



Health Risk

- Government's delicate balancing act in opening up our care records

Cookies Eat Us

- Secrets of web data, analytics, and how to handle those troublesome hot cookies

Agile and Collaborative

- Key messages from Socitm conference in our extended coverage

Cash Falls From the Cloud

- Extent of possible savings only just beginning to be realised

PLUS: News Update, ITU Live, View over Westminster and Contracts Won.





ISSN 2046 7133

January/February 2012



On the Cover

Man of the moment: *Mike Bracken is heading up the new, fast moving, Government Digital Service.*

See pages 4, 10 and 11.

© Paul Clarke

Publisher Helen Olsen
E: Helen@infopub.co.uk
T: 01273 273941

Editor Dan Jellinek
E: Dan@infopub.co.uk
T: 07748 988092

Special Correspondent Tim Hampson
E: Tim@infopub.co.uk
T: 01865 790675

Special Correspondent Michael Cross
E: Michael@infopub.co.uk
T: 020 8341 0910

Photography Paul Clarke
E: Paul@infopub.co.uk
T: 07515 655932

Advertising & Circulation Ann Campbell-Smith
E: Ann@infopub.co.uk
T: 01983 812623

Design & Layout Informed Publications Ltd

Printers DC Graphics

UKAuthorITy

UKAuthorITy comprises the online news service UKAuthorITy.com, video news UKA.tv, the market-leading IT in Use magazine and ITU Live webinars, and the market information newsletter, UKAuthorITy Report (formerly Town Hall newsletter). Our core editorial focus is the use of technology to both improve public service quality and reduce service delivery costs across the UK public sector: Central Government, Local Government, Police, Fire and Health.

Editorial: Editorial for all UKAuthorITy titles is written in house by the editorial team: Helen Olsen, Dan Jellinek, Tim Hampson and Michael Cross. Relevant news releases should be sent by email to: Dan@infopub.co.uk or Helen@infopub.co.uk

Published by: Informed Publications Ltd, PO Box 2087 Shoreham-By-Sea, West Sussex BN43 5ZF

© Informed Publications Ltd

All rights reserved. Reproduction in whole or in part, storage in a retrieval system or transmission in any form, of any material in this publication is prohibited without prior written consent from the Editor. The views expressed by the Editors and writers are their own. Whilst every care is taken, the publishers cannot be responsible for any errors in articles or listings. Articles written by contributors do not necessarily express the views of their employing organisation. The Editor reserves the right to edit any submissions prior to publication.

Subscribe Now

See inside back cover for details of FREE public sector subscriptions

To advertise in ITU call
Informed Publications:
01983 812623

Contents

	Comment	3
	<i>Teaching coding skills in class will build the digital society of the future, says Dan Jellinek.</i>	
	UKAuthorITy.tv	3
	<i>Round-up of the latest interviews on UKA.tv</i>	
	News Update	3-6, 8, 11
	<i>Socitm's latest IT Trends, ICT teaching in schools, Digital by Default and councils heading for the clouds, all feature in our regular news round-up.</i>	
	Special Focus: Communications	7
	<i>Communications clarity for public facing staff.</i>	
	Special Focus: Online Service Directories	9
	<i>Councils adopting an holistic approach to online service directories will save money and drive change, says Open Objects' Gavin Cameron.</i>	
	Socitm 2011: Shared New World	10
	<i>Michael Cross reports from the annual IT management conference.</i>	
	Privacy Vs Improved Care	12
	<i>A strategy for health and social care is emerging, and welcome, says Michael Cross.</i>	
	ITU Live: Cookies, Citizens and Websites	13
	<i>Dan Jellinek reports from our ITU Live debate on the cookies that are too hot to handle.</i>	
	ITU Live: Cloud and the Public Sector	14
	<i>Using 'software as a service' in the cloud not only generates cash savings but also means projects are amazingly fast to trail, start... and stop. Dan Jellinek reports from ITU Live.</i>	
	View over Westminster	15
	<i>Tim Hampson rounds up the month in parliament.</i>	
	Contract Roundup	16-18
	Product & Company News	19



Error 404: school coders not found

It was in 2009 that government transparency campaigner and digital activist Emma Mulqueeny began to realise the extent of problems with the teaching of computing in our schools. An organiser of 'hack days' for programmers to create tools to make use of open government data, she decided to run a special hack day for young people to harness the energy of Britain's young coders.

A venue was found at Google's UK headquarters, to guarantee excitement and a big turn-out. But on the day, only two people turned up.

Horrified, she began to build her own network and the Young Rewired State event managed to attract 50 people in 2010 and 100 last year. But when one of the young people carried out some research into where these kids had learned to code, without exception they said they were self-taught.

As a parent herself, Mulqueeny says she already had her suspicions: one of her own kids had "spent two terms in ICT class manipulating a puppy in Photoshop".

This far, everybody in the world of technology agrees: ICT teaching in Britain's schools, while recognised as a core subject, has been allowed to slip so low in quality that universities looking to take on people for computer science courses are reportedly ignoring whether or not they have ICT at GCSE or 'A' level. Poor courses were being made still worse by outdated teaching: in subjects like English or history, it matters little if teachers have not been retrained for a few decades: in ICT, a year is a very long time.

Education secretary Michael Gove's acceptance of the dire and urgent situation came as a relief to the digital sector. But fears remain that he has simply stripped away what currently exists and replaced it with a hope that positive innovation will follow.

The Royal Society report 'Shut down or restart?: The way forward for computing in UK schools' does suggest a few ways to fill the gaps, such as a framework to support more meaningful computer science teaching in schools. Something will certainly have to be funded to help schools where understanding of computing is not a strength, and it is now incumbent on all sectors with a vital interest in this debate, from the technology companies who want to hire the home-grown coders of the future to government, schools and parents, to respond to the government's consultation exercise and urge that meaningful long-term action is taken.

Everyone is keen to get the benefits of a digital society: it just seems like we all forgot that someone, somewhere, has to code it.

Dan Jellinek, Editor
dan@infopub.co.uk

UKA.tv

This magazine's content is expanded and enhanced by our unique online TV channel UKAuthorITy.tv, bringing you the latest public sector interviews and debate. Current highlights include:



INNOVATION BID: Paul McElvaney, Director at Learning Pool, on how SMEs were asked to pitch innovation to government.



E-LEARNING GAMES SAVE MONEY: Keith Quinn of the Scottish Social Services Council on how a cheap mobile games device was harnessed to train social workers.



UNSTOPPABLE CLOUD: a challenge for the public sector and its suppliers: Andy Nelson, Ministry of Justice CIO - and new Government CIO - talks to UKAtv about the government cloud strategy he leads.



PUBLIC SECTOR ICT PROFESSION: In-house 'ICT Capabilities' are the foundation for delivering better government for less, says Andy Nelson, SRO for the Government ICT Capabilities Programme.

SOCITM HIGHLIGHTS: Last month UKAuthorITy.tv went on the road to Birmingham to interview the movers and shakers as they came off the stage at the year's key event for public sector ICT, Socitm 2011. Highlights include Socitm vice president Nadira Hussain on women in public sector IT; Mike Bracken, the Cabinet Office's new head of digital, on his plans for the Government Digital Service; Chris Ulliott, deputy technical director of CESG, on cloud security; Lanarkshire Council head of ICT Kay Brown on pan-public sector ICT engagement in Scotland; Socitm president Glyn Evans on his key messages for the year; and Mark Thompson, ICT futures advisor at the Cabinet Office, on open platforms and "post-bureaucratic government".

Tune in now on www.UKAuthorITy.tv



BYO technology goes mainstream

Attitudes to Bring Your Own (BYO) technology in local government have gone from “over my dead body” to overwhelming support in three years, according to the authors of an authoritative annual survey of council IT.

Responses to the latest Socitm IT Trends survey found that 90% of organisations allow employees to use their own devices for business purposes, including 30% who allow the use of smartphones. Three years ago the idea was ‘fiercely resisted’ by the IT community, states the report. One reason for the new enthusiasm could be the age of the installed base of council-owned hardware, now an average of seven years – and as data for the survey was collected in June 2011, that BYO figure today could be even higher.

Central government is watching the development with interest. Jo Clift of the Cabinet Office’s efficiency and reform group said that she had been surprised by the finding. “This was an area that was unexpected, and one

we would look to develop in central government,” she told a launch event in London.

As expected, the survey finds IT departments under severe pressure from falling budgets. The number of people employed in local government IT has fallen by 5,000 to 22,000. This is the largest change in 25 years of conducting the survey and is “impacting service standards”, said IT Trends editor, John Serle.

For the first time the survey shows rates of customer satisfaction dropping. Meanwhile, the skills shortage has returned as a topic of concern for the first time in several years, probably because of the ongoing pay freeze.

The current climate does not seem conducive to innovation, said Serle, which could be bad news for central government’s plans to encourage new IT service models. “Cloud, G-Cloud and utility computing are still regarded as too immature,” he said.

www.socitm.net

GDS live and kicking

Cabinet Office Minister Francis Maude put his full weight behind the official launch before Christmas of the Government Digital Service (GDS). Led by Mike Bracken (pictured) the team is charged with revolutionising the way citizens and business interact with government and delivering digital by default services.



© Paul Clarke

Maude said that e-services had come a long way but that, as there was no new money, new ways had to be found for making public services cheaper whilst giving more choice and control to the citizen. “Digital is a way to deliver this... Where a public service is capable of being delivered digitally it should be.”

In the quest to design ‘digital by default’ services the sector should be “willing to turn off non digital channels”, he added, and not fall prey to the arguments about the “uniqueness of parts of government”. Maude said that he was expecting to meet inertia and resistance to these plans but that the prize - in terms of both savings and improved quality - was worth it. Whilst one immediate focus was on transactional services, the way in which government publishes information must also change, he said, adding, “We are closing down a plethora of websites and working towards a single domain.”

Simplicity and standardisation would cut costs, but the sector should also “take the opportunity of moving online to redesign the business processes as we digitalise”. Everything from here on in should be designed “from the citizen’s point of view”.

Due early in the new year, the new beta site following on from alpha.gov will be accompanied by a governmental ‘global experience language’, or kit of common language, that should be used on public sector websites to ensure a common end user experience.

LARGEST GOVERNMENT SUPPLIER TO HELP MINNOWS:

Central government’s largest IT supplier, HP, has announced a politically astute initiative to help small firms win government contracts. The multinational firm, whose multi-billion-pound outsourcing contracts became a focus for critics of the last government’s IT policy, said its ‘robust plan of support’ for SMEs is the first by a large systems integrator. Helping SMEs to win government contracts is a key element of the coalition’s ambition for ‘agile’ and innovative public sector IT. In response, HP UK’s managing director, Nick Wilson, said that the company would: revamp its own procurement process to establish an approved suppliers list for SMEs and appoint an ‘SME champion’; increase the use of SMEs in its supply chain; and launch a new award.

Don’t just scrap ICT teaching, Gove urged



© Paul Clarke

A clear framework for schools to improve the teaching of computing and classes for kids as young as nine are among measures now needed to back up the government’s announcement that it is to scrap the current ICT curriculum, education campaigners have said.

Education secretary, Michael Gove, intends - subject to a 12-week consultation - to scrap the national curriculum programmes of study and associated attainment targets and assessment arrangements for ICT in England, from September 2012. “There is a

significant and growing base of evidence, not least from Ofsted inspections, that demonstrates that there are persistent problems with the quality and effectiveness of ICT education in schools,” Gove said. However, he did not announce any intention to replace them with anything, beyond confirming that ICT would remain a compulsory subject.

Gove’s analysis of the problem is supported by a Royal Society report which finds that just 35% of ICT teachers are specialists, compared with, for example, 74% of maths, 76% of history, 80% of English, and 88% of biology. The report suggests that ‘computing education in many UK schools is highly unsatisfactory’ due to a shortage of specialised teachers, poor school infrastructure, and insufficient status afforded to computing in schools.

However the report does suggest several concrete actions, including a review of qualifications and curricula, and a framework to support formal and non-formal learning in computing including after-school clubs, school speakers, and mentoring for teachers.

The need for a framework for progress was also cited by Emma Mulqueeny, director of Rewired State, as essential to improve the teaching of computing in schools. “I know they don’t want to be prescriptive, which is great, but there need to be a few suggested options like how to set up computer clubs, or bring in local businesses, targets for how many pupils should be able to code. There needs to be something from government that a headmaster can tick.”



© Paul Clarke

'Tell Us Once' on backburner

Plans to expand a much-praised data-sharing scheme - to make life easier for the public - have been quietly dumped by the government, MPs have warned. The 'Tell Us Once' initiative will no longer be rolled out beyond the 'relatively simple' area of people notifying their local authority of a birth or death, a cross-party Commons Public Accounts Committee (PAC) inquiry heard.

Ninety six percent of councils will be offering 'Tell Us Once' in the next few months - giving citizens a single appointment with their local registrar to notify up to 28 central government or council services of a person's birth or bereavement.

In a statement, a spokesperson from Tell Us Once said, "Currently, the Tell Us once scope is purely focused on government services and departments. While removing government red tape is a long awaited and sensible development, there is so much potential to expand it by taking on new partners.

"Because there is so much happening already, the government recently decided not to progress a possible change of address service at this time."

According to the PAC report: 'The 'Tell Us Once' project aimed to reduce the burden on individuals by allowing them to tell just one government agency of a change in their circumstances, placing responsibility on that agency to inform all other public organisations. This has been introduced for the reporting of a claimant's death, but its extension to other areas is no longer being actively pursued.'

Other opportunities to 'improve the claimants' experience' are also being missed, the report warns.

£500 DISCLOSURE RULE FAILS TO STAUNCH FOI REQUESTS: Publishing all items of spending over £500 has yet to have any impact on the volume of freedom of information (FoI) requests handled by local authorities. FOIA and Local Government in 2010, published by the Constitution Unit at University College London, states that while 'it is still very early days to say if the new publication policy has succeeded or failed' the ambition of communities secretary Eric Pickles to create an 'army of armchair auditors' is 'unlikely to be realised... as most people won't have the time or the patience to scroll through long excel sheets, but NGOs and journalists will find it useful.'

CENTRAL LONDON TO GAIN FREE WI-FI – EVENTUALLY: In an impressive commercial



© Paul Clarke

sleight of hand, Westminster City Council and the Royal Borough of Kensington and Chelsea have reached an agreement with network operator O2 to provide completely free outdoor wireless access across their entire areas - over time. Following a tender process with an outcome of which most austerity-hit purchasing directors can only dream, O2 has agreed to fully fund the entire service from keeping the revenue raised from advertising on the service's landing page. A spokesperson for Westminster said that O2 will begin installing the network in January "in a limited number of areas". The service would be extended across the whole two boroughs "over the longer term", with the precise timescale "to be confirmed".

SCHOOLS LAPTOP FAILURE 'SCANDAL IN THE MAKING': Schools are failing to ensure that all pupils - including those from deprived



© iStockphoto / Dmitry Shironosov

backgrounds - have access to their own learning technology devices such as laptops at home and at school, in what amounts to a "scandal in the making", a national conference heard this month. Valerie Thompson, chief executive of the e-Learning Foundation charity which aims to ensure that all children have access to learning technology, hosted a session at this year's BETT event on technology in education. She said that schools are failing to make the most of existing funding sources which could be used for technology including more than half a billion pounds worth of pupil premium funding.

ALLAN, ASSIRATI AND DERRICK HONOURED IN NEW YEAR LIST: Three names well-known to the e-government community were recognised on the New Year's Honours list. Alex Allan, Tony Blair's e-envoy from 1999-2000, was awarded a KCB, presumably more for his work as late chairman of the joint intelligence committee than for laying the groundwork for the 2005 e-government targets. Bob Assirati, former director of the Major Projects Authority, Cabinet Office, picked up a CBE. On a local level, Amanda Derrick was awarded an OBE 'for services to children and families'. Derrick was responsible for one of the unequivocal successes to emerge from the e-government national projects of the 1990s, the eAdmissions project, run from Hertfordshire County Council.

www.ggpsystems.co.uk

Transforming Britain's public services



With its class-leading GIS and gazetteer software, GGP Systems is playing a vital role in improving public services.

Providing the very latest solutions for managing and delivering spatial information, GGP has an unrivalled 16-year track record in successful system implementation and support across the UK public sector.

Call us now on 020 8686 9887



Business transformation drives Hillingdon's ascent to cloud

Plans to transform front-line services - plus the small matter of multi-million pound savings - are driving Hillingdon council's pioneering move to shift staff desktops into the cloud.

With help from Cloudeach, the London borough is to shift around 3,500 staff onto Google Business Applications, in one of the most comprehensive adoptions so far of desktop 'software as a service' by a UK local authority. Services to be drawn from the cloud include email, calendar, desktop documents and real-time collaboration tools with voice and video support.

Roger Bearpark, assistant head of ICT at Hillingdon, said that the new arrangement would come in around £3m cheaper than the council's current in-house management of GroupWise. Further savings could also be made in future as staff will need only a Chrome web browser to access the new services, requiring a PC of a low spec or a cheaper mobile or tablet device, he added.

Apart from savings, the main benefits to the council will be from enabling new ways of working, he said. "We've got a programme running at the moment - the Hillingdon Improvement Programme - looking at opportunities to do things in a radically different way. It's not just about mobile and flexible working, it's about collaboration on a much larger scale. For example we have a 'Street Champions' project running in Hillingdon where residents report on damage to street furniture and graffiti. Now they could use geotag information and put it onto the same system. So rather than saying this is the technology and the business has to adapt to that, we will adapt the technology to the business."

Health monitoring at home to be extended as study shows success of trials

The prime minister has announced the roll out of advanced telehealth and telecare systems to the homes of three million people in England over the next five years. Patients with chronic illnesses such as diabetes or heart conditions are to get hi-tech equipment to monitor their health at home.

David Cameron was announcing a campaign called 3 Million Lives (3ML), in support of which the Department of Health has published headline findings from the Whole Systems Demonstrator (WSD), a long-awaited randomised controlled trial of telehealth and telecare services delivered to 6,000 people.



© Paul Clarke

The headline results from the WSD study included a 45% reduction in mortality rates; 20% reduction in emergency admissions; and 14% reduction in elective admissions. The trial involved patients in Cornwall, Kent and the London borough of Newham. Information is uploaded daily to a centre which monitors a patient's heart rate and blood pressure and can help early detection in deterioration in health.

How many council staff does it take to change a website?

Huge variations in the number of staff assigned to develop council websites have been found by the first national survey of council web teams.

One group of councils of roughly the same size and serving a similar sized population reported web teams varying in size from two to 12, according to the research by Ian Watt, e-government manager at Aberdeen City Council.

Watt conducted the survey as part of an exercise to develop a business case for replacing a member of his own web team in the face of extreme budget pressures. After launching an online questionnaire he received promotional support from the public sector Society of IT Management (Socitm), eventually gathering data from 108 authorities - around a quarter of all UK councils.

The questionnaire asked council web team representatives to provide information including location of the web team within the council; number of people working on web content, technical developer and managerial roles; number of additional council or partnership sites hosted; whether and how content management is devolved; and number of visits per year received by the website.

In successfully using the data to build a business case for his own team, Watt compared data from seven councils of a similar size and serving a similar sized population as Aberdeen. The survey's findings have been posted for discussion on the Web Improvement and Usage Community, part of the communities of practice discussion forums run by the Local Government Improvement and Development agency.

Councils should jump into new digital arena

Local authorities should move now towards implementing the new unified design concepts outlined at the launch of the new Government Digital Service or risk being forced to do so at a future date, says Socitm.

Direct.gov is to be phased out and replaced with a new single domain with a strong focus on user needs; an obsession with user testing and feedback; an emphasis on common tasks; and a determination to achieve a consistent user experience for all parts of online government. Consistency will be achieved through use of a "global experience language" defining all aspects of online design such as use of words, buttons, layout and fonts.

Martin Greenwood, from Socitm Insight, said this new design trend "will definitely spill over into local government. It can either happen through people observing what's happening and trying to apply it locally, or as the result of a specific initiative by DCLG to encourage or push local authorities into doing something similar."

SO FAR, SO GOOD - NAO ON WHITEHALL'S ICT STRATEGY: A preliminary audit of the government's ICT strategy - just nine months after publication - has found signs of schedules slipping already. The National Audit Office (NAO) commends 'early progress' being made in implementing the ICT strategy, but has identified areas where 'progress has not kept pace with the government's ambitions', according to a report presented to parliament. Among the warnings is a caution that the public sector will require at least another 84 staff to carry out projects in the implementation plan. www.nao.org.uk/publications/1012/government_ict_strategy.aspx

MAY PRESSES ON WITH SCHEME FOR POLICEIT.CO.UK: Plans to create a national police IT company are still under way. In a statement to parliament, home secretary Theresa May said, 'good progress' is being made in phasing out the current coordinating body, the National Policing Improvement Agency (NPIA), in 2012. Some of the agency's functions would be absorbed by the new ICT company, which would also take over most IT procurement currently carried out by individual forces. "The company will be responsible for the procurement, implementation and management of complex contracts for information technology, related business change and outsourcing services, supplying both national and local services for police," May said. The company will be owned by police authorities and subsequently Police and Crime Commissioners, with the police service as its customer.

Communications Clarity for Public Facing Staff

The public today has very high expectations of service delivery from local authorities and other public sector bodies. Meeting these expectations with exemplary service delivery is a constant challenge for the public sector and the customer facing staff in the front-line. This is particularly true of staff working in call centre roles or who engage with the public via the phone. The ability to hear clearly what is said and being understood without repetition can prevent an irritated caller becoming confrontational or even abusive.



Sennheiser has a legacy of 65 years as experts in acoustics and audio technology. The German company has a global reputation for high quality headsets and microphones used in professional broadcasting, music industry and aviation all of which demand high quality speech and audio. Using Sennheiser professional grade headsets avoids compatibility issues with existing equipment, reduces operator fatigue and diminishes the potential for confusion between the caller and operator. Sennheiser professional headsets have some unique design features that provide significant advantages for staff in public facing roles using the telephone.

One of the most important advantages of Sennheiser headsets is the company's patented ActiveGard technology. It's an unfortunate fact that public sector staff can suffer from malicious calls, which are usually harmless. But there are also aggressive calls made with the intention of hurting and possibly permanently harming the staff member's hearing. Blowing whistles or using more sophisticated electronic devices to deliver an acoustic

shock are rare occurrences, but can be devastating for the recipient.

ActiveGard technology is embedded in all Sennheiser telecoms headsets and detects unsafe audio levels and compresses the signal within milliseconds. ActiveGard doesn't just reduce, but rather removes dangerous energy from an acoustic burst, eliminating the distortion from an excessive incoming signal and keeping the volume of a sound peak at a safe and comfortable level to protect the user's hearing.

A busy office can be a noisy place and to address this Sennheiser offer a range of corded and wireless headset solutions featuring high performance ultra-noise cancelling microphones to filter out unwanted background noise. The benefits to public sector workers of high quality sound and the elimination of external noise which are offered by sophisticated headsets cannot be overstated. The resulting improvement in intelligibility can greatly improve call efficiency, saving valuable time by reducing the risk of misunderstanding and average call duration.

and office workplaces which incorporate all these important design and safety features. To withstand the stresses and strains of a busy call centre CIRCLE line headsets are fitted with a reinforced metal headband designed to last for years. Productivity features include a noise cancelling microphone to filter out ambient noise for optimum speech clarity, and Sennheiser HD Voice Clarity wideband sound to ensure a more natural sounding experience. The CIRCLE Line series has already been awarded an 'Office Oscar' by Office Equipment News magazine, which reported that "Sennheiser headsets excel in sound quality, durability and comfort which are essential in any environment where the user will have medium to heavy call usage."

Many workers will benefit from mobility solutions which allow them to answer and participate in calls on their desk phone when away from their desk. Sennheiser's DW Series of wireless headsets are the perfect solution, offering 180 metre range (line of sight), twelve hours of talk time and fast charging, with four hours talk time in just ten minutes and full charge in one hour. Sennheiser headsets are available in a choice of monaural (single sided), binaural (double sided) headband and single sided ear-loop wearing styles to suit the needs of all users. Sennheiser has also invested heavily in research and development to ensure that headsets are optimised for simple installation and are simple and intuitive to use.



Wearing comfort is another critical consideration, particularly in contact centre environments where workers may be wearing the headset for eight hours a day or more. Sennheiser has undertaken extensive ergonomic research to ensure that the design of its professional headsets are optimised to provide all day wearing comfort. Sennheiser recently introduced the CIRCLE Line series of wired headsets for call centre

Free trials of Sennheiser headsets can be arranged for public sector organisations. To know more call 0800 1303955, email info@sennheiser.co.uk or visit www.sennheiser.co.uk

 **SENNHEISER**

School admissions 'digital by default'

Around one in five English local authorities are now achieving electronic secondary school application levels of 80% or higher, the target at which the government considers services to be 'digital by default'. One or two councils are even around the 100% mark, in what could become a model for all public services shifting to e-channels, one leader of the online school admissions revolution told IT in Use.

The new figures have emerged from Connect Digitally, a programme born out of the school eAdmissions national project, one of the former national projects for local e-government. The programme is a central-local partnership funded by the Department for Education (DfE) and based at Hertfordshire County Council. Its core focus is on the education sector, specifically online school admissions, automated application for free school meals and online payments related to schools.

Last year, an average of 55% of secondary school applications were made online, with 26 out of 152 top tier English authorities achieving the digital default target of at least 80% online take-up. The 2010-11 admissions round for English secondary school entry in 2012 has now closed and official figures for this year's online take-up will not be published by DfE until March 2012. But early unofficial figures collated by Connect

Digitally suggest that around 30 councils have achieved or exceeded the 80% target this year, including some councils like Solihull and Stockton-on-Tees which reported less than half that level last year. Hertfordshire itself is now running at 98% online admissions; and Tameside council claims to have achieved 100% online applications - up from just 11% last year.

Connect Digitally programme director, Amanda Derrick, said that many perceived problems with shifting services online by default were "mythical barriers" in need of debunking - such as the notion that service users on lower incomes cannot gain internet access. But with the online application service for free school meals - offered by 112 English authorities by the end of September - up to 60% take-up had been observed, she said.

The principles of work in schools were equally applicable in other service areas, said Derrick. "The barriers of accessibility, usability, trust, technology, are all the same, whatever it is you're trying to shift online. The number of councils that are getting above 80% take-up is showing it can be done nationally, in councils of different sizes, with different demographics and different priorities. Often people say you can't transfer solutions across areas, but we have demonstrated that you can."

Patient records enter blizzard of open data

Sharing NHS data with industry - to help Britain become a world leader in life sciences - was one of a winter blizzard of open data measures unveiled by the government in time for Christmas.

David Cameron sparked controversy by unveiling plans to allow firms to view anonymous NHS patient records and other data - with "all necessary safeguards". The prime minister argued that the 'cradle-to-grave' care of the NHS mean it has some of the most detailed and comprehensive patient data in the world. Such information can help Britain become a centre of excellence for research, fuelling advances in treatment that will benefit patients, he said.

The announcement caused alarm in some quarters. The BBC reported campaign group Patient Concern as saying that the policy would mean the "death of patient confidentiality". However, the DoH said: "Health and care data will be made available in anonymised and de-identified form. We will continue to see how we can further strengthen the approach to patient confidentiality."

Other new open data initiatives include:

- **Data on the quantity of each type of prescription** - by September 2012, to help patients make decisions about their care, but also to support research by health and companies.
- **Personal data** - all NHS patients will be able to access their personal GP records online by the end of this parliament, in 2015, and parents' and pupils' access to education data will be improved.
- **Releasing reference data** - the government will establish a group to maximise the value of the data from the Met Office, Ordnance Survey, the Land Registry and Companies House.
- **Train and bus data** - by April 2012, release of real-time train and bus information to improve passenger journeys, working with the transport industry.
- **Rail fares data** - a consultation early 2012, on providing access to allow passengers and businesses to make "cost-effective travel choices".
- **Airports and airlines** - legislation to give the Civil Aviation Authority power to publish data on performance, to allow cost and quality comparison.
- **Traffic data** - from March 2012, data on road works and delays will be released, to help reduce congestion and aid decision making.
- **Fit note data** - the government will consult on publishing anonymised data, to improve management of sickness absence.
- **'Universal Credit' data** - will be published during the first year of 'live' running.
- **Linking welfare data** - the government will consider opportunities for linking welfare data to other government and commercial datasets to "increase their value to industry".
- **An Open Data Institute** - up to £10m over five years, with match-funding from industry and academia, to establish the world's first institute dedicated to "helping business exploit the opportunities created by release of public data".

Interactive map shows councils are saving millions



Councils are saving more than £156m a year through the sharing of services and are outperforming central government, according to new research from the Local Government Association. The nationwide study found that 219 English authorities are sharing IT, recycling and waste, procurement and other corporate services in a total of 143 examples of shared services, which the association has plotted online on an interactive map. District councils came out on top in the investigation, leading in 99 of the 143 examples.

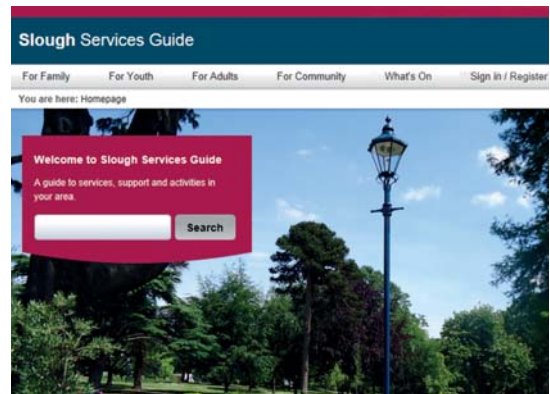
Cllr Ruth Cadbury, deputy chair of the LGA's Improvement Board, said that councils are the most trusted and efficient part of the public sector, outperforming the rest of Whitehall, despite the challenging financial situation. "These innovative approaches to delivering services have resulted in millions of pounds worth of savings, which otherwise could have affected frontline services. However, it's not a case of one-size-fits-all. Each council must consider its local needs and also the fact that it may have a different structure to others. For example, our results found that district councils were very effective at sharing services with other districts."

Some of the examples named at www.local.gov.uk/better-for-less-po-map include:

- **Association of Greater Manchester Authorities** sharing procurement of goods and services, which has saved £18.5m so far. This approach targeted existing AGMA contracts to find savings.
- **Tamworth and Litchfield** sharing the management and communication of waste services, which is saving £1m a year. This new approach also led to much greater customer satisfaction through clearer information being passed on. This also brought benefits to the environment, through lower emissions and improved recycling rates.
- **Hammersmith and Fulham, Westminster, and Kensington and Chelsea** are merging a variety of services to avoid making reductions to frontline services. This approach has included children's services, corporate services and adult social care. Savings of £33m a year by 2015 are anticipated.

All in One Place...

Local authorities adopting an holistic approach to online service directories will save money and drive change, says Open Objects director, Gavin Cameron.



The deep cuts in public spending have made the search for efficiencies and transformed ways of serving the public a top agenda item for Local Authorities. The Localism Act 2011 and upcoming Health and Social Care Bill are redefining the relationships between service users, providers and commissioning authorities. A broad mix of public, private, social enterprise, voluntary and community based organisations is essential to encourage efficiency, innovation and diversity in service provision.

Combined Services Guides

Free and universal access to information about all local services, together with trusted advice and guidance, will provide a key driver to change. Services directories of all types exist across local authorities providing information to specific audience groups, for example Childcare services, Social care services, Community, Housing etc. It is still rare, however, for information about all services, all providers and across all needs, to be drawn together into a single searchable website. The public is left to navigate a confusing patchwork of online information which usually splits down departmental and organisational lines, without the ability to see the whole picture.

Some local authorities are now addressing the challenge of bringing everything into one online place for the benefit of the public. Among these is Slough Borough Council which has recently launched the Slough Services Guide: <http://servicesguide.slough.gov.uk>

"Slough Services Guide encompasses all services across the Borough, with sections for Families, for Young people, For Adults and Community," explains Judith Davids, Assistant Director of Customer Services and ICT at Slough.

"With the launch, we are inviting service providers from the private sector and the third sector to get listed and to take ownership of the information about their service within the Guide. The Services Guide is an integral part of our Customer Focus Programme, and creates a powerful juxtaposition of Council led and community based services from a single point of access."

Collaboration

The Guide is a collaboration across departments within Slough Borough Council including the Family Information Service (FIS), Adult Social Care, Youth Services, Disability Services, Leisure services and others. Information from all areas within and outside the Council including service provider submissions is held in a single searchable directory. Expert users from across all disciplines contribute their knowledge in adding, editing and moderating information within it. The Guide also collects information from other key online sources such as the Care Quality Commission (CQC) and NHS Choices using an automatic data harvesting technology.

Meeting Needs

Already the Services Guide is providing benefits to Slough Borough by meeting a range of statutory and other requirements from a single shared platform, including the information requirements of Section 12 The Children Act 2004, the Disability Register and Universal Services Information as part of Social Care Transformation.

Enterprise Hub

Slough Services Guide has been built using Open Objects' Enterprise Hub. The Hub provides a flexible database system for managing records about services, activities and events of all kinds. Records can be shared and worked on by any number of collaborators via an advanced administration model. The built-in presentation layer enables information to be surfaced online within any website and as a searchable directory in its own right. Website users can browse and search to create personalised lists of services and activities for later reference or to send to each other. They can register with the site to write service reviews sharing their experience with other users. The user can sign-in to undertake a variety of secure transactions, such as online self-assessments, online updating of records etc. The entire Hub creates a shared online space in which service users and providers can be brought together within a safe and socially responsible online community. The Hub also provides a platform for search and access of services information via smartphones, tablets and other mobile devices.

Diversity, Choice and Savings

A key component of the legislative changes underway and the ethos of localism is the encouragement of diversity and choice in services to meet citizen needs. By offering completely free access to providers and service users alike, the Enterprise Hub assists the promotion and uptake of voluntary services and social enterprise backed services, enabling them to flourish on an equal footing with private and public funded services. Council funded services will reap direct cost savings and benefits from the greater involvement of partners and externally funded services.

Customer Service

Above all, by establishing a unified services directory, Councils can establish a significantly improved customer service offering for enquiries from all channels. Using the Enterprise Hub with contact centres and customer service centres enables staff to see a complete picture of service availability when answering enquiries from the public. Moreover, the ability to send personalised responses immediately via email or SMS/text message, as well as traditional print, mail, over the phone and walk-in, provides an integrated and consistent response across all channels. The Hub encourages self-service among the public and produces measurable channel shift into online sources.

Consolidation and Sustainability

The Enterprise Hub can be used to consolidate directories, databases and other ad hoc information processes across a local authority. Information which is used over and over again in a variety of service settings gains a single home, where it is maintained once only, eliminating duplication of effort. The ability to collect information updates online, directly from providers themselves, saves substantial amounts of staff time, which endows the directory with long term sustainability.

Online Demonstration

Open Objects is offering readers the opportunity of a free demonstration of the Enterprise Hub. For further information regarding this offer contact Karine@openobjects.com quoting this magazine, ITU.

Shared New World

Cheap, agile and collaborative: it might be wise – and politically astute – for councils to heed the new Government Digital Service's operational model in the year ahead. Mike Cross reports from Socitm's annual conference in Birmingham.



Mike Bracken, GDS, addresses conference. © Socitm

Socitm chose an interesting day to open its 2011 national conference in Birmingham. November 30 was the public sector's 'day of action' against the government's pension reforms, but it was business as usual at the NEC Hilton.

I don't know if the decision to ignore the political issue of the day was deliberately taken, but it was surely the right one if Socitm wants to position itself as a credible partner in the coalition's agenda for localism, and 'digital by default' public services - not to mention the Big Society.

The opening plenary session heard a call for another essential first step to being taken seriously: stop behaving like victims. In a provocative speech, Martin Reeves, chief executive of Coventry City Council, told delegates that innovation doesn't happen around a boardroom table, so there is no point in fretting about whether they have a place there. Indeed such a fixation can be counter-productive. "I still hear far too much whingeing about where IT might or might not sit in the organisation," he said.

While IT is fundamental to public service transformation, Reeves accused the IT community of not doing enough to sell itself, while at the same time perpetuating "myths" such as that IT-based change is cheap. He urged managers to engage with politicians, to ensure that they understand the full implications.

Of course this presupposes that politicians are willing to engage with IT managers, however innovation-minded. One such individual who does enjoy access to the corridors of power is Mike Bracken, head of the new (and so far, scandal-free) Government Digital Service.

Predictably, Bracken packed the hall for one of his first public speeches since taking up the post. And his own unconventional background (mySociety and the private sector) ensured he had a warmer welcome than might have been expected when he rebuked local government for its tribalism. Naming no

names or projects, he said that e-government efforts in the past have been blighted by rivalry between local and central government. "That parlour game completely ignores user needs. We've got to get our act together, we've got to collaborate more."

Specifically, he invited local government to join an effort to develop techniques for measuring the usability of online transactions. Bracken rebuked previous e-government projects for neglecting the 'user journey', which will be at the heart of his effort to create 'digital by default' public services.

Tactfully, he picked a villain from a central government agency, the DVLA car registration transaction. This, he said, lands successful users of the service on a page asking: "Do you want to register a vehicle?" – exactly the process they have just completed. At the exact moment when users are the most satisfied they will ever be with online government, this clodhopping design represents a missed opportunity to invite them to try another e-government service, he said. How this will happen in practice remains to be seen, however – Bracken was careful to rule out Amazon-style prompts based on collaborative filtering.

Designing government transactions around users rather than departments or administrative tiers will require going back to basic principles, Bracken said. One problem faced by government – in contrast to the private sector – is the lack of data on the way individuals use services. "Unless we have a baseline for services then it's going to be hard to map user journeys," he said. For example, "About the most important metric we can capture is how often does the user fail to transact; we don't even ask that question."

Bracken also set out an ambitious work programme for the Government Digital Service, which formally came into being on 8 December. Its central task is the creation of a single web domain for government websites, with a single look and feel for users.

He emphasised the team's use of cheap and 'agile' methods, citing the rapid development of the e-petitions service. This was built by five people in one room in four weeks, he said, with the web hosting paid for with a credit card. It fell over on the first day, he said, but "we kept on developing". The entire project cost less time and money than preparing the average traditional procurement tender, he said.

The agile approach would be used in bigger and more critical programmes, he said – including work on identity assurance. "We don't want to be starting with the biggest and most important services," he said. "We'll probably start with something high volume but low value."

The applause, and constructive questioning, suggested that Bracken could be pushing at an open door. So long as he remembers that, when it comes to designing citizen-facing public services, the Cabinet Office's track record is decidedly patchy compared with the best of local government's.

Not to mention the third sector. For me one of the most memorable presentations of Socitm 11 was from a completely unexpected source, the Salvation Army. Martyn Scott, the organisation's CIO, added a new ingredient to the Army's historic recipe of "Soup, soap and salvation": digital inclusion. While the Salvation Army's clients "may not be able to or want to use social networks like Facebook or Bebo", Scott said the time would come when every bedroom in Salvation Army homes would have internet access. Most importantly, 'e-citizen' skills thus instilled would accompany the client in their return to normal life. He asked for support to help create a safe online community to make it happen. The community "would have to be robust, simple, easy to manage and secure," he said.

While Socitm members already have full inboxes for the year ahead, it would be nice for Socitm 12 to hear that something concrete is happening with this very Big Society proposition. It would be politically astute, too.

Socitm Conference Buzz

IT in Use magazine and its sister service UKAtv were at Socitm 2011 to cover every angle of the annual conference in Birmingham, by video and web.

SOCITM, SCOTLAND AND A MODEL FOR PUBLIC SECTOR ENGAGEMENT:



Kay Brown, head of ICT at Lanarkshire Council, will be Socitm president from next April. She told UKAtv how she has been active in leading pan-public sector ICT engagement in Scotland - and how

she believes this could be replicated across the UK.

SOLIHULL, SHARED SERVICES AND THE PSN:

Steve Halliday, head of ICT at Solihull MBC and Socitm vice president, talks to UKAtv about shared services, a cost saving DIY upgrade to core Oracle systems, and shared Public Service Network ambitions.



PROFESSIONALISM AND WOMEN IN PUBLIC SECTOR ICT:

Socitm vice president, Nadira Hussain, aims to jump start interest in public sector ICT among women. The project manager for Future Sourcing at Tower Hamlets has ambitions to create opportunities for young women to experience both public sector and supplier sides of technology - and Socitm plans to roll out this pilot if successful.

MOBILE & FLEXIBLE WORK, PROPERTY CONSOLIDATION:

Glyn Evans, Socitm president, told delegates that technology is our future. He suggested that, whilst often over-hyped initially, the long term impact of technology on society is profound - and could have equally profound impact on delegates' own organisations.

GOVERNMENT DIGITAL SERVICE - WHAT, WHY, WHERE:

Mike Bracken, executive director of digital at Cabinet Office, talks to UKAtv's Helen Olsen about how the Government Digital Service intends to change how citizens and business interact with government and enable the public sector to deliver on 'digital by default'.



POST-BUREAUCRATIC GOVERNMENT, OPEN PLATFORMS, AND INNOVATION:

Why Government IT should never be the same again - Mark Thompson, ICT futures advisor at the Cabinet Office, told delegates that there was no going back, and that open source and open standards were key for the future.

COLLABORATE OR DIE:

Geoff Connell, head of ICT Services at the London Boroughs of Newham and Havering, urged CIOs and CTOs across the public sector to work together. Efficiency, he said, should be the focus, not just cuts, and ICT is essential to sharing services and delivering change and innovation for both front and back office services.



CHALLENGES AND TECHNOLOGY:

David Hopkins, deputy leader of Milton Keynes Council, outlined to delegates the challenges facing local government and the role technology must play in addressing those challenges.

HOW LAS CAN SUPPORT THE THIRD SECTOR:

Volunteering, intelligent buying and working in partnership with charities such as the Salvation Army - and its plan to develop a social network - are just some of the ways local government could give support to the third sector, said Martyn Croft, CIO, Salvation Army, and Mark Walker, founder of SCIP, a Brighton-based charity which provides IT support to the third sector (www.it4communities.org.uk).



Video highlights from Socitm are all still viewable at:

www.ukauthority.com/socitm2011

DUDLEY IS THE CHAMPION:

Dudley Metropolitan Borough Council was named as the local authority with the best ICT service, becoming the first winner of a new suite of awards made by Socitm in Birmingham. Eden District Council won the award for best local authority website and SiteHelpDesk most recommended supplier.

New skills for a new technology age

In tough economic times public sector organisations will be looking to in-house ICT capabilities to build the foundation for delivering both local and national ICT strategies - and better government for less. But do those skills exist in the public sector today?

Andy Nelson, CIO at the Ministry for Justice and SRO for the Government ICT Capabilities Programme, says not. On the one hand he wants public sector ICT professionals to be seen as both essential and trusted advisors to the business of government, but on the other he is acutely aware of the work that must be done to foster those skills across government and frontline services.

The modern CIO - or chief information officer - needs to focus less on managing the technology and more on integrating information and technology services in business planning to match organisational priorities. New skills in procurement and commissioning will also be needed as the sector moves away from large traditional contract models to new cloud-based, agile technology. The ICT Capabilities strategy aims to develop the career path and opportunities to build this capacity across the sector.

However, CIOs themselves need to rise to this challenge. Socitm's immediate past president, Jos Creese - CIO at Hampshire County Council and local CIO Council chair - has written a thought provoking pamphlet on the role of the modern CIO. 'A... B... CIO' defines the role of the CIO as being to translate the potential of new technology into business benefit - and being able to inspire decision makers with that vision.

Says Creese, "I see an increasing divergence between the traditional head of IT and a modern CIO. The CIO focuses much less on managing technology, and more on integrating information and technology services in business planning to match organisational priorities. Understanding and managing stakeholder ambition is central to this, working with business colleagues to find the best route to delivery and, when needed, challenging the status quo."

This realisation is not just coming from inside the sector. Andrew Carr, sales and marketing director for UK and Ireland at Bull, believes that these new CIO skills must be nurtured. But he also says that 'leadership' is a key ingredient for the public sector ICT profession: "Without leadership the charge to deliver digital by default services whilst reducing costs will lead nowhere. I believe that those skills exist already within the sector - it is just time for them to be nurtured and for this new breed of CIO to come to the fore."

Privacy Vs Improved Care

COMMENT: After nearly 20 years of co-ordinated efforts to computerise the NHS, something new is in the air, says Michael Cross. For the first time, a strategy for health and social care is emerging as a response to top level government policy rather than being driven by IT enthusiasts.



The snag is that the strategy will attract infinitely more mainstream political attention than its predecessors in 1992, 1998 and 2002. Especially as its core proposal - for patients to have online access to their own records by the end of this parliament - potentially affects every resident of England.

At the beginning of January the Department of Health said that the delayed information strategy for health and social care in England would be published in April.

The strategy will aim to implement the ideas set out in last year's NHS Information Revolution consultation paper - essentially that information in electronic medical records be opened up to put patients in charge of their care. The direction of travel was set last month by the government's response to a report by the NHS Future Forum, a body put together last year to provide a reality check to Andrew Lansley's reforms to the NHS in England.

After the initial phase in its consultation, the forum decided (correctly) that the Lansley reforms would get nowhere without a leap in information-handling. As a result, information was one of four themes in the second phase of the forum's work (the others were public health, integration and education and training). Its report, published last month, claims there is real demand from the front line for the information revolution.

The inquiry "heard very clearly that people want more control over their health, through better information, better communication and a louder voice. We heard a strong consensus that 'it's the patient's data', not 'the system's data'. We heard of huge frustration with the obstacles to capturing and sharing information that get in the way of delivering high quality, integrated care."

Controversially, it also found "a consensus that current information governance procedure does not get the best balance between protecting patient confidentiality and sharing information to ensure high quality care."

The forum's central recommendation is that health and social care should be integrated

around the patient, not the system. "Every individual should own their own patient record and be able to share it as they wish. All care records should be electronic and accessible at the point of care throughout the whole care journey, regardless of sector or provider."

The report also endorses the commitment, set out in the chancellor's autumn statement, for patients to have online access to their own health records. However it gently warns that the target date of 2015 appears optimistic. "We support this commitment as a first step, but the information strategy must now make clear how this will be achieved, recognising that there is both a financial and time burden to GP practices and by providing meaningful help and support to them."

It urges the government to invite the Royal College of General Practitioners, in partnership with the British Medical Association, together with NHS Commissioning Board and "relevant patient organisations", to develop a plan to make it happen. The plan will have to deal with technical practicalities (at the moment, only one GP record system, from EMIS, allows online access), education and training and - crucially - what the forum calls "a proper consent process".

It calls for a review of the current information governance rules and of their application, to report during 2012. If the promise of integration is real, this review will have to cover the governance of information from social care as well as NHS records.

The review will also have to take in to account the government's policy on information transparency, and the re-use of data extracted from records. Although the concept is not new - many of the first generation of GP computer systems were installed free in exchange for access to anonymised data about prescribing habits - the new programme is on an entirely different scale.

In a well-trailed announcement at the end of last year, the prime minister said that he would amend the NHS constitution to make data extracted from health records available for research unless patients actively opt out. Acknowledging "a little bit of controversy"

over the issue of confidentiality, he said, "It is simply a waste to have a health system like the NHS and not to do this kind of thing."

Despite the Future Forum's claim of consensus, he can expect a rough ride from professional and civil liberties bodies as well as opponents of private firms entering the market in NHS services.

Recent academic studies have warned that anonymised data may need to be protected as rigorously as identifiable data to remain on the right side of the law. Last year a study commissioned by the Cabinet Office as part of the government's transparency programme warned of a "potential clash" over the use of anonymised data in publicly available releases of data. The problem is that in small datasets, such as from individual surgeons' outcomes, it might be possible to identify individuals despite anonymisation. The study - Transparent Government, Not Transparent Citizens, by Kieron O'Hara, senior research fellow at Southampton University - warns: "There are no complete legal or technical fixes to the de-anonymisation problem" and "It is essential that policymakers, data managers, data controllers, privacy officers, and lawyers do not automatically assume that anonymised data cannot be used to re-identify people."

Meanwhile, a study by three experts in privacy law concluded that in data protection law, anonymised data remain technically "personal data" and are subject to UK and European data protection rules. This would require that all processing of an individual's data (including the act of anonymisation in the first place) must be carried out with consent.

In its response to the Future Forum's report, the government says "We will consider how best to achieve an appropriate balance between the protection of patient information, and the use and sharing of information to improve care."

But with NHS information strategy now so tightly bound to controversial government policies, this "appropriate balance" will be tricky to find.

Analyse This

How do you know when your website works? When it comes to improving public services the answer may not always be obvious – but it is vital to set targets and measure against them. Dan Jellinek reports from ITU Live.

It is important for public bodies to know whether or not their websites are working, but managers sometimes focus on softer measures which are hard to interpret such as 'how many visits did we get?' Peter Jordan, product analytics lead in the Government Digital Service (GDS) delivery team, told the ITU Live panel.

For an e-commerce website the hard measure is obvious - sales - but for public sector sites the equivalent is to look for tasks completed, Jordan said. "Like how many people started out on a transaction to renew car tax and completed it: that's analogous to buying a pair of shoes."

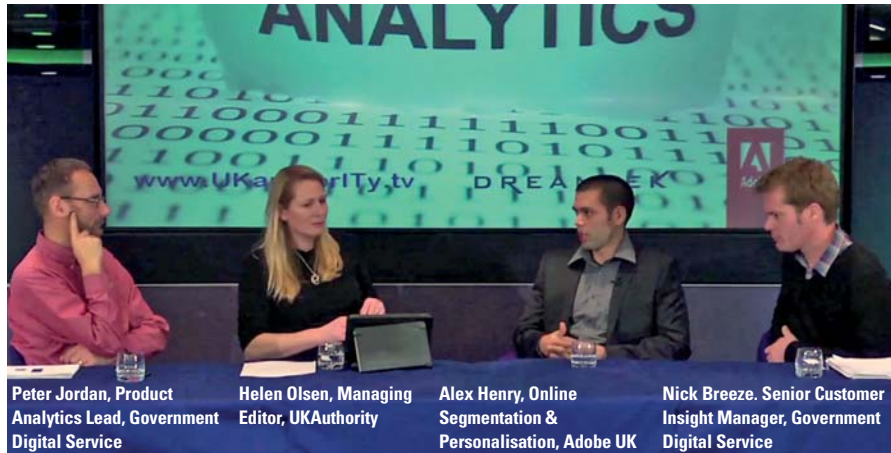
Nick Breeze, senior customer insight manager at the GDS, said the importance of online task completion is that otherwise "they may need to pick up the phone, which is very costly".

One method the GDS has used to measure task completion, alongside more established methods such as live user testing, is to issue tracking software to larger numbers of people which can monitor their web use at home and report on what keystrokes they make, where they go and how long it takes to complete a task.

"One of the reasons we started to use it are the sheer cost efficiencies. We're tracking 1,600 users, which is costing us a fraction of what it would face-to-face," Breeze said.

However, the most valuable insights come from combining different kinds of data, such as tying together what people say in online surveys with what they are actually doing, said Alex Henry, online segmentation and personalisation expert at Adobe UK. So if someone reports a poor experience with a form, and then you can see they spend 10 minutes on page 4 of that form, you know where the improvements are needed.

Even more sophisticated data matching is needed to track the correlations between website use and call centre use, Henry said. "You could just look at the raw data and say 'Here are my call centre numbers, here's the activity I've done online, now let's compare in



a few weeks' time to see if my call centres have gone down'. Or you can go down to the level where you're giving web users a tailored phone number for example, once they get to a certain point in their journey, so that you can prep the call centre.

"So we have the same identifier in different data sources to say, 'Here's someone who is online, here's how they interacted with the call centre, and here's the summation of what happened'. We're seeing a lot of effort at the moment now where clients are taking online behaviour, tying it in with online survey responses and then comparing that with call centre data to see what's going wrong."

It is also important to combine and consider many sources of data when designing a website, said Jordan, including traffic data; the public body's own business needs, and another hugely important source of information on what questions citizens want answered: search data.

"In terms of web traffic about 60% comes from web search: Google, Bing, Yahoo and so on – by far the biggest portion. So making sure you're optimised for search is really important."

There is plenty of good free material on search engine optimisation out there provided by Google and others, Jordan said – "just search for it". Basically it breaks down into a research phase and production phase. "So say you're talking about mountains, you should research the terminology people are actually using – they might be using peaks rather than mountains – or you may see there is a big gap about the Pyrenees where everybody is writing about the Alps, and then build that terminology into what you're writing about." Other important factors include increasing your links with social media, he said.

Finally, the panel turned to the controversial subject of cookies - small 'strings' or pieces of information delivered by a website and saved locally onto a user's machine to help determine when the same user is returning, and tailor the response accordingly.

"There is a lot of misconception about what a cookie actually contains," Henry said. "Take

my mum, for example, who might browse a leading retailer's website: she'll then go back to her web-based email account and, on the right-hand side, she'll see a very similar object to what she's just browsed. And her interpretation of that is, 'Oh they were watching me, I don't like that'.

"But actually, the advert's always going to be there, are you happy for it to be more tailored to you, or would you just want something generic, and do you really mind? It's still your choice whether you interact with that advert or not. Because it's more relevant, people think the cookie's reading everything they're doing, which it absolutely isn't."

Cookies are useful for government sites because they add detail to information on customer journeys, Jordan said. "There's stuff that analytics can tell you without cookies, but you do lose sight of that anonymised personal information. To me, the way forward is around education and transparency about what you're doing with cookies."

During the live session, an online poll of viewers delivered some interesting results on whether or not public sector website owners have already taken action to implement the EU privacy directive, which stipulates that all UK organisations must obtain consent from their website users to place cookies on their computers by May 2012.

Only around 8% of respondents said they already had new cookie policies, while 46% said they had not yet, but intended to in 2012; and the same number said they were waiting for further advice from the UK government before taking action.

So while all respondents accepted that some kind of action is bound to be needed, many are still waiting for clear guidance on cookies. But with just a few months to go to the compliance deadline there is not a lot of time to play with: cookies are now a hot topic.

ITU Live
Sponsored by
Adobe UK



www.ukauthority.com/ITUlive-analytics

Easy to Start, Easy to Stop

Using 'software as a service' in the cloud not only generates cash savings but means projects are amazingly fast to trial, start... and stop. Dan Jellinek reports from the ITU Live panel.



Tonino Ciuffini, CIO, Warwickshire CC

Andrew Tout, Consultant, Adobe UK

Helen Olsen, Managing Editor, UKAuthoriTy

Chris Chant, G-Cloud Programme Director, Cabinet Office

It's not surprising that cash savings are the current focus of attention when public servants discuss cloud computing.

Tonino Ciuffini, chief information officer at Warwickshire County Council, said that his council's decision to use Google cloud solutions for email would save it more than a quarter of a million pounds a year. "That's coming from savings from licences, savings in storage, savings in the security models we use, and we'll also see savings on things like videoconferencing."

Chris Chant, executive director at the Cabinet Office and G-Cloud programme director, said that savings can accrue from all stages in a project's lifecycle. "The business of lock-in and understanding how you get out is critical. The analogy I use is around nuclear power stations – they looked really cheap up until the point where someone said we need to shut one down. The same applies to IT: backing out of services can be really expensive from a technology point of view, a contractual point of view and a business integration point of view."

At the beginning of a project, speed of movement is a key benefit, Chant said. When a development team put together Alpha.gov, a prototype central government services portal, it was up and running in a matter of hours and completed in a few months. "I've worked in places where it would take that long to get a server commissioned."

Then, of course, there is the flexibility of working that cloud computing offers. "It gives our staff the chance to access their information from a range of devices and from a range of locations," said Ciuffini. "We're looking to make sure our staff are out nearer the customers." Information held in the cloud also becomes easier to share with partners, making it easier to explore potential areas for collaboration, he said.

From the supplier's perspective, cloud services have their advantages too, though adapting to new licensing models will be a challenge, said Andrew Tout, consultant at Adobe UK.

"It's actually quite an advantage for a supplier to get predictable money coming in over a year rather than chunks of money coming in every now and then.

"It's something that is very much evolving. What's good is that there is a competitive market for government and if there are a number of suppliers that helps innovation and drives things forward. So it is a challenge, but if you have enough suppliers going after a big enough market, it will sort itself out."

Another potential challenge often linked to moving public services onto the cloud is data security, though the basic challenges here are not new, said Ciuffini.

"The questions you have to ask are exactly the same... 'Where is your data? How do you know it's secure? And how do you know if you can recover from any loss of that data?'"

Overall, it's hard to believe that the security offered by large cloud suppliers like Google, Microsoft, and IBM will be weaker than that protecting servers run by a rural council with four IT staff, he said. However, not all data would be put into public cloud services until the security models could be properly examined.

"Initially we're going to be putting our non-sensitive information in the cloud. Our view is that we'd have to reveal 95% of the emails that fly around in Warwickshire anyway if there was a Freedom of Information request. Whereas some of the more secure information around social care we won't look to put into the cloud until we've looked at new models."

The government's G-Cloud project will not actually create a single private secure cloud for public bodies to use, but rather a framework of standards and accreditation, said Chant. "Organisations will be able to see what products are there and then go along and speak to those organisations and see which ones meet their needs. But they'll be pre-procured, so we're hoping that this starts to take a lot of the effort out of procurement, security and service management."

Ultimately however, it will not matter much if it's only IT people who see the benefits of cloud computing if it all sounds like technobabble to other senior decision-makers. The key, said Ciuffini, is to talk less about cloud and more about business benefits.

"I was talking with a senior manager when we were embarking on this, saying how exciting it was, and she said 'it might be exciting for you, but it doesn't mean anything to us non-IT people'. That was a real wake-up call. So we no longer talk about email and cloud, we talk about new ways of working."

Another clincher for the people in charge is bound to be the cost argument; not just savings over time but the ability to try out those new ways of working much more easily than has been possible in the past, Chant said.

"It wasn't so long ago I remember people talking about £10 million committed up-front to get a collaboration system in place for an organisation. Whereas now you can just pull out a collaboration from the cloud for 50 people or 100 people to work on for a while, and then say either 'that was great, we want more of that', or 'you know what, it's just not going to work for us'."

In the end, it does come back to savings, but the speed and size of those savings will depend on an organisation's current situation and IT commitments, Chant said.

"We've only scratched the surface around the savings, but the thing that will determine the amount of savings we make and the scale of those savings will be the speed of take-up," he said. Talking about the Government Digital Service systems, he added, "We needed to start a new organisation - it was very quick and easy. But for someone who is already in a five to ten year contract for all their services it's going to be a different calculation."

ITU Live

Sponsored by
Adobe UK

www.ukauthority.com/ITUlive-digital



Fellow Travellers

Tim Hampson rounds up a month in parliament that has seen plans to get motorists back on track, and new hopes for an even greater feat of navigation: to move health care and social services towards the same direction of travel.



MPs are often accused of going off at a tangent, digressing or missing the point but all three activities will be a thing of the past if local transport minister, Norman Baker, has his way.

The Lewes MP is to host a 'satnav summit' in March to ensure that all the UK's vehicles are on the right track, and that lorry and car drivers do not follow out-of-date directions from old models of the digital mapping systems.

With its many narrow streets, Lewes has probably seen its fair share of HGVs following satnavs down inappropriate roads.

Indeed, from around the country there are numerous stories of vehicles unable to cross small bridges, getting stuck in mud and ending up in streams. In Wales, funeral services at Llanelli Crematorium are regularly being disrupted by lorries being sent down a nearby lane by out-of-date satnavs and blocking the road.

Now the satnav Czar says he is going to put an end to such incidents.

Among others, the summit will be attended by the Association of Directors of Environment, Economy, Planning and Transportation which represents councils on transport issues, and ITS (UK), which promotes intelligent transport technology and whose membership includes satnav companies. Highway authorities, mapping providers and satnav manufacturers will be asked to work more closely together. At present, it can take months for map updates to make their way from local councils to satnav software.

The summit is timely because, from April, the government is allowing local authorities to reclassify roads - ensuring that A roads are placed where they want traffic to run and lowering the category of roads in places that they want traffic to avoid - rather than having to come to Whitehall for approval.

"These powers will help councils make sure that drivers are using suitable routes," says Baker.

Some doubt whether all - or any - of these measures will be effective, given that it may be cheaper for people to carry on using old satnavs, but other plans are afoot: the summit is taking place alongside the introduction of new rules that mean councils will no longer need Whitehall approval to introduce certain new traffic signs.

Authorities will be able to put up signs indicating dedicated parking bays for car club vehicles, electric vehicle charging points, and permitting contra-flow cycling on one-way roads. There will also be a new sign to warn lorry drivers of unsuitable roads.

Meanwhile in the field of health care, a different kind of monitoring gadget has been in the political spotlight, but for drivers not cars; people can look forward to having access to a greater range of telehealth services, the government has pledged.

Health minister, Paul Burstow, says that he wants electronic assistive technology to be available to more people after seeing a trial of the systems in Cornwall.

Over the past three years the Department of Health has been running the world's largest randomised control trial of telehealth and telecare, involving 6,191 participants and 238 GP practices across three locations in Cornwall, Kent and Newham.

According to Burstow at least three million people with long term conditions could benefit from such systems, creating a potential net efficiency gain of around £1.2bn by 2016.

The effects on care also seem impressive, as early findings from the trial suggest that telehealth can lead to a 45% reduction in early mortality, 21% reduction in emergency admissions and a 24% reduction in elective admissions.

Burstow said: "The trials of telehealth and telecare have shown how people with long term conditions can live more independently, reducing the time they have to spend in hospital and improving their quality of life. The feedback I have heard from people in Cornwall has been incredibly

positive. They were absolutely clear that high-tech healthcare being used here has improved their lives for the better."

Burstow says that the Department of Health will work with industry, the NHS, social care and professional organisations to find ways of making greater use of the technology over the next five years.

This all fits in with government plans for social services - run by councils - and the NHS to work much more closely together.

Prime minister David Cameron has asked the health secretary Andrew Lansley to drive through changes that many analysts claim will make life more convenient for patients, improve care and save the NHS money. In turn, the Department of Health has asked the King's Fund and the Nuffield Trust to help it devise a national strategy to promote joined up care.

This will mean organisations abandoning a silo approach to service delivery based on individual funding streams and a focus instead on a shared population approach reflecting all interests and assets.

Currently there are several examples of local strategic partner intelligence hubs around the country involving healthcare and local government bodies sharing information from a variety of sources.

However there are no plans to merge formally health and social services, and with no plans for there to be a single care budget each organisation will still have its own purse to protect. Neither do the plans seem to take into account the cuts which local councils are having to bear right now. Instead, the success of the scheme seems reliant on voluntary sharing.

As every observer of such matters knows, however, getting all social services and health service providers travelling down the same road of working together, voluntarily and efficiently, is likely to require a fair bit more than an up to date satnav.

HEALTH

AINTREE UNIVERSITY HOSPITALS NHS FOUNDATION TRUST is rolling out a new electronic medical records system partnering with Capita TDS, CCube Solutions and Kodak. The system will increase access to patient information, guarantee case note availability at the point of patient care, improve efficiency, and reduce the costs, security risks and space associated with paper handling and storage. The trust has invested £1.5m in software and scanning hardware and facilities and expects to save £750,000 annually based on reducing labour, transport and storage costs.

BIRMINGHAM PRIMARY CARE SHARED SERVICES AGENCY has adopted a cloud computing invoicing solution to simplify the organisation's procurement operation. The shared services agency, which provides core support services across the area's primary care trusts, has plumped for a solution from Tradeshift. As a result of migration to the cloud, more than 6,000 suppliers will be able to submit their invoices electronically, in a move aimed at reducing the number of late payments and boosting procurement efficiency.

HEALTH SERVICE EXECUTIVE OF IRELAND has announced the deployment of a McKesson NIMIS medical imaging package in four of its 35 hospitals. When the solution is fully deployed all 3.5 million radiology studies performed each year in Ireland will be available to clinicians at any time and in all locations for greater efficiency, safety and more accountable patient care and creating one of the most advanced and integrated radiology IT infrastructures in the world.

HEART OF ENGLAND NHS FOUNDATION TRUST has deployed Sophos endpoint anti-virus protection and Sophos web filtering to protect its IT network, which includes 6,000 end user devices across three hospitals and a clinic. The trust now uses Sophos's web filtering to protect the network from viruses, as well as helping to improve staff productivity by enabling granular management of internet use. Sophos's live look-up technology also allows staff to securely connect to the network on laptops from remote locations.

NHS GRAMPIAN is using Datix patient safety software to create a robust and flexible hospital patient safety and risk framework and to promote

knowledge-sharing across the staff community. The new system automatically emails details of severe incidents to a group of 30 senior managers including the chief operating officer, director of nursing and quality and the head of clinical governance and risk management unit.

NHS SOUTH EAST COAST STRATEGIC HEALTH AUTHORITY has used a new platform called Collabor8tor from supplier Netsite to develop an online learning network to support NHS members across the region. The network is a collaborative website to promote shared learning and experiences and enable members to engage with other health professionals, local authorities, PCT clusters in Kent, Sussex and Surrey and Clinical Commissioning Groups.

OXFORD UNIVERSITY HOSPITALS NHS TRUST has gone live with the Cerner Millennium electronic patient record system tailored for acute trusts. Cerner Millennium has already been switched on at the Nuffield Orthopaedic Centre and the body is now set for further implementations at its three other sites. Once administration services in the package are up and running the trust plans to add clinical features to help improve patient care and cut costs.

SCARBOROUGH AND NORTH EAST YORKSHIRE HEALTHCARE NHS TRUST has contracted Trustmarque to deploy QlikView, a business intelligence tool. It will help the trust to connect and compile data from its different information systems to aid in critical clinical decision making and help reduce mortality ratios. "Excel was pervasive within the organisation but the reports became instantly out of date and were difficult to maintain," says Manni Imiavan, head of information. "We had a number of different tools in play which all had strengths and weaknesses, but none seemed to tick all the boxes."

TORBAY CARE TRUST has awarded a contract to Simpl UK to develop a single community care record (SCCR). The trust will use the system to provide staff with office-based and remote offline access to comprehensive and secure records of patient and client care details. Built using Microsoft Dynamics CRM, the SCCR will integrate with third party systems. It follows a successful trial of Microsoft Dynamics CRM by the trust's community matrons, who support patients with

UNIVERSITY HOSPITAL OF NORTH STAFFORDSHIRE NHS TRUST has gone live with the first Interoperability ToolKit (ITK) Spine Mini-Service in the UK. The solution was developed by Quicksilver and enables the trust to access and verify patient demographic information faster and more accurately. UHNS is setting the blueprint for other trusts that want to access the Personal Demographics Service (PDS) quickly and securely, so that a patient can be readily identified by healthcare staff without going through lengthy NHS compliance processes. Staff can now verify NHS numbers when patients are on site, saving time, ensuring that the trust can avoid penalties that result from holding inaccurate data.



particularly complex needs and multiple conditions. The SCCR will include the application of the Microsoft system's offline functionality to enable offline working practices.

SOUTH ESSEX PARTNERSHIP UNIVERSITY NHS FOUNDATION TRUST is claiming power savings of almost one quarter with Verdiem IT energy management software, which provides the trust with actual, monitored power usage measurements. By implementing the software and powering down its PCs safely when not in use, the trust has been able to secure immediate saving of some 22.7%, equivalent to annual energy savings of 99,900 kWh across the trust's 1,800 PCs.

WEST SUFFOLK HOSPITAL NHS TRUST is implementing electronic document imaging and data capture software from Version One. The software will speed up the processing of 45,000 purchase invoices each year and help the trust to more easily meet its ten day small to medium sized enterprise supplier payment target. The system is expected to go live shortly to approximately 70 users.

CARESTREAM HEALTH, prime contractor to the NHS National Services Scotland National PACS Programme with responsibility for management of medical imagery such as x-rays, has given Dacol a six year contract to supply, implement and support its server and storage hardware requirements. Now, just over half way through its ten-year contract, Carestream has embarked on a refresh programme for the hardware across 34 of the 39 NHS sites it manages in Scotland, coinciding with a major upgrade in software at these sites.

ALDER HEY CHILDREN'S HOSPITAL and **LIVERPOOL WOMEN'S HOSPITAL** have signed up to an electronic document management system to cut costs, digitise paperwork and



improve patient experiences for the hundreds of thousands of children and women they care for each year. The two NHS foundation trusts in Liverpool will use Perceptive Software's ImageNow software to capture incoming documents, files, faxes and emails, while using existing hardware.

LOCAL GOVERNMENT

BARNSELY COUNCIL has successfully deployed the MapInfo Stratus web-based mapping application, to publish data internally across the organisation and externally to improve communications with the local community. MyProperty now enables citizens to enter their postcode and access information about their area including schools, doctors and service schedules.

FLINTSHIRE COUNTY COUNCIL is to streamline its departmental processes with a Civica electronic document and records management system. The new platform will help to streamline common business processes across the entire council as part of wider ongoing transformation.

HARROW COUNCIL has bought ManageMyRequests from iCasework to improve the management of its Freedom of Information Act and Data Protection Act requests. Harrow can now effectively capture, manage, respond to and report on public information requests, and provide improved management information.

LEICESTER CITY COUNCIL has chosen Wheatley Associates' GRASP software for its mobile workforce scheduling and management. The software will be used to organise efficient and dynamic deployment of the workforce on its social housing stock repairs, maintenance and renovation.

LONDON BOROUGH OF BARKING AND DAGENHAM has implemented a new communication network infrastructure from Alcatel-Lucent Enterprise. The deployment, which includes the Alcatel-Lucent OmniPCX Enterprise Communication Server and Alcatel-Lucent OmniVista Network Management System, provides complete IP telephony capabilities and enables the council to work smarter - and to unify 13 previously disparate PBX systems.

LUTON BOROUGH COUNCIL is to outsource its ICT services to Civica. The 10-year agreement, worth more than £34m to Civica, is part of a broader programme to deliver cost savings in total of £12.6m. The project will see the Luton Learning and Community Partnership

(LLCP), for which Civica is an IT partner, deliver all core ICT operations for the council.

NEWHAM COUNCIL has rolled out an HP Converged Infrastructure, providing support for more flexible working practices and the delivery of new 24x7 services through a range of channels. The infrastructure, including a server farm of HP ProLiant BladeSystem servers and a SAN based on an HP Enterprise Virtual Array (EVA) 5000, has delivered cost savings and secured storage capacity through a period of escalating data usage. A rolling three-year refresh of desktop and laptop hardware, as well as deployment of wireless tablet PCs to remote and field workers, has also been implemented.

ROYAL BOROUGH OF WINDSOR AND MAIDENHEAD is using Masternaut to reduce fleet fuel costs, while lowering CO2 emissions. The real-time web-based system is fitted to various vehicles and vehicle types within the council's existing fleet. This includes fuel-efficient pool cars that can be used instead of drivers' own vehicles.

SLOUGH BOROUGH COUNCIL has agreed a ten year multiple service outsourcing partnership with Arvato to deliver £26.5m savings and bring new business into the town. Staff from four service areas - revenues and benefits, human resources, finance services and logistics services - will transfer to new company, Thames Valley Transactional Service Centre, which will also offer transactional solutions to private and public sector organisations.

STAFFORDSHIRE COUNTY COUNCIL has implemented a high performance Kodak document scanning solution to digitise the majority of its files as it moves into new premises. Two Kodak i620 colour mid volume production scanners, along with Outback Imaging's EzeScan image capture software, have been purchased to back-scan paperwork.

SUNDERLAND CITY COUNCIL IS WORKING WITH IBM to create a city-wide cloud computing platform. Part of plans to reduce operational costs at the local authority by £1.4m over the next five years, the platform will stimulate economic growth for the city by removing technological barriers to start-ups. IBM will plan, design, provision and implement the cloud infrastructure.

BURY METROPOLITAN BOROUGH

COUNCIL has launched its new website, which was built by GOSS Interactive. The project, delivered on time and to budget, included migrating content from the previous web content management system and training the in-house web team to work with template code to create their own functionality.



SHARED SERVICES

BRAINTREE, CASTLE POINT, COLCHESTER AND ROCHFORD COUNCILS have signed a joint deal with Capita. The councils will pay the company £8m to provide shared ICT support services to include a mix of service, asset, security and network infrastructure management, desktop support, server and data storage and consultancy. Improvement East, a partnership of authorities in the east of England which provides support for improvement projects, provided £96,000 for specialist legal and IT advice required to set up the joint deal.

DERBYSHIRE COUNCILS which are part of the Derbyshire Transformational Partnership have been working with Capita to conduct a single person's council tax discount review. Capita reviewed 135,000 cases of single person discount eligibility, analysing credit reference data to identify cases where there was a risk that single person discount was not appropriate. More than 6,540 claimants were found to be not entitled, generating additional revenue for the councils of £2.5m.

OXFORDSHIRE COUNTY COUNCIL AND HAMPSHIRE COUNTY COUNCIL have agreed plans for a major partnership to share back-office IT systems. The partnership will initially be centred on the SAP system that both councils use for their main human resources and financial services. Oxfordshire's current contract for its SAP system ends in 2012.

WORCESTERSHIRE COUNTY COUNCIL AND THE UNIVERSITY OF WORCESTER have selected Capita's library management system to manage a range of library services. This will benefit over half a million citizens and over 9,000 students who will have access to more varied and numerous resources than before, including books and journals as well as local historic collections.



ISLE OF WIGHT COUNCIL is using computerised mapping technology to co-ordinate street cleaning services. The council's street cleaning contractor Urbaser will be using geographical information systems (GIS) supplied by GGP Systems to map information such as bin locations, road sections and pavements to be cleansed as well as in the planning of work such as clearing fly tipping. "Using GGP GIS we have an overview of the complete contract, in fact, the complete island," commented Dave Wallis, contract manager for Urbaser on the Isle of Wight. "We can maintain detailed records of each and every asset, effectively manage our resources and compile accurate service delivery histories."

EDUCATION

RAYNES PARK HIGH SCHOOL campus in London has deployed a series of Xirrus 802 Wireless Arrays. The company says it has provided a high-bandwidth wireless network that supports the school's laptop carts with fewer devices and cable pulls than other wireless vendors would require.

UNIVERSITY OF CENTRAL LANCASHIRE library has enhanced its service to students by getting books onto its shelves within two hours of receipt, following implementation of advanced software which forms part of Capita's library management system. The library is the first to implement this type of solution, delivered in partnership with 3M, which uses radio frequency identification (RFID) – the next generation barcode - to improve its stock management, automate the purchasing and receipt of stock and improve the quality of its data.

POLICE

DURHAM CONSTABULARY is to use social media to engage directly with local people in a web project led by C2 Software. A new website designed and built by C2 will allow people to follow what is happening in their immediate neighbourhood in real-time. By entering their postcode they will be able to view Twitter feeds from police on the beat, a Facebook page, Flickr and YouTube pages as well as news reports. A mobile app is also being developed to give access to the same information through smartphones and tablets.

LINCOLNSHIRE POLICE AUTHORITY has named security firm G4S as its preferred bidder for a £200m contract to outsource ICT, back office and command and control functions. The authority's ten-year outsourcing deal would see the organisation deliver business services for ICT, HR, learning and development, finance and procurement and support. Operational services covered by the partnership will include managing the force control room, the custody and identification unit, town enquiry officers, the crime management bureau and the central ticket office and collisions unit.

MERSEYSIDE POLICE has deployed encryption and secure remote access technology

from Becrypt. It will enable all members of the force's Crime Scene Investigation Unit to record and access restricted case information quickly, remotely and securely. The force now plans to replicate the success of the CSI Unit to other parts of the organisation.

SURREY POLICE is piloting a web based CMTV (Community Monitored TV) system called Jabbakam in an effort to save money and resources and combat anti-social behaviour. The system has saved thousands in surveillance and monitoring costs by replacing traditional CCTV with a social media friendly surveillance system which is simple to install and as easy-to-use as Facebook. It provides real-time images, historical searches and remote control of a camera's position accessible from anywhere in the world via a computer or mobile device. Alternatively users can set their cameras to alert them, receiving emails or text messages when unexpected activity is detected.

FIRE & RESCUE

SOUTH YORKSHIRE FIRE AND RESCUE has become the first public sector customer of a ground-breaking new on-demand service from Ordnance Survey. The OS OnDemand Web Map Tile Service will enable the service to use a single web based view of its geographic location data across a range of systems and platforms, from fire incident data to the location of fire hydrants, to improve accessibility of its operational information.

WEST MIDLANDS FIRE SERVICE has used the open source application, CHIMP, to enhance its mapping systems. The corporate gazetteer bringing together previously disparate databases such as flood data from the Environment Agency, water hydrant information from water companies and telephone kiosk information from BT, using the National Land and Property Gazetteer as a base. The system saves an estimated £0.5m a year on software licensing and support costs and helps the service assess risks by area and prioritise and target home safety checks.

WEST YORKSHIRE FIRE SERVICE is using the Connect Fire Investigation system from Active Solutions Europe to improve the outcomes of its investigations. The solution ensures that information is held securely, identifies trends,

BALFOUR BEATTY MOTT MACDONALD AREA 4 HIGHWAYS AGENCY CONTRACT, covering south east England, is using the latest software from Mayrise Systems to provide real-time asset management matched to complex maps of the highway lighting network. MAYRISE Street Lighting is helping to identify and record faults, deliver a timely and efficient maintenance and repair programme and provide accurate management reporting.



helps target repeat arson offenders, tracks documents and provides the ability to share services with other organisations such as the police and other emergency services. Based on Microsoft Dynamics technology, it provides a single, easy to use system to manage and report against all the data and activities involved with every investigation whether at individual or aggregated level.

CENTRAL GOVERNMENT & AGENCIES

ACCENT PEERLESS HOUSING ASSOCIATION in Surrey has adopted a new web based community monitored TV system called Jabbakam. The system will replace traditional CCTV with a social media-friendly surveillance system, which is as simple to use as Facebook. Jabbakam provides real-time images, historical searches and remote control of a camera's position accessible from anywhere in the world via a computer or mobile device.

ENVIRONMENT AGENCY has contracted Vemotion Interactive to provide live video transmission over low bandwidth connections, extending the reach of a project successfully deployed in 2010 to assist the agency in flood management and prevention. In a trial, video compression technology was used to allow live images to be streamed from Shropshire Council's CCTV Control Room over low bit rate networks such as standard GSM mobile phone networks. The technology will allow agency staff to access these images on their laptops from any location.

SPORTSCOTLAND, the national agency for sport in Scotland, has appointed Gravitare HR in a three year contract to provide outsourced HR services and manage an HR help desk available to all 50 Scottish governing bodies of sport.



Additionally, Gravitare has developed the sportscotland HR Zone, available online 24/7 to nominated users within the bodies. The resource contains up to date library of HR policies and procedures and template HR documents, accessible at any time and from any device.

Playing it safe? New deal for old brand

One of the oldest brand names in the IT business has been contracted to offer back-office services across the public sector under a deal with the Government Procurement Service.

Logica, a brand dating back to the 1960s, announced the framework deal to supply payroll, human resources and finance services in the same week that it revealed heavy job cuts in a difficult IT services market. According to the announcement, the framework deal will enable any central government department, police, education, local authority, health and any partially funded or fully funded public sector entity, 'to benefit from shared services without a complicated or expensive procurement cycle'. The four year deal, that could be worth anything between £50m and £500m, also takes in outsourced training.

Logica already runs HR services for more than 80 public sector organisations under a 2002 framework with HM Treasury. Marie-Helene Durif, head of sourcing and category management at the Government Procurement Service, said, "The award of this contract is another milestone in the government's strategy to centralise procurement."

Analyst TechMarketView said the deal showed the government again expanding on an existing relationship rather than risking new suppliers.

MORE SMART MONEY: IBM is accepting new applications for its \$50m Smarter Cities Challenge grant programme, continuing the company's three-year, 100-city project. Through the Smarter Cities Challenge, IBM's top technical experts and consultants provide actionable advice to urban centres relating to energy, finance, sustainability, public safety, and citizen services. As part of the program, IBM provides assistance to winning cities using City Forward, a free online tool developed with public policy experts to explore trends and statistics to provide insight that can help shape public policy solutions to pressing municipal problems. An IBM Smarter Cities Survey of Glaswegians reveals that good air quality, a sense of security and co-operation between public and private sectors are top priorities for that city. www.ibm.com/thesmartercity

PARTNERS IN PRINT MANAGEMENT: Konica Minolta East has implemented its first UK managed print shared service in Leicestershire for use across three public sector organisations. Following a serious fire that destroyed its offices, Melton Borough Council has built the new Parkside building to where it has relocated operations. To reduce costs, maximise efficiencies and improve services, Parkside will serve as a shared service resource to the council, Leicestershire Partnership NHS Trust and Leicestershire County Council.

ASIA-PACIFIC ACQUISITION FOR CIVICA: Civica has acquired RM Asia-Pacific, a subsidiary of education IT giants RM. Based in Perth, with offices in Sydney and Melbourne, the company is one of the region's major providers of school and learning management systems, classroom technology and educational software. It delivers the leading schools management information system in Australia and supplies a customer base of approximately 4,000 schools in the region. Under the agreement, Civica will take ownership of the Maze product set and continue as sole distributor for other RM products in Australia and New Zealand.

ULTRA-SECURE TABLET FOR PUBLIC SECTOR: Fujitsu has joined forces with data protection expert, Bcrypt, to offer a secure tablet PC for UK government deployment. The combined solution offered ensures sensitive data is fully protected in the event of loss or theft, with prevention of unauthorised access ensured by strong user authentication. This robust software encryption layer compliments the hardware security features integrated into the STYLISTIC Q550, including a smartcard reader, fingerprint reader and Trusted Platform Module.

GGP

GGP Systems offer market-leading Geographic Information and Gazetteer Management Systems – designed as fully integrated e-government solutions.

- Single-point access to corporate information
- Open systems, easy integration
- Simple, quick to implement
- Easy to use, easy to access

Call GGP Systems today on **0208 686 9887**

GGP
GGP SYSTEMS
www.ggpsystems.co.uk

MAYRISE

Deliver better services through better IT

MAYRISE™ puts you in control with the information you need, when you need it.

www.mayrise.co.uk

Advanced software for managing council services – highways, street lighting, waste management and more. With easy XML integration to front office CRM, GIS and council websites.

Call MAYRISE on **(01453) 827400**

MAYRISE
information systems

SUBSCRIBE Now!

GET YOUR OWN COPY OF ITU

www.UKauthorITy.com/ITUsubscribe

Public Sector: **FREE**
Commercial: **£49**

Contact Ann Campbell-Smith for further details:
T: **01983 812623**
E: Ann@infopub.co.uk

ITU
IT IN USE

UKAuthorITy

Report

The new name for the Town Hall Newsletter

**Information on the internet may well be free...
But time spent trawling for news and analysis is not.**

**Your time is more valuable than ever...
But so is keeping up with the latest news and information.**

**Save time. Save money. Stay informed.
Subscribe to UKAuthorITy Report.**

**Our editors hunt the news every day to collate the
information you need to know. Then we send it to you:**

**The main headlines as they happen.
A one-stop briefing every fortnight.
The end-user magazine every other month.**



**UKA Report public sector news & information package
NEW SUBSCRIBERS: £49 PER ANNUM**



- Electronic (pdf) copy of the UKAuthorITy Report brief each fortnight
- News alerts from UKAuthorITy.com/UKAuthorITy.tv on key news and events
- Electronic and/or hard copy of ITU magazine (six issues a year)
- Online access to the UKAuthorITy.com and Report archives
- Online access to the ComCord Contacts Directory - email / tel contact details of Chief Executives/Officers, Finance Directors and CIO/Head of IT for UK Local Authorities, Police, Fire and Health Organisations

Subscribe now at www.UKAuthorITy.com/UKAreport