



# 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		
 <ul style="list-style-type: none"> <li>100% high speed broadband or mobile coverage</li> <li>Everyone who can be is digitally included</li> <li>Online and ICT skills courses are delivered to xxx learners</li> <li>Xx initiatives for young people are delivered</li> <li>Volunteer digital champions increase by xx</li> <li>A virtual network of community groups, education providers, business and council services is created to collaborate on digital</li> </ul>	<ul style="list-style-type: none"> <li>Costs are reduced by £2m by 2020</li> <li>Council website is easy-to-use and is rated as 4* by SOCITM</li> <li>75% of top transactions are completed online</li> <li>100% of digital initiatives are created with the input of customers</li> <li>Key online tasks are tested with customers each quarter</li> <li>Engagement through social media increases by 20%</li> <li>All communications and marketing material promotes the online channel first</li> </ul>	 <ul style="list-style-type: none"> <li>100% of staff feel digitally confident</li> <li>90% staff feel able to use technology to enable better ways of working</li> <li>100% of digital projects learn from joining up with local or national partners</li> <li>100% of managers are confident in using evidence to inform digital improvement</li> <li>100% top internal transactions are available digitally</li> <li>Digital skills and confidence is considered as part of all roles and through development planning</li> </ul>

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