

TAUNTON DEANE BOROUGH COUNCIL

COUNCIL MEETING – 18 APRIL 2006

Part I

To deal with written questions to and receive recommendations to the Council from the Executive.

COUNCILLOR LEIGHTON

Information Management

The Executive have given consideration the whole question of the resources required to effectively manage and maintain all of the Council's information. Three new roles within the organisation have been suggested to deal with this issue.

Information is the Council's 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 many benefits to the organisation.

One of the key areas of concern is that the current organisational arrangements do not support good records and information management practices. Currently there are a number of posts which could claim to have some responsibility in this area but there is no clearly established information manager at a corporate level. Three separate roles around management information have been identified as being necessary.

- Information Management
- Information Support
- Marketing

Information Management is intended to be a Strategic Management role whilst Information Support is a more operational level post. Marketing will develop and promote the use of the Council's website.

None of these posts are included in the Council's budget and extra funding will be required if they are to be progressed.

An opportunity has arisen to fill the information support role from within existing resources. The other two posts will 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 therefore that further work is done in this area jointly with the County Council

before firm proposals are made. It is envisaged that the Marketing role will require new funding of approximately £30,000 per annum although it is hoped that over time it will secure sufficient efficiencies to make it self funding.

The Council are therefore RECOMMENDED that a Supplementary Estimate of £30,000 ongoing revenue funding be made to fund the new role of Web Marketing Officer.

Councillor Gwyneth Leighton