



**REPORT of
DIRECTOR OF STRATEGY, PERFORMANCE AND GOVERNANCE**

**to
STRATEGY AND RESOURCES COMMITTEE
26 JANUARY 2023**

DATA MANAGEMENT AND INSIGHT STRATEGY

1. PURPOSE OF THE REPORT

- 1.1 To adopt Maldon's Data Management and Insight Strategy (the Strategy), in response to national and regional direction on the issue, and seek member promotion of the issues covered, and focus on data driven decisions.

2. RECOMMENDATIONS

- (i) That members approve signing up to the Essex Data Declaration (**APPENDIX A**);
- (ii) That Members review and approve the Internal Data Management and Insight Strategy (**APPENDIX B**);
- (iii) That the Committee recommends referral to the Performance, Governance and Audit Committee for action plan review and tracking due to links in Committee responsibilities, and circulation of the Strategy to all Members to promote a data driven approach / awareness.

3. SUMMARY OF KEY ISSUES

- 3.1 The UK National Data Strategy [National Data Strategy - GOV.UK \(www.gov.uk\)](https://www.gov.uk/national-data-strategy) was published for consultation at the end of 2020, and sets out the pillars of effective data use and the actions that should take place to harness the opportunities around data. It gives direction to authorities on how they might best use data.
- 3.2 Maldon officers have been part of drafting and requested to sign up to the Essex Data Declaration (**APPENDIX A**) in the Essex Chief executives meeting. The declaration is a partnership venture that seeks to share data in ethical and responsible ways to help generate new insights that help us improve outcomes for local people. It has been drafted in line with the National Data Strategy.
- 3.3 Officers recommend signing up to the Essex Data Declaration to link us to national best practice and improve access to insight across the County.
- 3.4 Adopting these regional and national approaches, the Maldon Data Management and Insight Strategy (**APPENDIX B**) has been drawn together to set out the work we will need to do at Maldon, and how we would achieve these aims locally.
- 3.5 Within the strategy, we have completed a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis and defined the work that will take place to address areas

for improvement. This will include building staff and member capacity around data knowledge management and interpretation, and the Programmes, Performance and Governance team will be developing a detailed action plan around how this will be achieved, that will be tracked and can be reported back to Members.

4. CONCLUSION

- 4.1 In line with best practice, it is recommended that we sign up to the Essex Data Declaration, and that Members approve the Maldon Data Management and Insight Strategy.

5. IMPACT ON STRATEGIC THEMES

- 5.1 This work contributes to the performance and efficiency goal.

6. IMPLICATIONS

- (i) **Impact on Customers** – Better use of insight and data can improve outcomes and experience for our customers.
- (ii) **Impact on Equalities** – Use of this approach may help to identify areas of inequality, so that targeted use of resource can take place.
- (iii) **Impact on Risk** – The approach aims to address areas of risk such as poor quality data.
- (iv) **Impact on Resources (financial)** – Data driven approaches enable us to make best use of limited finances and target the areas that need it most.
- (v) **Impact on Resources (human)** – Delivery of the strategy and action plan will fall to current resources in the Programmes, Performance and Governance team, but this is in keeping with areas of work the team are already involved in.
- (vi) **Impact on the Environment** – Better use of targeted data may help to improve specific environmental outcomes.
- (vii) **Impact on Strengthening Communities** - Better use of targeted data may help to improve specific community outcomes.

Background Papers:

UK national data strategy [National Data Strategy - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/671222/national_data_strategy.pdf)

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