

Suggested City Executive Board response to the recommendations of the Scrutiny Committee on the Digital Strategy

Provided by the Board Member for Customer and Corporate Services

Recommendation	Agreed? (Y / N / In part)	Comment
1. That the Council consults with disability groups on improving the accessibility of online council services.	Y	The involvement of representative groups, alongside using national best practice for digital accessibility, will be used to action the commitment in the Strategy and Action Plan
2. That the Digital Strategy and Action Plan considers the needs of visitors to Oxford, in particular how the Council website could direct visitors to tourist providers.	Y	We will review the current provision on our website. Our mobile app already includes a 'find my nearest' function for visitors to Oxford.
3. That the Council prioritises improving the ease of use of online planning services, and includes this longer-term aim in the Action Plan.	In Part	<p>Planning is one of the most popular services accessed by the public through our website. In common with a significant number of other local authorities we use a national leading software system to achieve this.</p> <p>Some action has already taken place to discuss potential improvements with our software supplier. In addition, we are actively talking to other local authorities that may have developed their own interface to this software, that we could work with.</p> <p>It is suggested this recommendation is actioned instead as a separate feasibility project within the ICT workplan.</p>
4. That consideration is given to whether the Council's website could be more accessible from community centres.	N	This would have significant resource implications and would need to be considered as part of the Community Centre Strategy.

<p>5. That consideration is given to whether the Digital Strategy could be combined with the Community Engagement Strategy in future.</p>	<p>N</p>	<p>While there are undoubtedly enhancements to engagement that can arise from using digital channels, there are a wide range of successful methodologies that do not (and should not) use such channels. For example, our successful Rose Hill Community Centre project demonstrated the impact of face-to-face engagement to involve the public in our work.</p> <p>It is proposed that the two Strategies remain separate to ensure a focus on their intended areas is retained, but that both Strategies and Action Plans includes a commitment to using digital channels to improve and enhance citizen engagement.</p>
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