Digital Transformation in Manchester

URBACT III

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SmartImpact
Local Impacts from Smart City Planning

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Executive Summary

The aim of the Manchester Integrated Action Plan (IAP) is to support the delivery of services within Manchester City Council (MCC). The plan draws a review of the performance of public services in the city centre during December 2016 and January 2017 (City Centre Review - CCR).

The CCR aims to create a better understanding of the complexities and pressure points for service delivery in the centre of Manchester involving users, including residents, businesses, visitors and front line MCC staff. The review produced a series of proposals to strengthen public service delivery. Part of this process included exploring digital options to support the better use of technology to enhance services.

Digital opportunities are best framed in the context of the national strategy for public services and declining budgets. This means thinking about improved models of supply as well as influencing demand and creating mechanisms to help communities help themselves. A key influence in the city is the "Our Manchester" strategy (2016). This is the city's vision up to 2025. The strategy links city priorities with new ways of service delivery. The foundation is organisational change, one of the five themes of SmartImpact. The challenge for this IAP is to integrate smart city thinking and innovation into city service delivery. The focus is less about technology and data-driven development and more about governance structures, process and business models. The SmartImpact network focus is the ways cities can adapt to deliver and finance smart solutions. This means creating new ways of understanding value using co-investment strategies and developing innovation ecosystems as well as the role of regulations and incentives, data integration and data platforms.

This plan aims to demonstrate how different service departments can work together to define common goals and solutions. The resources are drawn from CityVerve, Manchester's flagship internet of things (IoT) project funded by the national Innovate UK agency.

The plan has been developed using methodology tools from URBACT. The process began with a workshop for council service managers to identify potential opportunities / experiments. Partners were engaged to support prototype and design. The final stage is the deployment of solutions with an appropriate framework for measurement and assessment, including a direct link in to the development of a new digital strategy for Manchester in 2018.