

Transformation Strategy *Transforming Blaby Together*

Customer Insight and Engagement

Equality, Diversity, and Inclusion



People and Organisational Development

Transformation, Projects and Digital

Section 1 Introduction

The Transformation Strategy sets out how we aim to meet the needs, expectations, and aspirations of our customers beyond 2023, to be reviewed on an annual basis.

Putting the customer at the heart of everything we do, whilst recognising the diversity of our district, we aim to make digital available and accessible for all our residents and businesses, promoting digital confidence across the district.

By being ambitious, creative, and resourceful we commit to transforming our ways of working, to ensure we work efficiently, delivering the services our customers need, in ways they want to access them.

We continue our focus on mitigating the effects of climate change particularly whilst on our journey to embedding net zero ambitions, being the best we can be, learning from others and making a positive difference to Blaby District.

"I am delighted to introduce our Equality, Diversity and Inclusion Strategy 2024-2027. It expresses our vision, commitment, and priorities for the next three years and outlines what we want to achieve at Blaby District Council."

Councillor Matt
Tomeo, Champion for
Equality, Diversity and
Inclusion



"Our people are our most valuable asset, it is important we have a clear vision for the future."

Councillor Maggie
Wright, Portfolio
Holder for People and
Performance



"Transforming Blaby Together is key to our future and the work completed so far demonstrates we are evolving and adapting to a changing world. We will continue to be ambitious, making Blaby District a great place to live, work and visit."

Councillor Ben Taylor,
Portfolio Holder for
Transformation



Section 2 – Transforming Blaby Together

Transforming Blaby Together is our over-arching response to the challenges that we face as a council. The world is changing around us, and we need to adapt. Customer base, demand, and expectations are evolving, and we need to become more responsive to meet their needs. At the same time, we are challenged by reduced finances.

Our vision for *Transforming Blaby Together* is to enable the authority to adopt a culture of continuous improvement to facilitate opportunities and different ways of working to drive operational effectiveness and build in cost effective efficiencies.

Delivering exceptional customer experience and assuring customers are at the heart of everything we do continues to be of high priority for the authority and the transformation programme.

Transforming Blaby Together aligns our objectives for delivering our plans across the areas of:

- Equality, Diversity, and Inclusion (EDI)
- People and Organisational Development (POD)
- Customer Insight, Experience and Engagement (CIEE)
- Transformation, Projects, and Digital (TPD)

Centered around four key themes:



Under each of these themes we explore our aspirations for the future, consider what needs to be done (our commitment) and create delivery plans, to ensure that Blaby District is a great place to live, work and visit.

Our Aspirations

Our customers are our residents, communities, and local businesses, we place them at the heart of everything we do to ensure that Blaby District is a great place to live, work and visit.

We believe that our customers should be able to access our services with ease, irrespective of the method they choose to contact us. We recognise that our customers' expectations and preferences are changing, and that time is valuable. We are one organisation and without needing to know or understand how the Council is organised our services, information and advice should be intuitive, easy to find and navigate, up to date, and accessible.

Our Commitment

One Organisation, Working Together

- We will continually review services to ensure they are streamlined, fit for purpose and easy for our customer to understand and access
- We will strive to ensure our policies, procedures and services are inclusive and accessible

Understand Our Customers and Our Communities

- We will work with Councillors to engage and communicate with our customers and communities to understand what they need and want from us
- We will recognise the diversity of our customers' needs in the design our services

Right First Time

- We will aim to provide our customers with the information or support they need at the first point of contact, through our website, social media, or other access channels
- We will support and empower our teams to place the customer's needs at the heart of every interaction

These corporate commitments have been woven through our key delivery plans for:

- Equality, Diversity, and Inclusion (EDI)
- People and Organisational Development (POD)
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Our Aspirations

The world is changing around us, our customer demand, and expectations are evolving, and we need to become more responsive to meet their needs.

We recognise the increasing demand for self-service and digital access across our district, we believe that, where it is feasible and appropriate, we should enable our customers to interact with us digitally and access services directly.

Technology moves at a fast pace, and we recognise the need for us, as a council, to remain connected with new advances in technology.

Our Commitment

Make Digital Available and Accessible

- We will aim to provide digital access to all our services where it is practical to do so, and support customers to embrace digital opportunities
- We will work with councillors, community groups and partner organisations to encourage and promote digital inclusion across Blaby District
- We will focus on increasing digital capability across the organisation, providing training to further develop our digital skills and knowledge keeping up to date with new developments.

Deliver Hybrid Services

- We will provide consistent and appropriate access to our services via the right combination of digital and non-digital channels to meet the needs of our customers
- We will be innovative in our use of technology, to reduce costs, be more responsive and develop our readiness to adopt new technology

Embrace New Technologies

- We will explore working with communities and partners to help our customers take advantage of new technology to improve their wellbeing and independence
- We will explore the utilisation of new technology such as such as process automation to deliver services in more innovative and efficient ways

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Our Aspirations

Our people, as our greatest assets, are valued and committed to delivering quality services to our residents, businesses, and visitors, we recognise that ways of working have changed since 2020 and continue to learn lessons from our experience.

We understand the need to continuously review our processes to ensure they remain fit for purpose and are responsive to the needs of our customers.

We are committed to reducing the carbon footprint of our council, embedding a low carbon culture, and supporting our residents, businesses, and community to reduce their carbon emissions.

Our Commitment

Invest in Our People and Systems

- We will invest in our people development programmes, and the tools we use, to ensure Blaby District Council is a great place to work
- We will give our teams the transformation tools and headspace required to encourage innovation, personal wellbeing, and resilience
- We will develop our inclusive mindset by providing training to our people and councillors, nurturing diversity

Efficient and Effective Processes

- We will use our new Corporate Project Framework and Business Planning System to prioritise and deliver strategic projects
- We will transform our processes to improve the customer experience and deliver cost effective services, utilising our Transformation Programme to embed a culture of continuous improvement

Net Zero Focus

- We will prioritise projects and investment which support our Net Zero ambitions
- We will proactively seek government funding opportunities to accelerate our journey to Net Zero
- We will explore opportunities for enhancing staff wellbeing through flexible and hybrid working arrangements

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Our Aspirations

Post-pandemic financial pressures are affecting all aspects of our work, we recognise the need to adopt a commercial approach as a means of shoring up our future financial position and providing stability for Blaby District.

We recognise the need to ensure our services continue to be affordable and are of the appropriate quality.

We need to be pro-active and outward looking so we are able take advantage of future opportunities and innovations.

Our Commitment

Commercial Approach

- We will embrace business-like thinking to seek new and innovative ways of maximising income to support service delivery
- We will embed a commercial culture and ethos, adopting the right behaviours to strengthen service provision and manage our assets

Affordable Services

- We will engage with Councillors to deliver appropriate levels of service; we will not under-deliver, nor over-deliver
- We will ensure our core service is affordable and delivered efficiently, collaborating with partners, and embracing digital solutions to reduce our costs.
- We will identify tangible savings to support delivering actions as identified in our Medium-Term Financial Strategy

Innovation and Horizon Scanning

- We will develop our professional networks to ensure we stay at the forefront of best practice and lead the way where we can
- We will take inspiration from those leading the way with innovation to identify new transformation opportunities
- We will refresh our approach to recruitment and retention to ensure we attract the best talent to Blaby District Council

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Section 6 – Equalities Impact Assessment

- Equalities Impact Assessment completed separately
- No areas of significant concern in relation to this specific strategy document
- Individual projects will be assessed with respect to Equalities Impact in line with corporate policies and processes

Section 7 – Carbon Neutral / Net Zero Benefits

- 'Net Zero' is one of the commitments cited under the 'Challenge the way we work' theme. The subsequent objectives and resulting action plans will focus on supporting the Council's ambition to be net zero by 2030, and the district net zero by 2050.
- Individual projects will be evaluated with respect to Environmental Impact in line with corporate policies and processes

Appendices

- Equality, Diversity, and Inclusion (EDI) Delivery Plan
- Customer Insight, Experience and Engagement (CIEE) Delivery Plan
- People and Organisational Development (POD) Delivery Plan
- Transformation, Projects, and Digital (TPD) Delivery Plan

Blaby District Council - **Document Information**

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Version*	Reviewed By (Job Title)	Review Completion Date	Brief Description of Changes (add 'no changes required' if applicable)
Draft			

*Version number remains the same if no significant changes are made upon review.

Document Definition / Approval & Review

A Blaby District Council strategy 'outlines specific plans and actions that are designed to achieve a longer term or overarching objective.'

Key published documents are approved for publication in line with the approval matrix illustrated in the Key Published Document Procedure.

Unless agreed by exception, key published documents must be reviewed at least **every 3 years** from the date of approval.

Significant updates/changes must also seek reapproval in line with the approval matrix.

Scope

This strategy applies to the work undertaken by Blaby District Council

Terms & Definitions

The following abbreviations are used within this document.

Term	Definition
CIEE	Customer Insight, Experience and Engagement
EDI	Equality, Diversity, and Inclusion
POD	People and Organisational Development
TPD	Transformation, Projects and Digital
TBT	Transforming Blaby Together