



HOW ARE COUNCILS CREATING **SMART PLACES?**

Councils in the UK are currently challenged with simultaneously adapting both to unprecedented levels of change and slashed budgets. While the digital revolution is the main harbinger of the necessity to change – bringing with it artificial intelligence, migration to cloud services, issues of cyber security, big data, general data protection regulation (GDPR) and shared services – the very structure of Local Government has also changed. In recent years we have witnessed the integration of Public Health with Social Care, welfare reform and the commercialisation of councils.

In this environment, how do councils continue to deliver services that are fit for purpose while meeting the expectations of an ever more digitally smart citizens and those who feel digitally excluded?

WHY SMART PLACES?

A smart place is an area that combines broadband, Wi-Fi, area-based apps, smart cards, and a range of digital services that work together to create an enhanced quality of work and life for businesses and citizens. Smart places are beneficial not only to Local Authorities but also the wider community. Think about it: flexible working is better for the environment, local businesses are revived as commuters work from home subsequently using local places for meetings, going out for lunch, all while supporting the local economy.

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The well-being of citizens is immeasurably enhanced through improved facilities, both digital and physical. As for Local authorities themselves, by operating as smart places, their benefits include:

- Enhanced digital services and better digital infrastructure attracting new businesses to the area, in turn generating more jobs
- Digitised services built around citizens' needs by applying digital-based algorithmic methods and using big data for predictive analysis
- Citizens see a smart place as an attractive place to live owing to the job prospects and services on offer from a Local Authority.

The idea of a smart place was introduced by IBM in 2007. The first forward-thinking councils such as Milton Keynes began to adopt this methodology a while ago and have been reaping the benefits ever since.

Having witnessed the success of their peers, other Local Authorities are increasingly embracing the concept in a world where rapid technological advances mean that today's digital services are both cheaper and easier to integrate into existing processes.

HOW CAN BUSINESSES HELP COUNCILS TO CREATE SMART PLACES?

It is the role of commercial organisations to build and develop new and innovative services that enable councils to serve citizens better. At Canon, we have partnered with a number of Local Authorities, helping to provide services that lower costs, save time, and benefit the environment.

As the digital world continues to grow at an unprecedented rate, revolutionising the way we live and work, it's never been more important to seek the help of an expert guide who can help you navigate the challenges of today and tomorrow, to find new paths to running a better organisation. With over 80 years as a pioneer of imaging and information management, Canon partners with Local Authorities to provide guidance and technology that transforms their processes. From Managed Print Services to Document Digitisation, Digital Mailroom, enhancing Central Reprographic Departments or purchase-to-pay solutions, Canon can help you to better serve your citizens in the way they expect.

If you'd like to discuss how Canon can help your organisation work more effectively and efficiently, please contact:

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