

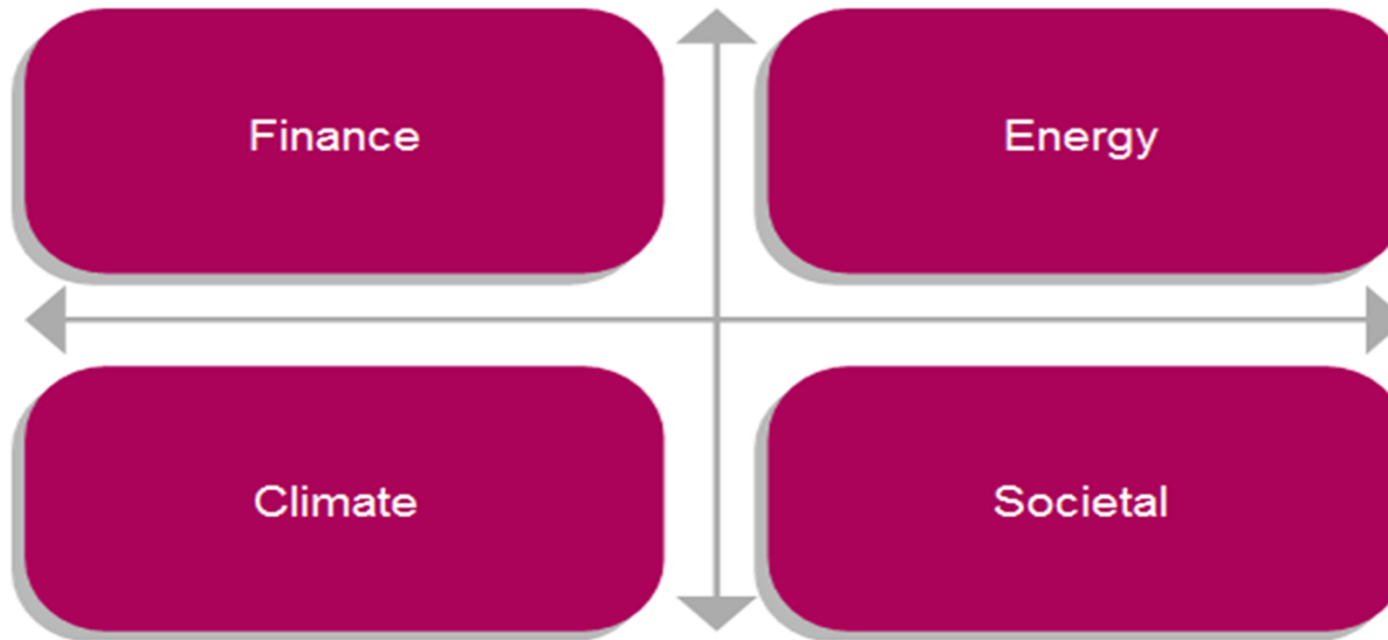
The Networked Councillor: Supporting Democracy in a Digital Age

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ICMA Conference Presenter



Democratic participation is dropping.
Participation online is growing.

Some of the major drivers of change:



Live better, together!™

making healthcare better for everyone through sharing, support, and research



learn

about living with & treating your condition



connect

with others who share your experiences



track

your history & progress for access anywhere



Join now — It's FREE

OR: what can we help you with?



A better way to do mobile

We work in collaboration with our members to give you a better service to give you a better deal

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giffgaff on facebook



169,052 people like giffgaff.



The community



Users currently online:
1338 members
724 guests

[Join the community](#)

The Blog

TITLE	DATE
giffgaff website upgrade and outage: Sunday night	22/02/2013
Top 5 Keyboards for Android	21/02/2013

Our offer

Phone Plans



- 250 mins
- 1 GB
- UItD texts



- 250 mins
- UItD web
- UItD texts



- 400 mins
- UItD web
- UItD texts



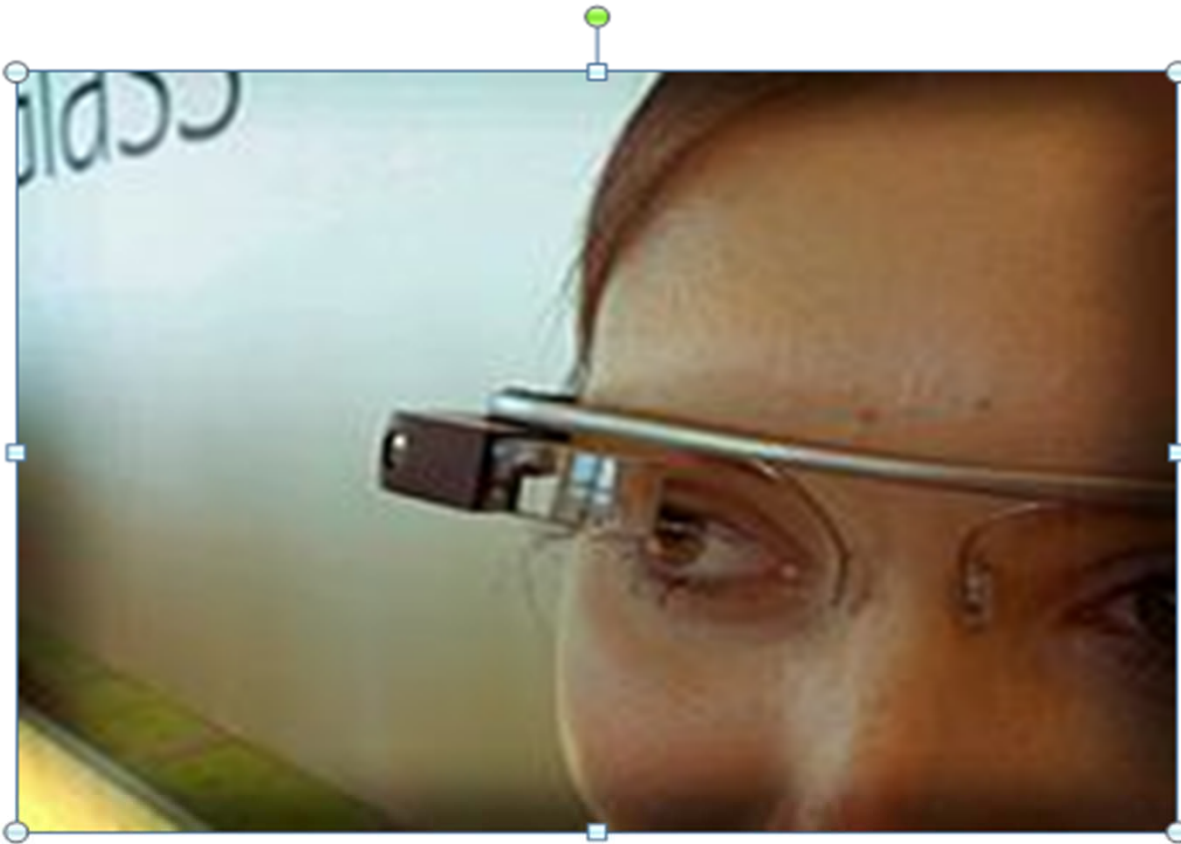
- 800 mins
- UItD web
- UItD texts

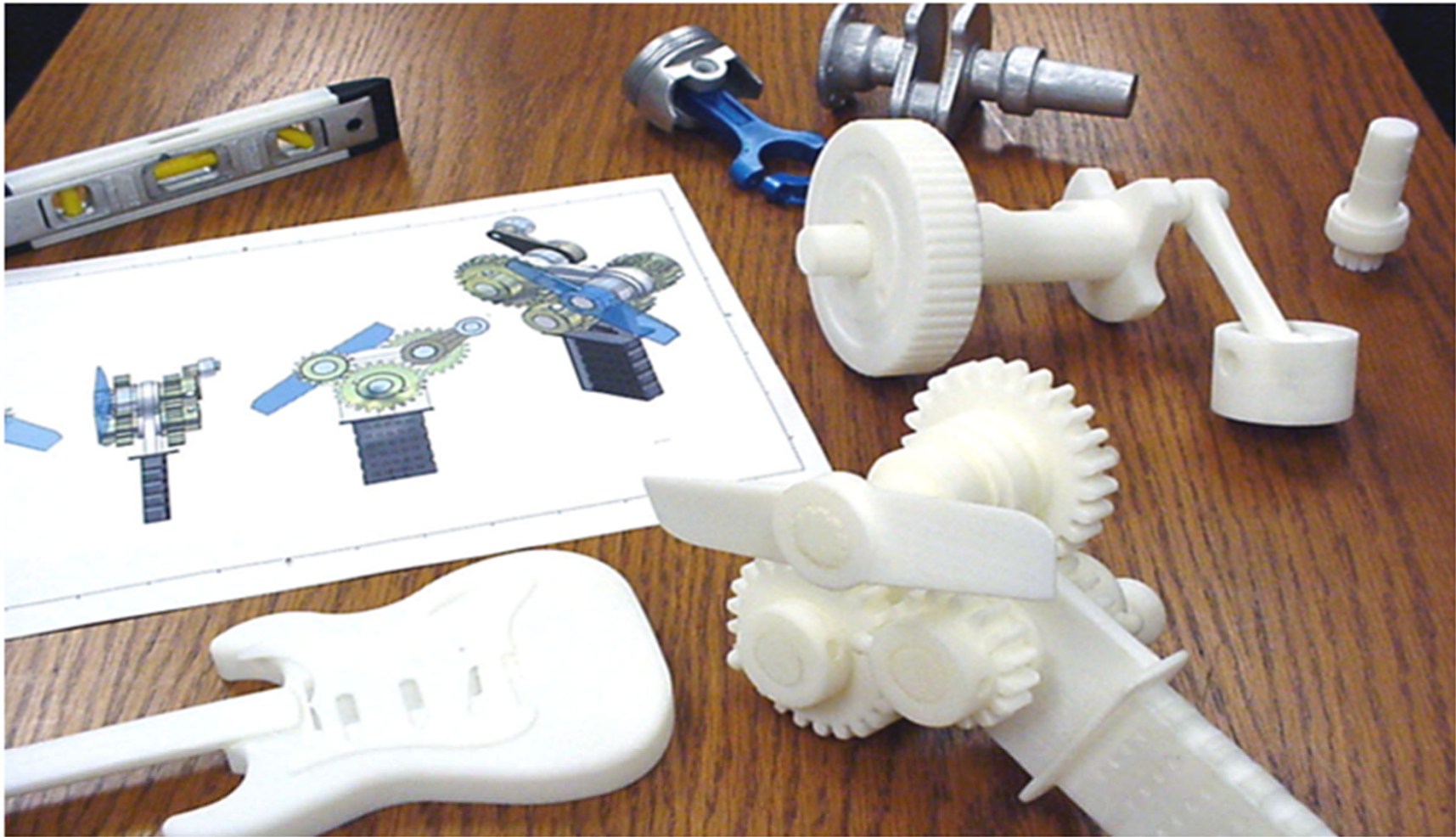


- 1500 mins
- UItD web
- UItD texts



- 60 mins
- 300 texts
- Free mins





Disintermediation

Participatory Culture

We live in an increasingly networked society

Such a society requires public services and our democracy to embody key qualities of:

- ✓ Openness
- ✓ Digital culture
- ✓ Co-production

..in order to reach and respond effectively

**What kind of relationship will
we have with Citizens?**

Our working assumption, explored in recent research work, is that:

*a more networked society will need a more **Networked Councillor***

- able to represent and respond to people acclimatized to a collaborative and networked way of making decisions and taking action.

What is a Networked Councillor?

There is little evidence that the public want to dispense with representatives, but there are indications that the public would like a more open and more direct relationship with their politicians.

The qualities of the Networked Councillor

- ✓ **Open by default:** this is open not just in terms of information but also in terms of thinking and decision making
- ✓ **Digitally native:** not in terms of age but in terms of the individual adopting the behaviours and social norms of the digital culture
- ✓ **Co-productive:** an expectation that everyone in the conversation has power to act and the potential to be active in the outcome as well as the decision-making process
- ✓ **And as the name says, networked:** able to be effective via networked as well as hierarchical power as a leader

What is inhibiting progress?

Do we really understand what is happening?

We are all in this together

Metrics & Measurement

Are we counting things or measuring reach?

Identity

Do we have the skills to manage our digital footprint?

Process redesign

Are we changing our processes to reflect the new communications landscape?

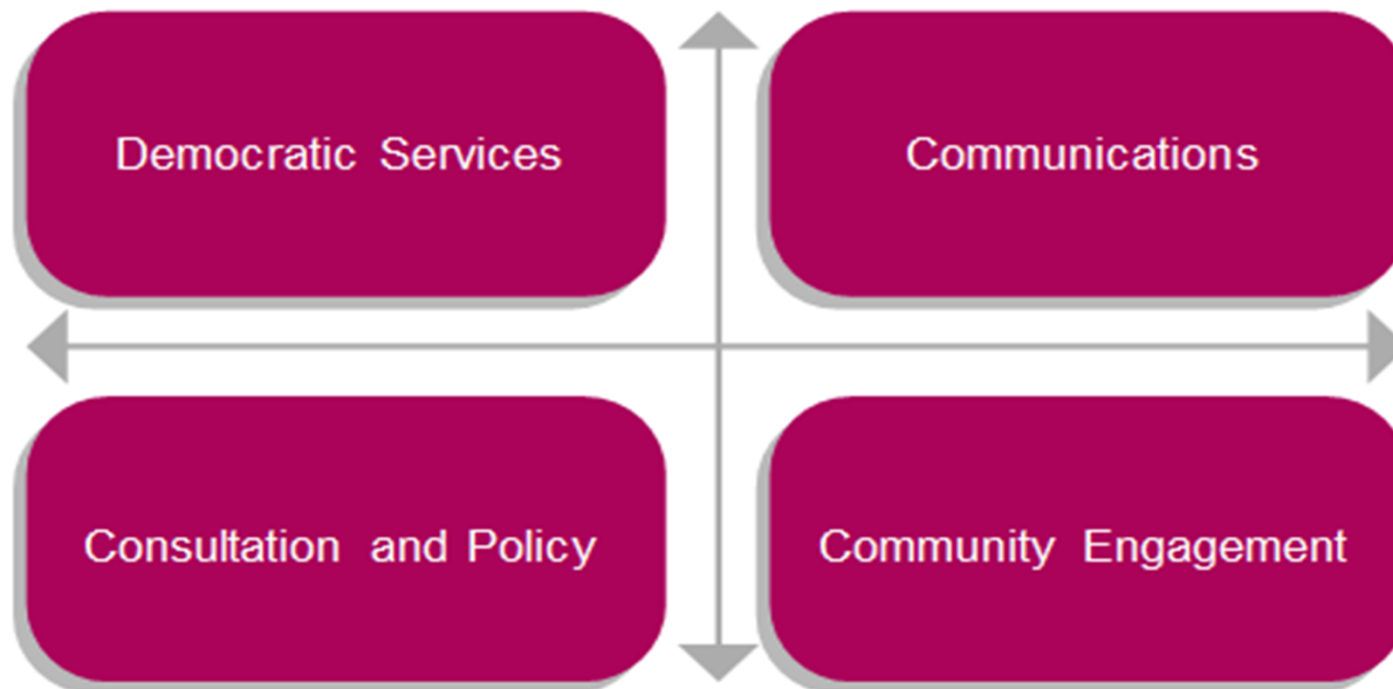


There is an abiding belief that the active online audience are not interested in local politics – we need to be aware that this could become a self-fulfilling prophecy if we do not seek to engage people through these platforms.

Contradicting this belief however is a feeling from the respondents that there is an online audience but this is made up of pressure groups and campaigners.

How can we move this
debate on?

Who 'owns' the relationship with the citizen?

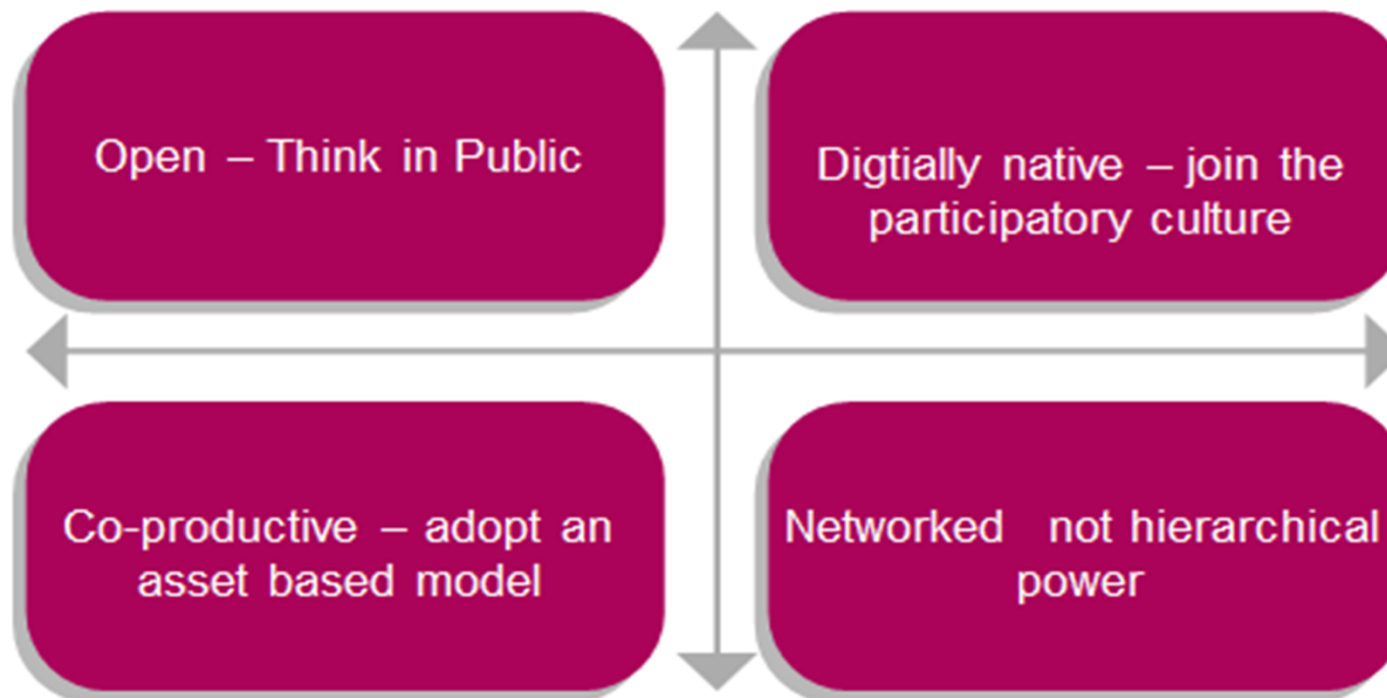


**The Elected
Representative?**



**This needs process and
service redesign**

Principles of Redesign



**We need to support our
Elected Representatives
in a way which makes them effective in this
Networked and Digital World**

**We do not need to show them
how to use Twitter**

**We need to respond to the social
shift these technologies bring**

**We don't need to just add another
communication channel**

What do you think?



Thank you for your time

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ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND 
September 22-25, 2013

Questions/Comments?

Additional Information...

