

RUGBY BOROUGH COUNCIL

QUESTION PURSUANT TO STANDING ORDER 10

COUNCIL – 23 NOVEMBER 2022

QUESTION I

Councillor Ms Livesey to ask the Leader of the Council, Councillor Lowe:

“Will the Leader of the Council work with senior officers and the new data analyst to enable the construction of a data dashboard, using suitable software such as Power BI , Tableau etc, of key social and financial indicators for the town, drawing on extant data sources such as NomisWeb, JSNA, IMD, 2021 census as data becomes available etc, and to keep this updated and published on the council website.

Councillor Lowe, Leader of the Council, to reply as follows:

“Senior Officers and the data analyst are already working together to create a wide variety of strategic and operational reports and dashboards for a multitude of outcomes. Amongst these is a forecasting dashboard incorporating the latest Experian Mosaic data integrated with our own internal analytics to pinpoint areas of need, to be able to target information, marketing and support, focussing on prevention and early intervention.

This is just one example of the way we are using business intelligence and data to support our businesses and communities.

To ensure transparency on appropriate analytics, dashboards will be published that are appropriate for public consumption.”