

As a customer



I need the council (and partners across the city) to understand me and all the services I use

so that the services I access are more personalised, joined up and convenient.

- ✗ I don't want to have to access different services in different ways.
- ✗ I don't want to identify myself multiple times.
- ✗ I don't want to feel that I have no role or say in the services I use.

As a partner  
and co-  
provider of  
services



I need to be able to work jointly with council staff with shared data and processes

so that we achieve the best possible outcomes for customers in the most cost effective way possible.

- ✗ I don't want data about customers split across systems.
- ✗ I don't want to miss warning signs and opportunities to intervene.
- ✗ I don't want duplicated effort across agencies.

As a frontline  
member of  
staff



I need information and support (case based reasoning and scripting) wherever I am and whatever I'm doing

so that I can provide a wide range of services quickly, consistently and expertly.

- ✗ I don't want to have to switch between multiple systems.
- ✗ I don't want to have to consult guidance manuals.
- ✗ I don't want to have to return to the office to access information or use systems.

As a  
service  
manager



I need the ability to continuously improve online forms (the information gathered from customers); automation and workflow (the processes my teams use and how they work with other teams); and reporting and visual business intelligence (so I can make intelligent decisions and drive improvements in performance) without needing ICT to make system amendments

so that my service can quickly respond to changing requirements.

- ✗ I don't want to have to wait or pay extra for the supplier of a line of business system to make changes or generate reports.
- ✗ I don't want specialist staff spending their time on routine, repetitive tasks which could be automated when they could be targeting their expertise at cases requiring judgement and customer support.

As a supplier / contractor / consumer of services



I need to streamline the supply chain and interact with the council in the most effective automated way

so that services are of a consistently high standard and as cost effective as possible.

- ✗ I don't want a time consuming manual process based on letters or e-mails.
- ✗ I don't want a variable service.

As the manager of an asset



I need to know that the asset (building, tree, unadopted land, grit bin etc.) is being appropriately monitored, managed and utilised

so that the council and partners and customers get the best value from the asset.

- ✗ I don't want to have a patchy understanding of our assets and who's looking after them.
- ✗ I don't want multiple out of date spreadsheets which show information at a point in time.
- ✗ I don't want to have to ask multiple members of staff for information about an asset.

As a decision maker



I need a deep and dynamic understanding of local patterns of need and insight into the customers and customer groups repeatedly consuming high cost services

so that I can work in a joined up way with partners to address the root causes and prevent or intervene early to improve outcomes and reduce costs.

- ✗ I don't want to rely on fragmented and limited insight for individual silos and services.
- ✗ I don't want staff carrying out manual number-crunching to generate insights which are immediately out of date.
- ✗ I don't want to make decisions based on wrong or incomplete data.

As the manager of a traded service



I need commercial level capabilities in terms of customer segmentation, marketing, sales, customer relationships and retention

so that I can target services appropriately and grow revenue and profitability.

- ✗ I don't want to rely on spreadsheets to monitor interactions with customers.
- ✗ I don't want to rely on static data analysis to understand the relative profitability of clients and individual transactions.

As a  
manager  
of staff



I need to be sure that I'm allocating staff where they are needed and I need to understand their productivity

so that I'm confident my staff are delivering the best outcomes possible.

- ✘ I don't want to control resource allocation with a complex manual spreadsheet.
- ✘ I don't want to rely on perception or patchy record keeping for 121 discussions with staff.

As a  
business



I am a customer, so I need the council (and partners across the city) to understand me and all the services I use, so that the services I access are more personalised, joined up and convenient.

Additionally as a business, I need the council to engage with me and share relevant information and open data to stimulate innovation

so that I can identify opportunities to provide new services and grow my business.

- ✘ I don't want have to access different council services in different ways.
- ✘ I don't want to identify myself multiple times.
- ✘ I don't want to miss opportunities to provide services to the council or council partners or customers.

As a  
community  
group



we need the council to give us the tools and capabilities and data to support us in developing and delivering services

so that we can meet the needs of our communities.

- ✘ We don't want to waste time gathering information that the council already has.
- ✘ We don't want to miss opportunities because we lack tools, capabilities and data that the council can share with us.

As the  
Head of  
ICT



I need to switch resources from maintaining and integrating multiple line of business systems and instead provide technology which enables services to meet their own requirements

so that the council becomes much more agile, flexible and responsive in how we use technology.

- ✘ I don't want to spend an increasing amount of resource in patching and upgrading and integrating 170+ line of business systems.
- ✘ I don't want services frustrated that they have to wait for suppliers or ICT to make changes to their systems.
- ✘ I don't want the current complexity of our multiple systems to frustrate our ambitions to work with partners and share data.

As the  
Senior  
Information  
Risk Owner  
(SIRO)



I need assurance that our data is accurate and safe and appropriately managed

so that we can be confident about making decisions and about sharing and opening up our data.

- ✘ I don't want out of date or inaccurate data stored across multiple systems, databases and spreadsheets.
- ✘ I don't want to receive fines from the Information Commissioner for mis-managing data.
- ✘ I don't want to miss out on opportunities for open data and contributing to the vision of the North East DataMine.
- ✘ I don't want to miss out on opportunities for big data.
- ✘ I don't want to miss out on opportunities to share our data with partners.