

Transforming government engagement

Collaboration Strategy Review from WTG

Across the public sector there is an agreed need to transform the way government organisations engage with the public and interact with one another, in order to improve services whilst reducing cost. By embracing new online solutions and technologies, public bodies will be able to manage their information more effectively and provide enhanced services to support the community.

A key part of this new online approach is collaboration (both externally - citizen engagement and internally – community sharing) which encourages greater interaction, the sharing of relevant information and improved services and productivity. When implemented as part of a cohesive online strategy, collaboration solutions offer a real opportunity to government to deliver greater efficiencies and provide the ability to do more with less.

What is online collaboration?

Collaboration software enables organisations to build online communities that share information with relevant external (citizens) and internal (staff) stakeholders and encourage interaction and feedback. These solutions include the use of:

- ▶ Blogs and wikis
- ▶ Forums and communities
- ▶ Document and content management
- ▶ Audio and video conferencing
- ▶ Email

While each of these technologies provide individual benefits to an organisation, it is only when they are incorporated in to a comprehensive collaboration strategy that real business advantage can be identified.



Internal and external stakeholders share information and collaborate more effectively

The benefits of effective collaboration

In the current economic climate, public sector organisations are looking to achieve more with less. Operating with reduced or frozen budgets they need to prioritise cost-savings and efficiencies while also carrying the burden of legislative requirements.

By implementing a collaboration solution as part of a coherent online strategy, government organisations benefit from:

- ▶ Effective citizen engagement
- ▶ Improved information sharing
- ▶ Improved efficiencies, offering the right information to the right people at the right time
- ▶ Reduced operational costs by increasing citizen self-service
- ▶ A more motivated workforce with a culture of interaction and creativity between departments

Government initiatives

As government wakes up to the potential benefits of a collaborative approach, so new initiatives are being put in place to encourage wider take up. For example the appointment of John Suffolk as Government CIO in 2005 saw the implementation of the Transformational Government Strategy. This set out the Government's vision for a long-term transformation of public services to provide efficient, effective services designed around the needs of citizens and businesses. The Strategy has three core strands; putting the citizen at the heart of what government does; shared services; and professionalising IT-enabled business change.

Similarly in 2008, the Communities and Local Government Department launched the "Communities in control: real people, real power" white paper, aimed at giving real control over local decisions and services to a wider pool of active citizens. In turn the objective is to shift power, influence and responsibility away from existing centres of power into the hands of communities and individual citizens.

Within criminal justice, The Criminal Justice System launched its' consultation "Engaging Communities in Criminal Justice" in July 2009 based on the understanding that effective community engagement is key to improving public confidence in the way in which crime is tackled and justice delivered.



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The WTG solution

As a leading innovator in the delivery of online collaboration solutions to the public sector, WTG has helped a number of government organisations to implement solutions that achieve real business advantage. In addition, we have successfully implemented many secure projects – built, operated and accredited to comply with UK Government security standards.

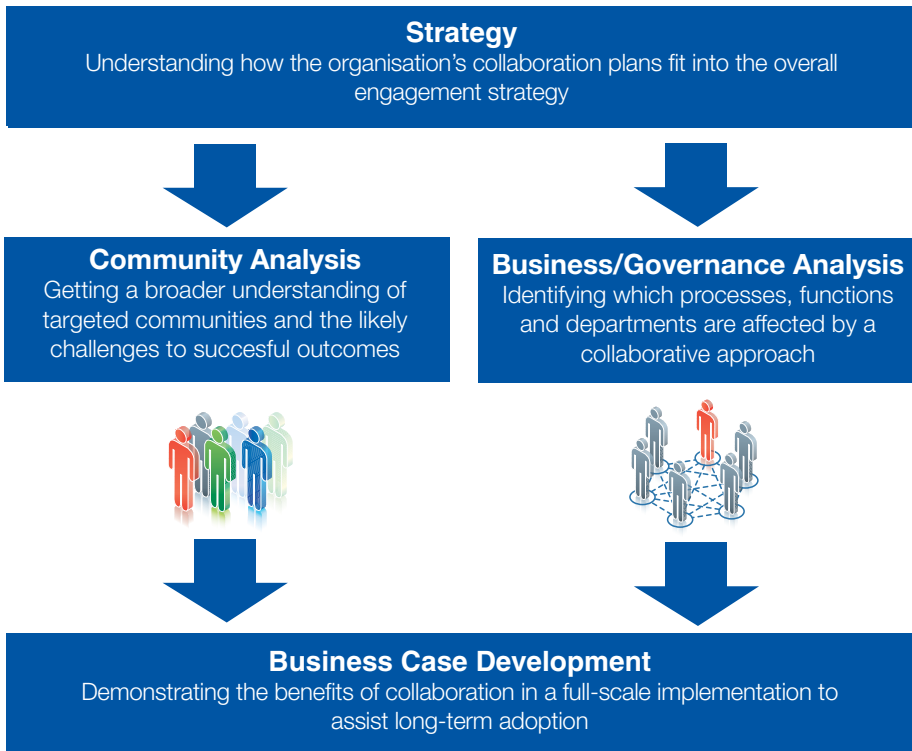
Our internally focused online solutions encourage collaborative working practices between different agencies and departments – transforming how these bodies conduct business with the public – and helping reduce bureaucracy and processing times by migrating from paper-based processes to the web.

Externally our solutions build communities that empower citizens to play a role in their local community by having their say on the local and national policies which affect them.

Our detailed knowledge of Web 2.0 and other developing technologies means we can help public sector organisations to embrace collaborative solutions and what's more, our practical approach will help organisations to comply with all the relevant laws, regulations and industry recommendations within the required deadlines.

Collaboration strategy review

Working with your in-house team of web experts and business managers, our consultants use the following approach to look at how best to implement an effective collaboration solution:



At the end of the review, we deliver a number of outputs:

- ▶ Strategy review report
- ▶ Business analysis report
- ▶ Community analysis and governance report
- ▶ Comprehensive business case

These deliverables will enable you to take the appropriate actions and to start on the journey towards delivering an effective collaboration solution to citizens and staff accordingly.

More about WTG

WTG is a leading technology consultancy and solutions provider to the UK public sector. We design, build and manage secure, high value and complex web applications that allow the country's agencies and public bodies to collaborate and communicate more effectively.

WTG's online solutions:

- ▶ Transform the way government conducts business with citizens – to provide improved services
- ▶ Facilitate collaborative working practices between different agencies and departments – to drive efficiencies
- ▶ Reduce bureaucracy, paperwork and processing time by migrating to web based systems – to deliver cost savings
- ▶ Drive the introduction of eGovernment initiatives – to facilitate compliance

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