



Digital Strategy 2024-2027

STRATEGY AIMS:

The key aim of this strategy is to support the delivery of the Council's priorities through maximising the use of technology in order to improve organisational outcomes and efficiencies. Digital is very much an underpinning strategy, adopting affordable technological improvement across the wide array of Council services. The key focus of the Council's digital work in the short-term will be to improve the service offer on the website encouraging more people to transact through it, make the most out of our digital communications tools, as well as the key area of supporting the sustainability of the Council through identifying efficiencies which can free up capacity and/or reduce costs.

ALIGNMENT WITH COUNCIL PRIORITIES

Start Life Well	Live and Age Well	Prosper and Flourish	Clean and Tidy	A Strong and Sustainable Council
As digital underpins all of the services the council delivers, it offers the potential to generate improvements in service quality and efficiency across all of the Councils priorities.				

PRINCIPLES

Principle 1	Principle 2	Principle 3
Improve the Council's online and digital services quality and accessibility.	Enhance the Council's digital communications offer.	Improve service quality and efficiency by utilising solutions incorporating Process Automation, AI and any further appropriate technologies as they emerge through the life of the strategy.

ACTIONS

Principles	Actions and timescales	Survive: Years 1 - 2 – Quarter to be delivered 2024/25, 2025/26	Strive: Years: 3 - 5	Thrive: Years 6 - 10
Principle 1, 2, 3	Review the Council's customer service offer, identifying areas which can be strengthened and streamlined through adopting digital technology.	Ongoing: Quarterly updates to be provided	Consider further enhancements to digital engagement with residents and service users. Consider the deployment of an RCBC APP to simplify access to new and existing digital channels	Review platform to ensure remains best of breed. Consider accelerating development with additional resources to really drive digital engagement
Principle 2	Increase use of the council's online service offer through targeted communication and awareness raising.	Ongoing: Quarterly updates to be provided	As above	As above
Principle 2	Utilise the Council's social media and website audience to support key Council priorities such as increasing recycling, encouraging fostering and the recruitment and retention of staff.	Quarter 4 2024/25 quarterly updates	Look to invest in solutions that assist staff to manage Social Media channels using AI to enhance the offer without increasing manual overhead on staff resource.	No clear action as unclear what Social Media may look like at this point.



Principle 3	Undertake a technical review of home to school transport with a view to identifying any cost savings through improved efficiency.	Quarter 4 2024/25	Look to optimise these and other services with appropriate digital technology to support. This could include workflows and automation to reduce manual intervention and input.	Identify future projects to generate significant improvement is all
Principle 3	Undertake a review of the suite products available to the council through existing solutions/products implementing digital technology which improves organisational efficiency.	Ongoing: Quarterly updates to be provided	Continue to drive efficiency by optimising technology to deliver services with minimum human intervention where appropriate.	Invest to drive service quality and consistency to enable the council

Measure of success	Performance indicator/ outcome	Survive: Years 1 - 2	Strive: Years 3 - 5	Thrive: Years 6 - 10
Performance measure	Number of digital services available to residents.	Increase from current baseline of 80 (quarterly update)	Look to deliver enhanced channel shift supported and underpinned by robust and easy to use technologies	Drive organisational contact to be primarily digital, with only services where this is not appropriate supported face to face or via telephone.
	Number of digital transactions through the Council website.	Target to be set using baseline data from non-digital contacts of services made available via digital channels.	As above	As above
	Improved efficiency, reduced cost by better use of technology.	Assess opportunities to further deploy tools already available to RCBC to generate further efficiencies and cashable savings	Asses new technologies for delivering further efficiencies. These may be at cost, but with a robust business case to support clarity on benefits and savings	Enhance further to drive our service improvements to optimise service quality and availability. Service quality will be the primary focus as opposed to savings / efficiencies.
	Increase number of people engaging with social media platforms	Increase from current baseline (quarterly update)	Increase audience by providing active social media engagement and response, using AI to assist staff.	Unclear at this point what Social Media will be and look like. Target to be reviewed closer to the timescale of the strategy.

