

New Guidance on Citizen Insight

Challenges and Opportunities for Local Government

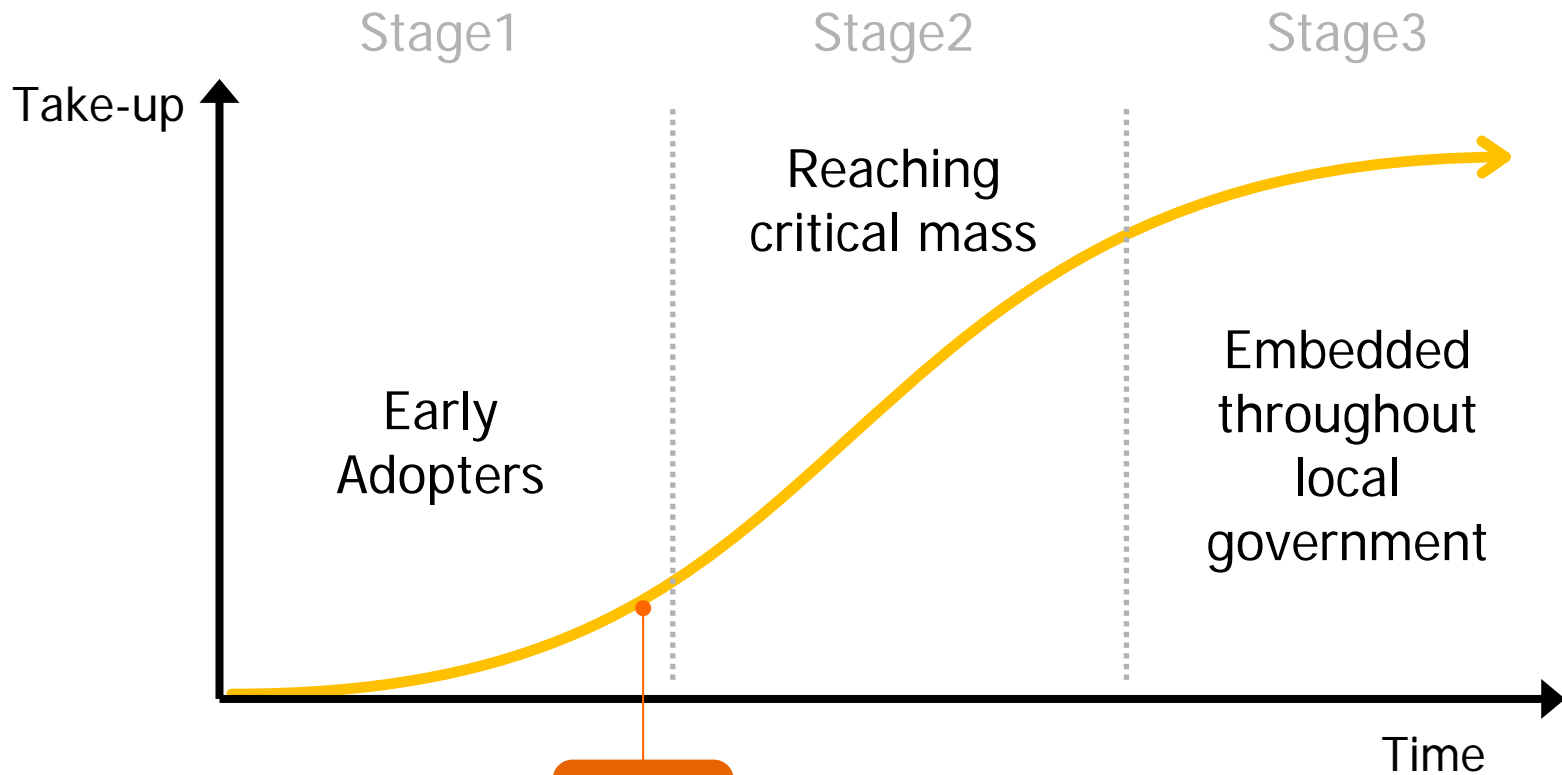
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Where are we?

An exciting and critical point



Where are we going?

A step-change in the use of Citizen Insight in Local Government

Organisations that

- Know their citizens and customers, their needs and experiences
- Have the ability to refresh its understanding of customers over time
- Make regular use of:
 - A range of data and information
 - A range of tools and techniques
- Use Insight to drive performance management

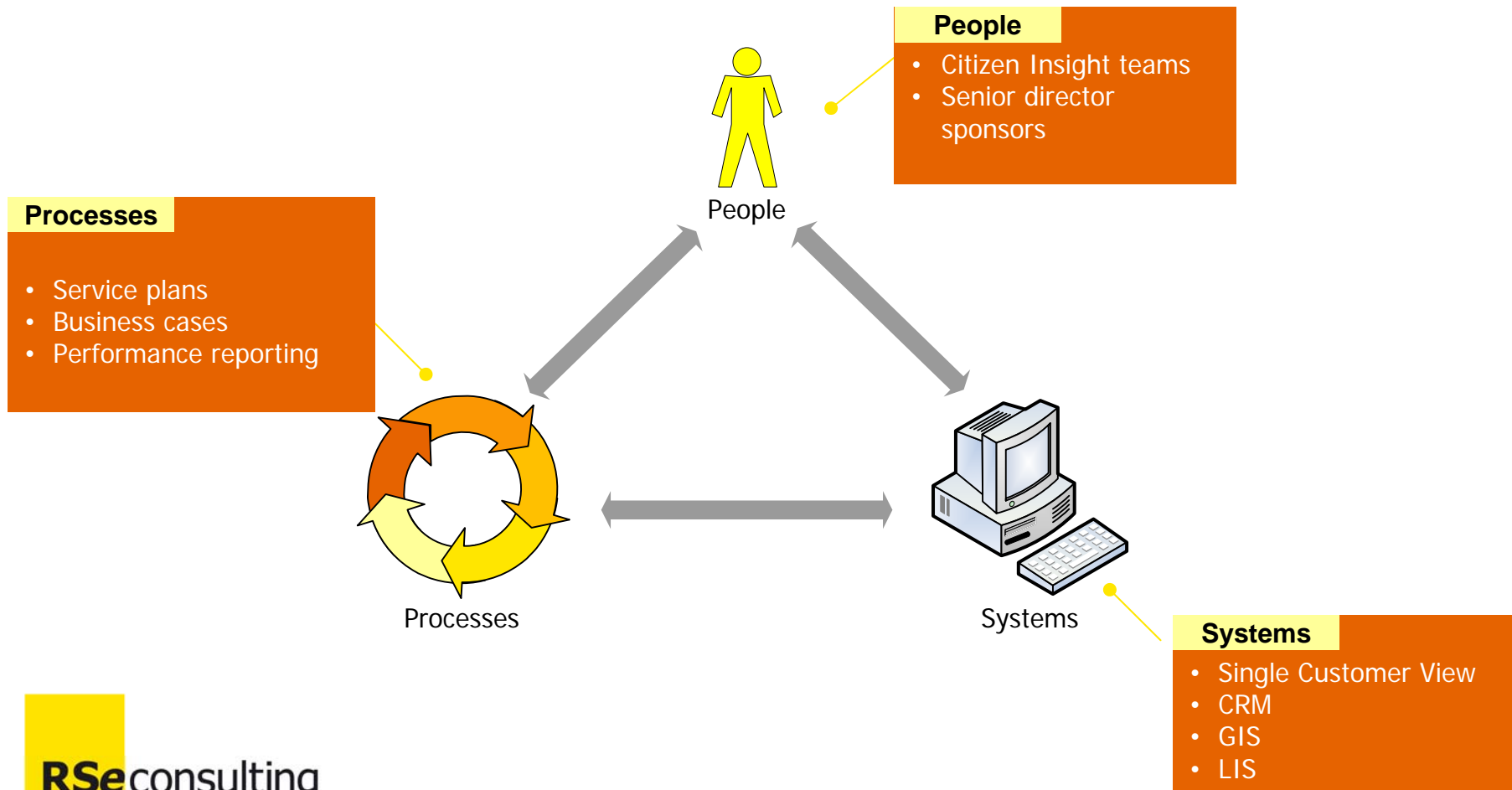
What are the challenges?

A number of big challenges remain

- Language
- Partnership
- Applying Insight
- Making Insight part of business as usual
- Capability and skills

What kind of capability is required?

People, processes and systems



Guidance

- Short
- Helpful
- Out in October

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