

Digital, Data and Technology Strategy

Public consultation summary

Help us shape Rochdale Council's digital, data and technology priorities for 2027-2030

Why we are asking for your views

We are developing Rochdale Council's Digital, Data and Technology Strategy for 2027-2030. The strategy will guide how we improve digital services, use data and new technology, protect information, support staff and help people who may find digital services difficult to use.

We want to know whether the proposed priorities reflect what matters most, whether our pledges are clear and ambitious, and what we should consider as we develop the delivery plan.

Our proposed priorities

1 Make services easier to use

Redesign priority customer journeys so that online services are simple, accessible and consistent, with clearer updates and less need for people to repeat information.

2 Use data to improve decisions and outcomes

Strengthen data quality, governance and insight so that the Council can understand local needs, target resources and measure whether services are making a difference.

3 Use automation and artificial intelligence responsibly

Apply technology where it can reduce routine administration, improve service quality and release staff time, with clear governance, transparency and appropriate human oversight.

4 Modernise and connect our technology

Reduce reliance on legacy systems, improve integration between platforms and provide reliable, resilient technology that supports joined-up services.

5 Protect information and critical services

Strengthen cyber security, information governance, supplier assurance, disaster recovery and business continuity to maintain public trust.

6 Build workforce capability

Equip staff, managers and elected members with the digital, data and AI skills needed to work confidently and effectively.

7 Tackle digital exclusion

Improve accessibility, assisted digital support and community-based help, while retaining telephone, face-to-face and other non-digital routes for people who need them.

8 Support a greener and more sustainable borough

Use digital tools, data and modern technology to reduce unnecessary travel and paper use, improve insight into energy and assets, and support evidence-led climate action.

Our pledges to residents

These pledges describe the approach we propose to take as we improve digital services, data and technology.

1. Put people first

We will design services around the needs and experiences of residents, businesses and communities.

3. Not leave people behind

Digital first will not mean digital only; assisted, telephone and face-to-face support will remain available where needed.

5. Use AI and automation responsibly

We will use clear safeguards and human oversight where decisions could significantly affect people.

7. Be open about progress

We will measure benefits, customer experience, inclusion, reliability and value for money, and report performance regularly.

2. Make services simpler

We will reduce unnecessary steps, improve access and provide clearer information about progress.

4. Protect your information

We will build security, privacy, resilience and responsible data use into our services from the outset.

6. Listen and involve users

We will involve people when improving priority services and testing new digital journeys.

8. Focus investment on outcomes

We will prioritise changes that improve services, support prevention, strengthen resilience or deliver clear public value.

What we want to hear from you

Your views will help us refine the strategy and develop the delivery plan.

Thank you for helping shape the future of digital, data and technology at Rochdale Council.