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HotSW Digital Strategy
17th October 2019

Why a Digital Strategy for HotSW

- HotSW as a Digital Leader

- Policy imperative

- Capitalise on investment in digital infrastructure

- Building on our digital strengths

- Exploiting the shift towards a digital economy

- The digital interface with our important sectors

- The opportunity to showcase how digital can improve the lives of our people and help to shape our places

- Understanding our strengths and weaknesses so we can prioritise and intervene

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The importance of Digital

Technology will continue to have a transformational impact on society and the pace of change continues to increase

Digital Tech is estimated to be worth £184bn to UK economy

Digital Tech is driving an new wave of innovation

Digital transformation across the public sector supports more efficient and responsive services to our citizens

Digital Tech is at the heart of integrated transportation systems

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Our Vision

"We will work to ensure that the HotSW increases its productivity, grows its businesses, develops inclusive communities, protects and enhances the natural environment and attracts investment by embracing digital technologies, leading the way with adoption and exploitation across the South West..."

Our Strategic Objectives

Digitally connected communities

The CDS Programme has played a major role in securing improved fixed broadband coverage

HotSW has received substantial coverage improvements with fixed fibre extending to many more homes and businesses as a result

However fixed and mobile coverage remains mixed, and not spots and areas of poor connectivity are significant in number and increasingly dispersed

Urgent need to tackle the digital divide

Take up suggests high speed broadband is attractive but there is a need to incentivize adoption and expoitation

Our future ambition should be oriented around speed, resilience and extent of connectivity rather than on certain technologies

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Digitally skilled people

The skills and qualifications of our population is not aligned with the needs of key sectors, this will worsen as our economy shifts

We must build on the work of the Digital Skills Partnership to develop even greater insights

Demand for digital skills crosses all sectors

There are significant digital job vacancies across HotSW

We need to understand more about the quality of our digital jobs – apprenticeships will have an important role to play in skills shortages

The link between digital exclusion and social mobility should be fully recognised

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Digitally driven growth

HotSW target sectors are all undergoing digital transformation. Smaller businesses require support to help them exploit

Automation is delivering considerable productivity gains, however technological adoption could have negative consequences – unemployment and the creation of new types of work

The presence of digitized businesses in rural areas demonstrates the value of technology to rural communities, helping them to be more productive and attractive to younger people

HotSW has an opportunity to harness digital to further innovation across the area

Large proportion of micros suggests adoption of digital amongst this cohort will realise the greatest productivity gains

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Digitally inspired places

Key growth and regeneration sites need to capitalize on gigabit capable infrastructure to new developments

Digital technology should assist with the design of new developments

Key growth sites should market their digital competitiveness

Focus digital investment on areas of deprivation

Integrate digital with smart tech – create smarter more connected communities with big/open data
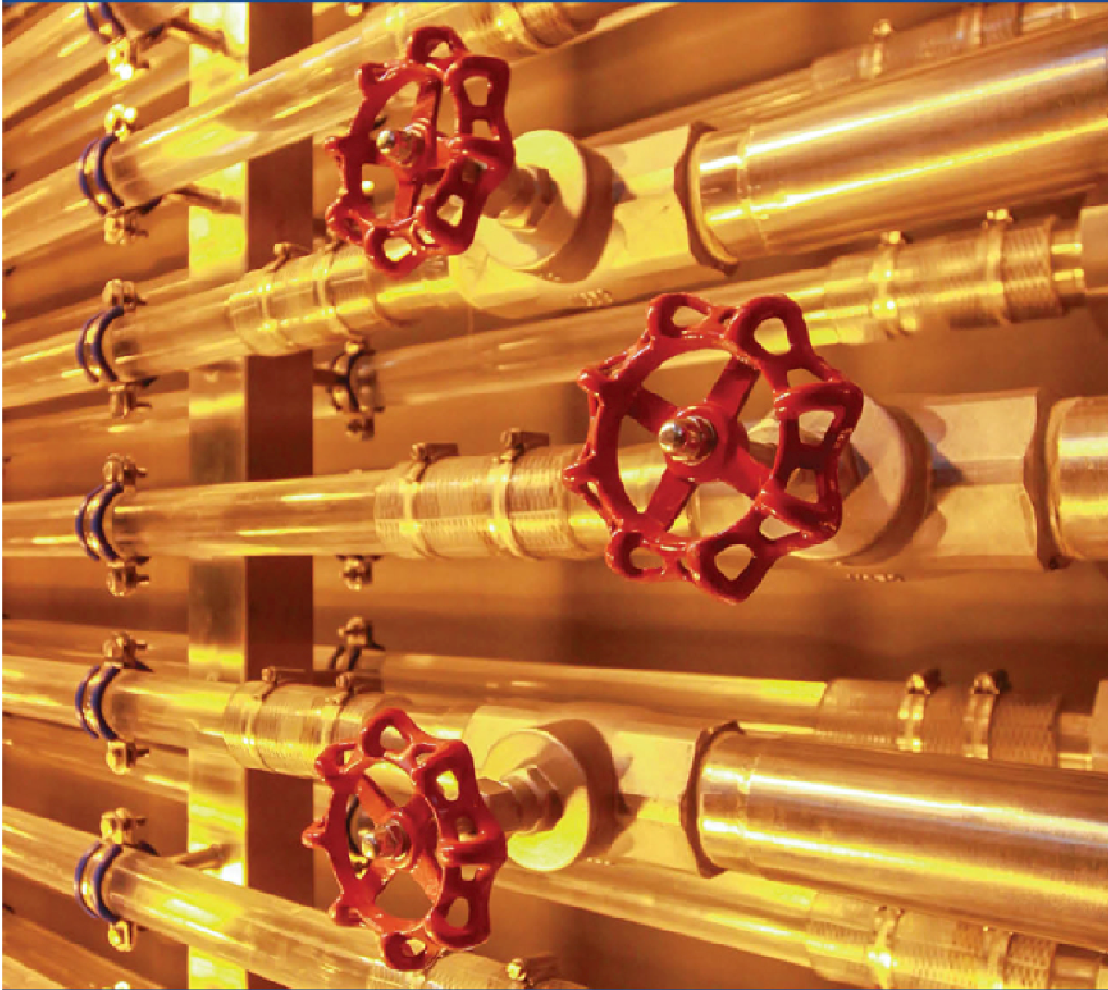
Role of digital tech in tackling climate emergency

Digital tech can help develop the next wave of transport modes, delivering solutions to remote areas and relieving congestion

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Emerging actions

- **Homegrown digital talent**

- **Inclusive digital opportunity**

- **Digitally connected citizens**

- **Digitally ambitious firms**

- **Digitally enabled innovation**

- **Maximising digital adoption**

- **Hubs of exceptional connectivity**

- **Seamless digital connections**

- **Digital innovation hotspots**

- **Digital investment magnets**

- **Digitally anchored growth**

- **Smart and connected places**

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Questions