

DIGITAL STRATEGY BRADFORD DISTRICT 2022-2027

LAYING THE FOUNDATIONS

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<https://www.bradford.gov.uk/digital-strategy/digital-strategy/>

Bradford Metropolitan District

- Fifth largest Metropolitan Local Authority district in England
- Covering approximately 141 square miles
- 5 Parliamentary constituencies, 30 electoral Council wards
- Fifth most income deprived in the country with high health deprivation
- Population of over 530,000 with 266,000 in the poorest areas and 30,000 children on Free School Meals
- 150 Languages
- Circa 16,000 businesses
- Strong and committed Voluntary and Community Organisation network with circa 30,000 regular volunteers and 100,000 occasional volunteers

Bradford's approach – incremental, pragmatic and deliverable

Ambition should match readiness. Bradford should take precautions not to be too overambitious in its initial plans. Think building blocks;

Build, Increment, Review, Grow

Laying the Foundations

Initial focus on Core Capabilities, building resilience & sustainability

1. Identify Key Building Blocks
2. Baseline Current Activity
3. Assess Maturity & Identify Gaps
4. Strategic Options Assessment
5. Business Cases for investment

Building our Capabilities

Focus on the District's unique strengths and distinctive opportunities

1. Incremental Steps – pilot, learn
2. Build Confidence & Consensus
3. Build Partnerships
4. Develop Smart City Roadmap
5. Build our innovation capability on Data

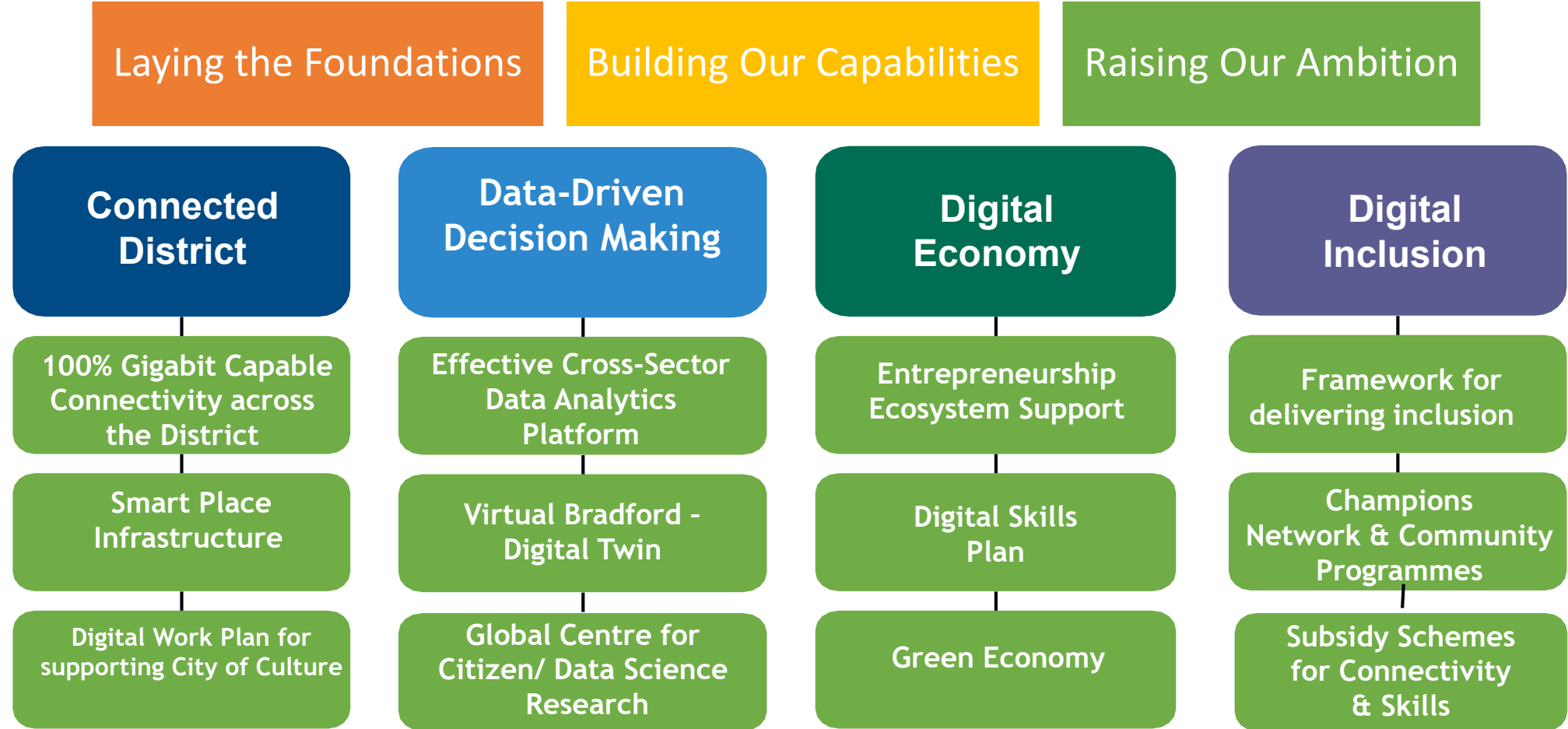
Lifting our Ambition

Smart City Landscape developed based on citizen priorities and data insight

1. Apply Core Capabilities to Scale
2. Smart City architecture & governance in place
3. Data-driven decision making
4. Whole-Systems Approach to solving challenges and exploiting opportunities
5. Innovation that delivers digital growth

Developing Vision for Bradford District

Aim: To support Bradford District's social and economic development in a sustainable way



“AI for Bradford” - AI Innovation Partnership



Ensuring Elected Member & Officer Buy-in

- 1. Involve them in the development process:** Involve council members in the development of the digital strategy from the very beginning. This will help ensure that they understand the benefits of the strategy and feel invested in its success.
- 2. Communicate clearly:** Communicate the benefits and goals of the digital strategy in a clear and concise manner. Be sure to address any concerns or questions they may have.
- 3. Demonstrate the value:** Demonstrate the value of the digital strategy by sharing success stories and case studies from other local authorities that have implemented similar strategies. This will help council members see the potential benefits of the strategy.
- 4. Create a pilot project:** Create a pilot project to test the digital strategy in a small way before rolling it out more broadly. This will help council members see the strategy in action and understand its potential impact.
- 5. Provide training and support:** Provide training and support to council members to help them understand the tools and technologies that will be used in the digital strategy. This will help ensure that they feel confident and competent in their ability to support and implement the strategy.

Overall, it is important to approach council members with a clear, evidence-based argument for the benefits of the digital strategy, and to provide them with the information and support they need to feel confident in their support of the strategy.

Demystifying the role of tech for non-tech people

- 1. Use simple language:** Avoid using technical jargon and use simple, plain language when explaining technology concepts. This will make it easier for non-tech people to understand.
- 2. Use relatable examples:** Use relatable examples to help non-tech people understand how technology can be used in their daily lives. For instance, you can explain how sensor technology can help improve traffic flows or movement and activity sensors for elderly, vulnerable and disabled people can support independent living.
- 3. Focus on benefits:** Emphasise the benefits of technology rather than the technical details. Explain how technology can help improve efficiency, increase productivity, save time, or reduce costs.
- 4. Provide visuals:** Use visual aids such as diagrams, infographics, or videos to help explain technical concepts in a more visual and engaging way.
- 5. Encourage questions:** Encourage non-tech people to ask questions and clarify any doubts they may have. This will help ensure that they understand the concepts you are explaining and feel more comfortable with the role of technology.



Digital Inclusion Programme

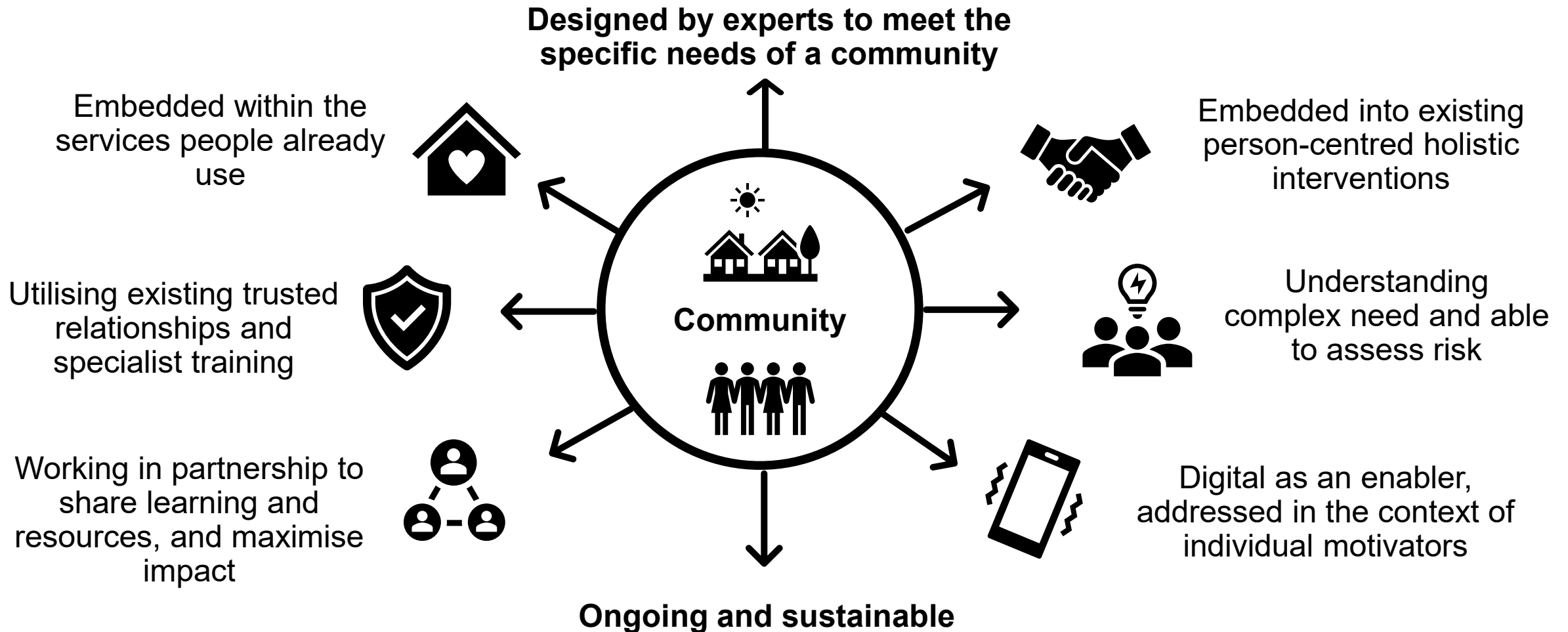
Sharon Sanders
Digital Inclusion Programme Manager

Digital Inclusion Ambition

No citizens of Bradford District will be excluded from having access to digital devices, adequate affordable connectivity and the necessary skills to use them to improve their livelihoods.

Community-based approach

Devices – Connectivity - Skills



Key Actions

Improved Networks for Delivery

Working Group
WYCA Dig Inc. Board
NHS Bradford Place
Based Dig Inc. Board
LGA Dig Inc. Board
RSA Dig Inc. Board
Good Things
Foundation
Digital Poverty
Alliance

Community Engagement

VCSE Survey
identified
Barriers of
connection;
equipment; skills;
confidence and
funding

Community sessions
challenges aligned to
Poverty and EDI

Data Mapping

Local datasets
identified and
assessed.

YemeTech
community app
creating a digital
inclusion index

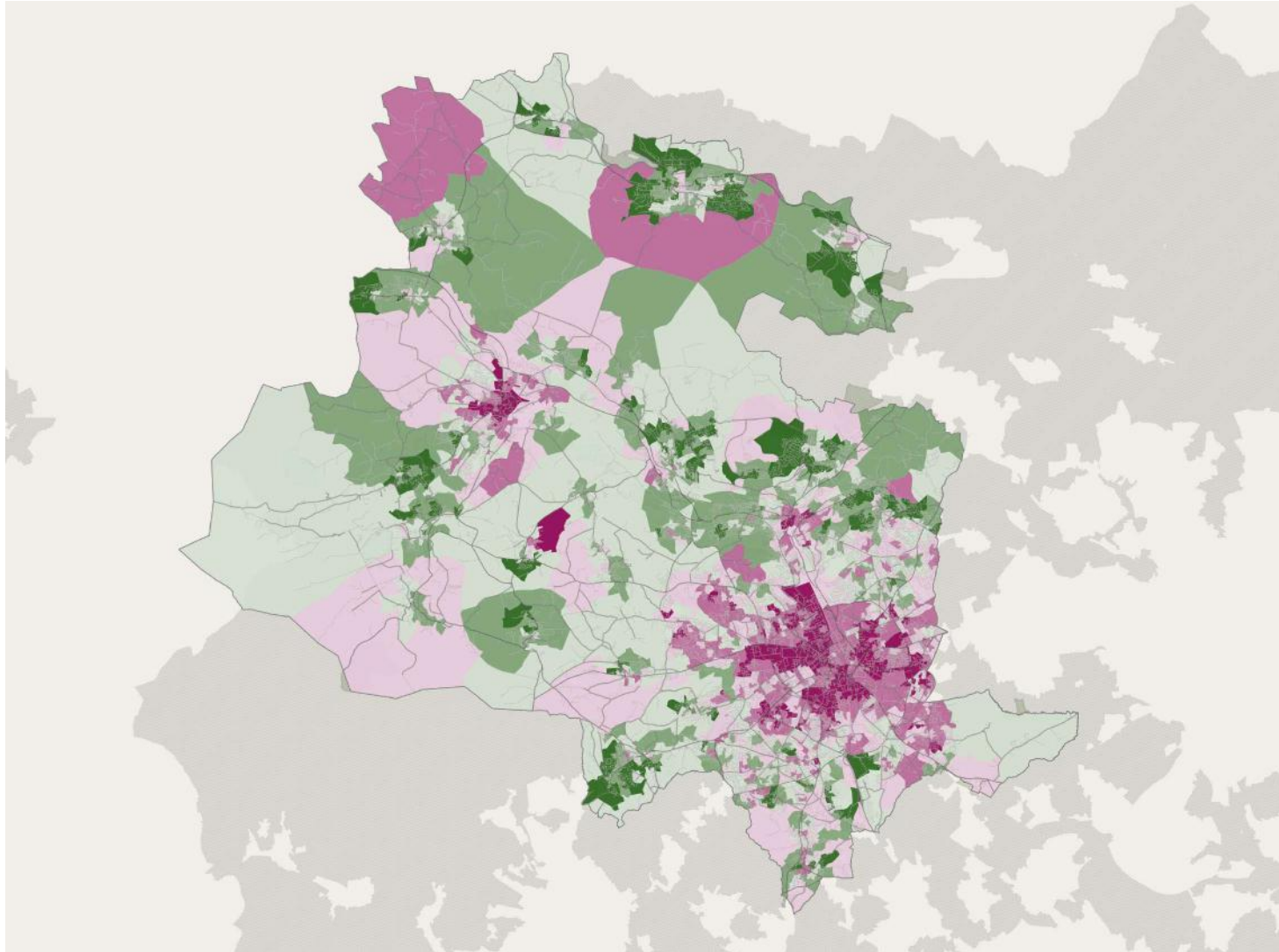
Move towards
support available and
booking

Funding and Resource

Intention to fund 5
Digital Inclusion
Officers

Opportunity for
WYCA funding and
NHS funding in
progress

Social Value identified
and work in progress



Selected Indicators (equally weighted)

- Aging Population
- Financially Vulnerable Households
- Not Working
- People Living Alone
- People with Limiting Conditions
- Non-white
- English Proficiency
- Deprivation
- Household Income
- Ultrafast Broadband Availability
- Superfast Broadband Availability
- Broadband Speed

Legend



Key Actions

Good Things Foundation

Active promotion of the opportunity to VCSE organisations

1700 SIM Cards distributed

Device Bank Bradford

Digital Health Champions

Digital Unite Site
28 Champions Appointed

Over 500 people supported to access digital services

Working with Primary Care Networks

Community Partnerships

Born in Bradford
Bradford University Alliance for Life Chances
Digital Makers
Act as One
Community Action
Bradford and District Neighbourhoods
VCS Alliance
Worth Connecting

Digital Skills

Clarity on where digital skills support is across the district

300 Community Champions; Social Prescribers ; Adults; Skillshouse; Care Homes; VCSE; Libraries etc.

Informal and Formal

Reassurance that more vulnerable citizens are not left behind in a tech revolution

- 1. Conduct a needs assessment:** Conduct a needs assessment to identify the specific needs and challenges of more vulnerable citizens, including those who are elderly, disabled, or economically disadvantaged.
- 2. Develop targeted solutions:** Use the information from the needs assessment to develop targeted solutions that address the specific needs and challenges of more vulnerable citizens. For example, providing accessible technology, training, and support to those who need it.
- 3. Involve community organisations:** Involve community organizations and groups that work with more vulnerable citizens in the development and implementation of tech initiatives. This will help ensure that their needs are taken into account and that they have a say in how technology is used.
- 4. Provide training and support:** Provide training and support to more vulnerable citizens to help them understand and use technology effectively. This may include providing assistance with internet connectivity, digital literacy, and device usage.
- 5. Monitor and evaluate impact:** Monitor and evaluate the impact of tech initiatives on more vulnerable citizens to ensure that they are not being left behind. This may involve tracking usage rates, conducting surveys, or collecting feedback from community organizations and groups.



Thank you
Q&A