

# DIGITAL STRATEGY 2026-2030

*People-Powered. Technology-Driven.*

Creating better lives in Shropshire through simple, joined-up, secure and innovative digital services.



## WHY CHANGE?

- Rising demand and financial pressure
- Increasing service complexity
- Expectations for simple digital services
- Workforce needs modern tools
- Growing cyber risk and legacy systems



## THE OUTCOME

By 2030 we will deliver:

- Better services for everyone
- Lower cost to serve
- Reduced demand through prevention
- Stronger security and resilience



## OUR APPROACH

Not a technology strategy, a delivery strategy

- ✓ Focus on measurable outcomes, not activity
- ✓ Transformation owned by services
- ✓ Single integrated digital portfolio

## OUR 6 PRIORITIES

1

### CONNECTED, PREVENTATIVE SERVICES



- Redesign services end-to-end around people's needs
- Shift from reactive to early intervention
- Reduce failure demand and simplify access

2

### SECURE, STANDARDISED FOUNDATIONS



- Replace legacy systems
- Embed secure-by-design and resilience
- Build scalable, interoperable platforms

3

### DATA-DRIVEN ORGANISATION



- Treat data as a strategic asset
- Move from reporting to real-time insight and prediction
- Support earlier intervention and better decisions

4

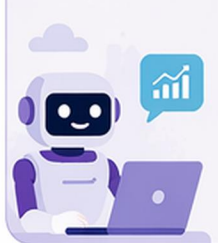
### DIGITALLY CONFIDENT WORKFORCE



- Leaders accountable for outcomes
- Build digital, data and automation capability
- Services lead transformation

5

### AI, AUTOMATION & INNOVATION AT SCALE



- Automate routine activity
- Use AI to improve decision-making and efficiency
- Focus on high-impact, measurable outcomes

6

### DIGITAL INCLUSION & FAIR ACCESS



- Ensure services are accessible to all
- Maintain human support where needed
- Target support to reduce inequality

## HOW WE DELIVER



One integrated digital portfolio



Clear governance (Boards + Design Authority)



Benefits-led delivery



Standardised design and architecture



Putting people at the heart of everything

## HOW WE MEASURE SUCCESS



↑ Automation



↑ Cyber maturity



↑ Digital uptake



↑ User Satisfaction



↓ Cost to serve



↓ Technology risk



↓ Avoidable demand

We are redesigning council services around people, using data, technology and automation to reduce demand, lower cost and improve outcomes, securely and sustainably



We care



We innovate



We collaborate



We are trusted



Shropshire Council