



**CLLR MATTHEW PATRICK**

**CABINET**

**Monday 18 July 2016**

**WIRRAL PLAN: A 2020 VISION -**  
**UNDERPINNING STRATEGIES:**  
**DIGITAL STRATEGY**

**Councillor Matthew Patrick, Cabinet Member - Community Engagement and Communications, said:**

This Digital Wirral Strategy – a first of its kind in our borough – sets out to an ambitious Vision for a truly connected Wirral, where people, businesses and the entire community are helped to do business, access services and interact with public services and each other digitally and easily. Our Vision is that, by 2020, Wirral is a place where;

- EVERY resident will have the ability, and the skills, to connect to people, services and the world online.
- EVERY business will be connected to Global markets through high-speed, reliable broadband.
- EVERY service will be available online; in as simple, accessible and seamless format as they are in person.

I encourage you to read this Strategy and to get involved in helping us to create a connected, digital Wirral for everyone.

**REPORT SUMMARY**

The Wirral Plan: A 2020 Vision sets out a shared partnership vision to improve outcomes for Wirral residents. Delivery of the priorities and outcomes described in the Plan are underpinned through the development and implementation of a set of key strategies.

This report provides Cabinet with the Wirral Digital Strategy. It sets out a collective ambition where *“Wirral becomes a truly digital borough, where businesses and residents are connected to each other, services and the world. Digital technology is harnessed to create efficient and seamless services for residents, to support businesses to succeed and compete in Global markets and to drive a step-change in community engagement, connectivity and participation.”*

This matter affects all Wards within the Borough and is therefore a key decision.

**RECOMMENDATION/S**

Cabinet is requested to approve the Wirral Digital Strategy which is appended to this report.

## **SUPPORTING INFORMATION**

### **1.0 REASON/S FOR RECOMMENDATION/S**

The Wirral Plan commits to ensuring 'Technology and Infrastructure' in Wirral is modern, fit for purpose and allows for our economy to compete in a digital economy. This Strategy is designed to deliver part of this Pledge, and also to ensure that the borough's digital infrastructure is of the highest possible quality in order to support all other Pledges and Strategies in place to deliver our vision for Wirral in 2020.

### **2.0 OTHER OPTIONS CONSIDERED**

No other options have been considered.

### **3.0 BACKGROUND INFORMATION**

A five year Wirral Plan received unanimous approval at the meeting of full Council on the 13<sup>th</sup> July 2015 and has been adopted by all strategic partners from the public, private and third sectors.

The plan contains twenty pledges to be achieved by 2020 and one of the pledges commits to ensuring 'Technology and Infrastructure' in Wirral is modern, fit for purpose and allows our economy to compete in a digital economy. We also recognise that Digital is a cross-cutting enabler, and is vital to helping us achieve many of the aims and ambitions in the Wirral Plan.

This Strategy helps us get there. It aims to help encourage economic growth; support residents to achieve better outcomes; and improve community involvement, participation and engagement; using digital to transform our approach to public services, to help residents and to support business.

The Strategy has been developed with, and will be delivered by, public and private sector partners and stakeholders to ensure that it achieves a collective Vision for a Digital Wirral. This is a true-partnership Strategy, with all partners in Wirral committing to transforming our approach to digital together, seamlessly, and in a way which puts the needs of Wirral residents and businesses first.

### **4.0 FINANCIAL IMPLICATIONS**

There are no financial implications arising directly from this report. As projects to deliver the strategy are developed the financial implications and benefits will be identified as part of the project plan.

### **5.0 LEGAL IMPLICATIONS**

There are no legal implications arising directly from this report. As projects to deliver the strategy are developed the legal implications will be identified as part of the project plan.

## 6.0 RESOURCE IMPLICATIONS: STAFFING, ICT AND ASSETS

The Wirral Digital Strategy will be initially co-ordinated in partnership through existing staff resource. Any additional resource requirements will be identified as a detailed delivery plan is developed.

## 7.0 RELEVANT RISKS

The Corporate Risk Register will be refreshed in line with the new Wirral Plan developments to ensure that any risks to delivery are understood and mitigating actions are put in place as appropriate.

## 8.0 ENGAGEMENT / CONSULTATION

The Wirral Digital Strategy has been developed in collaboration through the Wirral Partnership and will continue to engage and consult with key stakeholders through the delivery and implementation of the Strategy.

## 9.0 EQUALITY IMPLICATIONS

The potential impact has been reviewed with regard to equality and the impact review can be found at:

<http://wbcnet.admin.ad.wirral.gov.uk/governance-equality/equality-impact-assessment>

### REPORT AUTHOR:

**Rose Boylan**

(Policy and Strategy Manager)

telephone: (0151 691 8037)

email: [rosemaryboylan@wirral.gov.uk](mailto:rosemaryboylan@wirral.gov.uk)

## APPENDICES

Appendix 1 – Digital Wirral Strategy

## REFERENCE MATERIAL

### SUBJECT HISTORY (last 3 years)

Council Meeting	Date