

TAUNTON DEANE BOROUGH COUNCIL

EXECUTIVE 5TH APRIL 2006

REPORT OF STRATEGIC DIRECTOR

(This matter is the responsibility of Executive Councillors Hall and Leighton)

INFORMATION MANAGEMENT

EXECUTIVE SUMMARY

This report outlines the Councils resourcing requirements to effectively manage and maintain "information".

The report suggests three new roles within the organisation, and requests the necessary funding to allow this to happen.

1 Purpose of Report

- 1.1 To present, for discussion, a proposal around the resources required to effectively manage information at Taunton Deane Borough Council.

2. Background

- 2.1 Corporate Management Team has recently discussed "Information Management", and now have an agreed strategy on how this will progress within the Council.
- 2.2 This strategy outlines the principles of managing records, our statutory obligations, and gives CMT some clear recommendations on how to improve our current position.
- 2.3 Information is our corporate memory, and effective management of that information is critical to the operation of a diverse organisation such as a local authority. Good information management practices will bring the following benefits to the organisation:-
 - Improved efficiency through making information quickly and easily available to those who need it.
 - More straight forward compliance with legislative requirements such as data protection and freedom of information by enforcing consistent management of all information, including e-mail.
 - Improved customer service through ensuring the definitive version of any information is easily found and made available.
 - Reduced business risk by ensuring all information is backed up and can be restored if needed
- 2.4 One of the key areas of concern is regarding our current organisational arrangements. The current officer structure does not readily support

good records and information management practices. Currently, there are a number of posts who could claim to have some responsibility in this area, but there is no clearly established Information Manager at a corporate level.

2.5 Discussions at CMT have identified three separate roles around managing information :

- Information Management
- Information Support
- Marketing

The roles are quite distinct and the remainder of this report sets out the key functions and responsibilities of each position.

3. The Roles

3.1 Information Management

This is a strategic management role. The main areas of responsibility are:-

- To continue to develop and refine the Information Management Strategy.
- To design the framework for holding information throughout the organisation.
- To provide clear guidance and support to service units and staff on the management of documents and records.
- To ensure that statutory requirements relating to the management of information are met.
- To ensure the proper working of storage, review and disposal procedures for records and information.

3.2 Information Support

This is a more operational level post. The main areas of responsibility are:-

- To implement the requirements of the information management strategy.
- To develop and promote the website as a principal means of communication on customer access both to internal and external customers. This will also be a requirement of the marketing post.
- To ensure that all information sources, including Web Content are accurate, timely, relevant and well written.
- To ensure the Web Content is easy to find both on the site and through the Internet search options.
- To embed the need to keep Web Content up to date and relevant to all services.
- To work alongside managers to ensure all of the above is delivered.

3.3 Marketing

- To develop the website as a principal means of marketing and promoting council information, services, events and initiatives.
- To develop and promote the website as a principal means of customer access and dialogue with the Council. This will require close working with the Information Support post.
- To ensure that content of the website reflects and promotes the Council's corporate identity and brand.
- To ensure that the content of the website is accessible and user-friendly for all sections of the community,
- To develop effective links with managers across the Council to ensure delivery of the above.
- Promotion of e-services and take-up rates.

4. Funding

- 4.1 None of the posts outlined above are included in the Council's base budget. Should the Executive decide to progress all three roles, then extra funding will be required.
- 4.2 An opportunity has arisen to fill the Information Support role quite quickly. A strong candidate is just about to finish work on another Council project, and will be returning to her normal role in Customer Services as a Supervisor. It would be opportune to develop this Supervisor role to incorporate information support as a main function and ask her to fulfil this role. It is felt that the post would be ideally placed within Customer Services to take forward service information through all access channels and would thus require no additional resources. This post could therefore be filled using existing resources.
- 4.3 The other two posts require a bit more work prior to recruitment. The Strategic role will be closely linked to the ISiS project and work that the county Council are also doing in this area. It is suggested that further work is done in this area, jointly with the County Council, before firm proposals are made.
- 4.4 It is envisaged that the Marketing role will be roughly at a salary of £25k. This would be subject to job evaluation, and would have oncosts attached and therefore new funding of around £30k per annum will be required. It is envisaged that this post would best fit within the Communications Team.
- 4.5 It is hoped that over time the Marketing role will secure sufficient efficiencies to make this post self-funding. It is difficult to be more precise at this point in time. The future base budget will reflect any efficiency gains made.

5. Recommendations

5.1 The Executive is requested to consider the current resourcing of the Information Management function and to support:-

a/ The development of a Supervisor role within Customer Services to establish the Information Support role (and the movement of existing budgets to facilitate this); and

b/ The request to full Council for a supplementary estimate of £30,000 ongoing revenue funding to fund the new role of Web Marketing Officer.

c/ To note the position re the role of Information Manager, and to request officers to progress this further with colleagues through the ISiS project.

Contact Officers:

Shirlene Adam
Strategic Director
01823 356310
s.adam@tauntondeane.gov.uk

Simon Kirkham
IS Manager
01823 356396
s.kirkham@tauntondeane.gov.uk

Kevin Toller
Head of Corporate Services
10823 356594
k.toller@tauntondeane.gov.uk

Brendan Cleere
Head of Policy and Performance
01823 356350
b.cleere@tauntondeane.gov.uk