



# Digital Leicestershire 2016 - 2020

Aims	Our approach	Where are we now?
<p><b>Everyone can harness digital technology to improve their life, skills and businesses.</b></p> <p>We make it easy for people to help themselves, reducing the demand on council services – so we can focus on those who need the most support.</p> <p>We deliver 'digital by choice' - making it so easy to do things online, people choose to go there first.</p>	<p><b>We'll ask ourselves when thinking digital...</b></p> <ol style="list-style-type: none"> <li>1. Are we supporting the council's priorities?</li> <li>2. Are we placing the customer at the centre?</li> <li>3. Are we really and radically challenging the way we do things?</li> <li>4. Can digital technology transform the way we work?</li> <li>5. Or is this about getting the basics right?</li> <li>6. And how can we continue to improve through feedback and evidence?</li> </ol>	<ul style="list-style-type: none"> <li>• <b>76% of adults</b> own a smartphone</li> <li>• 61% of adults use social media</li> <li>• Around <b>78% of adults in Leicestershire have basic digital skills</b> and 41% have used them in the last three months</li> <li>• 1/3 of people who don't use the internet get someone to do it on their behalf</li> <li>• 90% of jobs require some IT skill</li> <li>• 96% of 16-24 year olds access the internet on the go and nearly all households with children have access to the internet</li> </ul>  

A stronger economy and communities	Easy-to-use, customer-focused services	Better ways of working
<p>We improve <b>skills, jobs, investment and infrastructure.</b></p> <ul style="list-style-type: none"> <li>• 100% able to access high speed broadband or mobile, with wifi spots in market towns and villages</li> <li>• Leicestershire is connected, creative and skilled - and investment is attracted</li> <li>• Continued investment in digital literacy and skills – particularly focusing on young people and those getting back into work</li> <li>• Strong local communities – digitally empowered and connected</li> <li>• Isolated or vulnerable communities are supported through connectivity, skills development – and if necessary access to the right equipment</li> </ul>	<p>We manage demand through easy to use <b>24/7 digital services which help people to do things for themselves.</b></p> <ul style="list-style-type: none"> <li>• We use evidence to make decisions about moving services online so that we can reduce costs</li> <li>• We use evidence to stop doing some things</li> <li>• We think differently about automating and providing services in a different way – such as smart libraries, e-learning programmes, digital culture and heritage</li> <li>• We <b>connect</b> with vulnerable and isolated people through volunteer programmes, community hubs and local area coordination</li> </ul>	<ul style="list-style-type: none"> <li>• We embed <b>digital thinking</b> into the way we design services</li> <li>• Our decisions are based on <b>evidence</b> of how people are using digital services</li> <li>• We develop digital <b>skills and confidence</b>, fostering new ideas and ways of working</li> <li>• We share ideas and innovation internally and with local and national partners</li> <li>• We have <b>simpler ICT</b> systems – which join up across departments and with partners</li> <li>• We work in a more agile way – experimenting and <b>testing new ideas</b>, learning and improving as we go</li> </ul>



## Measuring success



100% high speed broadband or mobile coverage

Everyone who can be is digitally included

Online and ICT skills courses are delivered to xxx learners

Xx initiatives for young people are delivered

Volunteer digital champions increase by xx

A virtual network of community groups, education providers, business and council services is created to collaborate on digital

Costs are reduced by £2m by 2020

Council website is easy-to-use and is rated as 4\* by SOCITM

75% of top transactions are completed online

100% of digital initiatives are created with the input of customers

Key online tasks are tested with customers each quarter

Engagement through social media increases by 20%

All communications and marketing material promotes the online channel first

100% of staff feel digitally confident

90% staff feel able to use technology to enable better ways of working

100% of digital projects learn from joining up with local or national partners

100% of managers are confident in using evidence to inform digital improvement

100% top internal transactions are available digitally

Digital skills and confidence is considered as part of all roles and through development planning

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