

# **Data and Analytics policy**

## 1. Purpose

1.1. The North Tyneside Digital Strategy has four parts; data, customers, team and Borough. The key focus for this policy is on delivering the ambition around data;

- **Data:** keep it safe, use it well, turn it into intelligence and wisdom, and delete it appropriately

1.2. The plan to deliver the Digital Strategy includes the creation a policy that will set out the corporate approach for data and analytics

## 2. What are we trying to achieve?

2.1. If we achieve the aims of this policy, then we will contribute to both the delivery of the Our North Tyneside Plan and improve the way that the organisation works. The impact will be felt by customers, team and the wider Borough

2.2. We know that we need to be alert to legal, ethical and political considerations in our approach. This policy sets out a number of key principles that will guide the work of the organisation

2.3. It will be governed by the ICT Board, which is chaired by the Chief Executive and includes the Deputy Mayor and Lead Member for Finance and Resources, along with the Chair of the Finance Sub-Committee

## 3. Principles

3.1. The data and analytics policy for North Tyneside Council will follow the following key principles

- a) Be relevant – we will focus on those areas that will make the biggest impact for our customers, team and Borough
- b) Be transparent – we will ensure that our work is lawful, open and transparent, so that there is clear accountability
- c) Be innovative – we will seek to continually improve what we do, while ensuring that we deliver brilliant basics
- d) Be value for money – everything we do will show how it contributes to the delivery of value for money services

## 4. Our approach

4.1. The intent is to “use it well, turn it into intelligence and wisdom”. To achieve this, we will

- **Inform evidence-based policy making**

This will involve informing the strategic planning process with clear intelligence and wisdom taken from the data.

- **Informed business planning**

This will involve allowing decision makers to use the data well in order to take actions. It will also allow them to monitor the impact of their activities on customers, team and the Borough

- **Accurate information**

We will ensure that high quality data is with the right person at the right time. This will link to our Information Governance plan

## 5. Governance

5.1. The ICT Board, supported by the ICT Operations and Advisory Group, will provide oversight of this policy and its deliver. This will include the ownership of the relevant tasks within the Digital Delivery of the Data Strategy