

Digital Readiness Assessment

Summary

Wicklow County Council

Summary

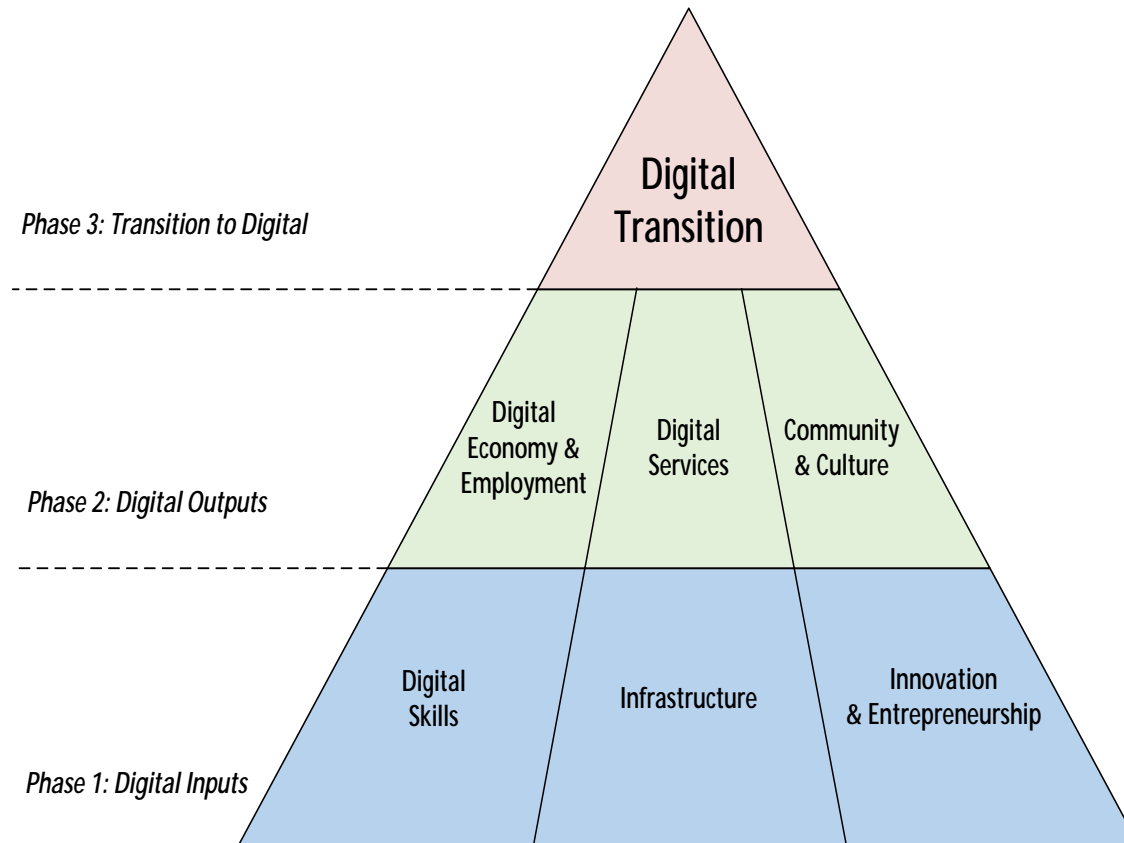
- q This report represents a summary of the results of the Digital Readiness Assessment (DRA) for **Wicklow County Council**, which measures digital maturity across seven pillars.
- q DRAs were carried out for each Local Authority, recognising that all are at different starting points and have different needs. In the DRAs, each Local Authority is compared with its peers as well as the national average.
- q Transformational levels represent a five-level classification of progress for each Local Authority as follows:
 - Level 1 - Formative
 - Level 2 - Emerging
 - Level 3 - Developed
 - Level 4 – Highly Developed
 - Level 5 – Transformational
- q The national average of the score of each of the 31 Local Authorities across the 7 pillars shows that Irish Local Authorities are typically classed as ‘Emerging’ or ‘Developed’
- q The DRAs can be used as starting point by each Local Authority in developing their digital strategies.

1. Introduction

- q This report represents a summary of the results of the Digital Readiness Assessment (DRA) for **Wicklow County Council**
- q The DRA measures the digital maturity across seven pillars
- q It covers both activities of households and businesses in the region, as well as the activities of the Council itself
- q The DRA can be used as starting point for objectives and action plans
- q Where feasible, independent empirical evidence has informed analysis and this is supported by judgement of Local Authority digital officers

2. Framework

- q The Digital Readiness Assessment measures the digital maturity across seven pillars



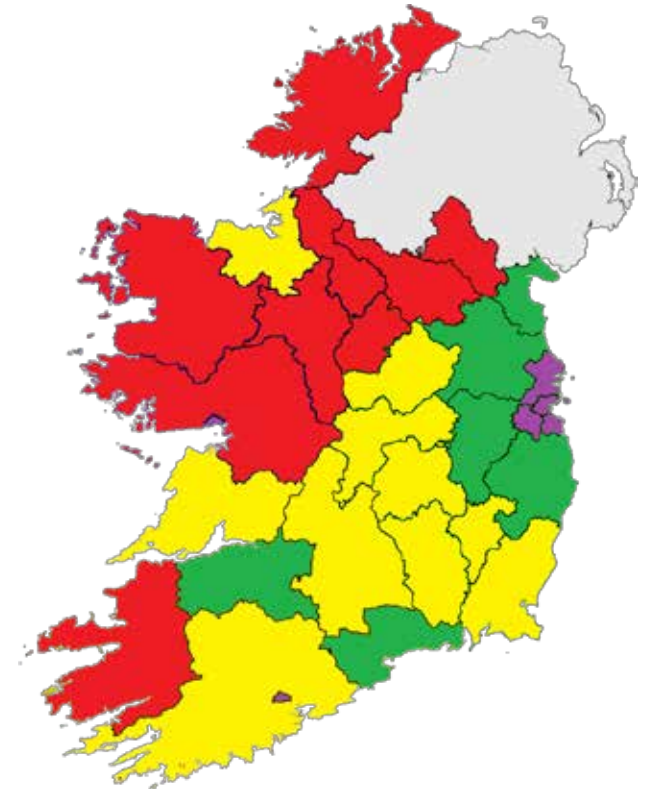
3. Classification

q Transformational levels represent a five-level classification of progress as follows:

- **Level 1 - Formative:** Minimal take-up of digital technologies; focussed on LA's own service provision; resource levels and commitment of organisation low and conducted in the absence of an explicit strong strategy.
- **Level 2 - Emerging:** Take-up of digital technologies is evident across a number of LA services but not in others; take-up variable; Limited out-reach to wider community; resource levels dedicated low, though commitment to long-term strategy; strategy being formed.
- **Level 3 - Developed:** Take-up of digital technologies is the most important channel across a number of LA services; active out-reach to wider community though limited actual change in behaviours being achieved; resource levels to promote digital strategy strong and in line with published long-term strategy.
- **Level 4 – Highly Developed:** Ambitious programme of adaption of digital technologies; programmes to promote digital engagement in the wider community; explicit published digital strategy which is an integrated element of the Local Authorities overall planning.
- **Level 5 - Transformational:** World-leading adaption of digital technologies both in terms of own processes; impactful engagement in the wider community; explicit digital strategy which is a core, integrated element of the Local Authorities overall planning.

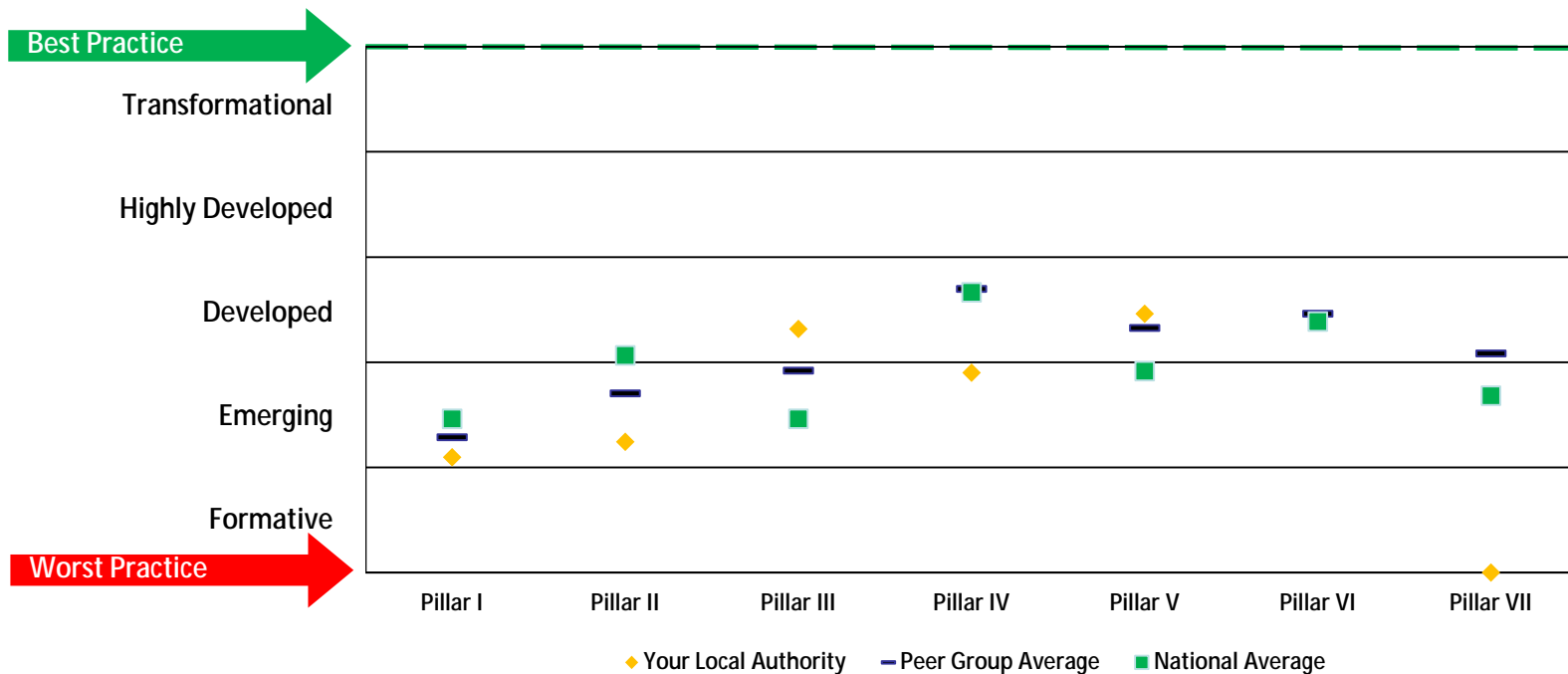
4. Approach

- q DRA reports individual measures of digital progress and provides an individual 'score' for each of the 7 pillars, against which the LA is compared
- q Methodological approach is to compare Local Authority to best practice, and also to compare to the national position and to Peer Groups
- q Peer Groups based on level of urbanisation in each Local Authority. In particular, we classify Local Authorities into:
 - **Group 1 (Purple):** Urban areas where % of rural population < 30%
 - **Group 2 (Green):** Mixed areas where % of rural population > 30% but < 45%
 - **Group 3 (Yellow):** Mixed areas where % of rural population > 45% but < 60%
 - **Group 4 (Red):** Areas where the rural population is > 60%.



5. Digital Maturity Assessment Dashboard

- q Wicklow County performed well under Pillar V (Digital Infrastructure) and Pillar III (Digital Skills)
- q Further progress is possible in Wicklow County across all Pillars, including Pillar VII (Community and Culture)



6. DRA Conclusions

Pillar I: Transitioning to Digital National Average – Emerging Wicklow County Council – Emerging

- q Wicklow County has undertaken initial planning for a Digital Strategy as of Q1 2018
- q Wicklow County has appointed Digital Champions, including their Broadband Officer and other internal staff
- q Wicklow County judges itself as 'Transitional' in several areas and Minimal in others
- q Wicklow County Council has not implemented a paperless office strategy

6. DRA Conclusions

Pillar II: Digital Economy and Employment

National Average – Developed

Wicklow County Council – Emerging

- q Wicklow County had a population in an IT occupation of 2.7%, compared to the national average of 1.7% and a peer average of 1.9%
- q Wicklow County Council does not collect evidence on digital offers by enterprises
- q Wicklow County Council has introduced one of the tabulated digital initiatives below

Pillar III: Digital Skills

National Average – Emerging

Wicklow County Council – Developed

- q Wicklow County classed as ‘Developed’ with regard to the availability and development of digital skills
- q •Wicklow County does provide digital training to the public
- q •3.9% of Wicklow County’s population has a computer science degree
- q •1.2% of the population of Wicklow County have a 3rd level qualification in computer use

6. DRA Conclusions

Pillar IV: Digital Services

National Average – Developed

Wicklow County Council – Emerging/ Developed

- q Wicklow County classed as 'Emerging/Developed' with regard to the provision of digital services
- q Wicklow County had 74% of motor tax online electronically (nationally 65.5% / peer 70.3%)
- q Thirteen services queried for this assessment are not currently available in Wicklow County, but a number are planned for next year
- q Wicklow County judges that it has Transitional level of digital services related to a variety of areas including Planning, Housing, and Transport

Pillar V: Infrastructure

National Average – Emerging/Developed

Wicklow County Council – Developed

- q Wicklow County has an semi-established broadband infrastructure in place, however this is concentrated in the major county towns. Further progress is possible particularly in the rural hinterlands which may be partly addressed through the National Broadband Plan
- q The area is currently ranked at 'Developed' in terms of digital infrastructure
- q 15.4% of households in Wicklow County have no access to the internet

6. DRA Conclusions

Pillar VI: Innovation and Entrepreneurship

National Average – Developed

Wicklow County Council – Developed

- q Wicklow County is classed as 'Developed' in terms of digital innovation and entrepreneurship (Pillar VI)
- q Wicklow County has 53 domains per 1,000 people
- q Wicklow County issued 19.3 Trading Online vouchers per 10,000 households

Pillar VII: Community and Culture

National Average – Emerging

Wicklow County Council – Formative

- q Wicklow County does not currently have a digital-focused community engagement strategy
- q Wicklow County does not use digital technologies to capture citizens' feedback or collect crowd sourced data
- q Wicklow County has not established partnerships with a range of stakeholders
- q Wicklow County has yet to develop and agree a common language with the community to discuss digital issues