need. Citizens take an active part in local decision making.”

As of 2008, and for the first time in human history, more than half of the world's population now lives in cities.

The UN predicts this will rise to 70 % by 2050. Here in the UK, more than eight out of ten of us already live in cities. Yet cities increasingly need to be able to do more with less, to compete in a globally interconnected economy, and to provide for the well-being of their citizens in a truly sustainable way. In short, to become smarter.

Here in the UK, the Government has identified the following challenges in particular that are driving change in UK cities:

- economic restructuring, combined with the economic downturn, has raised levels of unemployment, particularly among young people, and so economic growth and building a resilience to further change is a key priority for city authorities;
- the urban infrastructure has grown piecemeal and rising urban populations are putting pressure on housing and transport;
- concerns about climate change, and the fact that 80 % of the UK population live in cities, inevitably means that cities have a key role in improving energy efficiency and reducing carbon emissions, while promoting energy resilience in terms of security of supply and price;
- the paradigm shift towards online entertainment and online retail/consumer services is beginning to change the nature of the High Street;
- an ageing population is placing an increasing burden on adult social care, to the point where it is absorbing an ever-increasing proportion of local authority budgets;
- at the same time, the pressures on public finances have seen local authority budgets reduce, on average, by an estimated 12-15 % in real terms over the past three years, with many reporting 20-30 % cuts;
- notwithstanding recent flexibility accorded to Local Authorities in relation to Council Tax and Business Rates, grants from Government Departments are still the main source of local authority funding, especially for cities, and local authorities consider this to limit their ability to provide integrated responses to the challenges they face.

Southend becoming a 'Smarter City' is essential if we are to respond effectively to the critical challenges we face. The development and delivery of a 'Smart City' strategy requires collaboration and change across a wide range of individual citizens, communities and businesses over a sustained period of time.

Southend is a member of the European Innovation Partnership on Smart Cities and Communities (EIP-SCC) which brings together cities, industry and citizens to improve urban life through more sustainable integrated solutions. This includes applied innovation, better planning, a more participatory approach, higher energy efficiency, better transport solutions, intelligent use of Information and Communication Technologies (ICT), etc. The action cluster on sustainable development and the built environment is bringing together similar size cities and organisations to share and exchange knowledge and best practice. This involves both local authorities, businesses, and academic institutions.

This Southend Digital Strategy does not lay claim nor aspire to be a strategy for a 'Smart City.' However, it does seek to address (through the supporting and enabling of the Council's Corporate Priorities) those key challenges that are driving change across the UK referred to above.

The principal focus of the Southend Digital Strategy is to enable the required processes by which innovative use of technology and data coupled with organizational change can help us deliver more efficient, more effective and more sustainable services:

- Increase the number of people who use digital services - Departments within the Council must raise awareness of their digital services so more people know about them and use them.
- Provide services for people who have rarely or never been online – whilst recognizing the needs of people who cannot or will not want to use digital services.
- Base service decisions on accurate and timely management information.
- Improve the way that the Council makes policy and communicates with people - Council departments will encourage policy teams to use a wider range of digital tools to communicate with people across the borough.
- Manage expectations – by setting and managing expectations to both staff and citizens alike.

The following principles will help to guide our transition:

A 'Smarter Southend'

A vision for Southend's future which is clear, compelling and jointly owned by all

The Enabling of Southend

We will deliver:

- A clear vision and understanding of Southend's needs and desires
- Services and delivery systems that are built around the requirements of our citizen's
- Successful Business Transformation through consultation and communication – both internally and externally

The Digital Southend

We will deliver:

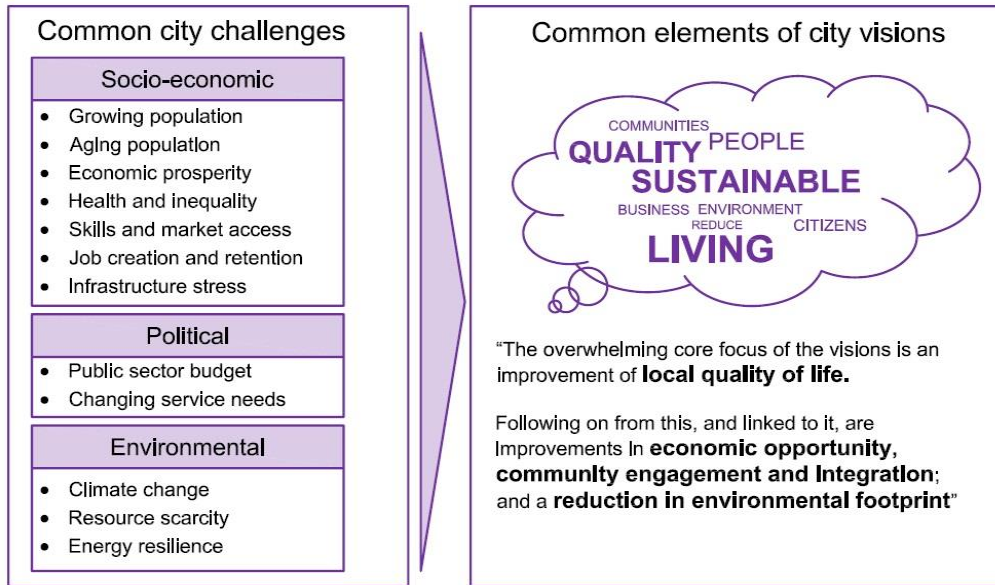
- A digital Southend, through continual engagement and dialogue with citizens and businesses alike
- Digital connectivity across Southend - integrating people, places and other 'assets' across the Borough

An 'Open and Collaborative' Southend

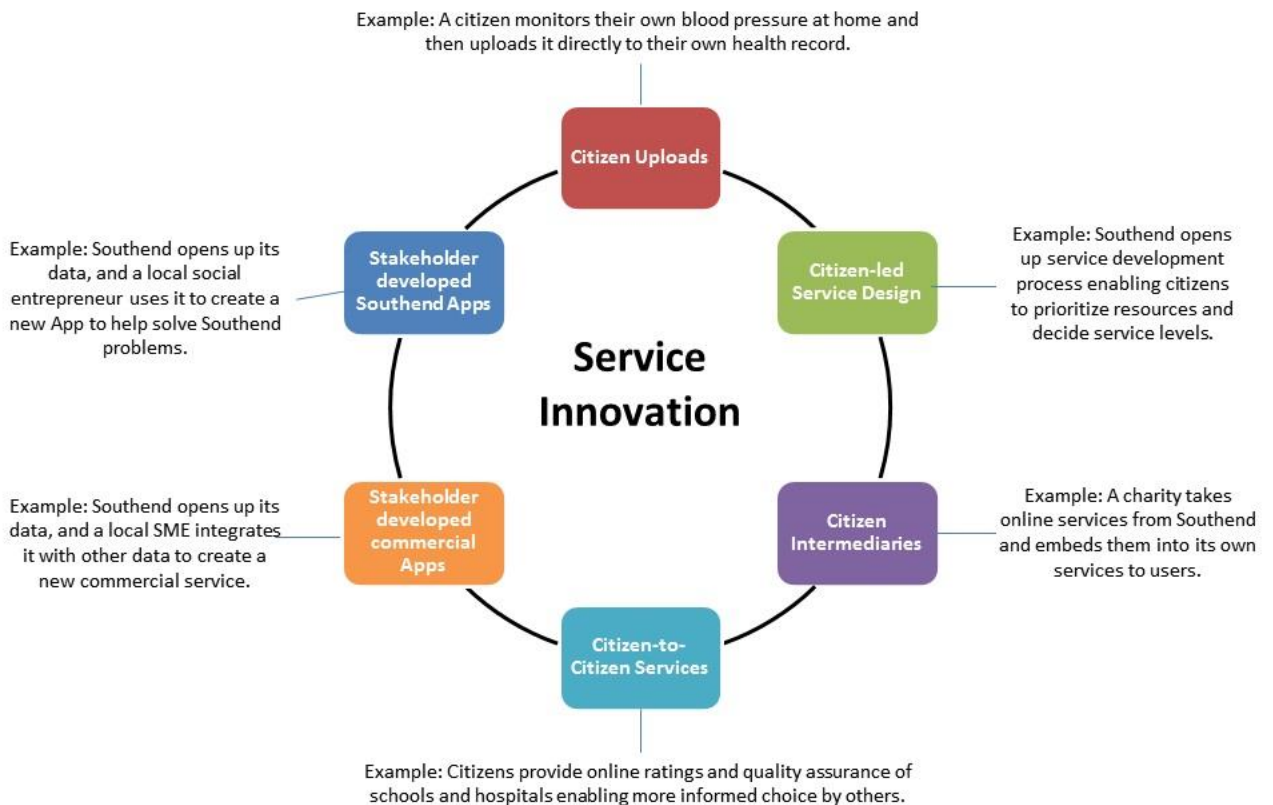
We will deliver:

- Opportunities for greater collaboration
- 'Open' data that will forge innovation and create 'added value' for Southend
- Systems and services that are flexible and adaptable
- A sharing and enabling of Southend's assets and services

Southend will need to develop a new fully Integrated Operating Model, which is focused around citizens and business needs, not just the Council’s organizational and functional structure.



The way we engage with citizens will ensure that we begin to develop a wide range of new ways to create public value and enhance the services that we deliver – for example:



4. Delivering the Corporate Priorities

Communication and Consultation

The Council must make the most of the opportunities in the way in which it designs and delivers its services, helping to ensure that everyone who wants to has the chance to benefit from these changes.

Services should (from the outset) be designed with an online presence in mind. This means, in particular, a focus on enabling Southend to:

- make current and future citizen needs the driving force behind all our services and systems;
- integrate both physical and digital planning;
- identify, anticipate and respond to emerging challenges in a systematic, efficient and sustainable way;

The Council's fifteen Corporate Priorities are underpinned by the identification of 'Digital Opportunities and Challenges' (identifying the way in which the digital strategy can contribute to the priority) the 'Planned Outcomes' (as derived from the Corporate Plan, Head of Service or other plans) and the 'Current Projects' already underway or planned that will support and deliver them.

A 'Priorities for Action' timeline for delivery is also provided.

5. Business Transformation Architecture

At the heart of the Digital Strategy is the Business Transformation Architecture that lays out the fundamental design of the Council's Digital Services and the Information and Communications Technology (ICT) infrastructure that will be required to underpin and enable the delivery of the services going forward.

Southend - Digital Strategy

Business Transformation Architecture

Business Transformation

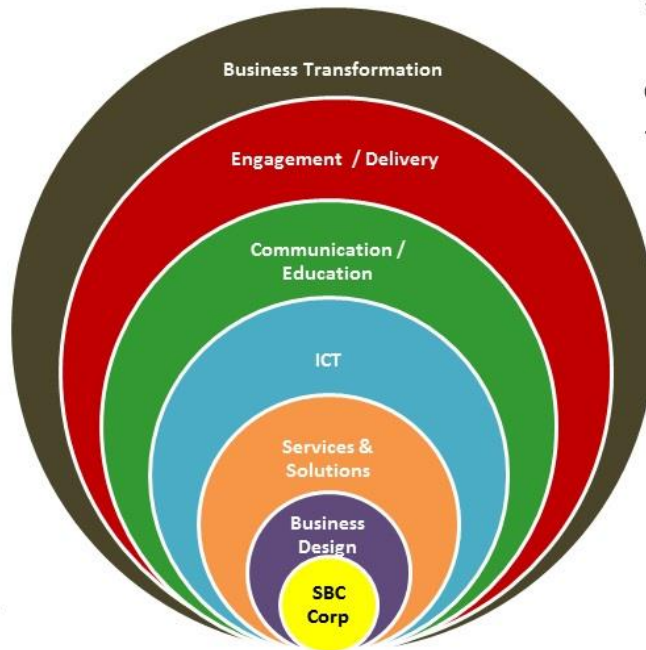
- Strategic Planning
- Strategic Focus
- Business Capabilities
- Business Outcomes
- Planned Outcomes

Engagement / Delivery

- Website
- Apps
- Mobile applications
- Social Media
 - Facebook
 - Twitter
 - YouTube
 - Messaging
- Telephone
- Face to Face
- Performance Measurement

Communication / Education

- **Dialogue**
 - What do citizens and businesses want or need?
 - How do they want to access this information?
 - Where do they want it?
 - When do they want it?
- **Education**
 - Who needs it?
 - How do we provide it?
 - Where do we provide it?
 - When do we provide it?



Southend (SBC) Corporate

- Corporate Management Team
- The Council's 'Aims'
 - **Safe / Clean / Healthy / Prosperous / Excellent**
- The Council's 'Corporate Priorities'

Information Communications Technology

Technical Architecture

- Systems Development
- Technical Platforms

Solutions Development

- Customer / Contact Mgt. System
- Payment System
- GIS

Customer Support

- Contact Centre

Technical Support

- Support Desk / Tech. Support

Services & Solutions

- Finance & Resources
- Council Tax
- Asset Management
- Procurement
- Revenue & Benefits
- Children's Services
- Education
- Adult Services
- Housing
 - Rents & Repairs
- Social Care
- Planning & Transport
- Waste Management
- Public Protection
- Regeneration & Tourism
- Culture

Business Design

- Task Force
- Heads of Service
 - Service Responsibility
- Business Analysis
- Departmental Review
- Business Outcomes
- Current Projects
- Priorities For Action

The Business Transformation Architecture typically has a number of overlapping layers, each designed to play their own unique role in designing, developing, managing, delivering and supporting the Council's services - and ultimately engaging and interacting with both citizens and businesses alike across the borough. Each of the layers is vitally important to the Council achieving its Digital Ambitions which need to be accessible, scalable, flexible and functional - at a minimised cost of ownership.

These interacting layers include:

- Southend Borough Council (SBC) - Corporate
- Business Design
- Services and Solutions
- Information Communications Technology (ICT)
- Communication / Education
- Engagement / Delivery
- Business Transformation

1. Create a safe environment across the town for residents, workers and visitors

Digital Opportunities and Challenges

How can the Digital Strategy help create a safe environment for all?

- Upgrade all of Southend 's street lighting with new Light-Emitting Diode (LED) units and central management system
- Parking payment by text reducing the cost of coin collection
- Improve both the surveillance and communications equipment on the Pier and Foreshore
- Extend and commercially exploit the potential of CCTV

Southend Planned Outcomes for 2014/18

- Use Sport & Culture as a means to reduce crime, disorder and anti-social behaviour by providing diversionary activities for young people
- Improve the quality of street lighting to contribute towards reducing night time accidents, crime and fear of crime
- To sustain and improve the transport network to reduce severity and casualty levels
- Increase the awareness of town centre safety issues, town link radio and maintaining purple flag status
- Protect residents and visitors across a range of safety issues across the town centre, beaches and tourism sites
- Ensuring compliant and safe buildings across the Council's property portfolio
- Designing out crimes through scheme design
- Improving quality of public realm by creating well maintained, safe networks and better streets

Current Projects – 2014/2018 already underway or planned

- Across a 3 year time frame replace all orange low pressure sodium street lighting units with LED units increasing brightness, reducing running and maintenance costs, consuming less power with a life span of 20 years as opposed to 3 years for sodium
- Upgrade the VHF Radio system for the Pier and Foreshore
- Upgrade the aged emergency telephones on the Pier
- Pursue the development of the services provided by Public Space CCTV with a view to engaging with other parts of the public sector as well as the private and voluntary sectors with a view to delivering CCTV and associated alarm services as a means of generating revenue and reducing costs
- Convert to digital all Urban Traffic Control Units (UTC), Remote Monitoring Systems (RMS) and Safety Cameras (both fixed and red light) to enable remote monitoring and communications delivering cost effective management of traffic flows and improved safety
- Co-ordinate data sharing and information from the traffic control systems with the CCTV control room, emergency planning and the ECC traffic control centre
- Continue to develop the variable message sign system, car park system and bus real time system to ensure that information to the citizen can be made available and as up-to-date as possible

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Across a 3 year time frame replace all orange low pressure sodium street lighting units with LED units increasing brightness, reducing running and maintenance costs, consuming less power with a life span of 20 years as opposed to 3 years for sodium.					
Upgrade the VHF Radio system for the Pier and Foreshore					
Upgrade the aged emergency telephones on the Pier					
Pursue the development of the services provided by Public Space CCTV with a view to engaging with other parts of the public sector as well as the private and voluntary sectors with a view to delivering cctv and associated alarm services as a means of generating revenue and reducing costs.					
Convert to digital all Urban Traffic Control Units (UTC), Remote Monitoring Systems (RMS) and Safety Cameras (both fixed and red light) to enable remote monitoring and communications delivering cost effective management of traffic flows and improved safety.					

2. Work with Essex Police and other partners to tackle crime

The 'Home Office Digital Strategy' published in December 2012 sets the scene for Local Authority digital developments in Policing and through transparency and the publication open data where this:

- drives citizen choice and improvements in public services
- inspires innovation and enterprise that spurs social and economic growth
- enables citizens to hold the public sector to account

The 'Compare Your Area' tool was added to the Police.uk website in early October 2012. It enables the public to compare crime rates in their area with other areas with similar demographic characteristics, and uses data which was previously only available to forces.

Digital Opportunities and Challenges

How can the Digital Strategy help to tackle crime?

Council Officers working on the streets at any time of the day or night need access to data held on Council systems. The digital strategy needs to enable such access to this information from geographical locations where current infrastructure (wireless / 3G) does not connect.

Southend Planned Outcomes for 2014/18

- To reduce crime and anti-social behaviour levels across the town in partnership
- Tackle the fear of crime and anti-social behaviour through community engagement and consultation
- Maximise effectiveness of the Councils CCTV Service

Current Projects – 2014/2018 already underway or planned

- Upgrade the CCTV on the Pier and Foreshore to enhance security and reduce the incidence of crime and disorder
- Pursue a 'small cell' concession enabling 3G and 4G access in existing 'not spots'

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Upgrade the CCTV on the Pier and Foreshore to enhance security and reduce the incidence of crime and disorder					
Pursue a 'small cell' concession enabling 3G and 4G access in existing 'not spots'					

3. Look after and safeguard our children and vulnerable adults

A Better Start

Southend has been successful in securing £40 million from the Big Lottery Fund over an eight to ten year time frame the purpose of which is to test the use of the best available science and evidence of what works to improve the life chances of children by delivering a step-change in the use of preventative approaches in pregnancy and the first four years of life. Emphasis will be placed on provision within the community, challenge to prevailing practice and the drawing on evidence of what works in delivering innovative practice.

The ambitions of the programme include:

- Breaking the cycle of poverty
- Narrowing the achievement gap and reducing health inequalities
- Supporting a nurturing and loving family environment where children experience positive social and emotional well-being leading to an enriched early years' experience
- The development of language and interaction skills for children and the ability to articulate need
- Ensuring children to be well nourished and physically active, the basis for life-long good health

Work will be targeted in 6 wards: Kursaal, Westborough, Milton, Victoria, Shoeburyness and West Shoebury and will focus on improving 4 outcomes

1. **Social and Emotional Development** - Children will have positive social and emotional wellbeing, a nurturing and loving family environment and an enriched early years' experience, leading to positive, supportive secure relationships.
2. **Communication and Language Development** - Families from all ethnic and social backgrounds will be equipped for lifelong learning and career success, with well-developed skills of language and interaction, and the ability to articulate need.
3. **Diet and Nutrition** - Physically healthier children, as a result of investment in good nutrition and physical activity in the prenatal period and early years: the basis for lifelong good health.
4. **Community Resilience** - Communities in Southend are self-supporting, they influence change and take control of their families' lives, with raised aspiration for their children's future.

The Council's Digital Strategy will help by:

- Making available and enabling the sharing of data between the Council and public and voluntary sector bodies of aggregate need in a geographical area
- Utilising Social Media (Facebook and Twitter) to better connect with parent and families
- Utilising Social Media to better communicate with the multi-agency workforce involved in delivering the programme
- Providing access to free Wi-Fi for those in greatest need who are not online but would benefit both financially and socially from access to the Internet. Access to be delivered through Children's Centres and Schools in the target 'Geographical Reach' areas
- Providing training on the use of the Internet to those not familiar with it
- Identifying and promoting Apps that will aid the improvement and development of language skills and healthy living
- Supporting economic development as a way of raising aspirations and giving positive opportunities to this generation and the next
- Information sharing between public sector and other bodies involved in the development and delivery of the programme

Integrated Pioneer

Southend is one of fourteen pilot areas selected to drive forward initiatives that transform the way health and social care is delivered to patients by bringing services closer together than ever before.

The pioneers are showcasing innovative ways of creating change in the health service, which the Government and national partners want to see spread across the country.

The fourteen ambitious initiatives are blazing a trail for change by pioneering new ways of delivering coordinated care. The aim is to make health and social care services work together to provide better support at home and earlier treatment in the community to prevent people needing emergency care in hospital or care homes.

With the number of people with more than one long term condition such as diabetes, asthma or dementia set to rise from 1.9 million in 2008 to 2.9 million in 2018 and increasing pressures on A&E departments, the need to deliver better joined-up care and a more sustainable NHS has never been more urgent.

Health and social care partners across Southend will be making practical, ground level changes that will have a real impact on the lives of local people.

They will improve the way that services are commissioned and contracted to achieve better value for money for local people with a specific focus on support for the frail elderly and those with long term conditions. They will also look to reduce the demand for urgent care at hospitals so that resources can be used much more effectively. Wherever possible they will reduce reliance on institutional care by helping people maintain their much-valued independence.

By 2016 they will have better integrated services which local people will find simpler to access and systems that share information and knowledge between partners far more effectively. There will be a renewed focus on preventing conditions before they become more acute and fostering a local atmosphere of individual responsibility, where people are able to take more control of their health and wellbeing.

Change will be driven by 4 work streams:

Prevention & Engagement – including building community capacity and resilience that supports prevention and enhances service provision through the third sector (charities, voluntary and not for profit organisations)

Joint Commissioning – wherein partners agree respective investments, joint procurements / contract management methodologies which balance prevention, early intervention and re-ablement strategies with intensive care and support for those with high levels of need. This to be delivered through an increased range of providers, personal health budgets and demand and no one left alone action plans.

Joint Operations – wherein a single point of referral will be the norm with 7 day working with increased referral options and one route of access for all unplanned care. Services will be co-designed with, for example, Social Workers used in A&E, more specialist teams based in the community and integrated health and social care teams will be wrapped around the individual and their family. Multi-disciplinary teams will routinely use data to proactively manage the highest risk people.

Information and Technology – business process will be reviewed and systems that support mobile working, electronic care records, and common assessments improved. A universal joined up information and advice will be available for all individuals, including those that self-assess or self-fund including a single, accessible directory of services. A single integrated set of data across health and social care and comprehensive real time financial and performance information about health and social care enabled. Prevention programmes will increase significantly; ‘Telecare’ and ‘Telehealth’ will be rolled out so that people are better supported to live in their own homes with less risk. Staff will be able to access systems, resource and information from any partners. By 31/3/2016 the people of Southend will receive integrated health and social care that has been jointly commissioned and which:

- improves health and social care outcomes and sustainability offering value for money through improved access and innovation
- improves patient/service user experience
- increases community resilience and personal responsibility

Care Act

The Care Act 2014 - the majority of which is due to come into effect in April 2015 –highlights key legal obligations for local authorities including:

- the promotion of people’s well-being, focusing on prevention and providing information and advice;
- The introduction of a consistent, national eligibility criteria;
- New rights to support for carers, on an equivalent basis to the people they care for;
- Legal right to a personal budget and direct payment, and
- New responsibilities around transition, provider failure, supporting people who move between local authority areas and safeguarding.

Major reforms to the way that social care is funded will be effective from April 2016, including:

- A lifetime ‘cap’ of no more than £72,000 for individuals on reasonable care costs to meet their eligible needs and
- An increase in the capital threshold for people in residential care.

Digital Opportunities and Challenges

How can the Digital Strategy help us look after and safeguard our children and vulnerable adults?

Developing new solutions with partners to reduce inequality, using technology to integrate services across functional and geographical boundaries so they are more efficient through sharing of resources and potentially able to act sooner to help families with complex needs as a result of better information sharing between agencies.

Link up multiple IT systems to create one integrated Council record for children and families that enables services to join up safeguard and support vulnerable families and communities more effectively.

The provision in 2015 of on-line information and service are critical to meeting many of the duties under the Care Act and delivering the wider care and support reform programme including enabling the local community and care suppliers to partner together to meet identified need, for individuals to plan and obtain timely care through on-line self-assessment and starting the process for applying for care accounts.

Continue to use of the Council’s Dynamic Purchasing Systems (DPS) to secure permanent and respite care placements for adults which combines quality and cost. The DPS helps secure stability in the supply market cost and ensures each service user have a service agreement unique to their care needs.

Then ‘Home from Hospital’ service commissioned by the council and provided predominantly by volunteers seeks to ensure that those discharged have the best opportunity to return to independent living avoiding the need for re-admission and reduced dependence on social care services. Subject to appropriate access permissions, third party providers to have remote access to client records on Care First.

The publication of ‘Open Data’ non personalized information in respect of social care freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control. The purpose of this stimulate creative thinking and innovation amongst partners, commissioners, the voluntary sector, business leaders and academics etc... potentially for co-produced service solutions.

Southend Planned Outcomes for 2014/18

- Ensure that adults and older people are safeguarded
- Help more adults and older people to live at home
- Increase the number of people who receive help through self-directed care
- Contribute to the integrated Health & Social Care agenda through the Integrated Pioneer work
- Commence the programme of works to deliver the ambition of the Early Years- Fulfilling Lives agenda
- To reduce incidence of underage sales of alcohol and tobacco products
- Ensure that children are healthy, especially with regard to substance misuse, CAMHS and teenage pregnancy
- Ensure that children are safe, especially through the effective use of child protection plans and strengthening effective strategies to reduce looked after children numbers
- Ensure that children enjoy and achieve, especially continuing to narrow the gap between those who do well and those who do not
- Improve school attendance
- Ensure that young people achieve economic well-being, especially through access to education, employment and training post-16
- Deliver on the promise of becoming the Healthiest Town in the Country
- Improve the accessibility of council services for disabled and vulnerable groups by harnessing advances in technology
- Improve the mobility and road safety for older people and other vulnerable road users by working in partnership with Council and voluntary sector organisations
- Deliver a comprehensive service to concessionary fare users and ensure that this delivers value for money and broadens the scope of the smartcard
- More effective signposting to information and online resources that will help vulnerable residents via Southend's website

Current Projects – 2014/2018 already underway or planned

- Replace the children's and adult social care case management system and through collaboration with Health. Set in place the mechanism for sharing data and delivering an integrated patient record across Southend that will better enable the commissioning and delivery of services
- Implement the requirements of the Care Act
- Link up multiple IT systems to create one integrated council record for children and families that enable services to join up views, and safeguard and support vulnerable families and communities more effectively
- Provide access to data sets held by the authority for the consideration and benefit of partner providers
- Enable a single centralised view of the education status of every child in the Borough; the Capita 1 deployment
- Utilise social media to better connect with parents and a multi-agency workforce as part of the 'Fulfilling Lives' agenda
- Deploy a range of Apps including those which assist young children and their parents to develop their language skills and receive good parenting advice
- Explore the potential of SKYPE as a tool to address social isolation / loneliness
- The publication of people related 'Open Data' to stimulate creative thinking and innovation amongst commissioners, the voluntary sector, business leaders and academics etc... potentially for co-produced service solutions at reduced / zero cost

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Replace the children's and adult social care case management system and through collaboration with Health, set in place the mechanism for sharing data and delivering an integrated patient record across Southend that will better enable the commissioning and delivery of services.					
Implement the requirements of the Care Act					
Link up multiple IT systems to create one integrated council record for children and families that enable services to join up views, and safeguard and support vulnerable families and communities more effectively.					
Provide access to data sets held by the authority for the consideration and benefit of partner providers					
Enable a single centralised view of the education status of every child in the Borough; the Capita 1 deployment.					
Utilise social media to better connect with parents and a multi-agency workforce as part of the 'A Better Start' agenda					
Deploy a range of Apps including those which assist young children and their parents to develop their language skills and receive good parenting advice					
Explore the potential of SKYPE as a tool to address social isolation / loneliness					
The publication of people related 'Open Data' to stimulate creative thinking and innovation amongst commissioners, the voluntary sector, business leaders and academics etc... potentially for co-produced service solutions at reduced / zero cost. Data sets to be shared include those relating to education and well-being.					

4. Promote the use of green technology and initiatives to benefit the local economy and environment

Digital Opportunities and Challenges

How can the Digital Strategy help promote the use of green technology and initiatives to benefit the local economy and environment?

Reduce Southend's carbon footprint through smarter energy management in Council assets (including IT facilities) as well as recycling computers into the community.

Provision of on-line 24/7 solutions which reduce the need to travel to Council premises.

Support greater levels of recycling and composting through effective communication with stakeholders.

Reducing energy use in heritage buildings and through retrofit and regeneration projects.

Deliver the requirements of the Government's INSPIRE Directive – locate or create and publish data of an environmental nature in support of the drive for 'open data'. Data to typically include habitats, biotypes, species distribution, protected sites, Sites of Special Scientific Interest (SSSI) natural risk sites and planned land use.







Southend Planned Outcomes for 2014/18

- Sustainable Waste Management – to increase recycling and to reduce waste sent to landfill
- To implement and monitor the Low Carbon Corporate Strategy
- Preserve and improve the natural environment
- To contribute towards the corporate climate change strategy to preserve and enhance natural and built environment
- To increase the usage of sustainable transport and electric vehicles across the borough, reducing congestion and carbon emissions
- Reduce the reliance on carbon in new and existing urban/industrial areas while providing opportunities for the generation of sustainable energy
- Ensure all cultural capital projects have emissions below the minimum emissions requirements
- A reduced number of IT systems used by the Council

Current Projects – 2014/2018 already underway or planned

- Deliver a new Building Management System (BMS) into the Civic Centre as part of the New Ways of Working agenda to enable the improvement to the monitoring and management of heating and electricity
- Energy efficient LED lamps will be installed which will demonstrate how the borough could use them to reduce carbon emissions, increase safety and cut power consumption
- New Ways of Working (NWOW) – Accommodation; reduce the cost of Council accommodation by providing services under one roof through NWOW, including delivering a building with flexible working environment which encompasses green technology and carbon reduction
- Deliver the requirements of the Government's INSPIRE Directive
- Continue with the planned ICT Rolling Replacement Programme addressing the need for mobile devices where appropriate
- Continue to recycle Council computers into the community to support charities, resident groups and voluntary organisations

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Deliver a new Building Management System (BMS) into the Civic Centre as part of the New Ways of Working agenda to enable the improvement to the monitoring and management of heating and electricity					
Energy efficient LED lamps will be installed which will demonstrate how the city could use them to reduce carbon emissions, increase safety and cut power consumption.					
New Ways of Working (NWOW) - Accommodation. Reduce the cost of Council accommodation by providing services under one roof through NWOW, including delivering a building with flexible working environment which encompasses green technology and carbon reduction.					
Deliver the requirements of the Government’s INSPIRE Directive					
Continue with the planned ICT Rolling Replacement Programme addressing the need for mobile devices where appropriate					
Reduce Southend’s carbon footprint through smarter energy management in Council assets (including IT facilities) as well as recycling computers into the community					

5. Encourage and enforce high standards of environmental stewardship

By the end of 2015, all the traffic signals will have a digital interface, which means that they communicate via IP addresses. The sites on UTC have the availability of two spare ports that could be used to connect other equipment, e.g. bus real time system, CCTV camera or wi fi transmission unit.

Traffic data is continuously monitored by the use of an ASTRID database (Siemens) and this collects real time and historical data. The SCOOT database continuously monitors traffic flows on the principal routes and optimises traffic signal performance.

There is an opportunity to utilise this vast resource of data together with the availability of service ducts, digital connectivity and linkages with CCTV, traffic control centres and cameras.

Digital Opportunities and Challenges

How can the Digital Strategy help to encourage and enforce high standards of environmental stewardship?

Investment of Traffic Control Infrastructure provides additional break out ports for digital initiatives

The new waste management contract due to go live in October 2015 presents opportunities for process improvement and integration between service provider and council owned systems

The consolidation of council owned assets onto a single data base to enable the life-long management will address Government requirements for the improved stewardship. Failure to achieve this could lead to a loss in Government grant in the future

Southend Planned Outcomes for 2014/18





- To sustain and maintain safe highway infrastructure and high standards of cleanliness throughout the Borough
- To ensure high standards of cleanliness are maintained within the Borough's public toilets
- Ensure clean and attractive verges, parks and open spaces
- Maintain and develop Southend's cultural heritage & green infrastructure
- Provide a clean environment across the foreshore and town centre and throughout the events programme
- Keep standards high to secure appropriate recognition and accreditation both in existing and new property projects
- Deliver new Waste Transfer Station
- Improve the stewardship of owned highways assets
- Realise the benefits of the investment in the digital traffic control system and operational benefits of linking with other Council systems including CCTV and emergency planning and route management

Current Projects – 2014/2018 already underway or planned

- Review the 'end to end' processing for the reporting and processing of waste related matters in conjunction with the new waste management contract commencing October 2015.

- Introduce the Abavus smart device App enabling Place based reports (missed bins, flyposting, fly tipping graffiti, abandoned vehicles, broken street lamps etc....) directly from mobile phones and other portable devices report
- Delivery and Implementation of the Traffic & Highways Capital Programme / Deliver Improvements to Tesco Junction.
- In support of the new Highways Contracts (March 2015) and the Government drive to see improved stewardship of Council owned assets, consolidate asset-related data into one system (Symology), seek improved cooperation between systems GAIST and Symology, improve infrastructure.

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Review the 'end to end' processing for the reporting and processing of waste related matters in conjunction with the new waste management contract commencing October 2015.					
Introduce the Abavus smart device App enabling Place based reports (missed bins, flyposting, fly tipping graffiti, abandoned vehicles, broken street lamps etc....) directly from mobile phones and other portable devices report					
Delivery and Implementation of the Traffic & Highways Capital Programme / Deliver Improvements to Tesco Junction.					
In support of the new Highways Contracts (March 2015) and the Government drive to see improved stewardship of Council owned assets, consolidate asset-related data into one system (Symology), seek improved cooperation between systems GAIST and Symology, improve infrastructure					

6. Promote Healthy and Active Lifestyles for all

Digital Opportunities and Challenges

How can the Digital Strategy help promote healthy and active lifestyles for all?


Southend Planned Outcomes for 2014/18

- Increase the opportunities for people to participate in sport and culture
- Promote active lifestyles through measures associated with walking and cycling in conjunction with Public Health
- Promote community well-being through increased participation in sport and culture

Current Projects – 2014/2018 already underway or planned

- Stand-alone website commissioned for ‘Active Southend’ promotes a range of sport, health and physical activity opportunities across the borough. The website is for all ages and abilities. Website address www.activesouthend.com
- Websites such as cyclesouthend.co.uk and ideasinmotionsouthend.co.uk include advise and suggestions for leading an active life, linked to walking and cycling
- Use of twitter and Facebook accounts to promote and provide further information feedback and requests for active travel information

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Stand-alone website commissioned for ‘Active Southend’ promotes a range of sport, health and physical activity opportunities across the borough. The website is for all ages and abilities. Website address www.activesouthend.com					

7. Work with the public and private rented sectors to provide good quality housing

Digital Opportunities and Challenges

How can the Digital Strategy help the Council to work with the public and private rented sectors to provide good quality housing?

Southend Planned Outcomes for 2014/18

- Improve the standard of existing housing stock
- Improve the accessibility to affordable housing

Current Projects – 2014/2018 already underway or planned

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018

8. Enable the planning and development of quality affordable housing

Digital Opportunities and Challenges

How can the Digital Strategy help enable the planning and development of quality affordable housing?

Digital approaches to improve the planning process and licensing process

Adopt a 'SMART City' approach to the Development of Queensway and like project across the borough where technology is used to improve both the quality of life and the local economy through design of the public realm and improved and better living outcomes

Technology enabled solutions which enable the ability for people to remain living independently at home










Southend Planned Outcomes for 2014/18

- Provide housing that meets the population's needs and supports a sustainable community
- Deliver the Southend Central Area Action Plan as part of the Local Development Plan to provide the policy framework to enable the provision of well-planned quality housing and developments that will meet the needs of residents and businesses within Southend
- Identify viable projects that deliver mixed use development including housing on strategic town scheme sites within any constraints presented by the prevailing economic climate

Current Projects – 2014/2018 already underway or planned

- Planning Online; promote the 'Planning Portal' for submitting plans online and 'Public Access' for viewing planning and licensing applications and conditions online
- Develop the 'Submit a Plan' solution for Building Control (BC) permitting the submission and payment of BC related matters online
- Endeavour to deliver Wi-Fi throughout the Council sheltered housing schemes (potentially through social value)
- Ensure 'Live Works' technology is integral in the delivery of new affordable housing
- Encourage the use of tablets and other smart technology by residents and staff in particular mobile scanning solutions
- Enable the ability to create repair requests, apply for the Disabled Facilities Grant and Major Adaptations online from the home environment
- Explore the potential benefits from the deployment of 'Telecare' and 'Telehealth' solutions
- Promote the use of 'green technology' in new build premises / lifelong homes
- Explore the potential the 'Queensway Development' as a candidate for a 'Smart City' project where technology is used to improve both the quality of life and the local economy through design of the public realm and improved and better living outcomes

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Planning Online; promote the 'Planning Portal' for submitting plans online and 'Public Access' for viewing planning and licensing applications and conditions on line					
Develop the 'Submit a Plan' solution for Building Control (BC) permitting the submission and payment of BC related matters on line					
Endeavour to deliver Wi-Fi throughout the Council sheltered housing schemes (potentially through social value)					
Ensure 'Live Works' technology is integral in the delivery of new affordable housing					
Encourage the use of tablets and other smart technology by residents and staff in particular mobile scanning solutions					
Enable the ability to create repair requests, apply for the Disabled Facilities Grant and Major Adaptations on line from the home environment					
Explore the potential benefits from the deployment of 'TeleCare' and 'TeleHealth' solutions					
Promote the use of 'green technology' in new build premises / lifelong homes					
Explore the potential the 'Queensway Development' as a candidate for a 'Smart City' project where technology is used to improve both the quality of life and the local economy through design of the public realm and improved and better living outcomes					

9. Ensure residents have access to high quality education to enable them to be lifelong learners and have fulfilling employment

Digital Opportunities and Challenges

Southend Planned Outcomes for 2014/18

- Schools are provided with access to high speed filtered broadband which meets their needs
- The Council enhances its on-line e-learning offering to staff and develops the potential to market it to third parties for financial gain

Current Projects – 2014/2018 already underway or planned

- Ensure the provision of high speed filtered broadband connectivity to schools
- Review the Council’s approach to e-learning (currently delivered in a local partnership through SPARK)

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Ensure the provision of high speed filtered broadband connectivity to schools					
Explore the provision of an e-learning solution capable of service staff and third party customer alike (potentially replacing the Councils current SPARK offering)					

10. Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities

Universal Credit - is a key part of the Government's long term economic plan to transform the Welfare State in Britain by tackling poverty and welfare dependency. It brings together 6 benefits and tax credits into 1. When fully implemented Universal Credit has the potential to contribute up to £35 billion to the economy over 10 years. Universal Credit will be rolled out across the country to all Job Centres and Local Authorities from early next year.

Digital inclusion and channel management – there is a need to maintain a digital inclusion and channel management strategy, which includes:

- a) A clear audit of what existing channels are currently used to deliver council services, and the costs and service levels associated with these;
- b) The vision and roadmap for developing a new channel management approach, which:
 - (i) is centered on the needs and behaviour of citizens and businesses;
 - (ii) identifies the opportunities for current services to be 'engineered out' through the introduction of new smart connectivity directly between city assets and digital devices;
 - (iii) encourages access and use of digital services by stakeholder groups currently excluded from these for whatever reason.

Households that are not connected to the internet are disadvantaged. According to national data "offline"

- households are missing out on estimated savings of £560 per year from shopping and paying bills online.
- encouraging home access to computers – can improve children's educational performance. Home access to a computer and the internet can improve children's educational performance.
- home access to a computer and the internet can improve children's educational performance. the ONS national data shows that while 99% of children in the richest 10% of households can access the internet via a computer, this dropped to 57% in the poorest 10% of households with children
- being online gives people more opportunities to search and apply for jobs. It is estimated that between 75% and 90% of jobs require at least some computer use.

The Government wants 80% of applications for Universal Credit to be online by 2017.

Nationally, 80% of government interactions are with the bottom 25% of income earners – who are least likely to have internet access.

Social Value Act - Public authorities to have regard to economic, social and environmental well-being in connection with public services' contracts rather than simply having commissioning decisions solely on price and quality.

Digital Opportunities and Challenges

How can the Digital Strategy help improve the chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities?

To ensure the right integrated local foundations are established for expansion, the Department for Work and Pensions has put in place Delivery Partnership Agreements between Job Centre Plus and Local Authorities (Southend has such an agreement) to make available funded support for those who need extra help in learning, amongst other things, where to access and how to use appropriate technology. This will be achieved through the Universal Credit Work Coaches deployed in the local area. The Government wants 80% of applications for Universal Credit to be online by 2017.

Webcasting - webcasting in the Council Chamber and broadcast in real time (and make available from archive) all meetings of Full Council thus providing access to the local democratic process to those who for reasons of disability, location or other reasons are unable to attend such meetings.

Deploy free Wi-Fi in Council owner public buildings enabling greater access for all. Such buildings to include not only the public libraries but also art galleries, museums, visitor and conference centres.







Southend Planned Outcomes for 2014/18

- Improve the health and well-being of our communities
- Assist with business links to encourage appropriate training provision, apprentice schemes and targeted work in affected areas
- Improve access to Council's services
- Improve the opportunities for people living in Southend
- Ensure we have a more cohesive community
- Reduce the number of people living in poverty
- Public Outcomes; reduce smoking, teenage pregnancies and reduce the number of young people not in education employment or training (NEETS)

Current Projects – 2014/2018 already underway or planned

- Seek to increase access to the internet for vulnerable families to reduce cost of living and address child poverty
- On-Line Benefits Services - The Benefits Team, South Essex Homes and Job Centre Plus are working together to train residents to use on line services. Volunteers are trained and provided with equipment to assist other residents to do a range of things on line. There are a number of "hubs" across the town including libraries, Cluny Square, Asda at Shoeburyness and SAVS in Central Southend. A retail unit in the town centre is also being opened. The main purpose of the project is to ensure people can claim their benefits on line and do effective work searches and apply for jobs on line
- Benefits Evidence - Promotion of self-scan and mail from home and / or photograph on portable devices and email from home
- Explore the potential of the Co-Activa risk based assessment tool for Housing Benefit recipients; reducing the need see physical evidence in support of a claim
- Expand the availability of online services onto mobile devices and smart phones which have a greater potential reach than other electronic channels
- Expand the availability of online services onto mobile devices and smart phones which have a greater potential reach than other electronic channels

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Seek to increase access to the internet for vulnerable families to reduce cost of living and address child poverty					
On-Line Benefits Services - The Benefits Team, South Essex Homes and Job Centre Plus are working together to train residents to use on line services. Volunteers are trained and provided with equipment to assist other residents to do a range of things on line. There are a number of “hubs” across the town including libraries, Cluny Square, Asda at Shoeburyness and SAVS in Central Southend. A retail unit in the town centre is also being opened. The main purpose of the project is to ensure people can claim their benefits on line and do effective work searches and apply for jobs on-line					
Benefits Evidence - Promotion of self-scan and mail from home and / or photograph on portable devices and email from home to benefits@southend.gov.uk					
Explore the potential of the DWP funded free App which allows the electronic submission of evidence for a Housing Benefit Claim or Change of Circumstance report.					
Explore the potential of the Co-Activa risk based assessment tool for Housing Benefit recipients; reducing the need see physical evidence in support of a claim.					
Expand the availability of online services onto mobile devices and smart phones which have a greater potential reach than other electronic channels					

11. Ensure the town is 'Open for Business' and that new, developing and existing enterprise is nurtured and supported

Good access to broadband is one of the top 5 reasons why businesses locate attracting money into the local economy. According to research from McKinsey, businesses that harness the internet successfully grow around twice as fast as those that do not.

Superfast Essex

Superfast Essex is part of the national Superfast Britain programme, which was established when the coalition government recognised that economic growth and social well-being in Britain were being held back by the lack of universally available broadband. The Department for Culture, Media and Sport is leading the national programme through a team called Broadband Delivery UK (BDUK).

In Essex, BDUK, Essex County Council and BT are jointly investing £24.6m into the Superfast Essex programme, which is coordinated by Essex County Council. The aim is to improve broadband coverage in the county so that more than 87 per cent of Essex has access to fibre broadband by the end of 2016. (In Southend the coverage to premises will exceed 95%). The aim is to ensure that a minimum of 2Mbps download speed is available across Essex, and that the fibre network – with the potential to provide superfast speeds (24Mbps and above) – is extended as much as possible with the available funding.

Analysts predict that over the next decade mobile internet will be the most significant global technology and wealth creator so accelerating mobile connectivity and content delivery will drive and support economic growth. The ability to link people and location through mobile devices provides the opportunity to proactively promote local businesses and services not only to our residents, but to people who visit or pass through the Borough, thus encouraging them to invest and spend locally.

Wi-Fi Concession

The availability of wireless (wifi) zones in town centres has been utilised by the Mobile Network Operators (MNO) in migrating demand from the iPhone or from a 3G Network which could not meet the demands of the end user to a wireless network when available. Whilst such an approach is still being validated what has now emerged is a growing interest from the Mobile Operators in delivering enhanced localised 3G coverage and future localised 4G coverage through the deployment of Small Cell at a street level using street furniture assets. It is this key demand which will be central to the sustainable delivery of WiFi as opposed to WiFi generating sufficient revenue to justify its deployment.

In the case of this strategy, it is proposed to focus on the delivery of a network within Southend Town Centre, the Seafront as well as the wider district of Southend. A strategy which will initially be driven by commercial opportunities from the private sector rather than reliance or even an expectation that the public sector will directly use this network to deliver Council services.

In respect of the wireless proposition, it is intended that the wireless hardware be located on local authority owned assets including street lighting, CCTV sites and buildings etc. and would deliver wireless coverage throughout the town centre to a level and quality of service which would support a number of services and applications.

With regard to the level of coverage the Council would be seeking a network partner through a concessionary agreement, which would deploy a network capable of supporting the delivery of multi-media content.

Beyond this user experience, it is anticipated that multiple commercial services could be delivered to mobile handsets and digital screens all of which could generate a potential revenue stream including:

1. Location Based Advertising – Retail
2. Sponsored Web Links
3. Mobile Payments
4. Mobile Vouchers – local retailers/restaurants
5. Portal for Local Advertising-
6. Seamless convergence VoIP Cellular – Mobile Handsets (support the mobile operators with local wireless coverage)

Commercial and Other Benefits include:

- **Support Economic Development and Regeneration with the consequent link to non-financial benefits:** with an increasing need for modern and flexible infrastructure to support modern business the instigation of a Metro Wireless Strategy by the local authority will send a positive signal to business, attract inward investment and indirectly deliver a network which could support training, education and other council and community services. Delivery of a digital network via wireless point-to-point links to support business with cheaper broadband and faster connections.
- **Retail Experience:** (potentially through the Southend ‘Business Improvement District’ portal) opportunity for retailers to advertise, present promotions etc – revenue stream through sponsorship, advertising, wayfinder promotions, voucher payments. This commercial strategy would not be focused on the major retailers but would have a menu of commercial options which would suit all retail businesses in Southend.

Tourism: (potentially through the ‘Visit Southend’ portal) opportunity to engage with visitors, promote events, advertise local tourism related businesses, support local tourism apps. Connecting up visit Southend with the BID site on-Southend to improve impact.

- **Catalyst to address Social and Digital Inclusion:** Create a channel through which digitally excluded communities can start to be enabled (training and education). Whilst difficult to quantify at this stage, there is evidence to suggest that digital inclusion can start to have a financial benefit in terms of reducing social funding to support individuals and communities. In this respect this has become a key driver for local authorities in challenging and addressing the “digital divide”.
- **An Enabler for Community Engagement:** As the internet now constitutes such an important means of engagement at both a local community and local authority level, the availability of a network which will offer a degree of free access offers the opportunity for the effective delivery of local government information and a platform for sharing community related content. As more end users start using smartphones with a wifi capability (projected 90% usage rate by 2014) this type of strategy will become increasingly relevant.
- **The Social Value Opportunity – Application of the Social Value Act 2012:** Both public and private sectors are looking at how The Public Services (Social Value) Act 2012, which became effective at the end of January 2013, could apply to wireless and wifi in urban areas.

The Act compels local authorities to consider wider values than simply price, such as environmental and social considerations, when procuring services. These tend to come back to the public amenity benefits listed above, although they are not necessarily identical. Although local authorities were able to do this before, the Act means social value must be considered. While 'social value' has no single agreed definition, the charity National Association for Voluntary and Community Action (NAVCA) puts forward the suggestion that:

“Social value is about maximising the impact of public expenditure. It looks at what is created, and sometimes what is forsaken, through a commissioning process. It is therefore also about what we value in the public realm. Social value considers more than just the financial transaction. It includes, but certainly is not limited to: happiness, well-being, health, inclusion and empowerment.”

In respect to the provision of wifi a local authority could put a CCTV contract out to tender asking what private sector suppliers can offer in terms of social value. A higher priced bid may include the provision of free public wifi using CCTV columns. Under the Act the local authority could choose the higher cost bid because of the social value it brings. Another example of social value may be that a particular contract offer will create a number of local jobs to service the contract, rather than using existing employees or those based outside the local area. Again this provision of social value means the local authority can opt for this bid if it believes the social value it brings is worth a monetary higher cost.

City Deal

Under 'City Deal', Southend was able to bid for, and was successful in, securing £1.8m of Regional Growth Fund (RGF) money to establish a Growth Hub – a 'one stop shop' for business support being promoted and endorsed by the Dept for Business Information & Skills (BIS). The primary interface for businesses with the Southend Growth Hub, called Business Southend, is a new website www.businesssouthend.co.uk. The website provides a wealth of information about business support available. The website also offers the additional functionality of Supply Southend – an online trading platform supporting local supply chains by allowing businesses to post notices of goods/services sought, search a directory of suppliers and find collaborators. The look and feel of the website was developed in conjunction with the business community as the focus is on meeting business needs and enabling them to grow.

Behind the website sites a CRM system which is used to capture the details of the businesses engaging, their enquiries, support received etc and forms part of the monitoring required by the Dept. for BIS and Lancaster University as our funder. The majority of the £1.8m funding is being used to deliver locally determined business support programmes which the CRM system supports and the website promotes.

Business Southend has received very positive feedback from BIS and will serve as a model as the rest of South East Local Enterprise Partnership (SELEP) gains growth hub coverage in the coming year. Through the Growth Deal announcement in July 2014 SELEP was awarded £800,000 to continue the Southend Growth Hub, serving the South Essex geography, and to roll out growth hub coverage across the rest of the SELEP area. Having Growth Hub status at this stage in the process is an accolade for Southend and is serving to raise the profile of Southend in Whitehall as well as meeting business needs.

The Southend Business Improvement District (BID)

A Southend Town Centre Partnership was formed in 2007 on the back of significant private and public investment into the town. This Partnership ensures that collective benefits are derived through economies of scale and reduced duplication of effort as well as encouraging collaboration on mutual interests based on a shared vision and strategy. The Council has supported the partnership to its new Business Improvement District status. Under the partnership all business ratepayers in the area each contribute additional funds for ring-fenced activity based around a business plan. The plan identifies winning new customers, improving safety, raising standards and working for business.

Digital Opportunities and Challenges

How can the Digital Strategy help ensure the town is 'open for business' and that new, developing and existing enterprise is nurtured and supported?

- Support the deployment of high speed broadband 'Fibre to the Cabinet' (FTTC) across the Borough
- Exploit the potential (including leverage through Social Value) of a WiFi Concession in the Borough
- Deploy the recently acquired e-procurement system

Southend Planned Outcomes for 2014/18




- Enable, high speed broadband internet connectivity across Southend
- Utilise existing assets e.g. traffic signal ducting and wi fi access possibilities to extend network
- Ensure that new development includes infrastructure future proofing in respect of ducting and location of services
- Accelerate wireless services into areas of high footfall and designated priority areas (e.g. the Seafront and Business Districts)
- Extend the range of online services provided by the Council's 'My Southend' making it simpler for citizens and businesses to find information and transact business efficiently with the Council
- Provide access to Council 'open data' so businesses and innovators can use this to develop new online services (for residents and businesses) which may also help to promote the Borough
- Promote Southend as an attractive visitor destination particularly for those seeking excellent cultural activities and opportunities
- Improve access to employment and housing by encouraging sustainable transport choices and planning and delivering new infrastructure
- Provide planning policy to guide, determine and deliver good quality and sustainable development in the town centre and new Airport Business Parks
- Encouraging new investment into Southend in line with the key sectors identified in the Economic Development and with the BID company
- Delivering new initiatives to bring greater positive focus on Southend through multi-media channels
- Deliver new City Deal for Southend
- Complete master planning of the Airport Business Park
- Progress the Med Tech Campus to achieve new high value sector development around the Airport Business Park
- Co-ordinate the key needs of businesses with appropriate partners to match workforce skills with priority requirements

Current Projects – 2014/2018 already underway or planned

- Support the delivery of access to high speed broadband to 95% plus of all premises (both residential and commercial) in the Borough by March 2016.
- Deliver WiFi to the Business Hub in the Beecroft Art Gallery.
- Enable the delivery of ‘One Stop Shop’ business support website for Business in Southend
- Ensure the provision of high speed filtered broadband connectivity to schools
- Provide the ability to link people and location through mobile devices which provide the opportunity to proactively promote local businesses and services not only to our residents, but to people who visit or pass through the Borough, thus encouraging them to invest and spend locally.
- Commercialisation of the Council owned ducting and fibre infrastructure within and surrounding Southend-on-Sea Town Centre.
- E procurement – through an on line portal enable suppliers of goods and services to view, register an interest in and subsequently apply to be part of a procurement exercise. Specifications are published and tender submissions received on-line
- Hybrid Mail -staff to adopt the principle of fulfillment and dispatch of out-going mail via the Hybrid Mail solution. Local printing and envelope stuffing and franking to cease.
- Provision of Wireless Broadband Connectivity into Business Parks within the Borough through the use of Council owned rooftops and in doing so become a catalyst for the promotion of the BDUK Business Voucher Scheme to be potentially launched in Southend-on-Sea.

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Support the delivery of access to high speed broadband to 95% plus of all premises (both residential and commercial) in the Borough by March 2016.					
Deliver Wi Fi to the Business Hub in the Beecroft					
Enable the delivery of ‘One Stop Shop’ business support website for Businesses in Southend					
Ensure the provision of high speed filtered broadband connectivity to schools					
Provide the ability to link people and location through mobile devices provides the opportunity to proactively promote local businesses and services not only to our residents, but to people who visit or pass through the Borough, thus encouraging them to invest and spend locally.					
Commercialisation of the Council owned ducting and fibre infrastructure within and surrounding Southend-on-Sea Town Centre.					

<p>E procurement – through an on line portal enable suppliers of goods and services to view, register an interest in and subsequently apply to be part of a procurement exercise. Specifications are published and tender submissions received on-line</p>					
<p>Hybrid Mail -staff to adopt the principle of fulfillment and dispatch of out-going mail via the Hybrid Mail solution. Local printing and envelope stuffing and franking to cease.</p>					
<p>Provision of Wireless Broadband Connectivity into Business Parks within the Borough through the use of Council owned rooftops and in doing so be a catalyst for the promotion of the BDUK Business Voucher Scheme to be potentially launched in Southend-on-Sea.</p>					

12. Ensure continued regeneration of the town through a culture lead agenda

Digital Opportunities and Challenges

How can the Digital Strategy help ensure the continued regeneration of the town through a culture lead agenda?

Over the past 10 years, most cultural organisations around the world have taken the plunge and started to develop digital projects and programmes. These might include photographing collections and putting them online, developing mobile applications or in-gallery ‘interactives’ to promote engagement.

Many of these projects have succeeded in opening up the organisation to new and existing audiences. The process of going digital can deliver real benefits across the cultural sector, such as developing content and technology that can be repurposed and re-used for different projects as well as characterising the main audiences for your digital work, whether they are children or adults, tourists or volunteers.

Within our library service the digital agenda is becoming increasingly important in service delivery. Nationally, millions of people use their library to access the internet via The People’s Network. In the age of the smartphone and tablet Wi-Fi is becoming an essential aspect of every-day life. It is a stated ambition of the DMS that Wi-Fi will be in every library in England by 2015.

Libraries have been a key part of the Cabinet Office’s Race Online 2012 initiative to get the digitally excluded on-line. Libraries’ staff and volunteers saw 2.5 million people getting online, which is a very real demonstration of the role they play in tackling the digital divide.

E-lending is currently in its infancy but growing fast. Just as e-readers are transforming the way people access books, e-lending could help transform the way people use libraries. Once the current barriers to e-lending are removed, it is important that our library service is well placed to offer this service on a wide scale if it is to retain members and capture new audiences into the future.

Our Museums service has developed its own Art Trail Explorer App which allows users to explore paintings and drawings of Southend and South East Essex in the places where they were created. The app shows people what the views look like today so they can compare old and new and follow maps and trails. Likewise, working in partnership with Essex Wildlife Trust, Apps have been developed too with the interpretation of local parks and open spaces.

NetPark – in partnership with ‘Metal’ this project will enable wireless provision within Chalkwell Park to create the world’s first digital art park. The ambition is to create an extra layer of entertainment and visitor attraction to the usual day out in the park.

It is vital that the Council’s Cultural Service continues with the development of existing and the creation of new Apps which complement the visitor experience in our parks, museums, galleries and other cultural settings.

Southend Planned Outcomes for 2014/18

- Ensure all new cultural capital developments are well designed and take account of the needs of local people and visitors
- Improve residents’ satisfaction with the cultural offering in Southend
- Make Southend a desirable place to live, work and play making it attractive, active and alive with sport and culture
- Complete remodelling of Central Library to house Beecroft and other art
- Delivering an outstanding events program for the resort, town centre and wider borough to include physical activity and add value to residents and visitor offer

Current Projects – 2014/2018 already underway or planned

- Wi-Fi – Installation across entire Branch Library Network (6 buildings)
- Wi-Fi – Enable all Southend museums
- Theatres & Leisure – create a link on the SBC website to theatres and leisure centres websites for booking (SBC cannot undertake any bookings directly as the services are managed externally)
- Expansion of ‘Virtual Library’ – (Increase the number of library services available online)
- Development of the Museums website
- MODES (the Museums Artefacts Database) to be fully functional and available to the public
- Audio Visual displays at museums to be refreshed (and fully functional at all times)
- Support Metal and its partners in creating the world’s first Digital Art Park at Chalkwell in enhancing the visitor experience through the Wi-Fi enabled digital provision of artworks
- Development of use of the Big Screen outside Forum for innovative programming
- Upgrade ICT and telephone systems at Chalkwell Park Visitors Centre
- Upgrade ICT and telephone systems at satellite sites , Belfair’s and Parks Central Nursery
- Continue with the development of existing and the creation of new Apps which complement the visitor experience including the Essex Wildlife Trust and Southend Museums Apps

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Wi-Fi – Installation across entire Branch Library Network (6 buildings)					
Wi-Fi – Enable all Southend museums					
Theatres & Leisure – create a link on the SBC website to theatres and leisure centres websites for booking (SBC cannot undertake any bookings directly as the services are managed externally)					
Expansion of 'Virtual Library' – (Increase the number of library services available online)					
Development of the Museums website					
MODES (the Museums Artefacts Database) to be fully functional and available to the public					
Audio Visual displays at museums to be refreshed (and fully functional at all times)					
Support Metal and its partners in creating the world's first Digital Art Park at Chalkwell in enhancing the visitor experience through the Wi-Fi enabled digital provision of artworks					
Development of use of the Big Screen outside Forum for innovative programming					
Upgrade ICT and telephone systems at Chalkwell Park Visitors Centre					
Upgrade ICT and telephone systems at satellite sites, Belfairs and Parks Central Nursery					
Continue with the development of existing and the creation of new Apps which complement the visitor experience including the Essex Wildlife Trust and Southend Museums Apps					

13. Work with and listen to our communities and partners to achieve better outcomes for all

Digital Opportunities and Challenges





How can the Digital Strategy help the Council to work with and listen to our communities to achieve better outcomes for all?

Southend Planned Outcomes for 2014/18

Current Projects – 2014/2018 already underway or planned

- Deliver a fully integrated on-line 'end to end' process for housing needs – from initial enquiry through to bidding and allocation
- Deliver a self-serve secure view of housing rent on-line including means of payment
- Deliver a self-serve housing repairs request service on-line
- Provision of more socially related WiFi deployments in the likes of Community Centres through the application of Social Value in future procurements.

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Deliver a fully integrated on-line 'end to end' process for housing needs – from initial enquiry through to bidding and allocation					
Deliver a self-serve secure view of housing rent on-line including means of payment					
Deliver a self-serve housing repairs request service on-line					
Provision of more socially related WiFi deployments in the likes of Community Centres through the application of Social Value in future procurements.					

14. Enable communities to be self-sufficient and foster pride in the town

The **Digital by Default Service Standard** is a set of criteria for digital teams building government services to meet. Meeting the standard will mean digital services are of a consistently high quality. This includes creating services that are easily improved, safe, secure and fulfil user needs.

Channel Shift – Self Service

Public Sector bodies need to move from the more expensive methods of dealing with citizens to less expensive ones. The financial climate demands it and the constantly evolving needs of the local population also demands it.

Channel shift is the process of moving customers from using more expensive means of contacting us, such as the telephone and face-to-face contacts, to less expensive means, including self-service applications, email, text, voice recognition and finding out information or reporting issues via the web and social media.

The strategic importance of channel shift is clear - not just because it improves efficiency, but because it meets the expectations of many customers who are used to carrying out their day-to-day transactions in a way that is convenient to them.

In the financial year 2013/14 the Council experienced 555,115 telephony contacts. Plans to shift telephony contact to on line self-serve solutions include:

1. The extended use of the 'My Southend Citizen Account' to present on line rather than dispatch information. Services proposed for incorporation into the Citizens Account include:
 - Council Tax
 - Housing Benefit
 - Non Domestic Rate Accounts
 - Landlord Schedules

Plus potentially

 - South Essex Homes repair requests
 - South Essex Homes rent accounts
 - Individual Electoral Registration (IER)
 - Accounts Payable
2. The application of Voice Recognition technology to 215000 removing the need for a Council employee to discharge a switchboard function
3. An on-line self-serve portal for housing benefits (new applications and change of circumstance)
4. An on-line self-serve portal for housing needs
5. Shift of the parking Penalty Charge Notice (PCN) challenge process to on-line only or potentially integrate this requirement into the provider specification at contract re-let
6. Shift the application for season ticket or resident parking schemes to on-line solution
7. An free Southend web and mobile App enabling the reporting of waste, flyposting, fly-tipping and graffiti issues without the need to have dialogue with an SBC employee

The above is a continuation of what the Council has been doing for a number of years – a combination of appropriate channel choice and good design that not only reduces cost by ‘shifting’ services on to a cheaper channel, but also improves the customer experience by allowing swifter and more convenient self-service interactions at any time and from any place.

As always, this approach needs to be implemented differentially and with care – there will always be customers with more customer needs and service requests that can only be resolved using specialist expertise or customised approaches. An ONS survey, published in February 2014, found that 6.7 million adults (13 per cent of the UK total), over half of whom were disabled, had never used the internet.

Nationally, this has been recognised by the Digital by Default programme which rightly includes activity to support greater access to digital channels through ‘assisted digital’ provision and the fostering of greater digital inclusion. This will be mirrored locally.

Digital Opportunities and Challenges

How can the Digital Strategy help enable communities to be self-sufficient and foster pride in the town?

- Adopting a ‘digital by default’ ethos
- Delivering channel shift, making the on-line channel the channel of choice
- Promote digital inclusion addressing the needs of the digitally disempowered

Southend Planned Outcomes for 2014/18

- Provide digital services to residents and visitors throughout the year – strive to deliver digitally the channel of choice; deliver customer satisfaction with the digital offer
- Digital Inclusion - increase the number of people who use digital services.

Current Projects – 2014/2018 already underway or planned

- Develop the on line private ‘My Southend Citizens Account’ enabling customers to view their personal relationship with the council in respect of their council tax, housing benefit and rent accounts and electoral registration details, report incidents and chase progress. View current status and make payments.
- Enable a single federated log on
- Shift the Penalty Charge Notice (PCN) challenge process to on-line or include as a requirement in the Parking Enforcement contract re-let
- Digitise Bereavement and Registration service registers
- Shift to a Paperless meetings of Full Council in the Chamber and key Committee meetings
- Deliver and End User Device (EUD) Strategy for Members to support the above
- Deliver and End Uses Device (EUD) Strategy for Staff
- Shift to self-serve solutions on Agresso for both SBC staff and third party customers (schools)
- Enhance mobile coverage within the Borough through a separate concession enabling access to council owned street furniture via the deployment of Small Cell
- Explore extended WiFi enablement in the Borough via the use of existing and owned traffic management networks.

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Develop the on line private 'My Southend Citizens Account' enabling customers to view their personal relationship with the council in respect of their council tax, housing benefit and rent accounts and electoral registration details, report incidents and chase progress. View current status and make payments.					
Enable a single federated log on					
Shift the Penalty Charge Notice (PCN) challenge process to on-line or include as a requirement in the Parking Enforcement contract re-let					
Digitise Bereavement and Registration Service registers					
Shift to a Paperless meetings of Full Council in the Chamber and key Committee meetings					
Deliver and End User Device (EUD) Strategy for Members to support the above					
Deliver and End Uses Device (EUD) Strategy for Staff					
Shift to self-serve solutions on Agresso for both SBC staff and third party customers (schools)					
Enhance mobile coverage within the Borough through a separate concession enabling access to Council owned street furniture via the deployment of Small Cell (potentially a concession)					
Explore extended WiFi enablement in the Borough via the use of existing and owned traffic management networks.					

15. Promote and lead an entrepreneurial, creative and innovative approach to the development of our town

- Develop a closer alignment with the Council's wider Smart City Strategy
- Ensure that any digital wireless strategy reflects the Council's Shared Service Agenda with a view to understanding how future initiatives can support key service delivery challenges including the challenge of delivering Social Care and how this could generate savings
- Investigate the potential of large scale advertising across the Borough

Digital Opportunities and Challenges

How can the Digital Strategy help promote the Council to lead on an entrepreneurial, creative and innovative approach to the development of our town?

Recent investigation has identified that there is limited but definite interest in a concession based approach to secure the provision of WiFi within the Town Centre, this could be best secured through a concession procurement strategy.

There is a need to undertake more detailed due diligence of Council owned assets and infrastructure to finalise the asset register, detailing potential sites and value including a technical audit of the existing fibre and ducting network the potential commercialisation of this asset (potentially through a concession) and utilising this infrastructure network to support other digital initiatives such as WiFi in the town centre, broadband for business and 'lighting up' the Woodgrange Estate (Social Housing).

To note and develop the continued interest in the market to utilise Council owned street furniture to deliver a Small Cell Strategy for the Mobile Operators; this could be realised through separate concession procurement.

To note the interest in the market to utilise Council or partner owned rooftop assets (South Essex Homes) to enable the provision of Superfast Business Broadband Connectivity into Business Parks as well as enhancing mobile coverage within the Borough. This could be realised through direct engagement with the market and securing site by site leases to occupy specified rooftops on a non-exclusive basis.

To ensure that any potential telecom infrastructure opportunities are leveraged through Southend-on-Sea's major development projects, with the Council being an enabler through, for example Planning, CCTV Safer by Design Policy and the Community Infrastructure Levy, for provision for example of ducting as an asset.

Whatever strategy is adopted to ensure best commercial value as well as support the delivery of wireless broadband connectivity into the wider community supporting wider social and economic initiatives.




Southend Planned Outcomes for 2014/18









- Deliver business incubator space in the top floors of the old Central Library building

Current Projects – 2014/2018 already underway or planned

- Bundle existing telecom related contracts at renewal in 2014/15 (WAN, Mobile Telephony, Fixed line, SIPS, 3G and data management) in readiness for single holistic and cost effective solution commencing 2015/16.
- Progress telephony convergence combining desktop and mobile handset functionality within a single product solution.
- Continue to explore and exploit where economically viable cloud based computing solutions including secure private hosting and Platform / Software as a Service PaaS and SaaS).
- Address the requirements falling out of the Council’s refreshed approach to Business Continuity Planning (BCP). Ensure vital systems can be recovered and access to them provided in accordance with the requirements of the BCP.
- Introduction of an Electronic Point of Sale (EPOS) solution for trading related activity at the Pier and in Museums
- The publication of place related ‘Open Data’ to stimulate creative thinking and innovation amongst partners, commissioners, the voluntary sector, business leaders and academics etc... potentially for co-produced service solutions. Open Data to be shared includes that in respect of the economy, mobility of citizens, transport and traffic data, physical infrastructure, energy and public safety
- Undertake an exercise in ‘Due Diligence’ identifying and documenting details of all Council assets above the ground (rooftops), on the ground (street furniture) or below the ground (ducts and networks) which can be used either through tender or concession to further the Council’s social and economic aims or, deliver a revenue stream.
- Progress the delivery of Wi-Fi in the Town Centre being enabled through a concession to utilise council owned assets principally CCTV infrastructure owned by Southend-on-Sea Borough Council
- Ensure that any potential telecoms / infrastructure opportunities are leveraged within Southend’s major development projects including, for example, in the proposed Airport Business Park the Seaways Development.
- Audit all advertising space across the borough with a view to exploiting opportunities to generate income streams

Priorities for Action – Timeline for Delivery

Priorities	2014	2015	2016	2017	2018
Bundle existing telecom related contracts at renewal in 2014/15 (WAN, Mobile Telephony, Fixed line, SIPS, 3G and data management) in readiness for single holistic and cost effective solution commencing 2015/16. Soft test the market and tender.					
Progress telephony convergence combining desktop and mobile handset functionality within a single product solution. Explore options with providers as the market evolves.					
Continue to explore and exploit where economically viable cloud based computing solutions including secure private hosting and Platform / Software as a Service PaaS and SaaS.					

<p>Address the requirements falling out of the Council's refreshed approach to Business Continuity Planning (BCP). Ensure vital systems can be recovered and access to them provided in accordance with the requirements of the BCP.</p>					
<p>Introduction of an Electronic Point of Sale (EPOS) solution for trading related activity at the Pier</p>					
<p>Introduction of an Electronic Point of Sale (EPOS) solution for trading related activity in Southend Museums</p>					
<p>The publication of place related 'Open Data' to stimulate creative thinking and innovation amongst partners, commissioners, the voluntary sector, business leaders and academics etc... potentially for co-produced service solutions. Open Data to be shared includes that in respect of the economy, mobility of citizens, transport and traffic data, physical infrastructure, energy and public safety.</p>					
<p>Undertake an exercise in 'Due Diligence' identifying and documenting details of all Council assets above the ground (rooftops), on the ground (street furniture) or below the ground (ducts and networks) which can be used either through tender or concession to further the Council's social and economic aims or, deliver a revenue stream.</p>					
<p>Progress the delivery of Wi-Fi in the Town Centre being enabled through a concession to utilise council owned assets principally CCTV infrastructure owned by Southend-on-Sea Borough Council</p>					
<p>Ensure that any potential telecoms / infrastructure opportunities are leveraged within Southend's major development projects including, for example, in the proposed Airport Business Park the Seaways Development</p>					
<p>Audit all advertising space across the borough with a view to exploiting opportunities to generate income streams</p>					

Glossary of Terms

3G - short form of third generation mobile telecommunications technology. 3G enables wireless voice telephony, mobile internet access, fixed wireless internet access and video calls.

4G - short for fourth generation, is the fourth generation of mobile telecommunications technology, succeeding 3G and preceding 5G. A 4G system, in addition to the usual voice and other services of 3G, provides mobile broadband Internet access, for example to laptops with wireless modems, to smartphones, and to other mobile devices. Potential and current applications include mobile web access, IP telephony, gaming services, high-definition mobile TV, video conferencing, 3D television, and cloud computing

Big data is a broad term for large or complex data sets. Challenges with Big Data include analysis its capture, management, sharing, storage, transfer, visualization, and privacy. The term often refers simply to the use of predictive analytics to extract value from data, and seldom to a particular size of data set.

Converged telephony - the situation for telephony services in fixed networks is quite different from that for mobile networks. Mobile networks are experiencing growth in number of users and traffic volumes whereas traditional fixed telephony service is faced with on-going loss of users and traffic volumes. Telephony companies are seeking single solutions for both markets; converged telephony.

INSPIRE Directive - In Europe a major recent development has been the entering in force of the INSPIRE Directive in May 2007, establishing an infrastructure for spatial information in Europe to support Community environmental policies, and policies or activities which may have an impact on the environment through sustainable development. Local Authorities are required to locate or create data in respect of 34 agreed themes (eg. Soil type, land-use, habitats, biotypes etc.) and publish it.

Open data is the idea that certain data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control. The term "open data" is recent, gaining popularity with the rise of the Internet and World Wide Web and, especially, with the launch of open-data government initiatives such as Data.gov and Data.gov.uk.

Small cells - are low-powered radio access nodes that operate in licensed and unlicensed spectrum that have a range of 10 meters to 1 or 2 kilometers. With mobile operators struggling to support the growth in mobile data traffic, many are using localised small cells devices to support 3G/4G deployment.

SMART City - uses digital technologies to enhance performance and wellbeing, to reduce costs and resource consumption, and to engage more effectively and actively with its citizens. Key 'smart' sectors include transport, energy, health care, water and waste.

Telecare - is the term for offering remote care of elderly and physically less able people, providing the care and reassurance needed to allow them to remain living in their own homes. The use of sensors may be part of a package which can provide support for people with illnesses such as dementia, or people at risk of falling. Most telecare mitigates harm by reacting to untoward events and raising a help response quickly. Some telecare, such as safety confirmation and lifestyle monitoring have a preventive function in that a deterioration in the telecare user's wellbeing can be spotted at an early stage. Telecare is specifically different from telemedicine and telehealth.

Telehealth - is the remote exchange of data between a patient at home and their clinician(s) to assist in diagnosis and monitoring typically used to support patients with Long Term Conditions including Chronic Obstructive Pulmonary Disease (COPD), Chronic Heart Failure (CHF), Diabetes and Epilepsy. Among other things it comprises of fixed or mobile home units to measure and monitor temperatures, blood pressure and other vital signs parameters (and the answering of targeted questions) for clinical review at a remote location using phone lines or wireless technology.

VHF Radio - It is used for a wide variety of purposes, including summoning rescue services and communicating with harbours, locks, bridges and marinas, and operates in the very high frequency (VHF) range, between 156 and 162.025 MHz. Common uses for VHF are FM radio broadcasting, television broadcasting, two way land mobile radio systems (emergency, business, private use and military).

Wide Area Networks (WAN) - a wide area network is a network that covers a broad area (i.e., any telecommunications network that links across metropolitan, regional, national or international boundaries) using leased telecommunication lines. The Council's figure of 8 connecting all Council sites, that majority of Southend schools and Members is an example of a WAN.

Wi-Fi - is the name of a networking technology that uses radio waves to provide high-speed Internet and network connections without wires. Wi-Fi allows you to connect several computers at once, anywhere in the house - or if you have a laptop, to even use your computer in the garden. You don't need to install extra phone lines or cables. Millions of people connect to the internet using Wi-Fi.

Examples of 'Small Cell' deployments on Street Furniture (Lampposts)



