An Introduction to Local Government

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Current state of local government

- Budget cuts
- Funding opportunities
- Uncertainty
- Digital transformation
Understanding the council

- Different types of authorities
- Multi-disciplinary functions
- Outcomes based – not financial
- Slow-paced decision-making
- Priorities and strategies
Pitching to the council

- Not “one size, fits all” approach
- Explain your product well
- Case studies and proof of concept
- Is tech the solution?
- Honesty
Council procurement

• Digital Marketplace
• G-Cloud
• Contracts finder
• Competitive quotes (smaller contracts)
What do we want?

• Digital transformation-enabler
• Efficiency, not necessarily cost reduction
• Outputs – social not financial
• Flexibility