AGENDA ITEM No. ...ⁱ⁻ⁱ...

NORTH LANARKSHIRE COUNCIL

REPORT

To:	ECONOMIC DEVELOPMENT COMMITTEE		Subject:	ACE LIMITED - CITYCARD PUBLIC INFORMATION SYSTEM
From:	DIRECTOR OF ADMINISTRATION			
Date:	10 October, 1996	Ref: MT/KM		

1   Introduction

1.1   Members will recall that at its meeting on 15 August 1996, the Committee considered a publication dated July 1996 from the CityCard Sales Co-Ordinator, Ace Limited detailing an initiative in Community Information Services, the CityCard public information system.

1.2   The initiative also aimed to support Councils in delivering local and regional information to their Communities and to assist them to use effectively the resources available to them.

1.3   Following discussion, the Committee agreed that a presentation from Ace Limited on the merits of introducing a CityCard service within North Lanarkshire be given at a future meeting, and that all Members of the Council be invited to attend.

2   Presentation on CityCard Public Information System

2.1   The purpose of this report is to advise Members that following consultation with Ace Limited, and in line with the decision of the Economic Development Committee of 15 August 1996 it is intended that a presentation by representatives of the Company will take place immediately following the meeting of the Economic Development Committee on 24 October 1996 and will be held at approximately 11.45 am in the Council Chamber.

2.2   Further details on the format of the presentation will be issued to all Members of the Council under separate cover. Meantime, a copy of the Company's publication dated July 1996 is again issued for Members information.

3   Recommendation

3.1   That the Committee receive the presentation by representatives of Ace Limited Northumberland and thereafter, instruct the Director of Planning and Development to submit a report on the merits of introducing a CityCard service within North Lanarkshire to a future meeting of the Committee.

Director of Administration

ACELTD.MT

CityCard

Supporting the provision of Quality Services and Information for your Community

Product Information and Pricing

An Important Breakthrough in Community Information Services

CityCard is an Electronic Public Information Service that has been designed to address the needs and aspirations of local government in the provision of community information and Council Services CityCard will support Councils in delivering local and regional information to their Communities helping them to effectively use the resources available to them.

Wansbeck Public Information System

Wansbeck Council	Shopping
News and Views	Whats On
Places to Visit	Local Information
Guide To Benefits	Education & Jobs
Business Information	Latest System News

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CityCard offers a wide range of information and interactive Council Services, as illustrated by the Wansbeck District Council Public Information Service shown above.

Many Councils are planning to deliver on-line information to their communities using technology such as the Internet or Multimedia. CityCard is unique in its ability to offer interactive on-line services, directly benefiting the operational effectiveness of the Council. CityCard can be configured to provide local services and information '*at any time and any place*'.

The Benefits of CityCard

The benefits of interactive information services are:

- increased efficiency in any Council department offering information services to the public

- the Council becomes more accessible

- improvement in the quality of services

- better provision of information, faster responses and improved communication between the Council and the public

- offers a cost effective solution to the provision of quality services

CityCard can be used by Councils to:

- help guide authorities to be more effective in addressing the needs and expectations of their local community

- enable the booking of services (such as requests for housing maintenance and refuse collection) thereby reducing the need for face to face or individual contact

- stimulate greater public involvement in local government policy and issues

- monitor responsiveness to customer service and information requests, to ensure that obligations and targets of the Citizen's Charter are being achieved

- manage and improve the responsiveness of Councils to repetitive requests for information about Council Services

- provide the public with information on their Councillors

In addition CityCard could allow members of the community to:

- request specific Council Services by filling in standard Council forms on-line

- review proceedings of Council meetings and reports on policy

- request services from the Council and use CityCard to track the progress of the services requested

- enter their details, thus providing an immediate response to benefit entitlement

- observe the level of Council performance in response to service requests

- contribute more fully to local policy development

CityCard enables an individual to easily access specific Council information and raise or track an enquiry on a specific service. This facility is available across all Council Services including specialised services such as the operation of Council Tax.

CityCard can also include a number of Information Service applications which support the local community. These currently include the following:

- On-line Business Directory
- Tourism
- Job Search
- Business Support

What is CityCard?

CityCard is a software product which can be configured to deliver services through the Internet/Intranet using standard PCs, Touch Screen terminals and kiosks. CityCard consists of two core elements, represented by *the Council Services Manager* and the *Community Information Manager*.
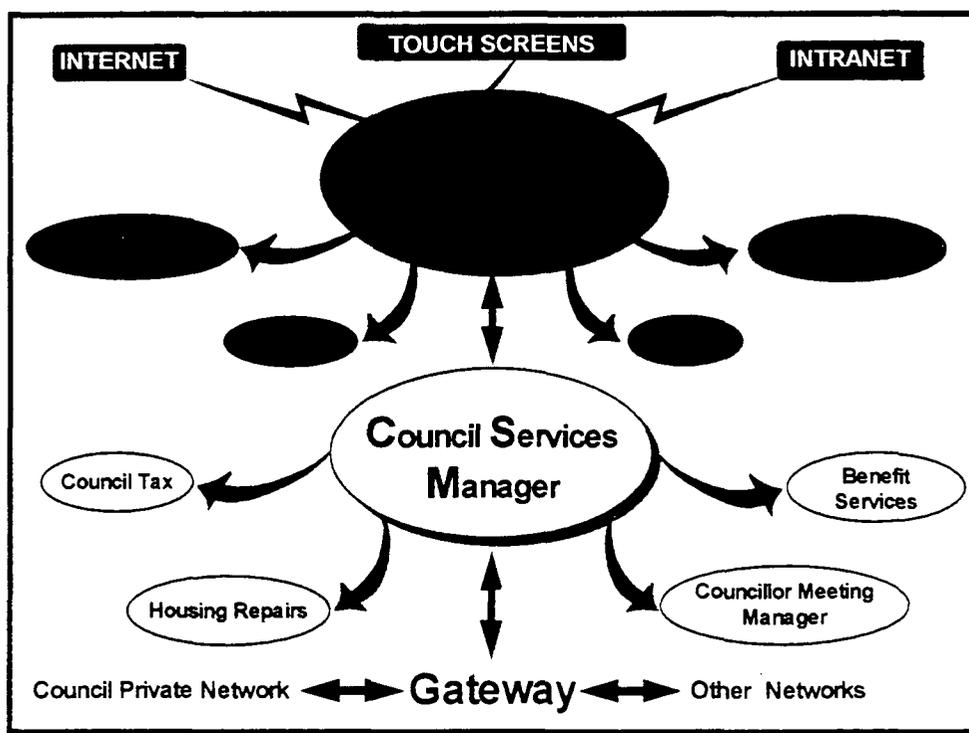
CityCard Council Services Manager

The *CityCard Council Services Manager* presents the full range of services that have to be delivered by local government. Councils are increasingly required to allocate greater resources to the management of individual customer enquiries for information. This has an impact on the resources that are available for the delivery of other services and benefits provided by the authority. CityCard can help reduce these burdens by focusing and targeting information towards those most in need, helping individuals to make better choices based upon relevant information. In addition, CityCard can include interactive on-line data entry, which speeds up the delivery of services and increases the efficiency of Council departments.

Council Services and Information

Council Tax	Building Advice and Information	Business Advice	Environment
Waste and Bin Collection	Permits and Licences	Leisure and Sport	Housing
Your Town, Your Council	Council Job Opportunities	Council Contract Opportunities	Street Maintenance and Cleaning

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Members of the community are able to access the facilities provided by the *Council Services Manager* and select the information they require. In this way an individual may, for example, select the *Business Advice* module and access information relating to *Grants*. The person may then select a *New Request* and a response is immediately presented, stating that the Council will contact the individual within a specified amount of time, together with a reference number and the name of the Council Officer appropriate to the specific enquiry. The individual may then be given the opportunity of requesting further information relating to the query, and this message is automatically sent to the relevant Council Officer.

The Council are also able to process enquiries and respond to them using CityCard. Council Officers can view service requests, monitor the performance (time taken to respond) of service requests and ensure that appropriate action is taken. Council Officers are able to respond to an individual's service request or enquiry which can be viewed by the individual using the unique reference number previously supplied.

CityCard Community Information Manager

The CityCard *Community Information Manager* provides the structure and framework for holding Council and Community Information. This module is the information manager element of CityCard and holds the *Structural Information Modules* by which the community and council information can be presented. The design of *the Community Information Manager* supports the display of information in both textual and graphical form. This design provides a basis for information presentation which encourages better communication between a Council and its Community.

The *Community Information Manager* is designed so that Council and Community information will be:

◆ user friendly

◆ appealing and relevant to the users' requirements for information

◆ requires only minimal technology skills to use

Hadrian's Wall Country

The Romans occupied Britain from the middle of the 1st century to the beginning of the 5th century and for much of this time Northumberland was the very edge of their Empire. They built a vast network of roads, bridges, towns, forts and milecastles with HADRIAN'S WALL being their most remarkable achievement. Whilst the officers were usually Roman, few of the occupying troops were from Rome. They actually came from all over the Empire, primarily from Germany and the Low Countries but also as far away as Syria.

Hadrian's Wall was built on the orders of the Emperor Hadrian from 122 AD and the wall originally stretched across England from the Tyne to the Solway. Now officially recognised as a World Heritage Site the remains of its central section still snake their way along the edge of the whinstone cliff on which it was built. It may be accessed from car parks off the B6318 at Housesteads, Steel Rigg, Cawfields and Walltown. Entry to the wall is free of charge and is open all year.

Information presented within the *Community Information Manager* can range from simple enquiries such as *'when are the swimming pools open and how much does it cost'* to more complex issues of local policy, such as plans for economic development and community prosperity.

CityCard has the ability to become a Council's *single point information source* for Council and Community Information. It can also become a powerful medium for promoting and enhancing better internal communications between Council Officers and Members. This further enhances the contribution that CityCard can make to the effectiveness and efficiency of local government.

CityCard is very flexible and can include any aspect of Information from the wide range of topics that local government needs or wishes to present to its community. CityCard can include an unlimited amount of information as required to satisfy the diverse needs of an individual authority.

CityCard Pricing

The pricing of CityCard is modular and scaleable. This gives Councils the option of building CityCard services as and when resources and funding is available. It also permits an authority to target the applications of CityCard to those areas of most need within the local community.

The price for the entry level CityCard system (*Community Information* and *Council Services Manager* core elements) is presented below.

Name	Elements	Price
CityCard	Community Information Manager & Council Services Manager (includes 50 information modules)	£17,500
CityCard TS Touch Screen Option	Offers the ability to have touch screen access points	£5,000 Upgrade
Additional Information Modules	Community Information per 50 Modules	£7,500
Annual Maintenance	Software support and maintenance based on final software purchase price	15%

Notes on CityCard entry level package:

- The price includes a survey of the implementation options for providing public and council officer access, documented in a report.

- CityCard price includes an unlimited multi-user licence.

- An annual maintenance fee of 15% is required providing help desk facilities and modifications and updates to the fundamental structure of CityCard

- Project Management and system installation are included in the initial licence fee. Additional consultancy services will be subject to negotiation.

- CityCard can be operated within an internal network (closed system) or as an Internet based system at no additional charge, provided a Local Authority has suitable networks that can run Internet Protocols.

- CityCard requires a UNIX or NT Platform. ACE can give a detailed system specification and costs for a suitable platform.

- Additional CityCard information modules are priced as shown above, subject to negotiation.

The entry level price is based on:

- The Local Authority will select and provide the information for inclusion into 'Information Modules'

- The Local Authority purchasing the CityCard software licence and providing computer systems and networks for hosting and operating the service.

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CityCard Implementation and Operation Support Services

The implementation and operation of CityCard within Local Government may exceed the available resources of an authority. ACE Ltd and its associated organisations will assist with the initial stages of CityCard installation and its long term operation.

CityCard Information Management Services

ACE can provide Project Management and Information Management Consultancy to Local Authorities covering the following areas:

- Development of a strategy based on specific local authority needs for electronic public information and services.

- Review and selection of the information that is available and appropriate to be included in CityCard.

- Providing guidance and support for the creation of new information in CityCard.

- Liaison between Local Authority departments regarding implementation options and requirements.

- Management of the Networking and PC Requirements for operation of the CityCard service.

- Supporting Council IT and Information staff.

- On-going Information Management support as required.

The CityCard Information Management Service is a management consultancy service of ACE Ltd. The charge for this service will vary between authority needs and is dependent upon the results of the implementation options survey that is included within the entry level costs of CityCard.

CityCard Operation and Hosting of the Service

ACE Ltd is a specialist company in Teleservices and Facilities Management and has the expertise and resources to undertake the hosting and management of a CityCard service. This offers a significant benefit to Local Authorities by removing the burden of operating the dynamic, 24 hour a day CityCard services.

Charges commence from:

- £500 per month for a managed server (server owned by, and located on client premises).

- £800 per month for a managed server (server owned and located at ACE Ltd.).

- Charges based on a minimum 12 months contract.

CityCard Computing and Networking Infrastructure Services

ACE can provide the full range of computing and networking products and services that may be required in the delivery of CityCard. ACE will use the services of their sister company, MARI Computer Systems Limited, who will work alongside the ACE project manager, to provide a single point of contact to the customer and ease the installation of the CityCard services. MARI Computer Systems Ltd is able to supply the full range of expertise and products including Hardware, Software and Network systems, that would be required for a successful implementation of CityCard.

CityCard Training Services

ACE can provide all the training that may be required in the delivery, installation and use of the CityCard product. ACE will use the services of their sister company MARI Training Limited who will be able to develop tailor made courses, and deliver these on council premises or at one of their many UK training sites. Training can be delivered on a one-to-one or a one-to-many basis and could include extensive hands-on experience.

For further details contact:

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