

TELFORD & WREKIN COUNCIL

CABINET	10 June 2021
TITLE	Telford & Wrekin Council Digital Strategy
REPORT OF	Director: Communities, Customer & Commercial Services
LEAD CABINET MEMBER	Cabinet Member for Enforcement, Community Safety & Customer Services

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1. The purpose of this report is to seek approval for a new Digital Strategy (see Appendix A) from 2021/22 to 2023/24.
- 1.2. Our customers, who are made up of residents and stakeholders in the Borough, are at the heart of everything we do, and we want to make sure that we maximise the potential of digital technology in how we communicate and interact with our residents, customers and partner organisations through providing the right digital environment within communities.
- 1.3. Our vision is to create a better borough through digital innovation, providing seamless connectivity for all and encouraging more take-up of information and services online.
- 1.4. The strategy is set into 4 themes:-
 - Digital Customers
 - Digital Communities
 - Digital Place
 - Digital Workforce
- 1.5. Within the above themes are the main aims of the strategy:-
 - Delivering a consistent and reliable customer experience across all sections of the organisation, no matter which contact or communication channel our customers choose to use.
 - Ensuring the option to do business online exists for every service or enquiry type in the Council and those digital services should be easy to use and reliable so they become the customers preferred method for communicating with us.
 - Creating and supporting a digitally skilled and confident community, who are able to access services and opportunities online, including jobs of the future.
 - Giving people the right digital access so they can do more for themselves, encouraging inclusion, promoting accessibility and helping people live independently for longer.

- Supporting growth of the digital/tech sector and increasing digital skills and the use of technology to improve productivity and growth in businesses, borough wide.
- Realising the potential of ‘Gigabit Telford’ to drive investment and productivity, strengthen and bring resilience to the skill base and raise aspiration and achievement across all our communities.
- Progressing plans for a ‘digital street’ which would see a range of smart infrastructure solutions deployed to reduce costs and proactively manage assets for a better customer experience.
- Providing the council, partners, and customers with secure, reliable, resilient ICT infrastructure whilst reducing our own carbon footprint.
- Enabling our workforce to have the skills and abilities to deliver our priorities and to have the opportunity to further develop and providing our employees with technology, equipment and services that enable us to work efficiently and to collaborate with partners.

1.6. The strategy highlights the initial actions planned, to deliver our aims through to the end of 2023/24. This will be reviewed annually, with progress being reported to members.

2. **RECOMMENDATIONS**

2.1 That Cabinet approves the new Digital Strategy attached at Appendix A.

2.2 That Cabinet grant delegated authority to the Director: Communities, Customer and Commercial Services (and any officer authorised in writing by this Director) in consultation with the Cabinet member for Enforcement, Community Safety and Customer Services to take the necessary steps to implement these recommendations.

3. **SUMMARY IMPACT ASSESSMENT**

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	The proposed Digital Strategy supports all Council priorities, and in particular a community- focussed, innovative Council providing efficient, effective and quality services. Key outcome: To create a better borough through digital innovation, providing seamless connectivity for all and encouraging more take-up of information and services online.
	Will the proposals impact on specific groups of people?	
	Yes	All of the borough’s customers and stakeholders will be impacted by the Digital Strategy
TARGET COMPLETION/DELIVERY DATE	The Digital Strategy will be launched in June 2021 with corresponding actions being completed by the end of 2023/24.	

FINANCIAL/VALUE FOR MONEY IMPACT	Yes	The Digital Strategy is supported by capital investment totalling £1.991million between 2020/21 and 2023//24 (MB 29.04.21)
LEGAL ISSUES	No	There are no legal implications arising directly out of this report. However, legal advice will be provided as required in relation to the implementation of initiatives and projects arising out of the strategy. (IR 29.04.21)
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	The risks and opportunities relating to the Digital Strategy are outlined within this report.
IMPACT ON SPECIFIC WARDS	No	Borough wide impact

4 IMPACT ASSESSMENT – ADDITIONAL INFORMATION

N/A

5 PREVIOUS MINUTES

None

6 BACKGROUND PAPERS

Appendix A - Telford & Wrekin Council Digital Strategy

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