

Our Digital & Information Strategy

Our priorities

**Building shared
prosperity**

**Doing things
with residents,
not to them**

**Taking pride in
Hammersmith
& Fulham**

**Creating a
compassionate
council**

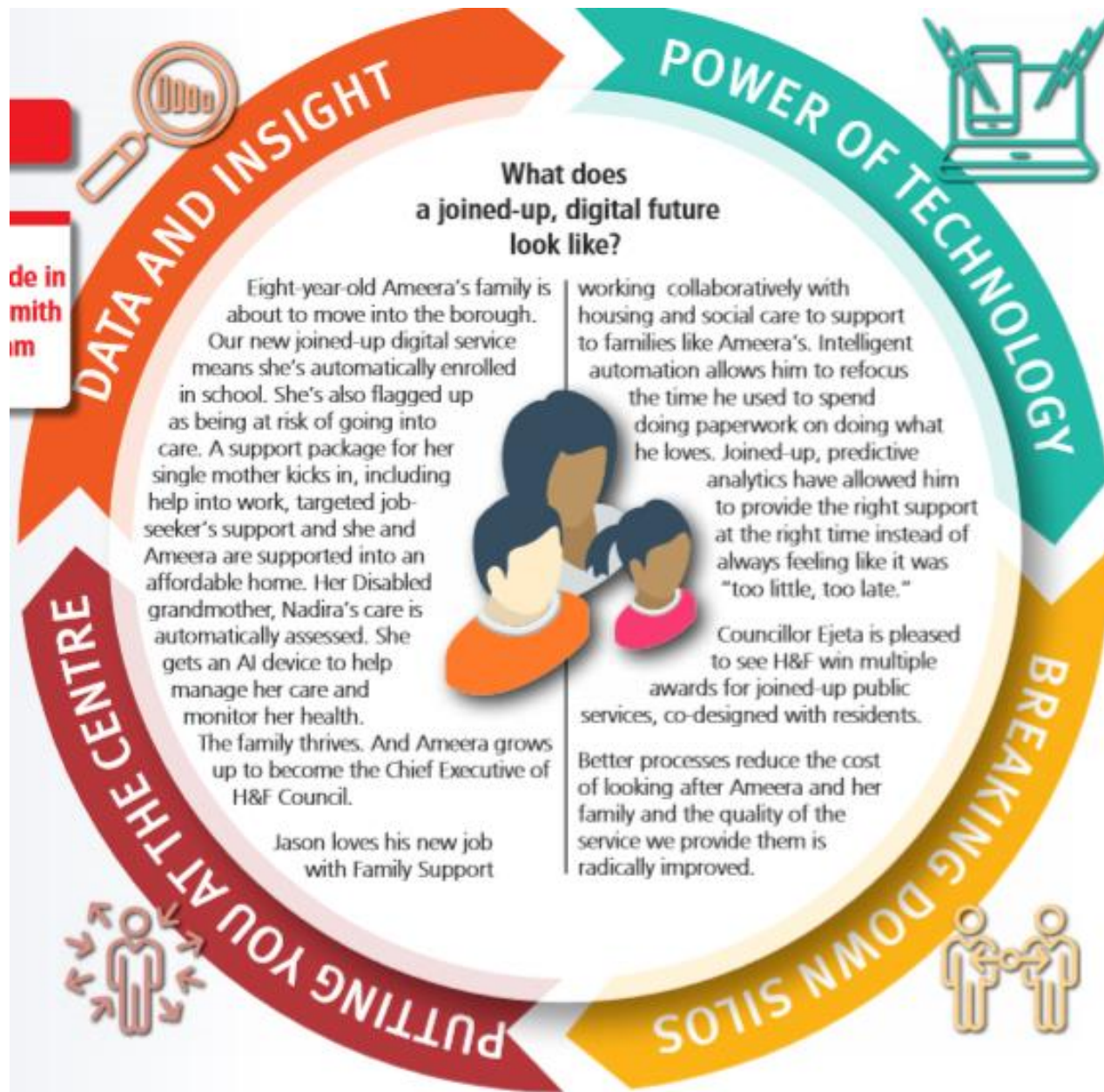
**Being ruthlessly
financially
efficient**

Our strategy

We will enable the delivery of the council's priorities for residents, local businesses and staff through the innovative provision of digital and information services

Our Principles

1. We are digital by default, and no one is left behind
2. We take a 'whole council' approach and all our digital services deliver a common H&F experience
3. All our systems integrate to provide a 'single customer view'
4. We are curious and open to learning
5. We leverage the power of automation to deliver greater value
6. Our data matters, we will protect it and harness its power



Data & Insight - what we will do

We will work with you to develop a single customer view/
golden record

We will support the development of tools and solutions to drive the intelligent collection and use of data

We will develop a common approach and language to manage our data

We will deliver a clear security framework that protects our data and supports new ways of working

Power of technology – what we will do

We will equip you with the tools to put the power of technology at your fingertips

We will keep abreast of emerging technologies to define the art of the possible

We will enable the delivery of 'Smart' services throughout our borough

We will achieve service transformation through automation

Putting people at the centre – what we will do

We will work together to understand and eliminate pain points

We will design and deliver digital and information services around user needs

We will promote a culture of continuous improvement

We'll use technology to 'get it right' the first time

Breaking down silos – what we will do

We will develop the framework to achieve interoperability between systems

We will promote collaborative working to deliver the council's priorities

We will enable the delivery of frictionless digital services

We will enhance our integration capabilities