

OFFICER DECISION NOTICE



Reading
Borough Council
Working better with you

This notice is to be used for the following types of officer decisions. (Select one option).

☐ **A.** Decisions taken by officers under a specific express delegation from Council or a Committee.

☒ **B.** Decisions taken by officers under a general delegation from Council or a Committee, which relates to (i) a permission or a licence, or (ii) the rights of an individual, or (iii) a contract or expenditure over which materially affects that relevant local government body's financial position.

1. Title of decision:	Streetscene Customer Journey Mapping
2. Date of the decision:	23 January 2024
3. The decision maker:	Martin Chalmers, Chief Digital and Information Officer

4. Decision details:

Reading Borough Council is replacing Granicus and Civica APP with Arcus. The aim is to integrate Arcus with existing front end reporting methods to allow for cases to be managed through Arcus irrespective of reporting route.

Reading Borough Council has asked Price Waterhouse Cooper (PWC) to design the customer journey map(s) relating to opportunities presented by the new technology and make technical recommendations on the integrations required.

5. Reasons for the decision:

Reading Borough Council is entering a period of significant change. Over the next 2-3 years the scale of the digital and cultural transformation activity we need to deliver to both modernise and streamline services to deliver and safeguard the Council's future budget position is significant.

Reading Borough Council is to implement Arcus (Salesforce) in 2024, this will require integrations with existing front end tools for the reporting of resident / customer concerns and defects with streets such as litter, flytipping, abandoned vehicles, graffiti etc. Currently residents report these street defects via Love Clean Streets, Granicus web form platform and the phone based contact centre.

Customer cases raised through Love Clean Streets are managed through the back office platform, Whitespace Street Scene. Cases submitted by phone or Granicus online forms have to be manually entered into Civica APP as work tickets - these are manually printed and distributed to relevant staff, Civica is then updated when the work is complete.

Reading Borough Council is replacing Granicus and Civica APP with Arcus. The aim is to integrate Arcus with existing front end reporting methods to allow for cases to be managed through Arcus irrespective of reporting route.

Reading Borough Council has asked PWC to design the customer journey map(s) relating to opportunities presented by the new technology and make technical recommendations on the integrations required.

We have engaged PWC (who is our procured Digital Transformation Partner) to support on this activity.

Over the 6 weeks PWC will work with the council to:

- Align phase (weeks 1 – 2) to mobilise the team, understand the scope and develop the roadmap
- Customer journey design (weeks 3 – 4)
- Requirements review and system architecture design (weeks 5 – 6)

At the completion of the align phase PWC and Reading Borough Council will make a decision to proceed with the next phases of the project. This decision point will occur at the end of week 2. This decision point will consider if the full scope set out in this work order is required or the commercial model needs to be changed to a T&M charging basis to complete a reduced specification delivery.

6. Alternative options considered (if any) and rejected:

- 1) Do nothing – this was rejected as the changes and expertise to support the identification of the savings and create the capacity to deliver what is needed.
- 2) Procure advisory support for this work separately – this would have created a delay (months) and lost the economies of delivery/management scale that we have from using our Digital Transformation Delivery Partner.

7. List of open Background Papers:

None

8. List of confidential or exempt Background Papers:

None

9. Any other matters taken into consideration:

<input type="checkbox"/> Legitimate expectation of consultation	<input type="checkbox"/> Procedural requirements
<input type="checkbox"/> Public Health implications	<input type="checkbox"/> Environmental or Climate Change
<input type="checkbox"/> Health and Safety	<input type="checkbox"/> Risk Management implications
<input type="checkbox"/> Transparency of Information (FOI etc)	<input type="checkbox"/> Privacy Impact Assessments
<input type="checkbox"/> Human Rights Act Duties	<input type="checkbox"/> Equality Impact Assessment
<input type="checkbox"/> Corporate Parenting	<input type="checkbox"/> Community Safety
<input type="checkbox"/> Regulatory duties	<input type="checkbox"/> EU withdrawal
<input type="checkbox"/> Armed Forces Covenant	<input type="checkbox"/> Other

Details of the matters taken into account:

None

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10. Legal considerations

Statement of works has been drafted and signed to commence the work under the PWC Digital Transformation Partner contract.

11. Financial considerations

This activity is heavily related to digital transformation and funding from the Universal Digital Systems fund (which can be used for one-off revenue as well as capitalisable expenditure) has been identified for it.

Cost for work is: £138,950

If the project is stopped at the completion of Align (week 2) the forecast fee is **£49,260**

12. Internal consultations

None.

Sections 13- 18: To be completed only for Decision A (express delegation from a Committee)

13. The name of the Committee:	
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14. Date of the meeting:	Click or tap to enter a date.
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15. Minute number:	
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16. The delegation given by the Committee:	
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17. The name of any member of the committee who declared a conflict of interest in relation to the decision:	
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18. Any councillor or officer required to be consulted prior to the exercise of this delegation and details of their response.	
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