

**NORTH LINCOLNSHIRE COUNCIL**

**POLICY AND FINANCE CABINET MEMBER**

**GOVDELIVERY EMAIL SUBSCRIPTION PILOT UPDATE**

**1. OBJECT AND KEY POINTS IN THIS REPORT**

1.1 To provide an update on progress with the implementation of the GovDelivery pilot, an email subscription platform for external customers.

1.2 The key points in this report are:

- Six initial email subscription topics are now live
- Work is continuing to implement a further 11 topics
- During the first 72 hours of the pilot, 712 subscriptions were made by 281 new customers.

**2. BACKGROUND INFORMATION**

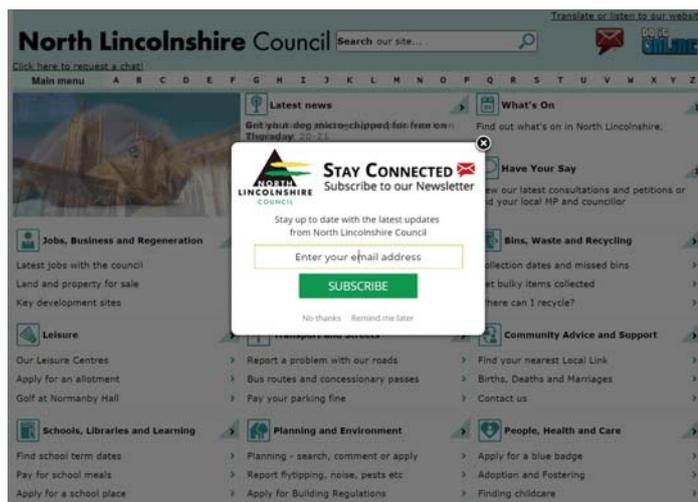
- 2.1. The investigation of an email alert subscription service was commissioned through the 2014-15 Digital Development Plan.
- 2.2. Demonstrations were provided to council-wide stakeholders and the Customer Services Development board and interest in the product was high.
- 2.3. Use of email alert tools is regarded as best practice and an expected growth area within the 2015 SOCITM Better Connected report.
- 2.4. GovDelivery was selected as the preferred subscription product given its use across a number of leading digital councils; it also underpins the email alerts on the national [www.gov.uk](http://www.gov.uk) website.
- 2.5. The GovDelivery platform has over 4 million live email subscriptions and their “network” cross matches customer alerts e.g. a customer that registers for [www.metoffice.gov.uk](http://www.metoffice.gov.uk) weather email alerts could also be offered our gritting alerts as their local council.
- 2.6. The IT Strategy Board members agreed to fund an initial one year pilot for up to 20 topics at their 14 January 2015 meeting.
- 2.7. Meetings were held with Places and Peoples directorate representatives and 17 topics were agreed within 5 broader headings:

Channel	Topic
Jobs, Business and Regeneration	Latest jobs (council-wide)
	Latest jobs (teaching)
	Trading Standards
What's On	Normanby Hall
	20:21 Visual Arts Centre
	North Lincolnshire Museum
	North Lincolnshire Libraries
Transport and Streets	Neighbourhood Services
	Waste Services
	Highways Services
People and Fitness	Leisure Services
	School Closures
	4x newsletters split by age range
News and Alerts	North Lincolnshire Council News

2.8. Six initial pilot areas were launched on 30 June 2015 covering:

- Latest jobs (council-wide)
- Latest jobs (teaching)
- Trading Standards
- Normanby Hall
- 20:21 Visual Arts Centre
- North Lincolnshire Museum

2.9. Visitors to the [www.northlincs.gov.uk](http://www.northlincs.gov.uk) are presented with an overlay during their first visit asking them to sign up for email alerts:



2.10. An eMail alert subscription icon has been added to the header of all website pages. And this is also included in the contact details for any pages that have an email alerts topic (eg. Normanby Hall).

- 2.11. Over 400 email addresses were imported from Normanby Hall's previous email alert system and these have been subscribed to their new alerts.
- 2.12. During the first 72 hours of operation, 713 subscriptions were made by 281 new customers. All live topics have at least 120 subscribers. Digital Services will continue to monitor future subscriptions levels to inform further development.

### 3. **OPTIONS FOR CONSIDERATION**

#### 3.1 Option One: Continue the pilot

- Digital Services will continue to work with service areas to implement the remaining 11 topics.
- A meeting will also be held with meet with Public Health to capture and implement any specific email subscription needs they may have.
- Quarterly reports will be provided to IT Strategy Board to monitor subscription take up, third party referrals and to gauge the over success of the pilot.

#### 3.2 Option Two: Terminate the pilot

### 4. **ANALYSIS OF OPTIONS**

#### 4.1 Option One: Continue the pilot

##### Advantages

- Provision of a wider range of email subscription alerts
- Removal of some unnecessary contact by providing information in timely manner to interested parties
- Some service cost reduction eg. "bin day" reminder emails could reduce the number of "missed" collections
- Improved understanding of our customers and what is important to them
- Improved ways of providing council services
- Improved transparency

##### Disadvantages

- None identified

#### 4.2 Option Two: End the pilot

##### Advantages

- Requires no significant resource

##### Disadvantages

- Will not get the full benefit of the one year pilot
- Will not complete the roll out of all identified topics

- Will not understand the successes or benefits
- Will not retain a service that is noted nationally as best practice / a developing area

## **5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)**

- 5.1 The work will be delivered by the Digital Services team in consultation with relevant service area stakeholders using a business partnering approach. No additional costs have been identified.

## **6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)**

- 6.1 An Integrated Impact Assessment has been undertaken that indicates no adverse impacts arising from this report.

## **7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

- 7.1 No conflicts of interest have been identified. Consultation has taken place with stakeholders across the People and Places directorates.

## **8. RECOMMENDATIONS**

- 8.1 The Policy and Finance Cabinet Member notes the progress as outlined in the report; and
- 8.2 Approves the continuation and wider development of the pilot.

DIRECTOR OF POLICY AND RESOURCES

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Date: 26 June 2015

### **Background Papers used in the preparation of this report**

None