



LOCAL GOV STRATEGY FORUM

Local Gov Strategy Forum

19th - 21st May 2025

Interim Client Research Report



This interim report is based on survey findings from delegates who have confirmed their attendance at the upcoming Local Gov Strategy Forum, taking place on the 19th, 20th & 21st May 2025. The attendees include key decision-makers such as Chief Information Officers (CIOs), Chief Operating Officers (COOs), and directors from various local government organisations. Their perspectives provide valuable insights into the current priorities, challenges, and strategic directions within the sector.

To further enrich our understanding, we conducted in-depth video and telephone interviews with senior leaders, ensuring we captured firsthand perspectives on the most pressing trends and challenges their organisations are facing.

ATTENDING GROUP BREAKDOWN

26%

Chiefs &
Directors

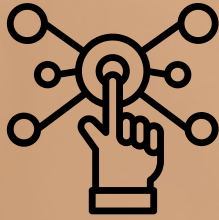
51%

Heads of
Departments

23%

Senior
Management

MAIN FINDINGS OF THE REPORT



Digital Modernisation & Technology Integration

There is a strong focus on adopting digital solutions such as AI, automation, and data analytics to modernise service delivery. This approach aims to streamline operations, boost efficiency, and improve citizen engagement, addressing challenges like workforce shortages and rising demand.



Improving Service Delivery & Efficiency

Efforts are being made to streamline operations by integrating services across health, social care, and community sectors. Automation and self-service solutions for both staff and citizens are key to reducing administrative workloads and enhancing service quality.



Data-Driven Decision Making & Predictive Insights

Using data analytics and AI technologies enables more accurate forecasting, better resource management, and smarter decision-making, helping local governments offer more tailored and responsive services.

Top Investment Areas %

Artificial Intelligence (AI)

74%

Service Improvement

40%

Big Data Analytics

35%

Business Intelligence

35%

Change Management

35%

Automation

32%

Performance Management

32%

Chatbots / Live Chat

28%

Delegate Demographics

£1,226,500,000

Growing Combined Spending Power of Group

5%

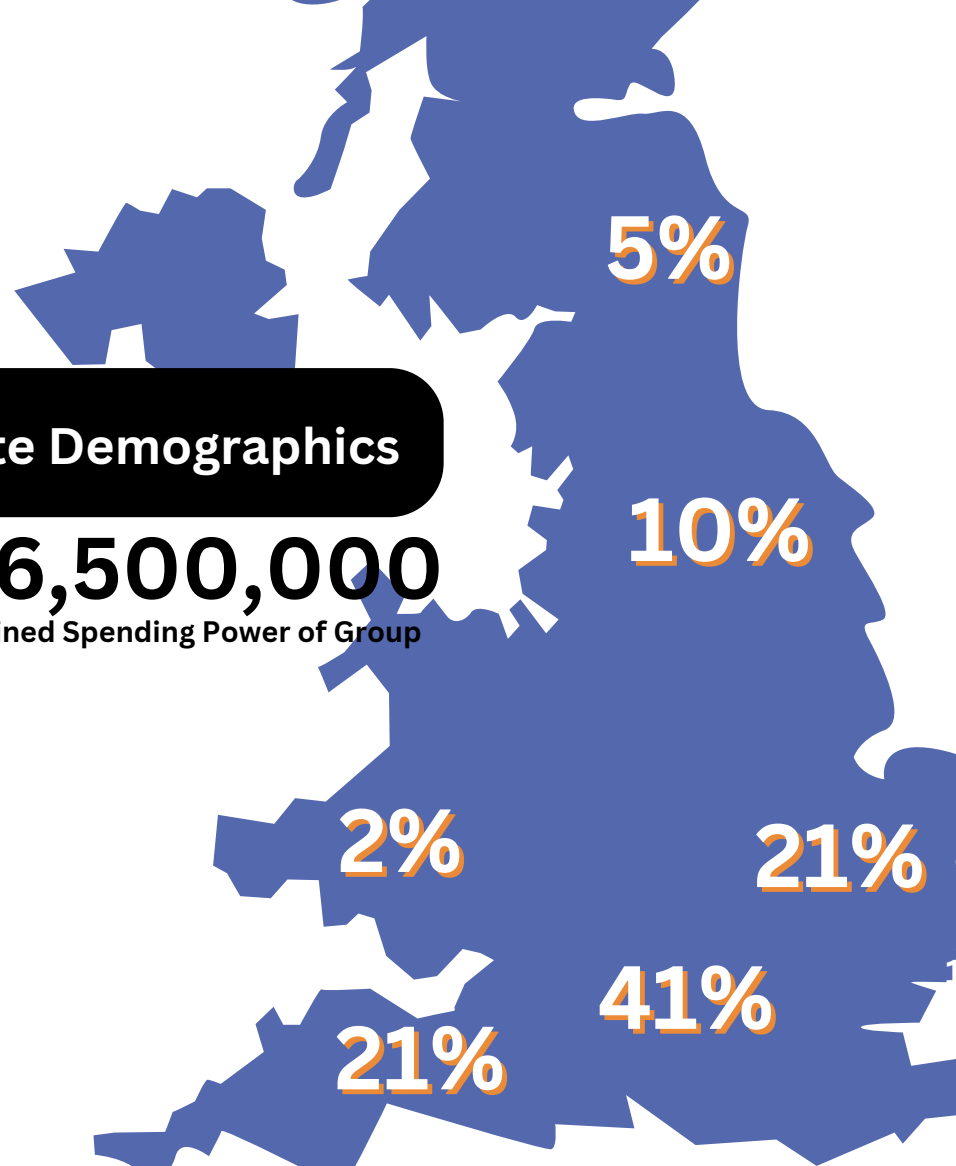
10%

2%

21%

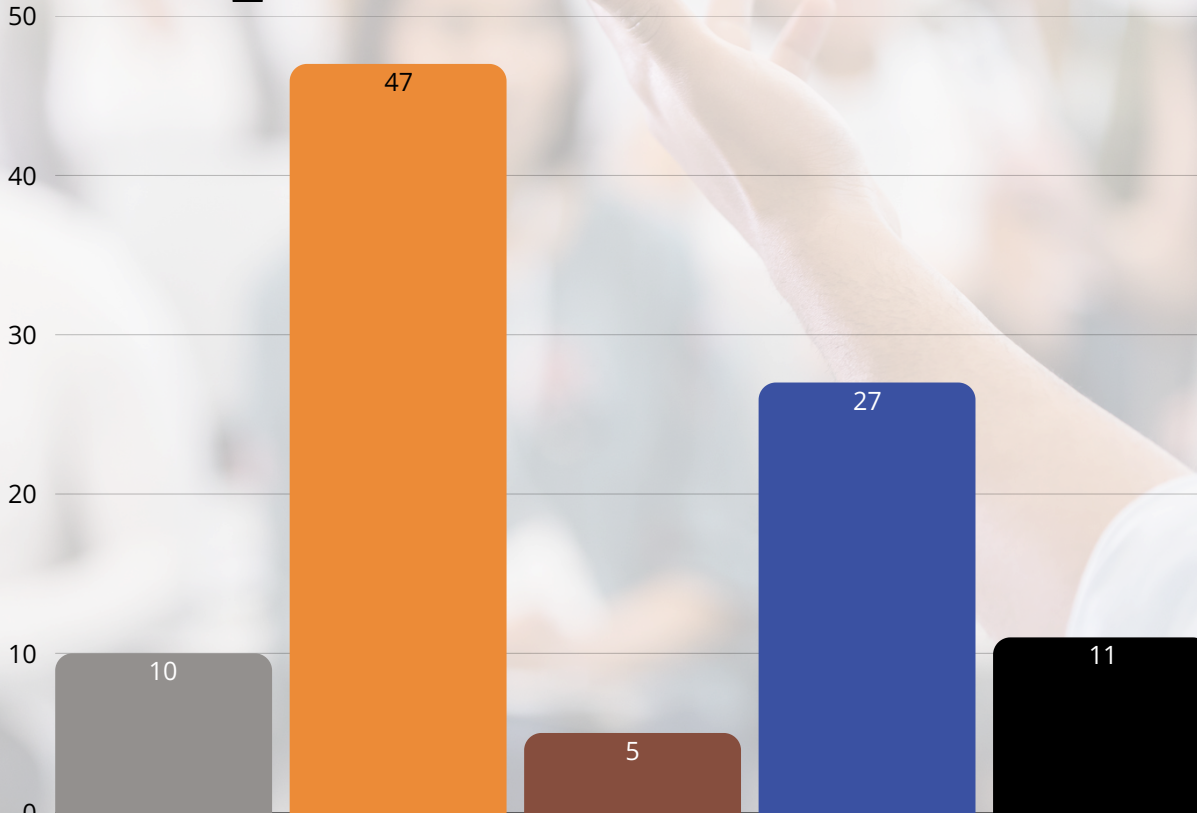
21%

41%



TOP STRATEGIC PRIORITY

- Successfully integrating health and social care
- Modernisation of service delivery models
- Becoming a Commercial Council
- Becoming a Digital Council
- Creating well planned, managed and cost effective infrastructure



Our client group has identified that modernisation of service delivery models as a top strategic priority, essential for enhancing efficiency, accessibility, and sustainability in public services. With rising demand, budget constraints, and workforce shortages, digital solutions such as automation, AI, and data-driven insights streamline operations, reduce costs, and improve service quality. Modernisation also fosters better integration between health, social care, and community services, ensuring more coordinated and effective support. By embracing innovation, local governments can create more responsive, citizen-focused services while easing administrative burdens and improving overall outcomes.

Additionally, 27% of the group has prioritised becoming a digital council, recognising its role in boosting service efficiency, citizen engagement, and long-term resilience. Digital transformation simplifies processes, automates administrative tasks, and enhances data-driven decision-making, ultimately cutting costs and reallocating resources to frontline services.

FEATURED CLIENTS

Here is a snapshot of the clients attending the Local Gov Strategy Forum this May.

ORGANISATION

West Northamptonshire Council

Babergh Mid Suffolk District Councils

Braintree District Council

Spelthorne Borough Council

South Kesteven District Council

Gedling Borough Council

Rossendale Borough Council

Liverpool City Council

Sheffield City Council

Tewkesbury Borough Council

**North Kesteven & West Lindsey District
Council**

JOB TITLE

Chief Executive

Chief Executive

Chief Executive

Chief Executive

Chief Executive

Chief Executive

Chief Executive

Customer and Digital Business Partner

Director ICT & Digital Innovation

Director - Transformation

Chief Information Officer

TOP TECHNOLOGY PRIORITY

Creative use of technology to support the wider organisations business' priorities

55%

New ways of creating a transparent ethos for cross functional information sharing

Ability to predict trends and opportunities through actionable insights

10%

Empowering a truly mobile workforce

Leveraging cutting edge technologies in AI and/or RPA

28%

0% 10% 20% 30% 40% 50% 60%

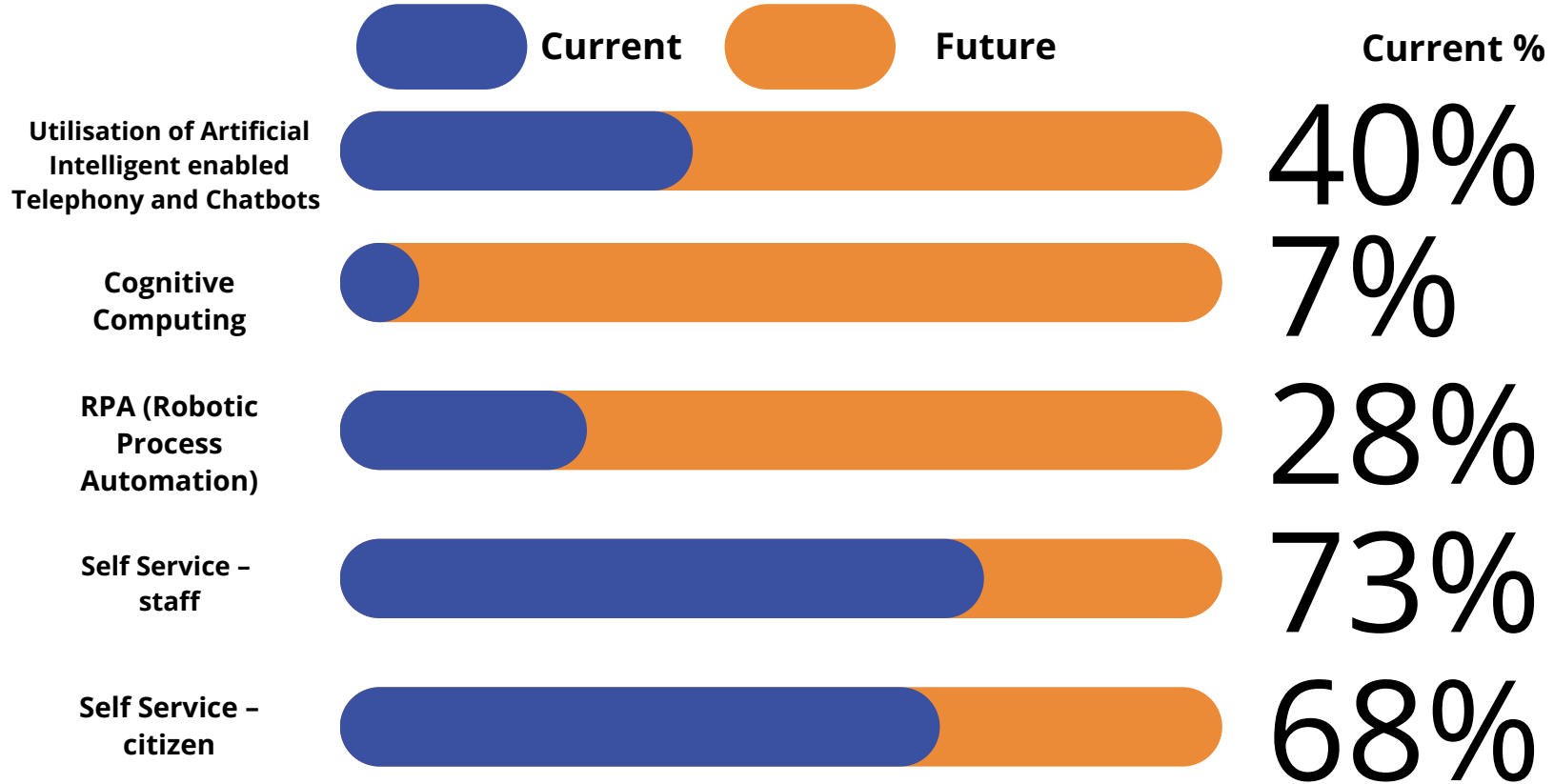
Creative use of technology to support wider organisational priorities is a key focus for the group. By adopting digital tools, automation, and data analytics, councils can optimise resource management, enhance decision-making, and improve citizen engagement. Technology also fosters cross-department collaboration, ensuring seamless integration of services across housing, healthcare, and social care. This holistic approach not only improves operational efficiency but also enhances transparency and accountability in public service delivery.

Additionally, 28% of the group identified AI and RPA as essential technology priorities. These advanced solutions drive efficiency, reduce costs, and streamline administrative processes, freeing up staff for higher-value work. AI-powered insights enable predictive decision-making, allowing councils to anticipate demand, allocate resources more effectively, and tailor services to community needs. By embracing these technologies, local governments can build smarter, more adaptive public services that improve both operational performance and citizen satisfaction.

CLIENTS WE WORK WITH



AUTOMATION PRIORITIES



AUTOMATION PRIORITIES



Over 73% of delegates are currently prioritising the implementation of self-service for staff, recognising its importance in enhancing efficiency, reducing administrative burdens, and improving employee satisfaction. By enabling staff to manage tasks like scheduling, payroll, training, and HR requests through digital platforms, councils can streamline operations and free up valuable time for more strategic, citizen-focused work. This not only boosts productivity but also empowers employees with greater flexibility and autonomy.

Equally important is prioritising self-service for citizens. Empowering individuals to independently access services, information, and resolve issues reduces reliance on bureaucratic processes. This enhances efficiency, cuts wait times, and offers 24/7 accessibility, making government services more responsive, streamlined, and user-friendly.



LOCAL GOV STRATEGY FORUM



All our Strategy Forums combine industry leading searchable analytics through Forum IQ - our delegate discovery platform. Key client investment data is blended with enhanced networking capability via our Forum Link app for everyone to intelligently connect through multi-channel exchanges during our live Strategy Forums.

Deep understanding and clever tech connecting smart people in smooth interactions. Goodbye static conferences, hello evolution.

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