

Report of the Strategic Director

DIGITAL STRATEGY 2020-20241. Purpose of the report

To present the latest Digital Strategy for the Committee to consider.

2. Background

The previous Digital Strategy was due for renewal, it focussed on providing digital services for staff, members and the public and concentrated on six specific areas. The approach worked well as can be seen from the details contained within the Digital Strategy 2020-24 (see appendix). The quality and delivery of the digital arrangements helped the Council respond to the Covid-19 emergency. Examples of the former include:

- The Council's web site was externally recognised and ranked in the top ten nationally during 2019/20
- 20808 subscribers to the EMAIL ME service
- 90% of those responding to a survey rated the EMAIL ME service as good or excellent
- 86% stated that the EMAIL ME service made them feel more informed about the Council
- 84% increase in digital transactions during the life of the previous strategy
- 60.16% access the Council's web site via mobile devices

The new Strategy focusses in similar areas (as can be seen in the bullet list below) but also reflects on the need to be cognisant of the new technologies that are emerging including artificial intelligence, 5G and the greater emphasis on the ethical use of data:

- website presentation: the customer experience
- website presentation: accessibility
- digital engagement: digital media
- digital engagement: channel shift/service redesign
- enable a digital culture
- service insights: exploiting data/open data/big data.

3. Financial Implications

The Council has a strong record of investing in digital solutions and has for a number of years invested £40,000 per annum into an E-Facilities budget. This is built into the current capital programme through to 2022/23. In addition, as any further financial implications of the strategy emerge these will be presented as business cases, scrutinised by the appropriate committees and if appropriate built into the relevant capital and revenue budgets.

Recommendation

The Committee is asked to RESOLVE that the Digital Strategy 2020-2024 be approved.

Background papers

Nil