

**DATA STRATEGY AND ACTION PLAN 2024-2028**

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**1.0 EXECUTIVE SUMMARY**

- 1.1 In accordance with the presentation to the Member Seminar on 21<sup>st</sup> November Action Plan for 2024-28 which is attached.
- 1.2 This Data Strategy aims to  
objective of embedding data and evidence driven decision-making at every level of the organisation. It will also advance the new mission statement stated in the data strategy of
- 1.3 This Data Strategy will sit alongside Argyll and Bute Council existing ICT & Digital Strategy for 2021-24 and its forthcoming update for 2025-28.
- 1.4 Policy & Resources Committee is asked to endorse the Data Strategy and Action Plan for 2024-28, attached at Appendix 1.

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**ARGYLL AND BUTE COUNCIL**  
**CUSTOMER SUPPORT SERVICES**

**POLICY & RESOURCES COMMITTEE**  
**15<sup>th</sup> August 2024**

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**2.0 INTRODUCTION**

2.1 In accordance with the presentation to the Member Seminar on 21<sup>st</sup> November



4.5 Elected Members will have a key role in helping the Data Strategy and Action plan to succeed by:

- a) Endorsing the new data strategy and its objectives;
- b) Being advocates for open data and helping to identify opportunities to publish useful information residents will find valuable;
- c) Making use of the new PowerBI version of the Area Committee Scorecard report available in the Members Area of the Hub;
- d)



awareness of their fundamental responsibility to care for the .

- 6.8 Customer Service Potential to further improve services through data driven decision making leading to positive outcomes for staff and customers.
- 6.9 The Rights of the Child (UNCRC) A well-implemented data strategy can help local