

Socitm's Digital Trends 2023: harnessing emerging technologies and data to improve public service outcomes

Martin Ferguson, Director of Policy & Research - Socitm

APSE-Socitm Online Seminar, 29 March 2023



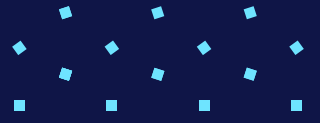
1. What makes Socitm's digital trends research different?

2. What are the digital trends telling us?

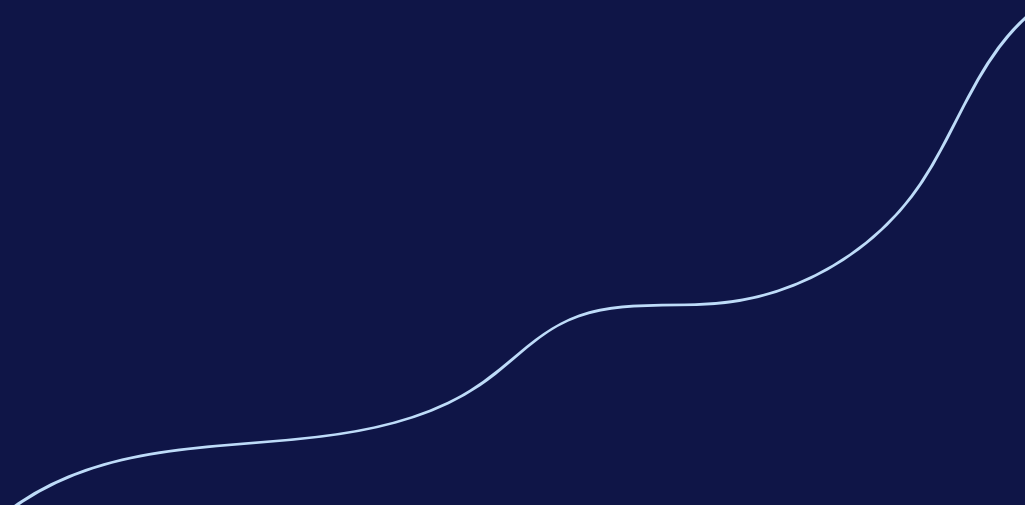
3. What can councils learn from other tech users?

4. What are the barriers and opportunities for new developments and service innovation?





What makes Socitm's digital trends research different?





People Place Time Outcomes

**What makes
Socitm's digital
trends research
different?**



Role of digital:

- cultures
- processes
- business models
- technologies
- data

Intelligence, case study vignettes and supportive quotes:

- Socitm members
- Strategic partners
- International partners



What makes Socitm's digital trends research different?

Public sector digital trends 2023

External drivers

- Environmental breakdown, climate change and net zero targets
- New models of working and unreserved office space
- Pay restraints, recruitment and retention pressures, and disrupted labour markets
- Energy costs, inflation and global economic downturn
- Post-Covid legacy costs, rationalisation, and disrupted markets and supply chains
- Changing expectations and demands from citizens
- Social and digital exclusion
- War in Ukraine, Brexit (in the UK) and other unforeseen events



Digital trends

- Cyber-resilience** – collaboration across connected places and communities
- Data explodes silos** – breaking the 'public policy impasse' over deep-seated local problems
- Connected places** – using systems thinking to develop new digital services that cross boundaries of related public services in an area becomes a central strategic focus
- Customer service** – exploiting digital possibilities and connections to address more complex service needs
- Digital, data and technology skills** – data leadership and management, merging of CIO and CDO roles, and recruitment and retention of skills
- Digital health** – part of an ecosystem of local public services enabled by significant advances in digital innovation
- Inclusivity and equality** – an explosion of digital services that risks worsening digital exclusion and inequality
- Market disruption** – recessionary and inflationary pressures, acquisitions, scaling back and collapse of digital suppliers
- Faster development** – new methods, tools and technologies, such as low-code, tackling legacy barriers and outdated policies, practices and governance
- Digital identity** – easy access for citizens, linking systems and related services, and privacy and security protection
- Hybrid working** – blended working styles, locations and technologies that support smarter use of physical building assets
- Green and sustainable** – harnessing digital to combat climate change, accelerate towards net zero and reduce IT's own carbon footprint

Technology enablers

- Applied artificial intelligence and automation
- Augmented reality and 'digital twins'
- Internet of things (IoT) everywhere
- Apps multiply and mature
- Tackling IT legacy
- IT infrastructure pressures

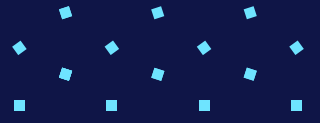


Socitm

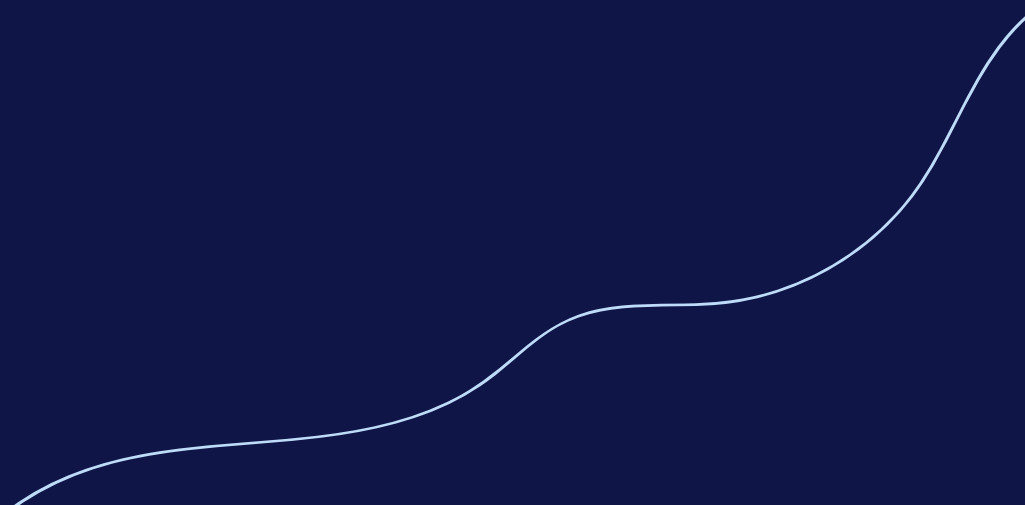
Continuing research and practice:

- facilitating new ways of working, thinking and operating
- enabling people, communities, businesses, employees, politicians, and policymakers to collaborate
- giving politicians and officials improved access to real-time information, analyses, and insights
- revealing new ways to tackle the 'public policy impasse' over deep-seated (wicked) problems
- creating and developing evidence-based policy instruments and 'what works' solutions
- enhancing transparency and accountability
- orchestrating better place-based outcomes





What are the digital trends telling us?



What we've delivered

Infographic

Public sector digital trends 2023

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- IT infrastructure

Resource hub collection

Socitm Join Services Policy

Designing out of difficult times - the 2023 trends that will make a difference in your communities

Introduction: breaking new ground with digital

Instead of replicating commercial examples, the distinctive role of 'digital' in the public sector needs to recognise the symbiotic relationship between the wellbeing of people, communities and places, and the delivery of public services that enables them to thrive and play their part in society...

[Read the introduction](#)

Digital trends

- [Cyber resilience a top priority](#)
- [Data explodes silos](#)
- [Emerging 'Connected Places'](#)
- [Looking afresh at customer services](#)
- [Digital, data and technology skills](#)
- [A renewed focus for digital health](#)
- [Inclusivity and equality – a changing dynamic](#)
- [Market disruption brings new challenges](#)
- [Faster development](#)
- [Digital identity](#)
- [Hybrid working matures](#)
- [Green and sustainable](#)

Technology trends

- [Trends reshaping the use of technology](#)
- [Applied artificial intelligence and automation](#)
- [Augmented reality and digital twins](#)
- [Tackling IT legacy](#)
- [Pressures on technology infrastructure](#)
- [Internet of Things \(IoT\) everywhere](#)
- [Apps multiply and mature](#)

Summary guide

Guide

Public sector digital trends 2023

Summary

January 2023



Socitm

MAJOR CITIES OF ENGLAND
IT TRUST GROUP

LOLA
Local Organisations of Leadership and Innovation



Public sector digital trends 2023

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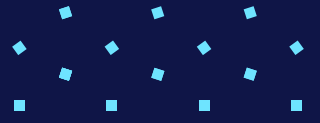
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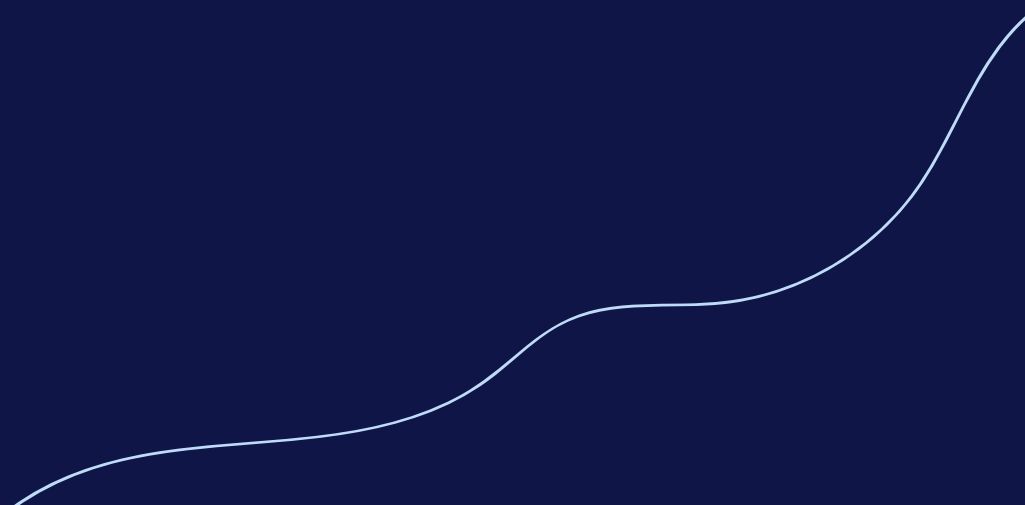
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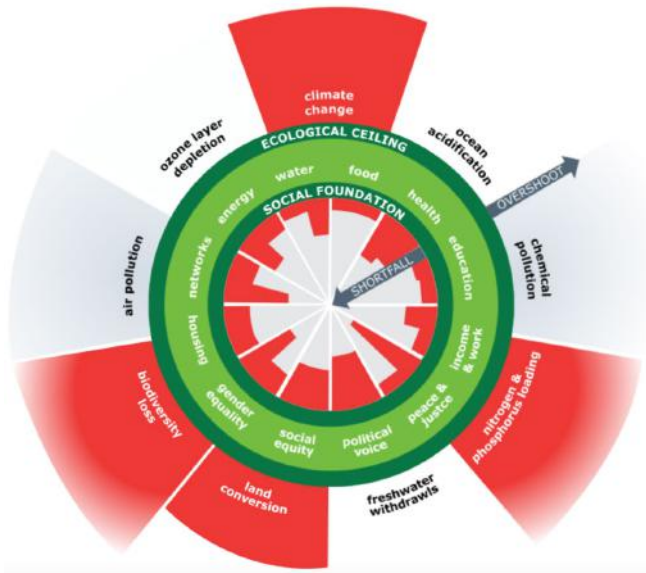




What can councils learn from other tech users?



The emerging strands – what has tech ever done for us?



Place-based leadership - collaboration across place to achieve better outcomes

Capability Building

- **Digitalisation** – building the skills and capabilities to enable better and more inclusive public services
- **Cyber resilience and security** – designing, building and managing safe and secure public realm technologies, infrastructure and data-rich environments

Connectivity and Sustainability

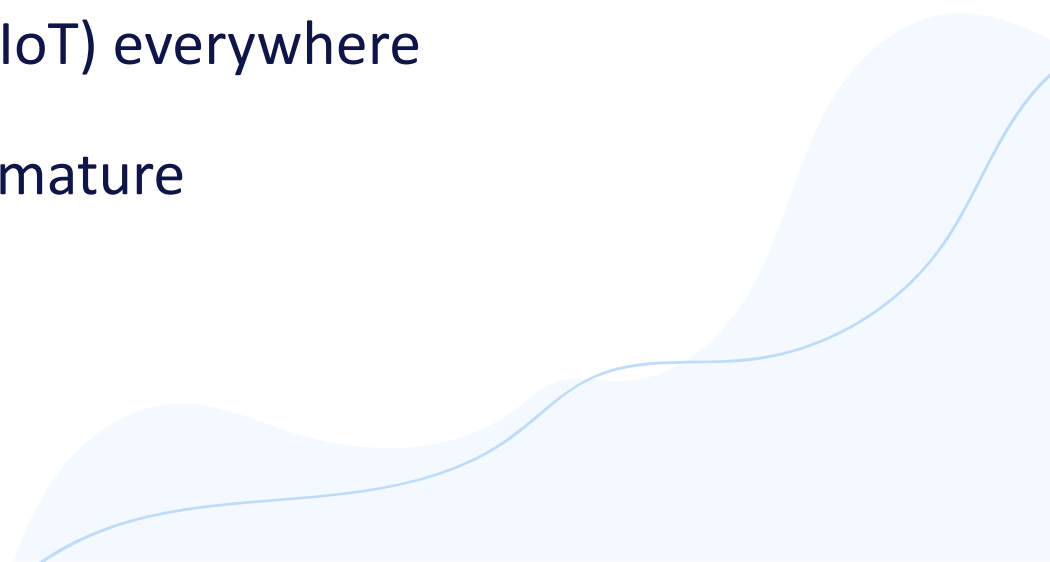
- **Connected places** – collaborating and harnessing cultures, capabilities, technologies and data to transform place-based outcomes
- **Sustainability and net zero** – addressing climate transitions issues and the drive to net zero

Supporting Transformation

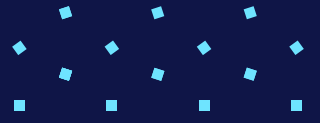
- **Responsible use of data** - handling and harnessing data in ways that are ethical and robust
- **Emerging technologies (AI/IoT)** – focusing on the impact and use of Artificial Intelligence and IoT



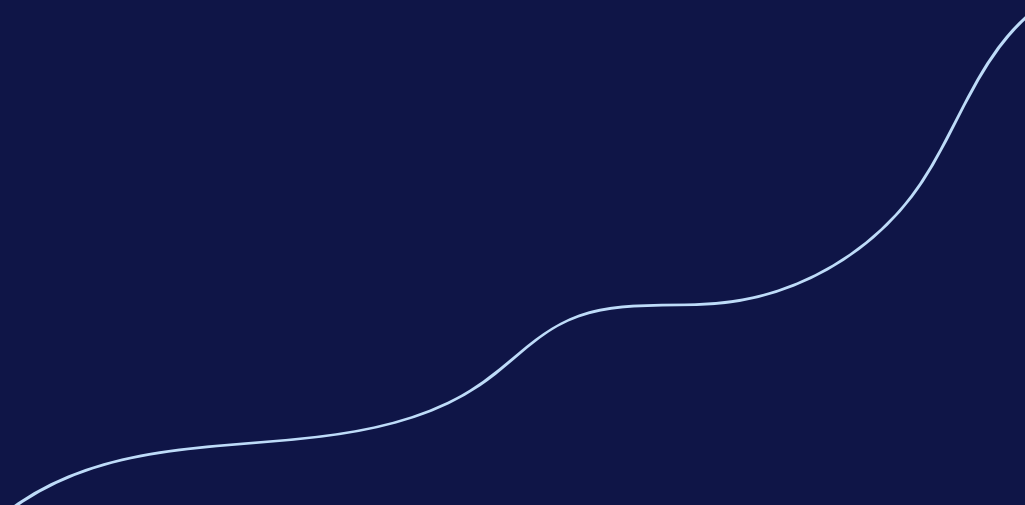
The 'top six' technology enablers from Digital Trends

1. Applied artificial intelligence and automation
 2. Augmented reality and 'digital twins'
 3. Tackling IT legacies
 4. IT infrastructure pressures
 5. Internet of things (IoT) everywhere
 6. Apps multiply and mature
- 





What are the barriers and opportunities for new developments and service innovation?



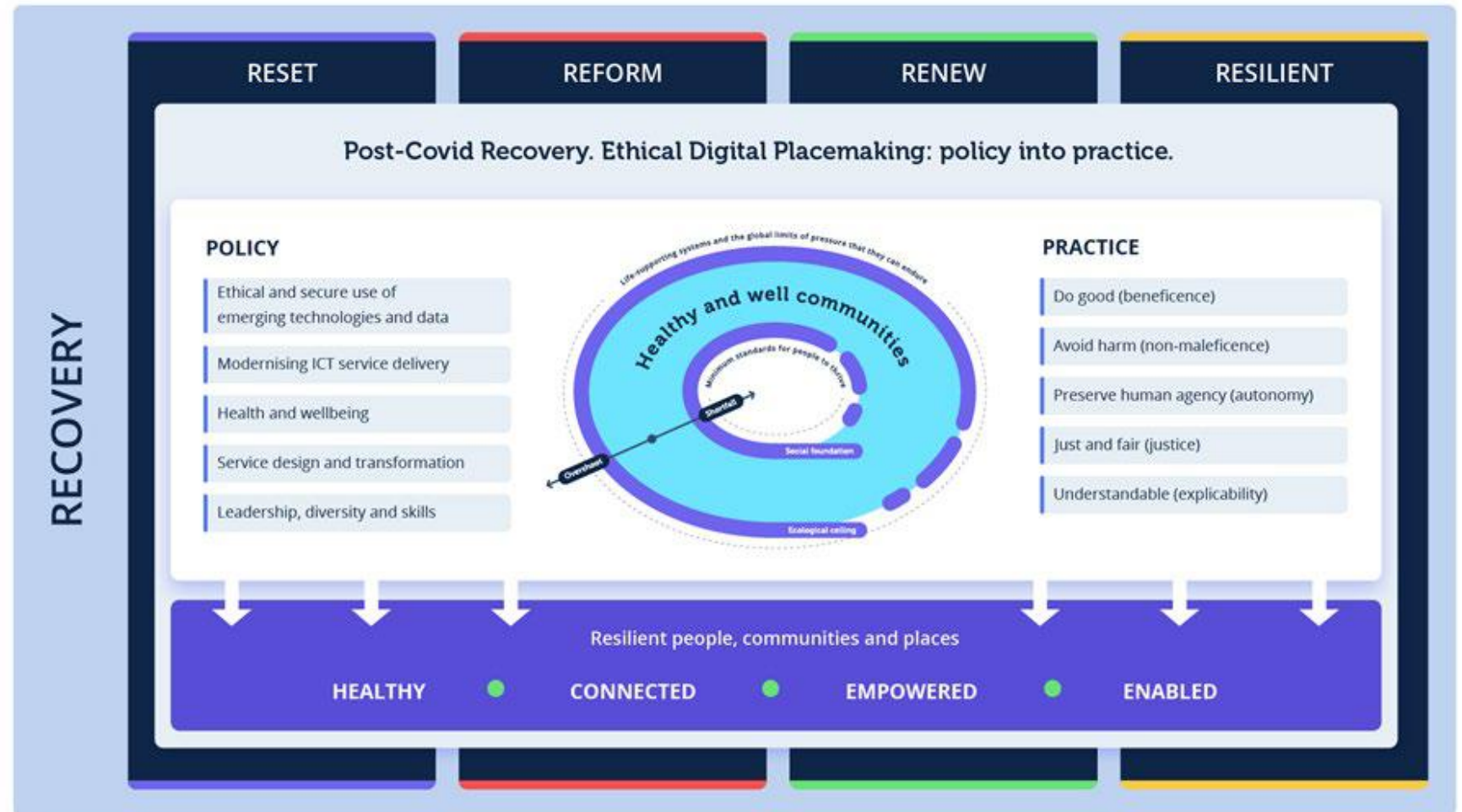


Leadership, capabilities and skills

- Place-based leadership
- Equality, diversity & inclusion
- Digital, data and technology skills
- Recruitment and retention
- Hybrid working



Responsible, ethical and secure use of emerging tech and data

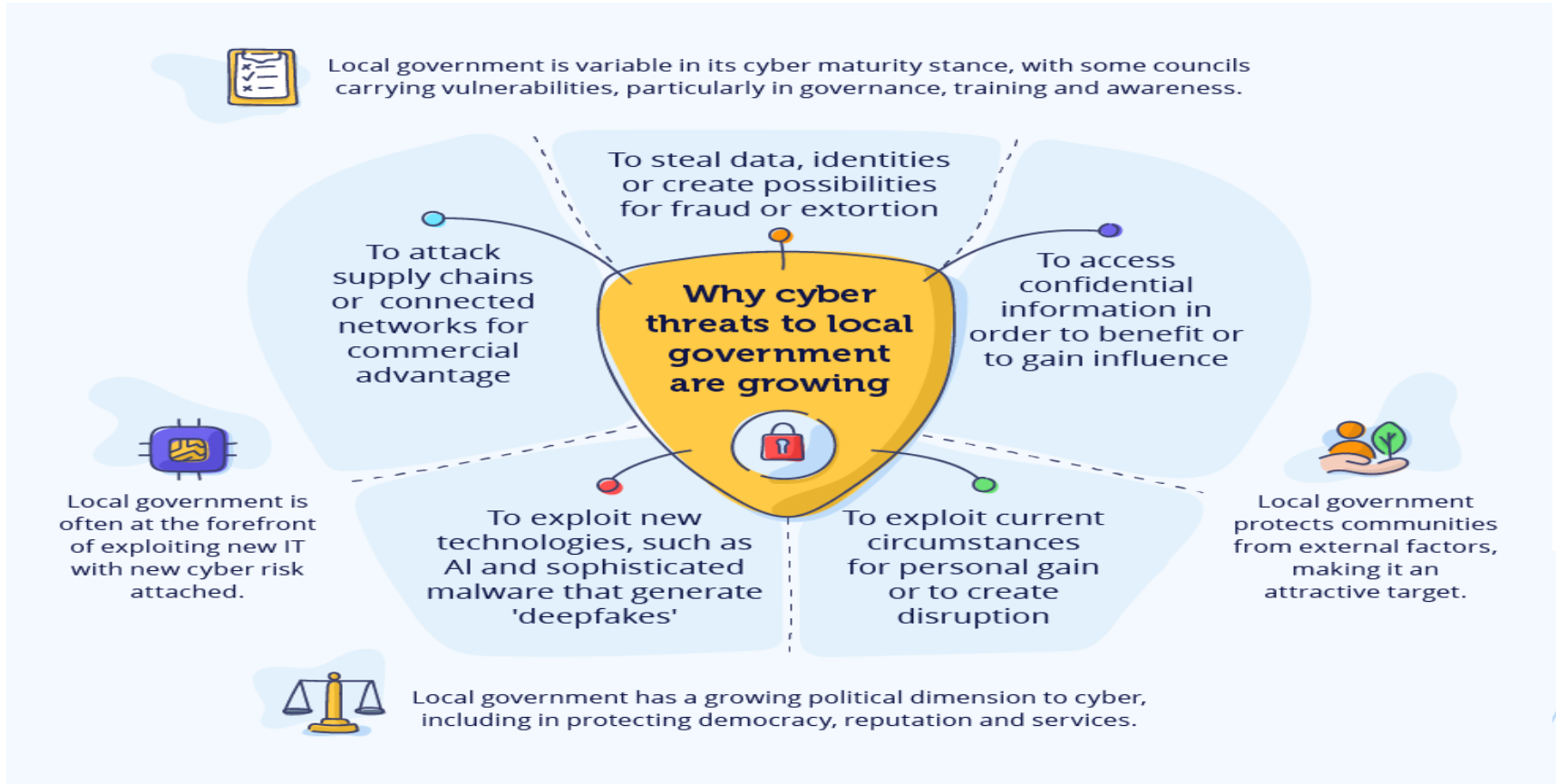


Research and resources: Digital trends | Covid-19 Digital and ICT impact | Planting the flag #2 | Resource hub collections

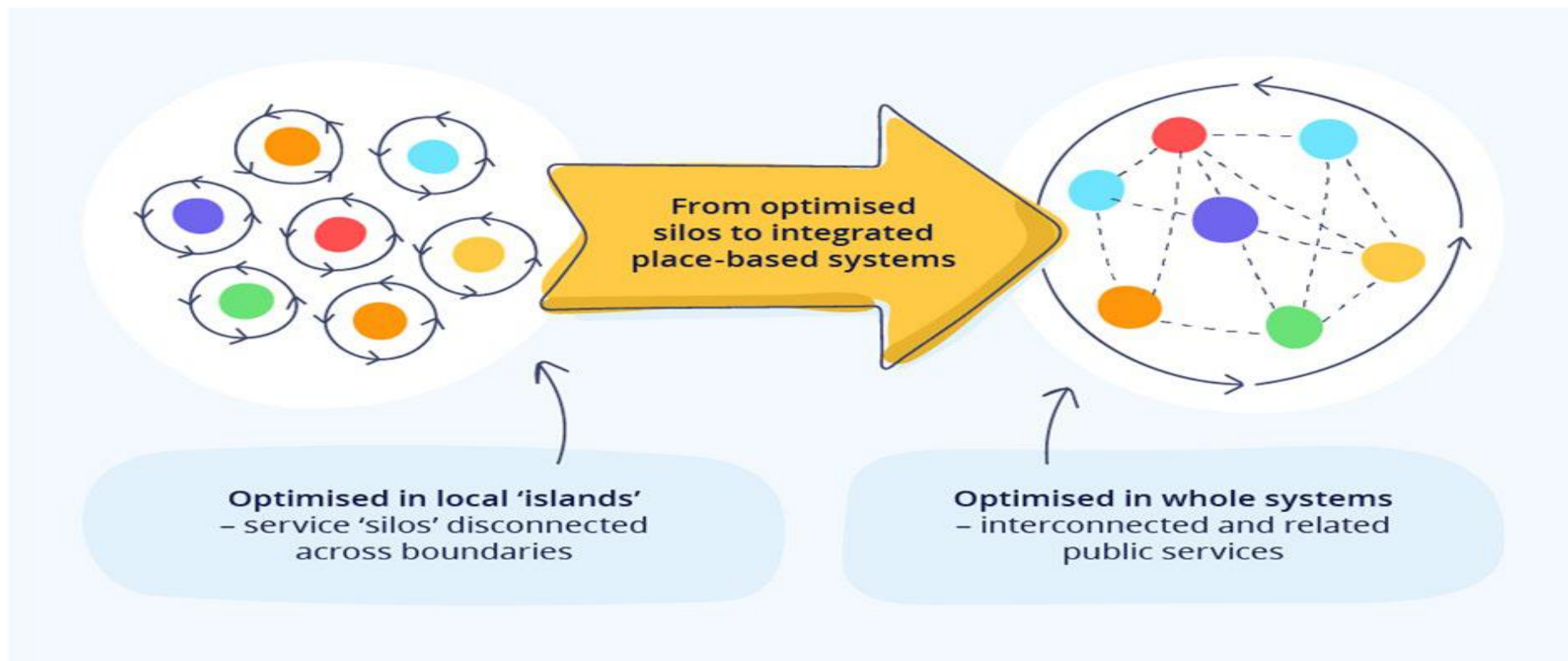


Cyber security and resilience

Part 1



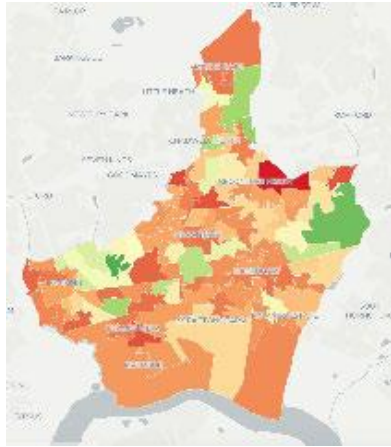
Connected places



- Place-based regeneration, sustainability and connectivity
- Health and wellbeing
- Resilient people, resilient communities, and resilient places

... enabled by local public sector innovation, technology and modernisation





Harnessing data

The Social Progress Index is a tool that helps measure how well Leeds is doing in terms of Inclusive Growth. It helps us understand what's happening in different areas of the city (ward based) by looking at multiple parts and offering us a clear and unbiased measure of overall wellbeing in the city.



Social Progress Index: 37.13 Rank: 14/17
Household Income: £26,574 Rank: 6/17

Score	Rank	Abbey	Score	Rank
26.56	17	Foundations of Wellbeing	44.41	1
44.41	1	Opportunity	43.73	13
43.73	13	Personal Rights	27.26	16
27.26	16	Personal Freedom and Choice	75.12	3
75.12	3	Inclusiveness	45.80	15
45.80	15	Access to Advanced Education	32.28	18
32.28	18	Environmental Quality	31.87	17
31.87	17	Progress over time reflects the ward's annual change in Social Progress Index score	14.98	4
14.98	4	Stagnation	14.98	4
14.98	4	Steady improvement	14.98	4
14.98	4	Significant improvement	14.98	4

Strengths and weaknesses are calculated relative to 5 wards of similar median household income (Dewar, Chappel Heath, Valence, Beeston, Mayfield).
 Outperforming: Exceeding expectations
 Underperforming: Falling short of expectations
 Progress over time reflects the ward's annual change in Social Progress Index score
 Stagnation: No significant change
 Steady improvement: Consistent growth
 Significant improvement: Major growth



Sustainability/net zero - role of technologies and data

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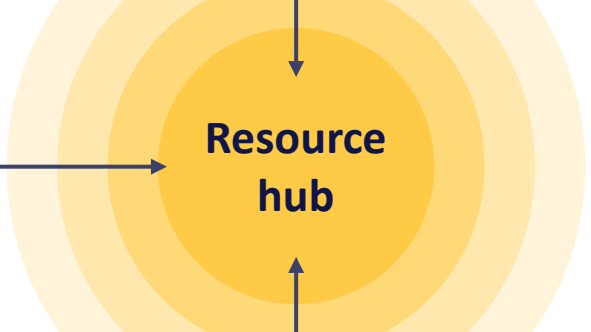
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Socitm Inspire

Member/stakeholder engagement

'What works' modules



- Place-based leadership
- Module one: Digitalisation and technologies
 - Module two: Connected places
 - Module three: Sustainability and net zero
 - Module four: Cyber connectivity (cyber resilience and security)
 - Module five: Data handling and harnessing
 - Module six: Emerging technology (AI/IoT)

Plus previous digital trends assets



Themed months – briefings, etc.

	Principles/outcomes	
Build	Resilience	Capability
Deliver	Leaders	Transformation

Strategic intent

Foundation = Socitm Inspire USP

Under review



To be revisited





In conclusion ...

*“Socitm sees cause for
optimism in public sector
digital outlook”*

Mark Say, UKAuthority.com

