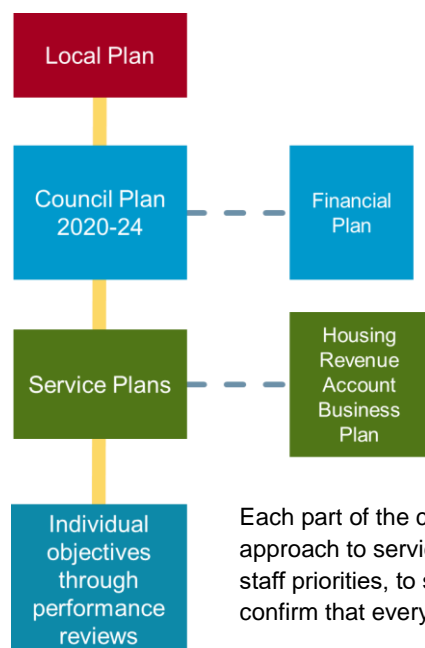


Communications, Digital Services and Engagement

Service Plan 2023-24

Version 0.2

April 2023 – March 2024



Each part of the council plays its part in a joined-up approach to service delivery- from this plan that sets out our staff priorities, to staff's individual performance reviews to confirm that everyone is doing their part.

Officer Lead: Andrew Hopkins (Acting Manager)

Portfolio holders: Cllr Paul Arnott, Cllr Sarah Jackson, Cllr Dan Ledger, Cllr John Loudon and Cllr Jack Rowland

Service Plan Template 2023-24: Contents Page

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Notes for Director and Assistant Director/Service Leads:

*Certain parts of this form will be pre-populated. This will include your turnover, full time equivalent/headcount and absence rates.

Shaded areas are for guidance.

When you have completed your Service Plan:

- ✓ Save to O:\Service Plans. Final versions will be placed on the intranet/internet
- ✓ Communicate it to your staff
- ✓ Keep it under review – make it a live document which adds value!
- ✓ Use it to formulate individual objectives

Section 1 – Brief description of service and purpose(s)

What we do and who we deliver to

The Communications, Digital Services and Engagement team was formed in August 2021 as a corporate department of the council working across the organisation with a focus on external (and support for internal) communications, corporate digital and data services, community engagement and ensuring the council complies with its equality obligations.

It strives to disseminate relevant information to its residents, tenants and visitors and aims to continually seek new ways to achieve this via the use of traditional media and through the improved use of existing and emerging digital platforms.

The team is responsible for brand and reputational management which includes dealing with press enquiries, press releases, the publication of internal and external e-newsletters, providing content for and the management of the corporate social media channels and image library.

We client manager our IT partner Strata Service Solutions Ltd on behalf of the council, managing their workload and agreeing their priorities to ensure IT projects are delivered in a timely fashion and meet the business preferences of the organisation. This includes taking responsibility for the council's external and internal websites, manage the council's visual identity as well as the East Devon app. We are responsible for making sure the council adheres to online accessibility laws.

We provide a corporate overview of performance management and produce dashboards to understand how each of the services are working and if they are achieving the targets set out in the council plan, which we help to collate.

We also manage the process of service planning across the council which is also a pivotal part of what we do. This includes working with services and holding reviews of the digital risk register that looks at issues which need corporate attention.

We support the council in engaging with children and young people, the public, voluntary and community groups, staff, councillors, town and parish councils and others, including supporting services with meeting the legal 'duty to consult' – designing and sending out questionnaires, organising

	<p>focus groups, workshops and going into schools along with the organisation of events such as the East Devon Working Together Conference.</p> <p>The team manage and run several council funding streams that are available to the voluntary, community and social enterprise sector. We also help support not-for-profit groups, by work such as advising on external funding, organising networking opportunities and advising on the structure of groups and organisations.</p> <p>Lastly the team coordinates the Homes for Ukraine scheme on behalf of the council, including client management of partners such as Citizen's Advice East Devon and ensures the council delivers the requirements of the UK Government with Hosts and Ukrainian guests.</p>
How we deliver and ensure equal access	The team provides the lead on the implementation of equality impact assessments and will through 2023/24 ensure refresher training is provided to all service leads and managers. It strives to ensure its services are accessible and will provide a corporate steer and lead to other departments to ensure this takes place.
How we compare	We collect data on a variety of sources to benchmark our service. Through our performance management operation, we also provide a variety of reports to different committees of the council for consideration. We also work with partner authorities to understand and learn best practice including South West Audit partnership. We will use the opportunities of new technology to create new dashboards of information which will enable us to examine our service delivery and identify further improvements that could take place.
Statutory elements of the service	n/a
Current net budget (excludes Internal support charges and capital budget)	

Section 2 – Key achievements in 2022-23

	<i>Briefly describe key achievements and what outcomes were created. This will contribute to annual reviews of our Poverty Action Plan, Health & Wellbeing and carbon reduction work.</i>	<i>Link to Council Plan priorities and other strategic objectives: -</i> <ul style="list-style-type: none"> • Greener East Devon • Better Homes and communities • A resilient economy • Poverty action plan • Health & wellbeing • Carbon reduction
1.	Facilitated and operated the Homes for Ukraine scheme	Better Homes and Communities
2.	Distribution of grants to voluntary community and social enterprise sector, this includes the East Devon Action for Poverty Fund	Better Homes and Communities
3.	Embedding of the digital and data team as a corporate resource across EDDC. Utilising new ways of working to achieve best results including the active client management of Strata Service Solutions Ltd.	Improving council services
4.	Improvement in engagement with our local communities using a new piece of software – Commonplace. This has been used for the East Devon local plan and all engagement exercises across the council.	Better Homes and Communities
5.	Roll out of Microsoft 365 to all staff including delivery of training across the council.	Improving council services
6.	Supported the corporate service planning including the implementation of a new template to capture key information to aide business planning by SMT+	Improving council services
7.	Supported the communication priorities of the council such as the winter pressures plan and the East Devon local plan.	Better Homes and Communities

Section 2 – Key achievements in 2022-23		
8.	Supporting the work for the Financial Sustainability Model including leading on the digital transformation and performance management data.	Improving council services
9.	Supporting apprenticeships through direct engagement with and up skilling of existing team members.	Improving council services
10.	Procurement and operation of a community Voluntary Service	Better Homes and Communities
11.	<p>Residents' updates, e-newsletter, social media channels and website</p> <p>Outputs: -</p> <div style="border: 1px solid black; padding: 10px;"> <p>Communications team – 2022 (Jan-Nov) outputs (2021 comparisons)</p> <p>Social media:</p> <p>Twitter – followers 9,571 (+ 694),</p> <p>Facebook – followers 8,800 (+ 3,864),</p> <p>Instagram – 1,937 followers (+ 483),</p> <p>YouTube – 544 (+ 274) subscribers,</p> <p>LinkedIn – followers 1,850 (+ 1,014).</p> <p>e-Newsletters:</p> <p>East Devon residents' e-newsletters – 13,511 subscribers (+ 229);</p> <p>Total no of East Devon e-newsletters sent out during 2022 (Jan-Nov): 319 (+ 102) including 47 residents' updates.</p> <p>Media:</p> <p>Press inquiries: 135 (-117)</p> </div>	Better Homes and Communities

Section 2 – Key achievements in 2022-23

	Press releases: 187 (+45) Web: East Devon app – 27,631 active users (+ 2,371) Website visits – 1,350,676 visitors (+ 58,194)		
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Section 3 – Looking forward: what we will do in 2023-24 (service objectives)

This service agrees that it will undertake the work required under the Financial Sustainability Model (FSM) adopted by Council in its Financial Plan in reviewing the service under the following 6 areas:

- System Thinking
- Digital Transformation
- Customer Access
- Performance Management Data
- Asset Management
- Income Maximisation

3.1 Service priorities we will deliver in 2023/24 which support the Council Plan Priorities; the Poverty Action Plan and Health & Wellbeing. (Carbon reduction activities see section 5 below)	Financial/ corporate resource	Lead Officers
Corporate team leading on the digital transformation work under the Financial Sustainability Model (FSM) with outputs to be delivered though the year.	Corporate	Digital team

Corporate team leading on the Performance Management Data work under the FSM with outputs to be delivered through the year	Corporate	Data Team
Supporting the corporate customer access strategy through the work of the digital and data team with outputs to be delivered through the year	Corporate	Digital and Data Team
Providing the data to enable the asset management strategy to produce effective results for the council by July 2023	Corporate	Data Team
Communications team will be focused to promote and communicate the actions identified in the council plan, poverty action plan, health and wellbeing and climate change throughout 2023/24.	Corporate	Communications Team
Through the community engagement team, we will support initiatives such as the poverty action plan to ensure maximum engagement with residents throughout 2023/24	Corporate	Community Engagement Team
Ongoing delivery of the Homes for Ukraine scheme and the management of the matching service provision by Citizens Advice East Devon throughout 2023/24.	Corporate	Homes for Ukraine Team
Review community engagement policy by December 2023	Corporate	Community Engagement Team

3.2 Service development / project * (this will be monitored in SPAR)	Expected outcome	Resources required
Establish an equality training and support programme for staff with training to be delivered by March 2024	To support the council to meet its legal obligations	Training provider
Link to Council Plan priorities	Better homes and communities	
Milestones	Due date	Lead officer

1. Identify a training provider	April 2023	Communications, Digital Services and Engagement Manager
2. Develop a training programme	July 2023	Community Engagement Team
3. Roll out the training programme across the council	March 2024	Community Engagement Team

3.2 Service development / project * (this will be monitored in SPAR)	Expected outcome	Resources required
Plan and develop the roll out Firmstep (GovServices) and power apps to improve organisational efficiency by April 2024	Improve efficiencies and save money across the council service	Team resource
Link to Council Plan priorities	Improve Council Services	
Milestones	Due date	Lead officer
1. Recruitment of dedicated resources to support this project	January 2023	Communications, Digital Services and Engagement Manager
2. Agree programme working with the customer access enabling lead	April 2023	Digital and Data Team
3. Roll out of new technologies to improve the efficiency of EDDC	April 2024	Digital and Data Team

3.2 Service development / project * (this will be monitored in SPAR)	Expected outcome	Resources required
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Roll out of a training programme to support the Financial Sustainability Model (FSM). Including Agile, Change Management, System thinking training for appropriate staff by the summer 2023.	Improve efficiencies and save money across the council service	Training budget required to support this
Link to Council Plan priorities	Improve Council Services	
Milestones	Due date	Lead officer
1. Identify a training provider	April 2023	Communications, Digital Services and Engagement Manager
2. Identify who requires training	April 2023	Communications, Digital Services and Engagement Manager
3. Ensure those that need the training receive it	July 2023	Communications, Digital Services and Engagement Manager
4. Ongoing programme to be rolled out	March 2024	Communications, Digital Services and Engagement Manager

3.3 Service measure/indicator	How often – monthly, quarterly, bi-annually, annually	For whom? Cabinet, Overview and Scrutiny	Responsible Officer for production of management information	Retain this measure (yes/no) or new
Total amount of money that has been distributed via community grants	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes

Number of community groups received community grants	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of consultations with the public carried out	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of users and followers on the East Devon app	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of users and followers on Facebook	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of users and followers on the twitter	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of subscribers to our residents' updates	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of visits to our website	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
Number of transactions through our website	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes

Number of processes live through Gov Services	Quarterly	Scrutiny	Communications, Digital Services and Engagement Manager	Yes
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Section 4 – Workforce Planning key findings and actions (see appendix for detailed Workforce Plan)

Major demands impacting on the workforce have been identified as:	<p>High numbers of staff on temporary contracts.</p> <p>More roles to be recruited and with other staff changes there are real workforce demands on the service manager.</p>
Major issues impacting on workforce supply have been identified as:	<p>The team is made up of specialists in their discreet areas which means that there is a vulnerability when staff leave or are off sick.</p>
Priority workforce actions that have been agreed by the Service Management Team in liaison with their HR Business Partner are:	<p>All currently identified vacancies and additional resourcing needs are successfully recruited to by Jan 2023 and probationary periods successfully completed by June 2023</p> <p>Person Specifications across the team(s) are congruent, PERs conducted to include individual L&D plans</p> <p>Timetable for job design and resulting JE reviews in place</p> <p>Team member feedback regarding clarity of job role, how they contribute to purpose, collaborative working is high.</p>
The service Workforce Plan will be reviewed by the Management Team, in liaison with the HR Business Partner, on the following basis:	<p>On a 3-monthly basis</p>

Section 5 – Carbon and resource use

5.1 Short term objective	Expected outcome	Resources required
Supporting the corporate climate action plan through the communications work throughout 2022/23	Improved communications around the work that the council is undertaken and carried out	Team resource
Link to climate plan action plan		
Milestones	Due date	Lead officer
1. Support all communications to our residents about schemes and ideas that they can get involved with to support climate action	March 2023	Communications Team
2. Support comms to our staff and residents about the actions that the council has taken in support of the climate action plan.	March 2023	Communications Team
5.2 Long term objective	Expected outcome	Resources required
Digital transformation to support the carbon reduction of our IT use	Reducing the carbon footprint of our IT	Team resource
Link to climate plan action plan	Supporting the corporate carbon reduction plan	
Milestones	Due date	Lead officer
1. Reduce the use of email across the council through the introduction of teams	April 2023	Digital Team
2. Reducing the size of our website	July 2023	Digital Team

Section 6 – Risks

New/emerging risks consider with your team any new and emerging risks to be reported to the Management Information Officer.

Any current risks that are emerging as high risk should also be reported to the Management Information Officer.

Section 7 – Digital / Data Transformation

Digital and data are essential building blocks of a successful organisation. Digital transformation will enable teams to work in a more streamlined and efficient way, reducing duplicated work and automating manual processes, in support of our service plans.

Digital refers to a technology-enabled way of working that uses modern tools, technology and capability.

Data refers to digital information about people, things and systems.

Aims: Digital transformation will make accessing and delivering our services to the customer far quicker and simpler. To deliver a better service for our customers we require fast and efficient digital services, high quality data and skilled staff.

7.1 Current and ongoing digital/data projects

*Use this section to record current and ongoing digital/data projects within your service relating to systems, software, processes or anything that requires a digital or data solution. Please provide details of the project objective, progress, difficulties and showstoppers currently affecting the project, a record of these will be kept across iterations of the service plan to track their progress. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify.
(Please use one table per project, copy and paste table as needed)*

Name of project

Development of DIPA's to enable several projects to be completed

Impact on service (low/med/high)

Med

Names of key members of staff/project leaders involved in the project (including Strata and third parties – include organisation name)

Alex Lester. Andrew Hopkins. Strata. Libby Jarrett. Kate Symington.
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
The roll out of DIPA's will enable blocked projects such as My Account to move forward. This supports system thinking and digital transformation agendas.
Description of project, system/software used, current progress, difficulties and showstoppers currently affecting the project
There are currently several IT projects blocked without their DIPA
Project start date (if applicable)
01/11/2022
Project end date (if applicable)
31/03/2023

7.1 Current and ongoing digital/data projects
<i>Use this section to record current and ongoing digital/data projects within your service relating to systems, software, processes or anything that requires a digital or data solution. Please provide details of the project objective, progress, difficulties and showstoppers currently affecting the project, a record of these will be kept across iterations of the service plan to track their progress. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify. (Please use one table per project, copy and paste table as needed)</i>
Name of project
<i>Firmstep (GovServices rollout)</i>
Impact on service (low/med/high)
<i>High</i>

Names of key members of staff/project leaders involved in the project (including Strata and third parties – include organisation name)
New Performance Improvement Analyst, Alex Lester, David Martin, Andrew Hopkins
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
To support the Digital Transformation and system thinking agenda of the council
Description of project, system/software used, current progress, difficulties and showstoppers currently affecting the project
Continuation of the Firmstep project started in 2019, this will include process mapping of different services and transferring services online to improve customer's access to our services
Project start date (if applicable)
01/04/2019
Project end date (if applicable)
TBC

7.1 Current and ongoing digital/data projects
<i>Use this section to record current and ongoing digital/data projects within your service relating to systems, software, processes or anything that requires a digital or data solution. Please provide details of the project objective, progress, difficulties and showstoppers currently affecting the project, a record of these will be kept across iterations of the service plan to track their progress. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify. (Please use one table per project, copy and paste table as needed)</i>
Name of project
Microsoft 365 project
Impact on service (low/med/high)

<i>High</i>
Names of key members of staff/project leaders involved in the project (including Strata and third parties – include organisation name)
Alex Lester, Peter Johns, Clive Newton, Andrew Hopkins
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
To rollout Microsoft Teams, Office 365, Power Apps and the suite of applications found within our 365 license to enable better collaboration, automation and efficiency throughout the organisation.
Description of project, system/software used, current progress, difficulties and showstoppers currently affecting the project
<p>The Digital Transformation Projects Officer is working closely with Pete Johns and Clive in Strata to rollout Microsoft Teams, Office 365, Power Apps and the rest of the applications held under our license to EDDC staff in phases:</p> <p>Phase 1: Microsoft Teams – Teams was introduced to all EDDC staff on 1/9/22.</p> <p>Phase 2: Rollout of Office 365 – This will take place early next year, this will include a brand-new version of Global Desktop, Office 365, changes to mobile devices including 365 apps and enhanced features in Microsoft Teams meetings.</p> <p>Phase 3 and beyond: The future – Support and monitor EDDC staff to ensure that services have access to the latest tools and solutions, encouraging tinkering and experimentation with the suite of applications within 365, sharing knowledge and experience with other colleagues to encourage retention and drive change from service to service.</p> <p>Rollout of 365 to members in preparation for the new in-take of Councillors in May 2023</p>
Project start date (if applicable)
1/8/22
Project end date (if applicable)
TBC

7.1 Current and ongoing digital/data projects

Use this section to record current and ongoing digital/data projects within your service relating to systems, software, processes or anything that requires a digital or data solution. Please provide details of the project objective, progress, difficulties and showstoppers currently affecting the project, a record of these will be kept across iterations of the service plan to track their progress. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify.

(Please use one table per project, copy and paste table as needed)

Name of project

Production of videos for corporate projects

Impact on service (low/med/high)

High

Names of key members of staff/project leaders involved in the project (including Strata and third parties – include organisation name)

Beth Sharp. Nathan Sritharan.

Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?

The videos are aimed at increasing engagement from East Devon residents to contribute and feedback on projects such as the East Devon local plan consultation.

Description of project, system/software used, current progress, difficulties and showstoppers currently affecting the project

Producing video content for the local plan to boost engagement which requires filming and editing video and audio footage. Filming is being done through a mix of personal phones and work mobiles which aren't always the best quality. Editing is being done via an online editing application, however running this application on EDDC laptops is proving to be difficult as the specs aren't high enough to manage the edit without constant computer disruptions (screen freezing/computer crashing), which is forcing team members to use their own personal laptop to complete the edit.

We are looking to upgrade the spec of the IT kit being used by the team, so it is fit for purpose and enables us to produce content to the standard expected by council members.
Project start date (if applicable)
7/11/2022
Project end date (if applicable)

7.2 Potential future digital/data transformation projects
<i>Use this section to identify potential new digital/data transformation projects, this may be changes to systems, software, processes or the procurement of new products that may increase the digital capabilities, efficiency of your service and income generation for the council. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify. (Please use one table per project, copy and paste table as needed)</i>
Proposed name of project
Digital Housekeeping
Impact on service (low/med/high)
High
Key member/s of staff that you can commit to the project (EDDC only)
Alex Lester, Jo Avery, Nathan Sritharan, David Martin
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?

The objective of 'Digital Housekeeping' is to establish a baseline of digital infrastructure that is to be achieved by each service within the Council as a matter of priority, this baseline must be achievable and represent the bare-minimum that a service should be aiming for to ensure that our digital infrastructure is consistent across all Council services.

Description of project, system/software used, transformational action/training needed for project to succeed

Within EDDC there is currently varying levels of digital infrastructure across all Council services, there is a notable disparity between the levels of digitalisation from one service to the next, with some services exceeding what is expected in one area and failing in another, whether this be website content, online processes, or self-service systems etc... Not only does this provide an inconsistent and disjointed customer journey for our residents, but it also means that services cannot look to improve their digital infrastructure methodically, as they do not have a clear understanding of service demand and process inefficiencies identified using data analysis.

The methodology of 'Digital Housekeeping' is to establish a baseline of digital infrastructure that is to be achieved by each service within the Council as a matter of priority, this baseline must be achievable and represent the bare-minimum that a service should be aiming for to ensure that our digital infrastructure is consistent across all Council services. Internal service resources such as Web Editors and Technical Systems Officers should be given the time and training to achieve this baseline with help from the Digital & Data team, alleviating pressure on Strata.

It is my belief that until this baseline has been established and achieved across the Council, real 'Digital Transformation' work cannot/should not take place. Levelling the playing field across the organisation and ensuring that everyone is starting from the same place will ensure that services are developing consistently with each other and that resources are prioritised methodically, so that no service is left behind. Once this baseline has been achieved it will enable EDDC to make data driven decisions to prioritise growth, development and provide 'Digital Transformation' solutions in the areas that need it most.

Due to the lack of data consistency across the Council, the 'Digital Housekeeping' approach is led more by common sense than by data, picking out 'easy wins' and 'quick fixes' within services, whilst working to a standard set by the Digital & Data team that will allow services to go through each area of service that they provide and ensure that each meets the baseline. By making these improvements to our digital infrastructure by streamlining the customer experience, improving accessibility, and modernising our customer access we will set the bar for future digital transformation and organically create benefits such as channel shift, process efficiency and cost savings by making simple (resource efficient), fundamental, and consistent changes across all services.

As I see it, the fundamental areas of digital infrastructure that need to be consistent across the organisation are:

<ul style="list-style-type: none"> • Website and App content • Customer facing forms, application processes and customer access accounts (CRM) • Performance data access and analysis (Power BI)
Is your service currently able to commit a staff resource to this project? - please specify details
Yes

7.2 Potential future digital/data transformation projects
<p><i>Use this section to identify potential new digital/data transformation projects, this may be changes to systems, software, processes or the procurement of new products that may increase the digital capabilities, efficiency of your service and income generation for the council. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify.</i></p> <p><i>(Please use one table per project, copy and paste table as needed)</i></p>
Proposed name of project
Business Analyst apprenticeship case study – Home Safeguard
Impact on service (low/med/high)
Low
Impact on service (low/med/high)
Low
Key member/s of staff that you can commit to the project (EDDC only)
David Martin. Sue Hodges.

Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
Home safeguard as a service provides an idea opportunity for processes to be reviewed and mapped to identify better ways for the service to operate which meet systems thinking, digital transformation, the use of data when making decisions and income optimisation of a key service of the council.
Description of project, system/software used, transformational action/training needed for project to succeed
David Martin will work with the service to process map and identify better ways for the service to operate. This will look in to developing a case to procure a new database to underpin the work of the service. Once the business case has been approved it is hoped this will project will be overseen to completion.
Is your service currently able to commit a staff resource to this project? - please specify details
David Martin

7.2 Potential future digital/data transformation projects
<i>Use this section to identify potential new digital/data transformation projects, this may be changes to systems, software, processes or the procurement of new products that may increase the digital capabilities, efficiency of your service and income generation for the council. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify. (Please use one table per project, copy and paste table as needed)</i>
Proposed name of project
Corporate image library
Impact on service (low/med/high)
Med
Impact on service (low/med/high)

Med
Key member/s of staff that you can commit to the project (EDDC only)
Andrew Hopkins
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
It has been identified by the Marketing and Communications group that has been set up for services across the council, the lack of a corporate image library is creating issues with various projects. We need to have a smarter way of holding images and would suggest this would meet the digital transformation agenda of the council and improve our website and communications.
Description of project, system/software used, transformational action/training needed for project to succeed
Perhaps SharePoint could be a good platform for this. Staff would need brief training or at the very least, a guide with key steps on how to access the library and how to share photos.
Is your service currently able to commit a staff resource to this project? - please specify details
Yes – Digital Communications Business Graduate Partner (due to be appointed in mid-December 2022)

7.2 Potential future digital/data transformation projects
<i>Use this section to identify potential new digital/data transformation projects, this may be changes to systems, software, processes or the procurement of new products that may increase the digital capabilities, efficiency of your service and income generation for the council. The Digital and Data team will analyse these projects and contact you to discuss potential solutions to the issues you identify. (Please use one table per project, copy and paste table as needed)</i>
Proposed name of project
Performance Data Use Across the Council Services
Impact on service (low/med/high)

Med
Impact on service (low/med/high)
Med
Key member/s of staff that you can commit to the project (EDDC only)
Joanne Avery, David Martin, new Analyst
Project objective/desired outcome/goals - how does this project support the council's digital/financial sustainability strategy?
As part of the FSM we are looking to ensure that service and corporate decisions are based on the appropriate data. We can do this by working with services to understand their processes through system thinking. Also work to understand what data they collect and how they measure their demand and outputs. Help provide data visualisations for the services and the senior management.
Description of project, system/software used, transformational action/training needed for project to succeed
Training at different levels for systems thinking and data visualisation software. System thinking software? Excel and Power BI.
Is your service currently able to commit a staff resource to this project? - please specify details
Yes , see staff above