

We're moving with the times!

We all know that going digital saves money; from dealing with our customers (£13 face-to-face or 6p online!) to sharing our news.

So, in a collaboration between the Comms team and the **new Digital Services team** (previously Web Services), we are ending the decades-old tradition of a printed newspaper and sending monthly e-updates to our residents.



e-Luton is born!

The first issue of e-Luton is due to go out in early April. We already have a subscriber list of over 32,000, but to make as big an impact as possible **we need your help!**

Many services in the council manage their own customer lists. If you have a database/spreadsheet with names and email addresses, please contact digital@luton.gov.uk to let us know. We'd like to add your contact list to our main database.

To reassure you, if your customers have given their consent to be contacted by us in any capacity, **we won't be breaking any data protection laws**. In addition, one of the items in the first e-update will be an option to select preferences.

This allows people to choose what they want to hear about, or to unsubscribe. Obviously we hope they don't do that!

We want your input

We'll be adding all staff members to the database so you can stay up to date with council news, but if you'd like to sign up now and select your preferences, from roadworks to what's on in Luton, use this quick form:

<http://www.luton.gov.uk/emailupdates>.

Finally, we'd love to hear your suggestions for news items in future issues. If you would like to tell our customers about a new digital service or about something that's happening in Luton, send an email to e-luton@luton.gov.uk.