

Digital Adoption Strategy 2023 - 2026

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Introduction

Digital is now a major part of everyday life. We use it to access services, to connect with family and friends, to buy products, to access work and conduct business, and to support our health and wellbeing.

Digital brings significant opportunities for the residents and businesses of Berkshire. It can help enable organisations to deliver better, more efficient services, with an improved customer experience and drive sustainable economic growth. It can also support society to become more open and fair.

Digital also brings challenges, such as supporting people who are unable to use digital, who are disadvantaged and who suffer with poor connectivity. Digital technologies also continue to evolve at pace and there is an ever increasing need to be aware, flexible and adaptive to the new opportunities that digital presents.

Digital adoption is about helping people to use and embrace technology. For Connected Berkshire, it is about facilitating cutting edge digital infrastructure provision and encouraging people to utilise this to their advantage and generate sustainable economic growth and continued market investment in infrastructure. Having a well-defined and agreed approach to digital adoption will drive this positive change.

The Digital Adoption Strategy sets out the ambitions of the Digital Infrastructure Group (DIG), a unique group of local authorities, working collectively with the Local Enterprise Partnership to deliver and achieve improved digital connectivity across Berkshire.

It translates the ambitions of the Group into a cohesive plan, primarily to support their economic development function and interaction with the business community. It sets an agreed framework for key interventions with clear roles and responsibility for delivery, led by the DIG Team with the DIG authorities support.

“ Digital adoption is about helping people to use and embrace technology ”

It will inform, compliment and help to coordinate parallel but separate initiatives in Berkshire seeking to advance digital inclusion, such as through workforce upskilling and improved accessibility to digital spaces, devices and data.

The interventions set out in this Strategy cannot be delivered alone, so we will need to continue to support and work with each other as partners and continue to look for opportunities and streamline delivery wherever possible.

We thank the DIG authorities for their contribution to the development of this Strategy.

“

This Strategy supports our digital adoption vision that Berkshire remains an unbeatable location for investment with world class digital infrastructure, propelling sustainable economic development

”



Image credit: Pexels, Digital assistance

The Digital Infrastructure Group and Connected Berkshire



Image credit: Pexels.com, 5G Tower

The Digital Infrastructure Group

The Digital Infrastructure Group (DIG) consists of the six Berkshire local authorities, who are Bracknell Forest, Reading, Royal Borough of Windsor and Maidenhead, Slough, West Berkshire, and Wokingham Councils (the DIG authorities), working alongside the Thames Valley Berkshire LEP.

The Group works together to deliver and achieve improved digital connectivity across Berkshire by creating a joined-up approach to the challenges faced by infrastructure restrictions. This is achieved through the **Berkshire Digital Infrastructure Programme**.

DIG is already driving digital infrastructure provision, project delivery and engagement across the region, working side by side with the Berkshire local authorities, market providers, the Department for Science, Innovation and Technology (DSIT) (formerly the Department of Culture, Media and Sport) and other stakeholders to achieve a '**Connected Berkshire**'.

DIG has delivered many exciting projects and initiatives, such as providing schools with gigabit connectivity, infrastructure enabling tools such as Dig Once Strategy and Supplementary Planning Guidance and standardised land access (wayleave agreements). It has also secured DCMS and LEP investment. It is one of only eight pilot projects to deliver a digital asset management platform through the Digital Connectivity Infrastructure Accelerator pilot. This makes it easier and less resource intensive for network providers and local authorities to broker access to public assets for infrastructure.



Map showing 6 Berkshire Local Authorities

Connected Berkshire

The **aims** of Connected Berkshire are to:

- Create the right conditions to attract digital investment
- Create new digital infrastructure and assets
- Ensure benefits are derived by all seven DIG partners
- Align activities across multiple programmes/ strategies

The **objectives** of Connected Berkshire are to:

- Increase Berkshires' Gigabit capability to 85% by 2025
- Eliminate Connectivity 'not spots' through infrastructure
- Optimise use of Wireless technologies and small cell rollout
- Establish a Digital Inclusion Task Force

Six workstreams are identified to deliver a Connected Berkshire, including Digital Adoption, which are:

1. Digital Adoption
2. Infrastructure Enablers
3. Asset Mapping
4. Market Engagement
5. Digital Prospectus
6. Review Technology Themes

DIG OBJECTIVES



FULL FIBRE COVERAGE

INCREASE BERKSHIRES GIGABIT CAPABILITY TO 85% BY 2025



5G AND SMART CITIES

OPTIMISE USE OF WIRELESS TECHNOLOGIES AND SMALL CELL ROLLOUT



DIGITAL INCLUSION

ESTABLISH A DIGITAL INCLUSION TASKFORCE



'NOT SPOTS'

ELIMINATE CONNECTIVITY NOT SPOTS THROUGH INFRASTRUCTURE

Digital Adoption



Image credit: Pexels.com, Project strategy

Vision and mission statement

The Digital Adoption Strategy is guided by an overarching vision for digital adoption. The vision is that:

Vision: Berkshire remains an unbeatable location for investment in world class digital infrastructure, propelling sustainable economic growth

The Strategy will bring about the vision for digital adoption, through the work of the Digital Infrastructure Group by:

Mission Statement: Aligning expertise, resources and priorities to maximise collaboration in the provision of digital infrastructure and opportunities, to secure external funding, to drive digital demand

Aims

The Strategy will achieve the vision for digital adoption through the work of DIG by delivering **four digital adoptions** aims. These are to:

- 1. Maximise the potential for cutting-edge digital infrastructure in new projects, developments, and strategy** by supporting and building awareness of Connected Berkshire and the importance of digital infrastructure and adoption at all levels across each partner authority
- 2. Maximise the potential for the uptake of digital connectivity** by building awareness of Connected Berkshire and the opportunities and solutions provided by digital, and developing a mutual understanding of the digital needs and barriers faced by the business community, particularly around infrastructure
- 3. Enable the practical implementation and communication of the Strategy** by aligning priorities and goals, clearly defining roles and responsibilities and ensuring the right skills and resources are available, maximising collaboration and making use of current or emerging enabling programmes or funding streams
- 4. Secure further market investment and make a positive difference to Berkshire** by working collaboratively with the public and private sector to facilitate investment in world class digital infrastructure

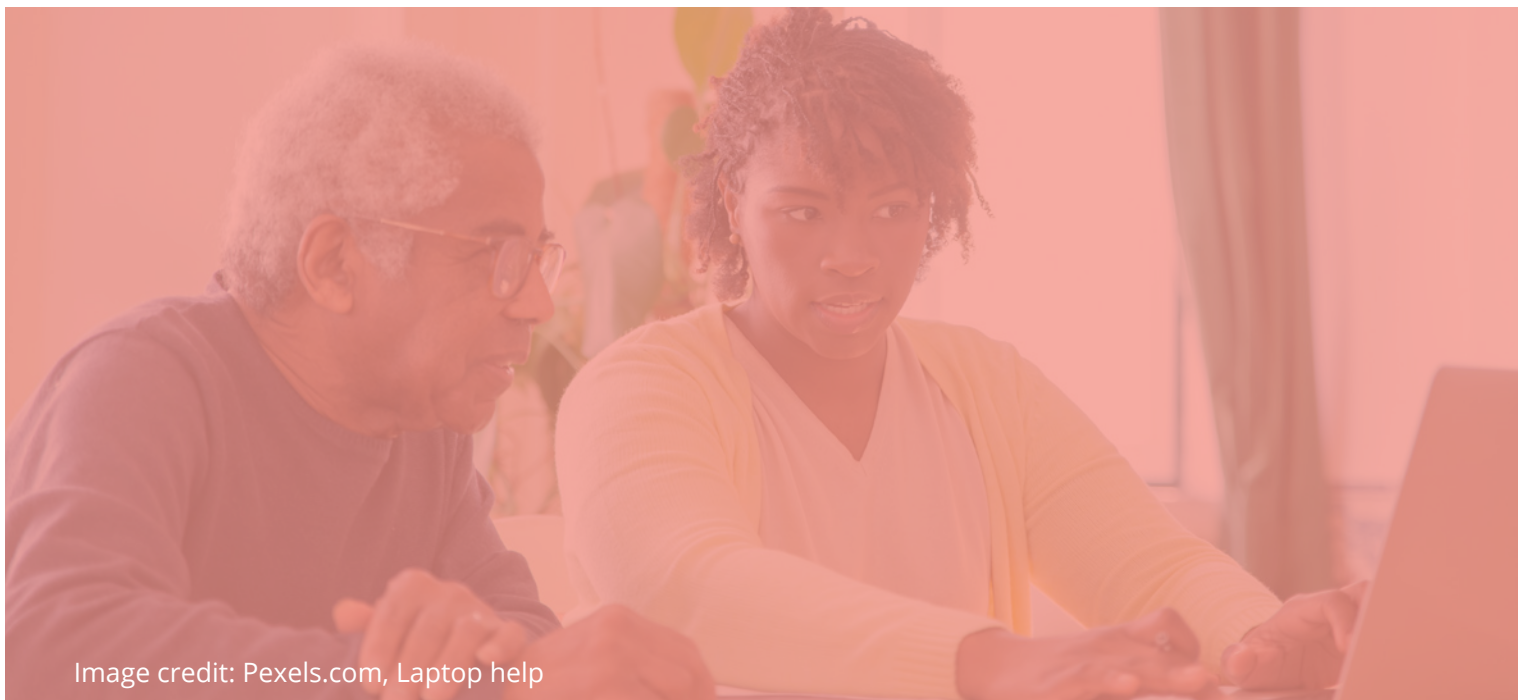


Image credit: Pexels.com, Laptop help

Objectives

To achieve the digital adoption aims, the Strategy sets the following **five digital adoption objectives**. These are to deliver:

1. Improved DIG governance
2. Proactive, shared communications on digital
3. Better understanding of the digital needs of business
4. Information and upskilling to the business community and the DIG authorities
5. Place-based digital infrastructure interventions

Objectives:

“ Improved governance, shared communications, understanding barriers and opportunities, and upskilling the DIG authorities and businesses on digital opportunities”

Key Challenges

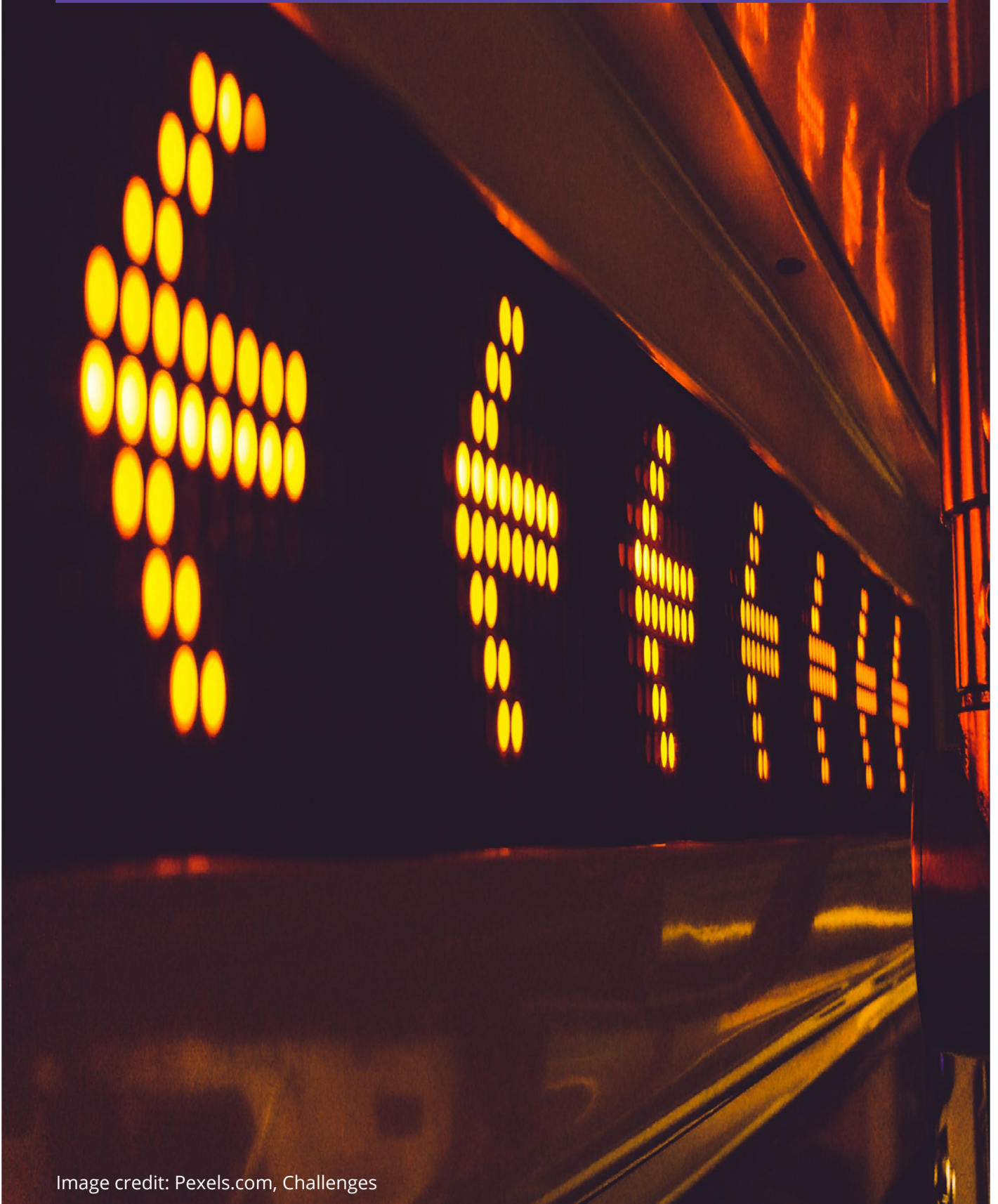


Image credit: Pexels.com, Challenges

Key Challenges

Despite successes in delivering a Connected Berkshire, challenges remain.

Work with the DIG authorities in forming the Digital Adoption Strategy highlighted that there are gaps in knowledge and awareness around digital and digital infrastructure and the work of other authorities and external organisations across Berkshire, including awareness and frequency of contact around digital within the local authorities. This extends to the visibility, awareness and understanding of the purpose, targets, and goals of DIG, including the evolving and growing remit of the Berkshire Digital Infrastructure Programme.

It also identified that the presence and promotion of digital in corporate plans and economic development strategies could be stronger, with inward investment generally passive on promoting the digital offer across the area. Support should be provided to the economic development teams to demonstrate the direct benefits that digital can bring to businesses, such as more efficient and effective ways of working and what cutting edge digital interventions might look like in practice.

The work also highlighted that the community may not be relating as strongly as they could to the benefits that digital can bring to people and places, possibly because the focus to date has been largely asset driven rather than what it could mean for day to day living.

Contact with businesses on digital matters is largely reactive and limited, and there are gaps in knowledge to what barriers exist and how best to highlight opportunities, provide support and guidance, and how and when to best target this. There are also gaps in knowledge about how best to engage with businesses in the more rural areas.

The work continued to highlight issues that crossover with digital adoption, such as a shortage of people with the right skills and qualifications in a growing employment market, that skilled digital jobs are often filled by commuters from outside the area, and underlying issues around digital inclusion. While the Digital Adoption Strategy does not directly seek to address these and advance digital inclusion with actions to upskill the workforce or provide better accessibility to spaces, devices and data, its actions and outcomes will help to inform, co-ordinate and communicate the specific initiatives and workstreams that do, such as the work of the DIG authorities, the Local Enterprise Partnership led Catalyst South Digital Skills Partnership and the Connected Berkshire Digital Inclusion Taskforce.

How we will deliver the strategy



How we will deliver the strategy

The Strategy sets out key interventions for implementation, with clear roles and responsibility for delivery, led by the DIG Team with the DIG authorities support and vice versa.

This is achieved by focusing on delivering **12 actions**, guided by **delivery principles** that will have the greatest beneficial impact on promoting digital adoption in Berkshire to support economic growth and build on the work of the DIG and meet the vision, aims and objectives of this Strategy.

Delivery Principles

The actions provided by this Strategy are guided by the following delivery principles. Delivery is ultimately centred on the areas where the DIG Team can most actively deliver or support other organisations better placed to make an impact.

Realistic

- Actions are ambitious, but deliverable

Impact

- Actions focus on areas with greatest need and impact to achieve digital adoption

Collaborative

- Actions will strengthen partnerships and focus at the right level
- Actions will add value rather than duplicate other existing or planned interventions
- Actions will encourage wider public or private sector engagement and investment in digital

Evidence based

- Actions are evidenced by data and insight
- Actions are framed by robust and measurable performance indicators

Delivering the objectives



Image credit: Pexels.com, Technology streaming

Objective 1 - Improved DIG Governance

Why will we do it

Providing clear governance structures with defined roles and responsibilities will help to meet the digital adoption aims by promoting improved collaboration and information sharing and enabling better awareness and shared ownership of Connected Berkshire across all levels at each partner authority.

What will we do

Action 1 - Review the DIG Programme Governance Structure

The DIG Team will review the internal DIG governance structure (such as DIG Board, DIG Steering Group and DIG Programme Delivery Team) and ensure clearly defined terms of reference, roles and responsibilities are set and agreed, with the necessary support and mandate from the DIG authorities to resource and attend. The effectiveness of the action will be subject to a mid-Programme review.

Action 2 - Establish and hold regular Digital Working Groups

The DIG Authorities will organise the establishment of local authority led digital working groups within all the DIG authorities (expanded versions of the current 'Mini-DIG' groups that have been established in some of the DIG Authorities), with clearly defined terms of reference, roles and responsibilities. The Groups will have a wide remit across the evolving digital landscape and be attended by digital champions/ leads (see Action 3) and others, representing the departments within each local authority responsible for supporting the delivery / adoption of digital. The DIG team will support this process and attend these groups in an information sharing and convening role. The effectiveness of the Working Groups will be subject to a mid-Programme review.

Action 3 - Appoint digital champions / leads

The DIG Authorities will nominate digital champions and digital leads across the departments within each DIG authority responsible for supporting the delivery / adoption of digital. The role of the champions/ leads will be to act as the primary point of contact for digital within their areas and will include attendance at the newly established Digital Working Groups (see Action 2). The DIG Team will lead on organising initial training and on-going support. The effectiveness of having digital champions/ leads will be subject to a mid-Programme review.

Objective 2 - Proactive, shared communication on digital

Why will we do it

The actions will help to meet the aims of the Digital Adoption Strategy by building more awareness and ownership of Connected Berkshire by underlining the importance of digital and digital infrastructure provision to the business community and local communities, and across each partner authority, making digital more visible and relatable to the individual.

What will we do

Action 4 - Develop shared vision / aims and objectives for digital adoption

In developing this Strategy, the DIG Team led on creating a vision, aims and objectives for digital adoption. This was agreed between the DIG authorities to ensure ownership and a clear, shared direction of travel to deliver its goals.

Action 5 - Reinforce use of shared rolling communication plan

The DIG Team will work with the DIG authorities to reinforce the use of a shared rolling communication plan to increase awareness and knowledge of digital. This will consider stepping up regular knowledge or thought leadership pieces, celebrating progress and milestone achievements, supporting issues and promoting events. This action could be supported by the Digital Working Groups (see Action 2), is on-going, and will support all the actions in the Digital Adoption Strategy.

Action 6 - Collate a portfolio of digital success case studies across DIG area

The DIG Team will lead on organising the collation of a portfolio of digital case studies from all the DIG authorities to demonstrate why Berkshire is an attractive location to invest in by promoting success stories where businesses or the local community are capitalising on digital opportunities and making use of Berkshires' world class digital infrastructure. The case studies will be communicated as part of the overall narrative and shared for use by all the DIG authorities. This action will be updated on a six-monthly basis.

Action 7 - Reinforce a relatable narrative around digital

The DIG Team will lead on reinforcing a narrative around digital with the aim of providing a more relatable, personable context to help the community get a better sense of digital, reinforce the shared purpose of Connected Berkshire and to help messages resonate and stick in the mindset, for instance around the potential for digital to help create connected communities or vibrant, interesting places. The effectiveness of the narrative around digital will be subject to a mid-Programme review.

Objective 3 - Better understanding of the digital needs of business

Why will we do it

This will help to meet the aims of the Digital Adoption Strategy by building awareness of Connected Berkshire and creating a mutual understanding of the issues faced and the importance of digital to the business community.

What will we do

Action 8 – Business digital needs survey

The DIG Team will lead on organising and distributing a business digital survey to better understand the needs, barriers and opportunities around digital to business, particularly around infrastructure provision.

The DIG Team will work with the DIG authorities to compile the survey and will utilise their networks and mechanisms for contacting businesses and will lead on the organisation and distribution of the survey. The DIG Team will also work with the DIG Authorities to organise a pre-survey awareness and post survey feedback campaign. The survey will be undertaken on a yearly basis, subject to reviewing the effectiveness of the Action.



Image credit: Pexels.com, Shared communications

Objective 4 - Deliver information and upskilling to the business community and the DIG authorities

Why will we do it

By providing up to date information on the digital landscape and on overcoming barriers and utilising digital opportunities, the actions will help to meet the aims of the Digital Adoption Strategy by supporting and building awareness and understanding of Connected Berkshire and maximising the potential for the uptake of digital connectivity.

What will we do

Action 9 - Local Authority Digital Information/ Upskill Programme

The DIG Team will lead on organising a programme of tailored digital information /upskilling events based on known issues and feedback from the business survey, the Digital Working Groups, and other sources of relevant information. The scope will be to inform and upskill those in local authorities with a remit in digital (for example, the departments that will attend the 'Mini DIG' Digital Working Groups such as the Economic Development Teams).

Topics could include the digital landscape, opportunities and barriers, meeting the market (demonstrations/ knowledge/ experience/current offer) and roundtable discussion of issues. The format of the programme is to be determined but is initially (in Year One - 2023/24) likely to be in two parts, with similar work with the business community (see Action 10). This could include a digital summit.

The sessions could identify further requirements and are likely to be held annually following Year One.



Image credit: Equinox Datacentre, Slough

Objective 4 - Deliver information and upskilling to the business community and the DIG authorities (cont.)

Action 10 - Business Community Digital Knowledge/ Upskill Programme

The DIG Team will lead on organising a programme of tailored digital knowledge /upskilling based on known issues and feedback from the business survey and other sources of relevant information. The scope will be to inform and upskill the business community and could include the digital landscape, opportunities and barriers, meeting the market (demonstrations/ knowledge sharing/promotion of products/ services) and roundtable discussion of issues. The format of the programme is to be determined but could include a digital summit. The sessions could also identify further requirements and are likely to be held annually following on from the business survey (see Action 8).

Action 11 - Consider business case for Digital Hub for businesses

The DIG Team will work with the DIG Authorities to review the current online offer and consider the business case for the development of a pan-Berkshire central 'Digital Hub'. This will be focused on digital support for Micro/ SME businesses, particularly those that are in highly digitalised industries or with high potential for digitalisation.

The aim is to enable users to utilise the opportunities that digital might bring. Such a website (utilising existing or a new resource) could provide information around digital, promote training opportunities and support inward investment by actively promoting the area's digital offer and support available for businesses looking to relocate or expand in Berkshire. If a case is made for a Digital Hub, this could create a further Action for delivery.

Objective 5 - Deliver place-based infrastructure interventions

Why will we do it

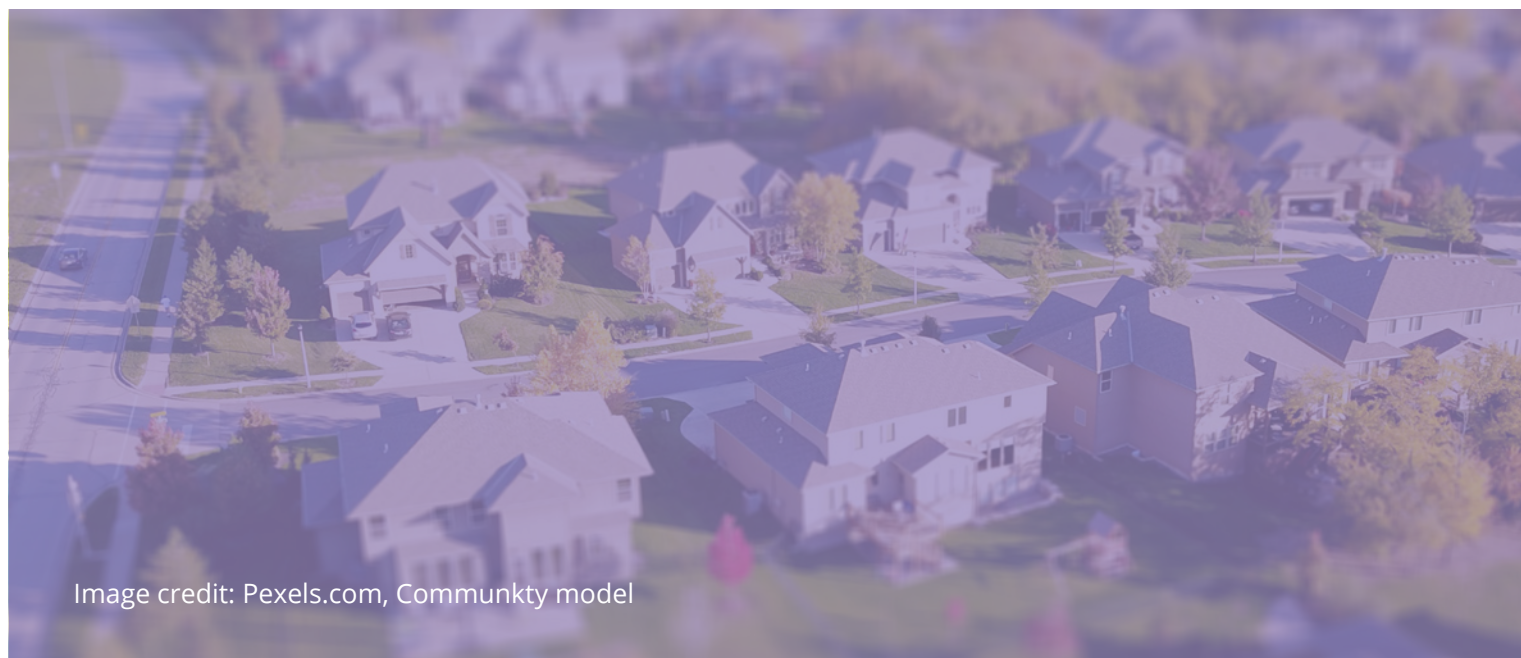
This will help to meet the aims of the Digital Adoption Strategy by providing solutions to 'real world' digital opportunities or problems and demonstrating this to a wide audience.

What will we do

Action 12 - Place based infrastructure interventions

The DIG Team will work with the DIG Authorities to identify place-based infrastructure improvement schemes focused on supporting economic growth, where an issue caused by a shortfall in digital infrastructure provision is identified, or a solution could be provided by improved digital infrastructure provision, with DIG Team intervention if necessary.

The DIG Team will work with the DIG authorities to identify and develop these and report back progress through a series of defined stages with DIG Governance. Wherever possible, the DIG Team will work to join these up as defined projects across the Berkshire area, particularly where there are efficiencies and benefits in doing so, including funding opportunities.



How will we monitor performance

Monitoring performance is key as all stakeholders need to know whether the actions are making a difference in the way that is intended. As such, the objectives in the Action Plan are all supported by Key Performance Indicators (KPIs), with scheduled performance reviews of key interventions.

A dashboard will be established and will be updated when new data sets become available to monitor performance for the duration of the Strategy and reported through programme governance.

Next Steps

This Strategy sets the framework for DIG to deliver its aims and objectives for digital adoption. Future updates of this Strategy will be driven by new data and evidence reports for each of the objectives.



Picture: Pexels, Monitoring performance

Action Plan



Image credit: Pexels.com, Project actions and outcomes

Actions

Below is an overview of the timings and leads of the 12 actions. More detail is provided in the following section.

Objective 1 - Improved DIG governance		
Action	Timings	Lead
Action 1 - Review the DIG Programme Governance Structure	2022/23	DIG Team
Action 2 - Establish and hold regular Digital Working Groups	2023 - 26	DIG LAs
Action 3 - Appoint digital champions/ leads	2023/24	DIG LAs

Objective 2 - Proactive, shared communications on digital		
Action	Timings	Lead
Action 4 - Develop shared vision, aims and objectives for digital adoption	2022/23	DIG Team
Action 5 - Reinforce use of shared rolling communication plan	2023 - 2026	DIG Team
Action 6 - Collate a portfolio of digital success case studies across DIG area	2023 - 2026	DIG Team
Action 7 - Reinforce a relatable narrative around digital	2023/24	DIG Team

Objective 3 - Better understanding of the digital needs of business		
Action	Timings	Lead
Action 8 - Business digital needs survey	2023/24 - 2025/26	DIG Team

Objective 4 - Deliver information and upskilling to the business community and the DIG authorities		
Action	Timings	Lead
Action 9 - Local Authority Digital Knowledge/ Upskill Programme	2023 - 26	DIG Team
Action 10 - Business Community Digital Knowledge/ Upskill Programme	2023 - 26	DIG Team
Action 11 - Consider business case for Digital Hub for micro/ SME businesses	2023/24	DIG Team

Objective 5 - Deliver placed-based digital infrastructure interventions		
Action	Timings	Lead
Action 12 - Place based infrastructure interventions (to promote economic growth)	2023/24 - 2025/26	DIG LAs

Objective 1 - Improved DIG governance					
Action	What we will do	Timings	Measure of success	Lead	Partners
Action 1 - Review the DIG Programme Governance Structure	Review and reorganise as required, internal DIG governance structure (such as Board, Steering Group and Delivery Team).	2022/23	<ul style="list-style-type: none"> Refined DIG Programme governance structure established and agreed by end Q4 2022/23 Programme of meetings for revised structure for year ahead circulated by end Q4 each year starting 2022/23 100% of meetings held as planned or rearranged without postponement 80% attendance by representatives or substitutes 100% DIG Team representative attendance Effectiveness of revised governance structure reviewed by end of Q4 2024/25 	DIG Team	DIG
Action 2 - Establish and hold regular Digital Working Groups	Establish local authority led digital working groups ('Mini-DIGS') across all the DIG authorities with clearly defined terms of reference, roles and responsibilities. Attended by digital champions/ leads (see Action 3).	2023/24 – 2025/26	<ul style="list-style-type: none"> Defined and agreed terms of reference, roles and responsibilities by end Q4 2023/24 All six DIG authorities holding regular (at least quarterly) working group meetings no later than by end of Q1 2024/2025 80% of meetings held as planned or rearranged without postponement 100% DIG representative attendance on invite Effectiveness of working groups reviewed by end of Q4 2024/25 	DIG LAS	DIG Team
Action 3 - Appoint digital champions/ leads	Appointment of digital champions/ leads within relevant and agreed local authority departments, with training, responsible for supporting the delivery / adoption of digital.	2023/24	<ul style="list-style-type: none"> Defined and agreed terms of reference, roles and responsibilities complete by end of Q1 2024/2025 Digital champions/ leads appointed in all required departments in all six DIG authorities by end of Q1 2024/25 	DIG LAS	DIG Team

Objective 2 - Proactive, shared communications on digital					
Action	What we will do	Timings	Measure of success	Lead	Partners
Action 4 - Develop shared vision, aims and objectives for digital adoption	Create a shared vision, aims and objectives for digital adoption.	2022/23	<ul style="list-style-type: none"> Shared vision and aims and objectives for digital adoption agreed by all six DIG authorities by end of Q1 2023/24 	DIG Team	DIG
Action 5 - Reinforce use of shared rolling communication plan	Reinforce the use of a shared rolling communication plan to increase awareness and knowledge to support digital adoption.	2023/24 – 2025/26	<ul style="list-style-type: none"> All authorities agree to incorporate digital as part of corporate communications plan by end of Q4 2023/24 Activity metric/s - 100% of agreed communication plan activities followed through by DIG and DIG Authorities Year on year increase [15%] in followers on social media accounts Impact metric/s to be developed: Business survey to ascertain base level understanding of DIG and Connected Berkshire and around knowledge of digital in the business community and likelihood to adopt more digital practices in business. Year on year increase in understanding. Reviewed on annual basis with issue of business survey (see Action 8) 	DIG Team	DIG
Action 6 - Collate a portfolio of digital success case studies across DIG area	Collate a portfolio of digital case studies from across the DIG area to demonstrate how digital can bring success and why Berkshire is an attractive location to invest.	2023/24 – 2025/26	<ul style="list-style-type: none"> Metrics as per Action 5 Submissions from all six DIG authorities of at least one digital success case study. First call complete end Q3 2023/24 with call every 6 months i.e. second call complete end Q1 2024/25 and so on 	DIG Team	DIG LAs & market providers
Action 7 - Reinforce a relatable narrative around digital	Reinforce narrative around digital with the aim of providing a more personable, relatable context to help the community get a better sense of digital.	2023/24	<ul style="list-style-type: none"> Metrics as per Action 5 Shared strategic narrative on digital road map agreed between the DIG Group by end Q2 2023/24 Shared narrative around digital road map reviewed by end Q4 2024/25 	DIG Team	DIG

Objective 3 - Better understanding of the digital needs of business

Objective 3 - Better understanding of the digital needs of business			
Action	What we will do	Timings	Measure of success
Action 8 – Business digital needs survey	Business survey to better understand needs, barriers and opportunities around digital, particularly around infrastructure provision.	2023/24 – 2025/26	<ul style="list-style-type: none"> • First survey completed by end Q3 2023/24 • One business digital needs survey successfully achieved per (financial) year (subject to review) • Engagement metric - Year on year increase to survey response (overall and from each DIG authority area) • Survey will provide data to inform/ measure the success of other actions
			Lead DIG Team
			Partners DIG

Objective 4 - Deliver information and upskilling to the business community and the DIG authorities

Action	What we will do	Timings	Measure of success	Lead	Partners
<p>Action 9 - Local Authority Digital Knowledge/ Upskill Programme</p>	<p>Tailored digital informing/ upskilling Programme based on known issues and feedback from the business survey and the Digital Working Groups and other sources of relevant information. Initial second stage Programme to follow up on matters arising from work with business community (on review of need).</p>	<p>2023/24 – 2025/26</p>	<ul style="list-style-type: none"> • Part 1 of Programme complete end Q2 2023/24 • Part 2 of Programme complete by end Q1 2024/25. Next stage by end of Q4 2024/25 and Q4 2025/26, all on review of need • 80%+ attendance rate for key identified attendees • Metric to be developed to gain feedback at start/ end. Success will be a measurable increase in knowledge and confidence on key digital issues 	<p>DIG Team</p>	<p>DIG Group & market providers</p>
<p>Action 10 - Business Community Digital Knowledge/ Upskill Programme</p>	<p>Tailored digital informing/ upskilling Programme based on known issues and feedback from the business survey and other sources of relevant information.</p>	<p>2023/24 – 2025/26</p>	<ul style="list-style-type: none"> • Part 1 of Programme complete end Q1 2024/25 • Second stage of Programme complete by end of Q1 2025/26, on review of need • Metric to be developed to gain feedback at start/ end. Success will be a measurable increase in knowledge and confidence on key digital issues, monitored via business survey and event feedback 	<p>DIG Team</p>	<p>DIG LAs; market providers; local employers; business / support groups</p>
<p>Action 11 - Consider business case for Digital Hub for micro/ SME businesses</p>	<p>Review of the current online offer considering case for a pan-Berkshire online 'Digital Hub', focused on Micro/SME business digital support utilising existing or new resource.</p>	<p>2023/24</p>	<ul style="list-style-type: none"> • Complete business case review by Q4 2023/24 • Metrics to be developed as part of business case 	<p>DIG Team</p>	<p>DIG LAs</p>

Objective 5 - Deliver place-based digital infrastructure interventions					
Action	What we will do	Timings	Measure of success	Lead	Partners
<p>Action 12 - Place based infrastructure interventions (to promote economic growth)</p>	<p>Identify and implement place-based infrastructure improvement schemes with DIG support to resolve issues caused by a shortfall in digital infrastructure or where improved digital infrastructure provision could create opportunities.</p>	<p>2023/24 – 2025/26</p>	<ul style="list-style-type: none"> • Programme of projects delivered by Q4 2025/26. • Each project will develop specific measures of success by end of project brief stage (Stage 1) • Will be monitored by the work of the 'Mini-DIG' Working Groups 	<p>DIG LAs</p>	<p>DIG Team; development partners</p>

Glossary and resources

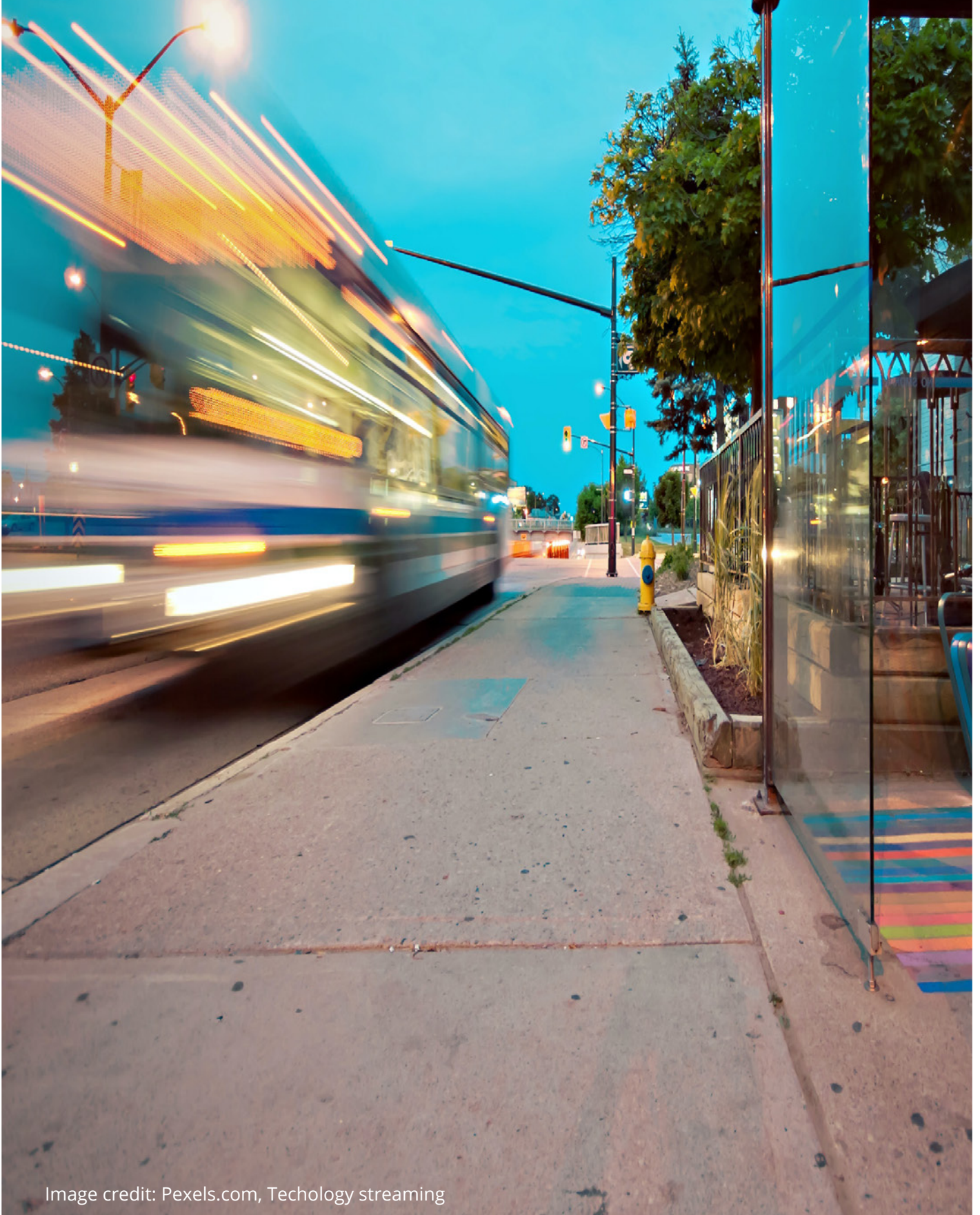


Image credit: Pexels.com, Technology streaming

Glossary and resources

Abbreviations

DIG – The Digital Infrastructure Group

LAs - Local Authorities

Glossary

Digital Adoption - Digital adoption is about helping people to use and embrace technology. For Connected Berkshire, it is about facilitating cutting edge digital infrastructure provision and propelling people to utilise this world class infrastructure to their advantage and generate sustainable economic growth.

DIG 'LAs' - the six Berkshire local authorities, who are Bracknell Forest, Reading, Royal Borough of Windsor and Maidenhead, Slough, West Berkshire, and Wokingham Councils (the DIG authorities) working alongside the Thames Valley Berkshire LEP.

DIG 'Board' –the six Berkshire local authorities and the Thames Valley Berkshire LEP. Works together to deliver and achieve improved digital connectivity across Berkshire by creating a joined-up approach to the challenges faced by infrastructure restrictions. It is achieving this through the Berkshire Digital Infrastructure Programme to achieve a 'Connected Berkshire'.

Digital Inclusion – the term Digital Inclusion includes digital skills such as being able to use digital devices such as computers or smart phones and the internet; having connectivity i.e. access to the internet through broadband, wi-fi and mobile; and accessibility such as having services designed to meet all users' needs, including those dependent on assistive technology to access digital services.

Digital Infrastructure – services that are necessary to enable the technological capabilities of an area, for example networks (such as full fibre) that connect regions and settlements with wired internet including last mile connections, to homes, businesses and data centres; and mobile communications such as 4g/5g.

Digital Landscape - the spaces and networks created by technological developments and digital infrastructure and the role of stakeholders in these areas.

DIG 'Team' – the Digital Infrastructure Programme Manager and supporting team.

Useful tools and resources

Digital Infrastructure Group

<https://www.berkshiredig.org.uk/>

Catalyst South – (Digital Skills Partnership)

<https://www.southeastskills.org.uk/boost-your-skills/digital-skills-partnership/>

Useful tools and resources

Department for Science, Innovation and Technology

<https://www.gov.uk/government/organisations/department-for-science-innovation-and-technology>

Case for Local Authority Digital Champions (Mobile UK)

<https://www.mobileuk.org/digital-champions>

DSIT: 5G mobile technology: a guide

<https://www.gov.uk/government/publications/5g-mobile-technology-a-guide>

DSIT: Access to public sector assets

<https://www.gov.uk/guidance/access-to-public-sector-assets>

DSIT: Digital and telecoms: resources for local authorities

<https://www.gov.uk/guidance/resources-for-local-authorities>

DSIT: Barrier Busting

<https://www.gov.uk/government/publications/barrier-busting-handbook/barrier-busting-handbook>

DSIT: Digital Connectivity Portal

<https://www.gov.uk/guidance/digital-connectivity-portal>

DSIT: Digital Legislation and Regulation

<https://www.gov.uk/guidance/legislation-and-regulation>

DSIT: Digital Strategy and Leadership

<https://www.gov.uk/guidance/digital-strategy-and-leadership>

DIST: Street Works Toolkit

<https://www.gov.uk/government/publications/framework-for-uk-fibre-delivery-street-works>

DSIT: Wireless Strategy

<https://www.gov.uk/government/publications/uk-wireless-infrastructure-strategy>

Good Things Foundation – campaign against ‘digital divide’

<https://www.goodthingsfoundation.org>

Mobile UK (represent UK mobile network operators)

<https://www.mobileuk.org/>

Shared rural Network – providing mobile coverage to rural areas

<https://srn.org.uk/>

UK Government Digital Strategy

<https://www.gov.uk/government/publications/uks-digital-strategy/uk-digital-strategy>



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