

SCRUTINY REVIEW OF DIGITAL OPTIMISATION

Summary

Representatives from the Council's Communications and Web Teams, as well as those Council services previously identified as having the highest number of transactions, have been invited to this meeting to contribute to the ongoing Scrutiny Review of Digital Optimisation.

Detail

1. Committee Members are reminded of the links to relevant background papers provided at the last meeting in July 2018:
 - Government Digital Strategy – 'Digital by Default' (2012)
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/296336/Government_Digital_Strategy_-_November_2012.pdf
 - Local Government Association: Transforming local public services – using technology and digital tools and approaches (2014)
<https://www.local.gov.uk/sites/default/files/documents/transforming-public-services-2a5.pdf>
 - LocalGov Digital: Local Government Digital Service Standard
<https://localgov.digital/service-standard>

2. Further Local Authority evidence will be provided by the following Council services:
 - Communications & Web Teams (paper attached)
 - Consultations
 - Marketing, Communications and Engagement
 - Website design and integration with customer self-serve
 - Environmental Health
 - Volume and nature of transactions in this service
 - Current provision of digital services in this area and key considerations in widening this
 - Care For Your Area (paper attached)
 - Levels of demand
 - Current technology
 - Future plans

3. The Committee will also be updated on recent developments in relation to a Council Digital Services Group and the Local Digital Declaration. To supplement this, the following papers are attached:
 - Digital Services Group – Terms of Reference

- Local Digital Declaration - A common aspiration for the future of local public services (July 2018)
- Local Digital Declaration - Background

4. A copy of the agreed scope and plan for this review is included for information.

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