

## **LG Inform: update**

### **Purpose of report?**

The purpose of this report is to update the Improvement and Innovation Board on progress with the new version of LG Inform, before presenting a demonstration of it.

### **Summary**

The new version of LG Inform is near completion, and will be 'soft' launched to users on 31 July 2013. A full launch will take place in September.

### **Recommendations**

That the Board should:

1. view and comment on the new version of LG Inform
2. note the timing of launch of LG Inform.

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## **Update on LG Inform**

### **Background**

1. LG Inform is the on-line data and benchmarking service developed by the LGA, as part of its support for councils. This free, online service allows anyone in councils and fire and rescue services to access and compare both contextual and performance data for their local area, covering more than 1,000 individual items. Users can view data or pre-written reports, and create their own reports, using the most up to date published information.
2. The prototype was launched in Summer 2011, with a view to testing the principles of such a service and getting feedback from councils about desired design and functions. In Spring 2012 the LGA commissioned Reading Room to develop the new version of LG Inform, taking on board the views and comments we had received from users of the prototype.

### **Update on LG Inform**

3. At present, more than 90 per cent of councils have someone registered to access the LG Inform prototype, with a total of more than 2,000 users. However, we anticipate usage increasing rapidly once the new version of LG Inform is launched, which is a better looking and better performing tool.
4. Development of the new version of LG Inform is now nearing completion. It has been a complicated IT project and the developers have missed several milestone dates. However, the tool is now ready to be launched, and we will be doing so on 31 July 2013.
5. The launch on 31 July will be a 'soft' launch to over 2,000 registered users of the previous version; plus members of the LG Inform Knowledge Hub group. This will allow existing users to access the tool and give immediate feedback. We will be able to address any problems they raise over the course of the following month, before we do a 'full' launch to a wider set of potential users. This mitigates the inevitable risks that exist with an IT project like this, by allowing us to identify bugs or issues we may have missed with a smaller set of users, before the full promotion.
6. The 'full' launch will take place at the end of September, and we have developed a communications plan for it. This is intended to promote corporate adoption of the tool through support from chief executives, senior officers and councillors, as well as widespread use of the tool and benchmarking amongst performance officers. We will make use of existing regional meetings of these audiences to demonstrate the tool to them, and will be using a range of communications tactics to target each audience

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group on its own terms. An important element of the communication objectives is to explain the implications of making LG Inform open to the public in the Autumn.

7. In November, LG Inform will be made available to the public. However, councils can choose to use LG Inform charts and reports in their own websites before that date, and we will be encouraging them to do this.
8. The Board is asked to note the progress of the new version of LG Inform which will be launched at the end of this month, and comment where appropriate.

**Financial Implications**

9. There are no financial implications, over and above the contract cost of delivering LG Inform.