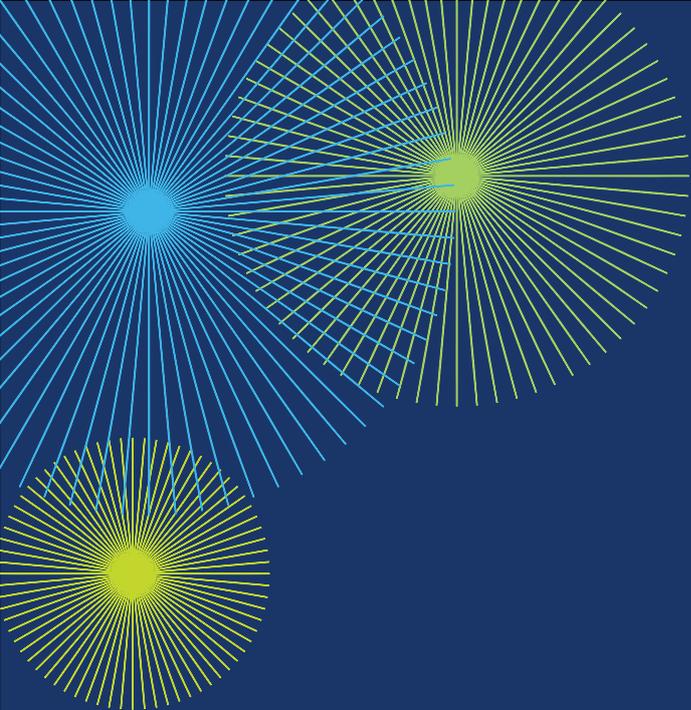


County Wicklow Digital Strategy 2019 - 2022





Foreword

Chief Executive

Digital technologies and connectivity are transforming the economic and societal landscape across Ireland and the world by changing people's interaction and engagement in their social lives, communities and workplaces. County Wicklow's Digital Strategy sets out to achieve maximum social and economic benefit in our County in the digital age.

Connectivity by means of high speed broadband is a modern day necessity for all families and businesses across Ireland. Our rural townlands and villages want and need connectivity to ensure their sustainability as communities and support their revitalisation through social and digital innovation. Connectivity is a vital component for local business and is the essential backbone service of our national economy. It will allow regional towns throughout the country to flourish and become local destinations for global business.

Wicklow County Council is delighted to be working with Department of Communications, Climate Action and Environment and the Department of Rural and Community Development to ensure that this essential service, high speed broadband, is delivered to all premises in our County under the National Broadband Plan.

Cathaoirleach

County Wicklow has a significant history in the provision of connectivity as Captain Robert Halpin played a pioneering role in the field of cross continental telecommunications when he laid the transoceanic telegraph cable from Valentia Island to Hearts Content, Newfoundland in 1866, a very significant achievement when you consider the challenges in crossing the Atlantic.

With an improved and widespread broadband infrastructure in place, County Wicklow can have high speed broadband services. This will help develop County Wicklow as an attractive place to do business, become a true destination for enterprise and will facilitate ability to remotely work in homes or local co-working facilities. Accordingly, this will help us to achieve our aim of reducing the number of people commuting outside of the County for work, and encourage and help develop more employment locally.



Mr. Frank Curran
Chief Executive



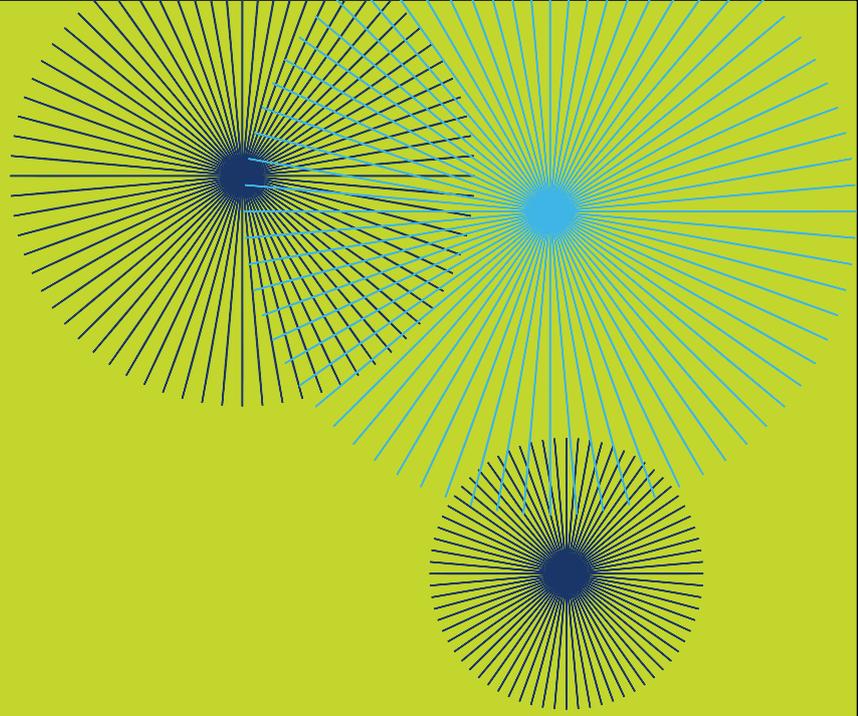
Cllr. Irene Winters
Cathaoirleach

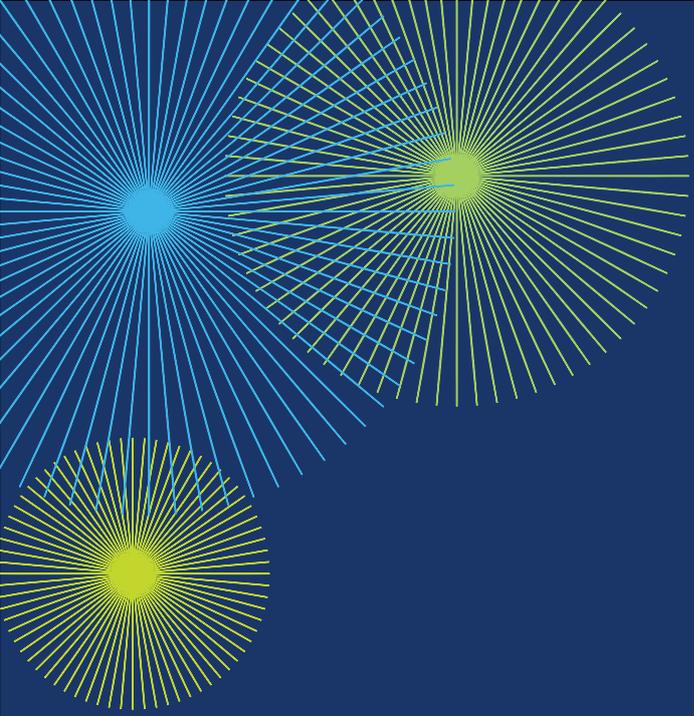
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Introduction

Digital technology and connectivity is more influential than ever before in how we communicate with each other, how we access information, how we educate ourselves, how we utilise services and its use in our professional lives.

The positive impact of advances in digital technology in our everyday lives will grow into the future with the growth of Internet of Things (IoT) and Artificial Intelligence (AI), resulting in innovative and transformational developments for healthcare and transport, and in our homes, communities and work practices.

To help our local economy and our local citizens and communities to take full advantage of the digital era, local digital strategies are of vital importance. This document presents County Wicklow's first Digital Strategy and sets out a vision to advance our broadband and digital infrastructure, advance our citizen's engagement and digital skills, further develop our Counties digital economy and digitally transform our local authority. The strategy was commissioned by Wicklow County Council in association with the Department of Rural and Community Development.

Why a Digital Strategy?

The digital era can provide significant socio-economic benefits in our home and workplaces and to our overall quality of life. In order to fully appreciate the importance of having a digital strategy for County Wicklow, it is important to identify some of the key advantages of transforming to a digitally engaged society:

- **Connectivity**

Flexible access 24-7, keeping in touch with family and friends, engaging with your local community, access to instant information and

work remotely;

- **Save money and time**

Avail of goods and services online, reduce your travel, no queuing, make more informed purchasing decisions online;

- **Education**

Allows for expansion of your knowledge, take online courses and facilitate your learning at your own pace and develop a skilled local workforce;

- **Economy**

Enable local businesses to take full advantage of e-commerce (trading online) and the 'digital economy' and create an attractive investment and start-up environment;

- **Entertainment**

Pursue your hobbies and interests and explore other cultures, stay up to date with current affairs and audio-visual entertainment via streaming and playback facilities.

Digital Strategy Themes

The digital strategy follows a roadmap for success which accesses the current digital landscape of the County and undertakes a collaborative stakeholder engagement process in a digital context. This process identifies the main digital themes and areas where the strategy needs to focus and helps move forward with a clear understanding.

The County Wicklow Digital Strategy has four core strategic themes; these focus on greater access to technology and connectivity, increasing our citizen's digital skills, key initiatives for our local digital economy and digitally transforming our Council services.

The success of any strategy is based upon a robust and practical implementation plan. The implementation plan for the County Wicklow Digital Strategy is based around the four core themes. Each theme has an overarching high level vision with associated key objectives and actions.

Additionally, each action has a lead body and partner(s) with responsibility for completion of the action, a set timeframe for its delivery, measurable outcomes and an associated monitoring arrangement.

The **Broadband & Digital Infrastructure** theme aims to bring high speed broadband to all in County Wicklow, through engagement and collaboration with telecoms providers, progressing the National Broadband Plan and undertaking a '**Build Connectivity Programme**' to develop facilities for improved access to digital technology and connectivity.

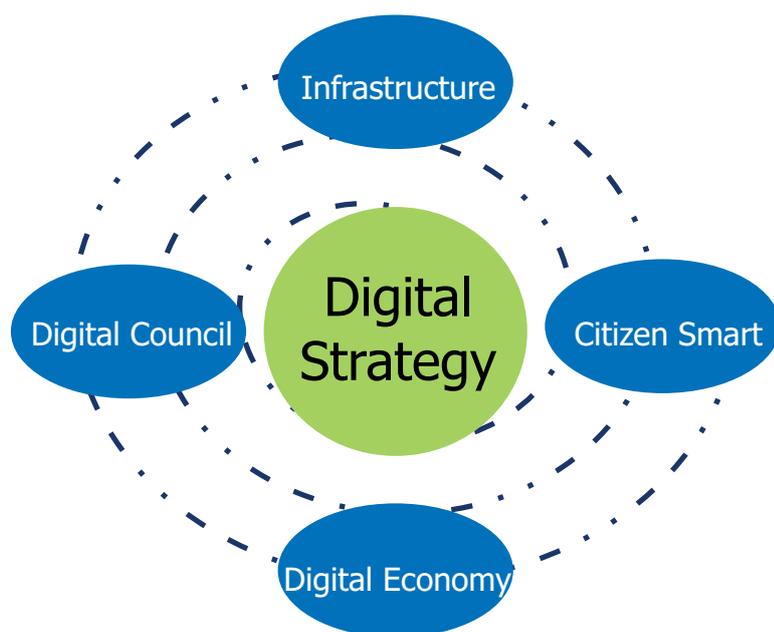
Many regional areas still lack the basic broadband infrastructure required to gain reliable and high speed connectivity to the internet. In order to realise the full benefits of going digital, we must harness broadband networks and services to maximise the opportunities and benefits.

Digital technology and connectivity has changed and advanced the way we communicate and engage with each other, in our local communities. The **Citizen Smart** theme focuses on citizen needs in the digital era and aims to improve digital skills and support wider access to digital technology and connectivity. This is vital to ensure that we build a society of inclusion, where no one is left behind or excluded from opportunities made available by digital. Furthermore, we need to be equipped and knowledgeable in how to access new ways of communication and engagement online in a safe way.

With vital broadband infrastructure in place, remote working and learning will increase and will lead to an increased demand for co-working facilities and digitally enhanced spaces, supporting the further development of local digital hubs is instrumental for local community sustainability.

The advancement of high speed broadband connectivity can revolutionise our local economy with increased prospects for local innovation and entrepreneurship, local based employment and attracting future investment. The focus areas of the **Digital Economy** include improving local retail e-commerce, digital initiatives in heritage and tourism, film and content creation support and digital marketing and social media training for business.

In addition, the continued development of online supports and public services is vital to resolve core social, infrastructural and development issues more efficiently and effectively, therefore the **Digital Council** theme aims to transform citizen engagement processes, enhance customer care and increase online services.



Theme 1: Broadband & Digital Infrastructure

Vision: Facilitate the development of high speed broadband and digital infrastructure to all citizens and businesses

Theme 2: Citizen Smart

Vision: To promote the benefits and use of digital technology in a safe way and improve digital equality and digital skill competency of Citizens

Theme 3: Digital Economy

Vision: To promote economic development and grow tourism and employment opportunities in Co. Wicklow in the digital age

Theme 4: Digital Council

Vision: To enhance the delivery of Wicklow County Council's services to its Citizens by increasing the capability of online services



Digital Strategy Context

Policy Context

An assessment of the relevant policy within which County Wicklow's Digital Strategy is framed is a vital step in the process, to focus the context of the strategy, define responsibilities, and identify key stakeholders.

The European Union and Irish government have long recognised the social and economic benefits of digital technologies and access to quality broadband services. This has resulted in policies at an EU and national level to support large scale investment in high speed broadband infrastructure and modernising of rules to enable social benefits and digital transformation of economic activities. Some of the most important policy documents are listed below:

- European Commission – 'A Digital Agenda for Europe'
- Doing more with Digital - National Digital Strategy for Ireland (2013)¹
- Delivering a Connected Society – A National Broadband Plan for Ireland (2014); and
- Ireland's Broadband Intervention Strategy - Connecting Communities (2015);

The European Union has been set in the context of 'Europe 2020 Strategy' where 'A Digital Agenda for Europe'² has prioritised the creation of the Digital Single Market (DSM). This aims to open up digital opportunities for people and business through a number of measures including improving the digital access and connectivity, promoting the digital economy and improving the digital skills of citizens.

At present, Ireland is placed seventh on the EU Digital Economy and Society Index³ (2019) which monitors the performance of EU Member States in five main areas: digital connectivity, digital skills, online activity, the digitisation of businesses and digital public services.

¹Doing more with Digital - National Digital Strategy for Ireland (2013): <https://www.dccae.gov.ie/en-ie/communications/publications/Documents/63/National%20Digital%20Strategy%20July%202013%20compressed.pdf> [Accessed 15-08-2019]

²A Digital Agenda for Europe <https://www.dccae.gov.ie/en-ie/communications/topics/Digital-Agenda-for-Europe/Pages/default.aspx>

³EU Digital Economy and Society Index [\[https://ec.europa.eu/digital-single-market/en/scoreboard/ireland1\]](https://ec.europa.eu/digital-single-market/en/scoreboard/ireland1)

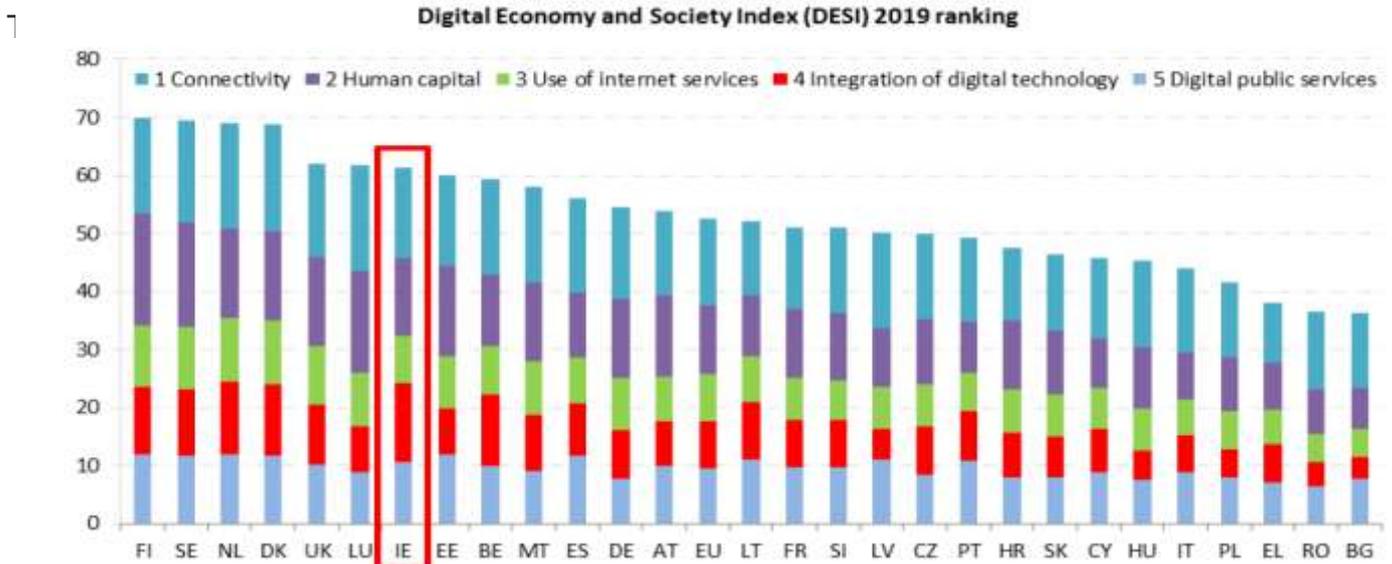


Figure 1: Digital Economy and Society Index (DESI), 2019 Country Report³

In recent years, the Irish Government has prioritised the delivery and implementation of the EU digital agenda and DSM through development and implementation of the National Broadband Plan and by progressing national and local digital strategies.

National Broadband Plan

The National Broadband Plan is a government initiative to deliver high speed broadband services to all businesses, farms and households in Ireland. This is being achieved through a combination of:

- Commercial investment by the telecommunications sector and
- State Intervention in those areas where it is not commercially viable for private sector providers to provide the service

Ireland's Broadband Intervention Strategy - Connecting Communities (2015), created a vision to deliver high speed broadband to non-commercially viable and rural areas. In order to achieve this, following a procurement process, a National High Speed Broadband Map was developed. This commenced with DCCAE geographically outlining which premises were not receiving high speed broadband services commercially and outlined where state intervention was required.

After a consultation process with the telecoms industry, the state intervention areas outlined where commercial telecoms providers had no plans to deliver high speed broadband. This led to the creation of the National High Speed Broadband Map used in the National Broadband Plan state intervention procurement process, with different zoned areas representing

commercial areas and state intervention areas. The commercial area is identified as BLUE and LIGHT BLUE on the High Speed Broadband Map. The state intervention area is identified as AMBER on the High Speed Broadband Map (Figure 3).

The State Intervention area includes (Q2-2019):

- c. 540,000 premises
- 1.1 million people (23% population)
- 56,000 farms (68% of national total of farms)
- 44,000 non-farm businesses (mostly small and micro)
- 674 schools

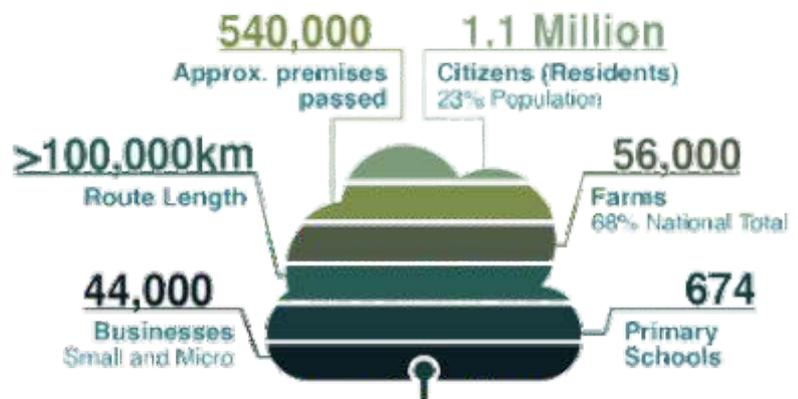


Figure 2: NBP State Intervention

⁴High speed broadband is defined as >30 mbps download and >6 mbps upload

⁵What is the National Broadband Plan
<https://www.dccae.gov.ie/documents/DCCAE%20Brochure%206pg%20DL%20NBP%20What%20Is%20WE%20B.pdf> [Accessed 15-08-2019]

Following an extensive procurement process, the Government approved National Broadband Ireland (NBI), as the “preferred bidder” in May 2019. This is the final stage of the procurement process before the contract is awarded. At the conclusion of the procurement process, NBI will sign a contract with the minister for DCCAE to build, operate and maintain the state intervention network and services over a 25 year period as a wholesale operator. This means that it will sell services to Retail Service Providers and not directly to customers. Retail service providers will then offer broadband services to home and business customers.

Once the contracts are signed, deployment will start as soon as possible. As this is one of the largest infrastructural projects ever undertaken in Ireland, the project is estimated to be a seven year build out.

National Digital Strategy

The core ambition of our first national digital strategy was 'the optimal economic and social use of the internet by business, individuals and by Government'⁶. In July 2013, phase 1 of the NDS 'Digital Engagement' saw the publication of 'Doing more with Digital' which focused on four key areas; Cross-Government measures, Trading online and Entrepreneurship, Citizen Engagement and Education & Learning.

A revised national digital strategy is expected in early 2020 with public consultation already completed; the key building blocks of this impending NDS are expected to be based on the following pillars:

- Foundations: encompassing comprehensive connectivity, cyber-security and open data;
- Well-Being in a digital society: training to improve the basic digital skills of the population, action against online harms and inclusion measures centred around local libraries;
- Digital Economy: individuals adapting to labour market changes and businesses becoming more productive through new technologies; developing new ways of working (co-working, remote); and
- Digital Government: public services transformed through use of digital technology.

The above pillars should be relatable for our local digital strategy themes; hence it is important to evaluate local digital strategies in the national context and create a robust implementation plan that works to support our national and local vision.

⁶National Digital Strategy
[[https://www.dccae.gov.ie/en-
ie/communications/topics/Digital-
Strategy/Pages/default.aspx](https://www.dccae.gov.ie/en-
ie/communications/topics/Digital-
Strategy/Pages/default.aspx)] [Accessed 11-07-2019]

Wicklow's Digital Landscape

County Wicklow has a population of 142,425 people⁷ and has four major towns which are all located along the East Coast of the County; Bray, Greystones, Wicklow and Arklow. The county is split into five Municipal Districts (Figure 3), is part of the Greater Dublin Area and has a strong population growth of 8.3%⁷.



Figure 3: MDs of Arklow, Baltinglass, Bray, Greystones and Wicklow

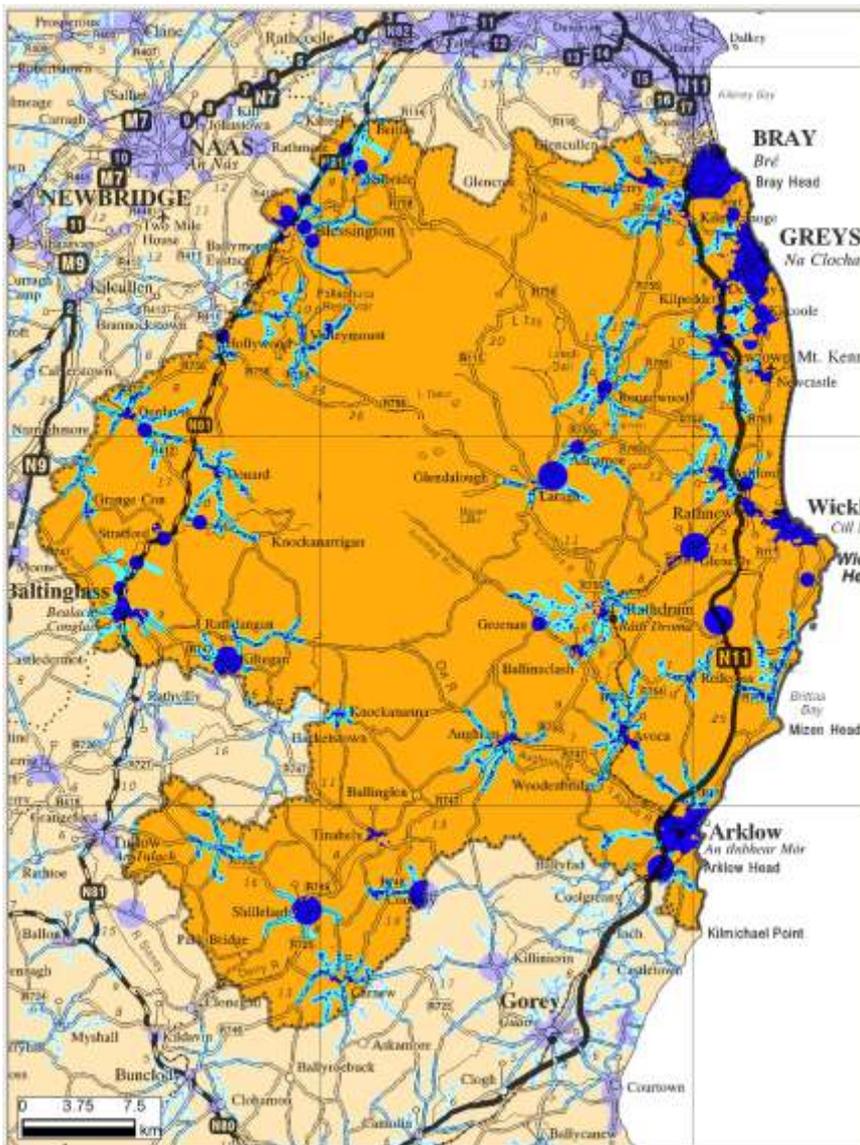


Figure 4: NBP County Map for Broadband coverage. Q2-2019⁸

⁷Wicklow Economic & Community Monitor
<https://www.wicklow.ie/Living/Services/Community/Community-Planning-Networks/Wicklow-Economic-Community-Monitor> [Accessed 04-07-2019]

⁸Wicklow Broadband coverage map
[\[https://www.dcae.gov.ie/documents/NBP_MAP_CO_WICKLOW.pdf\]](https://www.dcae.gov.ie/documents/NBP_MAP_CO_WICKLOW.pdf) [Accessed 30-09-2019]

Table 1: Premises and high speed broadband availability in Co. Wicklow

Time Period	Total Number of Premises	AMBER Premises Intervention Area	BLUE Premises Commercial Operators	LIGHT BLUE Premises Planned Rural Deployment*	Premises % without High Speed BB
Q1 - 2017	63,772	14,110	44,887	4,775	22.1%
Q2 - 2017	63,931	14,134	45,280	4,517	22.1%
Q3 - 2017	64,160	14,189	45,848	4,123	22.1%
Q4 - 2017	64,155	14,207	46,676	3,272	22.1%
Q1 - 2018	64,379	14,308	47,241	2,830	22.2%
Q2 - 2018	64,454	14,344	47,791	2,319	22.3%
Q3 - 2018	64,784	14,416	48,631	1,737	22.3%
Q4 - 2018	64,876	14,437	48,880	1,559	22.3%
Q1 - 2019	65,085	14,504	49,149	1,432	22.3%

With regard to telecoms infrastructure, the County has a rural-urban divide for high speed broadband services which has left rural communities disadvantaged for their living and working requirements. Latest figures available from the DCCAIE (Q2-2019 - Table 1) show just over 22% of premises have no access to reliable high speed broadband services. The cost of bringing high speed broadband to all premises in County Wicklow, within the state intervention area, is currently estimated at €57 million.

Engagement from local citizens and business groups has also shown a lack of high speed broadband services within the BLUE zoned area of the NBP map in certain residential areas, and existing industrial estates⁹.

A consultation on conclusion of the National Broadband Plan mapping exercise for the 'Intervention Area' has recently been undertaken (Q3-2019) with relevant agencies and the telecoms industry to update the National Broadband Plan intervention area.

County Wicklow has more than 65,000 regular commuters of which 56% commute outwards from the County¹⁰, which clearly

indicates that local regional areas are lacking in local employment. With the growth in remote working set to continue nationally, this indicates a potentially large volume of remote workers that require access to high speed broadband and co-working facilities.

The County has lower than national average age population, with 35% under the age of 25 years, and has an above average population in an IT occupation (2.7%), compared to the national average (1.7%)¹¹.

⁹DCCAIE and WCC are compiling a list of these premises and are proactively and regularly engaging with telecoms industry to resolve these issues (<https://www.dccae.gov.ie/en-ie/communications/topics/Broadband/national-broadband-plan/high-speed-broadband-map/Pages/Interactive-Map.aspx>)

¹⁰Wicklow Commuter Survey, 2018

(<https://www.wicklow.ie/CommuterSurvey>)

¹¹Digital Readiness Assessment WCC (Indecon, 2018) (<https://www.wicklow.ie/Digital-Strategy>)

Libraries across Ireland have had significant investment over the past number of years with several outstanding initiatives allowing enhanced access to connectivity and digital technology. **My Open Library** [MOL] initiative allows patrons over 18 (16+ with parental permission) to use the library outside of staffed hours with Arklow Library as the first pilot MOL in County Wicklow. The library has access seven days a week from 8am to 10pm thus allowing access to all the library's physical and digital resources for up to 98 hours a week, including public holidays.

Connectivity is provided in libraries via internet access in all branches through Desktop PCs and all libraries have WiFi access which is accessible to members of the public by their library membership cards/PINs.

Digital Technology access to Desktop PCs has been in place for a number of years, together with printing services. Blessington and Arklow libraries offer a Tovertafel or "magic table" projector which hangs over a table and projects one of 16 simple games onto the surface below. The system was initially designed for play therapy for patients living with later stages of dementia, however there has been a great deal of interest in the device from special needs units within schools and the community. Mobile projectors and digital screens designed for presentations are also available.

Some of the principal online Library Resources are shown below with a full list of resources available through the library website¹²:

- **Online Catalogue** which National Library Management System allows members in any public library to request items for free from anywhere in the country;
- **Borrowbox** allows for downloadable eBooks and audio books;

- **Vision-Net** provides online up-to-date information on companies trading in Ireland and the UK; and
- **Universal Class** is a selection of 500+ online courses (not accredited). These cover subjects such as office skills, personal development and hobbies.

¹²Online Library Resources

<https://www.wicklow.ie/Living/Services/Libraries/Online-Resources>

Digital Readiness Assessment

A Digital Readiness Assessment of County Wicklow was undertaken in 2018 by specialist consultants¹¹ commissioned by Department of Rural and Community Development. This assessment measured digital maturity of households, business and the local authority across seven pillars. It compared County Wicklow against international best practice, the national average and a peer group of Counties which share similar characteristics.

The assessment was carried out across seven pillars of digital, with results given under five levels¹³. The summary results of the seven Pillars of digital maturity are shown below with the full Digital Readiness Assessment report available on Wicklow.ie/DigitalStrategy:

- **Pillar I:** Transitioning to Digital; **Emerging**
- **Pillar II:** Digital Economy and Employment; **Emerging**
- **Pillar III:** Digital Skills; **Developed**
- **Pillar IV:** Digital Services; **Emerging/Developed (varied)**
- **Pillar V:** Infrastructure; **Developed**
- **Pillar VI:** Innovation and Entrepreneurship; **Developed**
- **Pillar VII:** Community and Culture; **Formative**

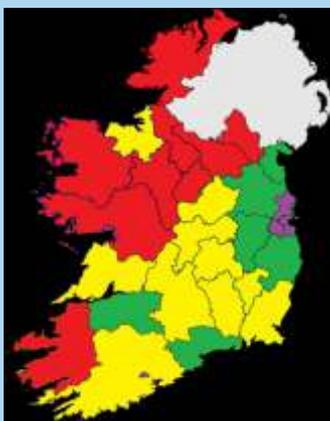


Figure 5: Map of peer groups (DRA, 2018)

The results of the Digital Readiness Assessment shows that County Wicklow is developed with regard to the availability and development of digital skills with 3.9% having a computer science degree, compared to the national average of 3.4%.

Innovation and Entrepreneurship is also considered to be developed with a higher than average entrepreneurship rate for the County. There are varied results (emerging, transitional and developed) in digital services provision and citizen take-up.

For the assessment under digital economy and employment, a score of emerging is received and similarly under the pillar 'transition to digital'. At the time of the assessment, under community and culture, Co. Wicklow was scored as being at a formative level.

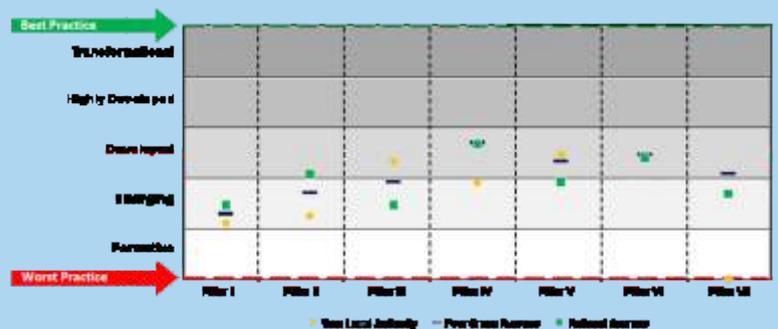


Figure 6: Graphical results of DRA for Co. Wicklow (DRA, 2018)

The Digital Readiness Assessment pillars and related results highlight where our strategy needs to focus and acts as a starting point for a developing a pathway; the seven Digital Readiness Assessment pillars set the initial context in forming the four core strategic themes within the County Wicklow Digital Strategy. However, local consultation and stakeholder engagement and a SWOT analysis also focus the local context further and the overall direction and implementation plan for the digital strategy.

¹³Five levels: Formative, Emerging, Developed, Highly Developed, Transformational. Co. Wicklow's peer group counties, based on rural population > 30% but < 45%, namely Counties Limerick, Waterford, Louth, Meath and Kildare.

Strengths, Weaknesses, Threats and Opportunities Analysis (SWOT)

As part of setting our context for the County, a SWOT analysis was conducted to examine strengths and weaknesses of our current digital credentials, to identify the potential opportunities to exploit and take into account the threats for digital transformation into the future. The SWOT analysis is presented below with each aspect to be seen as a starting point to build upon and resolve challenges through strategic actions and implementation.

Strengths

Higher than average ICT skilled tech savvy local population / workforce

Third Level institutions within and in close proximity to County

Located in the Greater Dublin Area but with lower than average business and living costs (to Dublin)

Established film industry and supports in place by Local Authority

Attractive business setting with developed broadband infrastructure and higher than average access to broadband services (78%)

Excellent online and digital supports available for business (LEO), with high level of businesses already making good use of digital technologies

Attractive living setting with high quality of life

Excellent tourism industry with further potential growth and supports in place by

Local Authority

Higher than average youth population with strong population growth

WCC ICT Strategy, to improve services and access to services for the people of Wicklow

Openness to identifying additional funding for digital initiatives

Higher than average number of entrepreneurs

Weaknesses

Lack of broadband infrastructure and coverage in more rural areas; rural / urban divide

Low population density in south, central and western areas of the County, resulting in less telecoms commercial investment

Lack of awareness of benefits of access to broadband services.

Lack of awareness of available supports and training to improve digital skills to required level

Lack of awareness of benefits and efficiencies of using online services

No definitive plan for community digital technology and broadband access for digital transformation (Digital Hubs, Free WiFi)

Poor mobile broadband coverage due to undulating topography of County and large-scale protected areas

No digital technology quarter / sector or well known tech industry history

Older population less likely to access digital services and lack digital skills

Lack of critical mass of digital businesses and employment opportunities; especially large-scale firms

Poor, inconsistent broadband to primary schools inhibits potential for E-learning

Budgets not in place to fund digital transformation

Opportunities

Enhanced digital infrastructure, and NBP roll-out through Digital strategy implementation and progression

Funding available to support digital innovation and Digital Hub development

Attractive location for remote working collaboration, to enhance citizens and business digital skills through targeted digital training

Improve awareness, use and quantity of local authority online services

Grow local ecommerce and exposure for local products and services

Collaboration to enhance citizen awareness of benefits of digital skills and technology

Improve the local economy by reducing the commuter culture, show how to reverse commuting and promote remote working

Improved internal work flow processes and productivity for local business and public sector

Bring flexible and remote online learning to students in rural locations

Threats/Challenges

Pull of Dublin City and established tech industry business for tech industry start-ups

Competition from other areas in digital technology (start-ups), screen industry

Achieving balanced use of digital tech and internet services with our social and economic development

Ensuring digital equality and addressing disadvantaged groups to digital access to technology

Reduced retail sector due to competition from other locations selling online

Absence of rural broadband infrastructure and the resulting disadvantage to children in rural areas

Consultation and Engagement

In order to develop a successful Digital Strategy and Implementation Plan for County Wicklow, a comprehensive consultation and engagement process was undertaken. This process involved a number of measures, including analysis of relevant policy and documents, steering group and working group formation, public and business group consultation and a survey.

The formation of the steering group and four working groups under the four main themes of the digital strategy was a fundamental first step for the development of the strategy. The stakeholders on working groups comprised of Community, Council, Business and Educational representatives and participants are shown in Appendix A. Each of the working groups were tasked with agreeing a vision, and objectives and actions for the implementation plan under their strategic theme.

On a regional and local level, consultation was considered on the following documents:

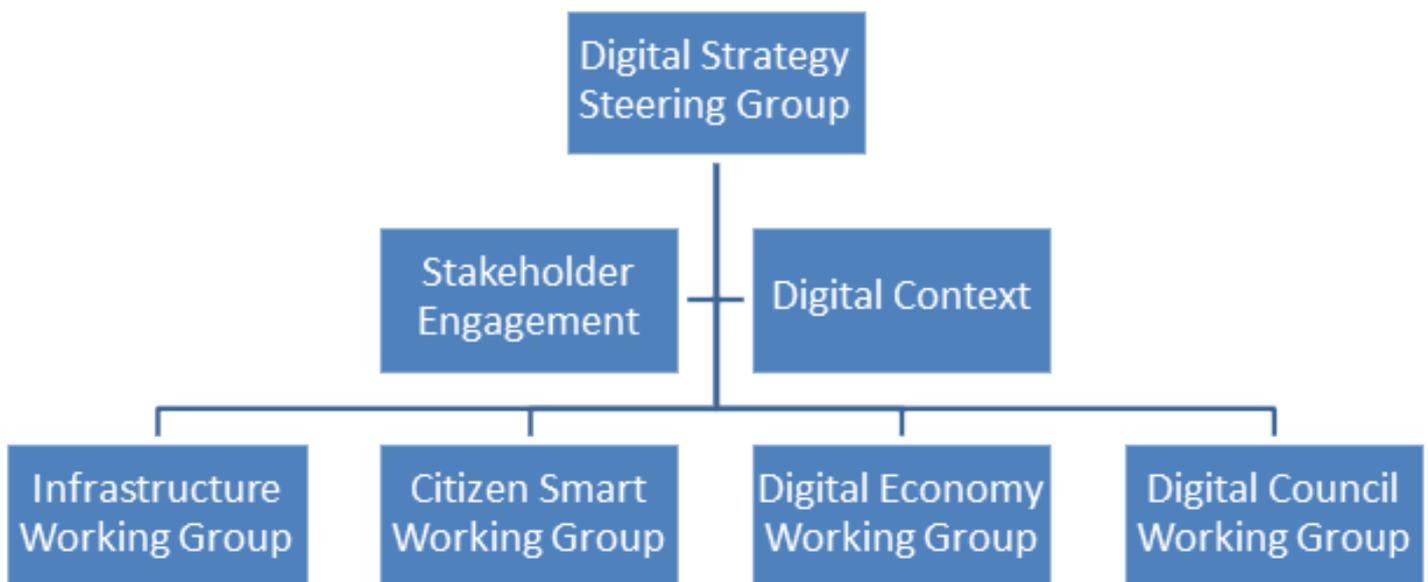
- Mid-East Regional Enterprise Plan to 2020;
- Local Economic and Community Plan, 2016-2022;

- Wicklow County Development Plan 2016 – 2022; and
- Wicklow County Council – Corporate Plan 2015-2019

Stakeholder Consultation

A stakeholder engagement and consultation process was undertaken in order to gain impactful collaboration and capture and include actions by a wide array of stakeholders. The engagement process included the following main elements of engagement:

- Working group collaboration
- Community group consultation
- Business group consultation
- One-to-one meetings
- Digital Survey on broadband and digital technology



The below table summarises the findings from the focus groups.

Community Groups	Summary Findings from Focus Groups
<p>LEO</p> <p>Older Persons Network</p> <p>Council Meeting WCC</p> <p>Wicklow PPN</p> <p>Comhairle na nÓg</p> <p>LCDC</p> <p>CCSD SPC</p> <p>WLAAG</p> <p>Age Friendly Alliance</p>	<ul style="list-style-type: none"> • Poor broadband infrastructure issues in rural areas resulting in low internet speeds • Numerous mobile coverage blackspot issues throughout Co. Wicklow (calls, texts & data) • Certain estates or local areas in larger villages and towns have very low internet speeds/ lacking high speed broadband infrastructure • Not possible to work from home due to lack of coverage and/or poor telecoms infrastructure • Lack of access to communities for quality high speed broadband • Online services are not user friendly • Lack of knowledge of what services and supports that already exist online • Lack of follow up engagement of Council when queries/ issues raised • Lack of progress with the NBP to deliver high speed broadband to communities • Digital skills of older persons limiting their interaction with digital services and supports • Digital skills of older persons limiting their ability to digitally communicate and engage • Preference of some citizens to use paper over digital technology when interacting, accessing information, services, etc. • Fibre network build-out is disrupting citizen timely movement/ transportation, especially in more urban areas • Lack of knowledge of how to get the best broadband speed in their home
Business Groups	Summary Findings from Business Groups
<p>West Wicklow Business Network</p> <p>County Wicklow Tourism</p> <p>Wicklow Town Team</p> <p>EDES SPC</p> <p>Business Breakfast Briefing</p> <p>Arklow Town Team</p>	<ul style="list-style-type: none"> • Industrial zoned areas are being poorly served with fibre network investment, especially on the outskirts of urban areas • Main streets of several large towns poorly served with high speed broadband • Lack of progress with the NBP • Lack of engagement of LA & telecoms industry to try address broadband services to commercial properties • Need to increase content creation on our website for tourism attraction • Fibre network build-out is disrupting and causing delays for daily business, especially in more urban areas • Lack of knowledge of how to get the best available broadband service for their premises

Telecoms Consultation

Consultation with telecoms industry to establish their commercial investment plans in Co. Wicklow and to pre-empt concerns for local communities and business and issues that would delay a timely, effective and efficient roll-out of telecoms infrastructure, for both fixed line networks and mobile networks.

Telecoms Meetings	Date
SIRO	Jan. 2018 & Feb. 2019
Cignal	Feb. 2018 & Feb. 2019
ENET	Apr. 2018
Virgin Media	May 2018
Vodafone	Jul. 2018
Magnet Networks	Feb. 2019
NetShare	Feb. 2019

An open discussion on digital services and digital opportunities was undertaken with Health & Wellbeing Health Service Executive representative for East Region.

One-to-one consultation	Summary
HSE	<ul style="list-style-type: none"> • Possibility to provide high speed WiFi services to the public at healthcare facilities (WiFi4EU) • Possibility to provide high speed WiFi services to conference facilities within local healthcare facilities, to enable online training/ conferences

Digital Survey

Wicklow County Council undertook a 'Digital Survey for Citizens' from the 26th February to 29th March 2019. The survey was available online and in paper format and was a "self-selecting" exercise for citizens (i.e. people elected to complete it rather than being approached to do so); therefore the findings are not fully representative of the County Wicklow population but provide an excellent insight.

The survey focused on citizens broadband service, internet and digital technology use, online services and remote working. Below are the top 10 key findings from the survey data while the complete report from the

survey can be seen in the Appendix B.

1. The vast majority of people (94.3%) indicated they had a broadband internet connection at home, with fibre and fixed wireless the most common connections
2. Over two thirds of people surveyed indicated they have <30Mbps download speeds (67.5%)
3. Almost half of people (48%) were unhappy with their broadband internet service
4. The Smartphone was the most often used digital technology device
5. The survey highlighted the need for more public training provision for online services from the Council and Government (56.5%)
6. The survey highlighted the need for more promotional of Council and Government services that are online or coming online (78.1%)
7. The vast majority of people utilise digital devices for communications daily or more often (95%)
8. The vast majority of people surveyed indicated they believe communications technologies are either critical or very important for the social and economic development of their community (90.2%)
9. Almost 55% rarely use online Government / Council Service
10. Over half of people surveyed said they could work remotely at least 1 day per week (56%)

Working Remotely

56%

Could work remotely at least 1 day a week



95%



78.1%

Need for more promotion of Council and Government online services



Use digital devices for communications daily or more



55%

Rarely use Council or Government online services

90.2%



Communications Technologies
Critical for social and economic development of communities

94.3%



Home broadband internet connections

Broadband Speeds

2/3

Indicated less than 30Mbps download speeds



Source Wicklow Digital Survey for Citizens



48%

Unhappy with their Broadband internet service



Online Services

56.5%

More public training provision from Council and Government



Smartphone

Most often used digital device

**Facilitate
development of high
speed broadband and
digital infrastructure
to all citizens and
businesses**

**Facilitate enhanced
access to high speed
broadband and
digital technology**

**Facilitate a robust
and proficient build
out of high speed
broadband
infrastructure**

Broadband and Digital Infrastructure
Implementation Plan



Broadband and Digital Infrastructure

One of the biggest obstacles in digital development is the lack of high speed broadband and digital infrastructure. Although we have seen significant investment in fibre cable and mobile telecommunications from commercial investment in recent years, there is still a rural urban divide in broadband services within the County. The vast majority of the 14,500 premises (>22% total premises) without quality high speed broadband services are situated in rural areas. Therefore state aided development, through the NBP state intervention, is a vital component for improving rural community's telecommunication infrastructure.

The digital survey undertaken, shows that although citizens are paying for broadband services, with just over 94% indicating they had a broadband internet connection at home, the service indicates a lack of quality high speed broadband services with over two thirds of responses indicating they had <30 Mbps download. Therefore, it is imperative that we also prioritise and facilitate continued commercial investment in broadband infrastructure across all areas of County Wicklow.

To address these significant infrastructural issues, a working group came together under the Broadband and Digital Infrastructure theme to develop an implementation plan with a high level vision and appropriate objectives and actions. Accordingly, the working group devised the overarching vision to **"Facilitate the development of high speed broadband and digital infrastructure to all citizens and businesses"**.

There are two key objectives and eight actions for the plan. Under the first key

objective 'Facilitate a robust and proficient build-out of high speed broadband infrastructure' Wicklow County Council will work proactively with the relevant Government of Ireland Departments (DRCD and DCCAE) and with the telecoms network operators, for both commercial and state aided development; with the Broadband Development Officer being the first point of contact.

Wicklow County Council will look to implement shared telecoms infrastructure development for fixed-line fibre networks, especially in urban areas to future proof fibre services and will digitally map and make available, and survey where necessary, any spare existing underground ducting suitable for use by telecoms.

These actions will help enable an effective and efficient build out of high speed broadband infrastructure to all premises in the County, while also taking key measures to utilise any existing telecoms infrastructure and protect the integrity of our roads and footpaths.

Wicklow County Council will also continue to engage with mobile phone operators and community and business groups, to identify blackspots for mobile phone coverage and support increased population and geographic mobile phone coverage across the County.

Under the second key objective of the implementation plan 'Facilitate enhanced access to high speed broadband and digital technology', the actions will look to facilitate easier access to digital technology and better connectivity from our most vibrant economic areas to our most rural upland communities.

This will be enabled through a 'Build Connectivity Programme' to develop a connected County. This will involve two key initiatives:

- (1) The build out and maintenance of over 65 free public WiFi hotspots across the County. This includes a significant investment in more than 40 free public WiFi hotspots (Access Points) with high speed broadband through co-funding from the European Commission from the 'WiFi4EU' initiative, the development of 12 high speed Broadband Connections Points (BCPs) under the National Broadband Plan State Intervention and maintenance of existing free WiFi facilities in all 13 branch libraries across the County; and
- (2) Increase the availability of digital technology in local communities through further investment in digital technology in our public libraries with increased access times, and co-funding digital technology access in BCPs and other digital hub initiatives across the County.

The first draft of the Build Connectivity Programme (Appendix C) will support other key objectives and actions within the digital strategy such as providing free public internet and technology access helping to overcome digital exclusion, act as training centres for citizen digital skills and act as a foundation for 'smart community' initiatives that will increase socio-economic development.

Promote the benefits and use of digital technology in a safe way and improve digital equality and digital skill competency of Citizens

Support Digital Education and Training to increase citizen digital skills

Identify and address digital exclusion and digital inequality

Raise awareness of the risks and benefits for citizen going online

Support the development of Smart Communities to enhance socio-economic development

Citizen Smart
Implementation Plan





Citizen Smart

Digital technology and internet connection can bring citizens closer together. Through advances in technology, our homes and communities have the ability to become engaging, smart enabled and more interactive for modern day living.

More and more services are going digital, ranging from healthcare, government, shopping, education, news media and communications. However, access to the internet and modern digital technology, citizens lack of digital skills and lack of knowledge of risks online are all significant issues of concern and are causing inequity and social exclusion.

These issues are barriers to an inclusive and engaged digital society. To address these issues, a working group came together to develop objectives and actions to alleviate concerns, improve citizens digital skills, raise awareness of the positive benefits going digital and support local digital initiatives. The strategic theme 'Citizen Smart' was developed and sets out how the Local Authority and partners from the public, private and voluntary sectors will increase digital inclusion, and work towards the principal that no-one gets left behind in this increasingly digital society.

The high level vision for the Citizen Smart Theme is to **'promote the benefits and use of digital technology in a safe way and ensure digital equality and improve digital competence of our Citizens'**.

Background

Digital inclusion is about ensuring that everyone has the ability to use the internet and other digital channels to fully take part in a digital society, and also ensure that the move to digital services does not disadvantage those who are not online. The Citizen Smart working group conducted

surveys and interviews to collect qualitative data on the barriers experienced to digital inclusion. The following are the findings:

- Access to equipment such as home computers, where cost is a barrier
- Lack of skills and confidence, especially among older people and those with disabilities
- Literacy, when absent, is a barrier to digital literacy skills, which put simply means that those who have difficulty reading or writing, will have difficulty online
- Trust regarding safety and security issues
- Trust regarding the level of service that is provided through online services rather than face to face or speaking to someone on the phone

These findings mirror the literature in the area of digital participation which emphasises both material factors that drive digital exclusion as well as attitudes, skills and culture of internet users.

The working group was able, as result of this research, to identify these most at risk of exclusion:

Elderly	Travellers
Vulnerable young people	Migrants
Poverty – low income households	Those with literacy problems
Those with a disability	Community/voluntary groups

The next step was to identify a number of key areas to develop into an action plan to address the critical issues outlined above.

- Four key objective areas were identified as:
- Identify and address digital exclusion and digital inequality;
 - Support Digital Education and Training to increase citizen digital skills;
 - Raise awareness of the risks and benefits for citizen going online; and
 - Support the development of Smart Communities to enhance socio-economic development

Identify and address digital exclusion and digital inequality

Many users of public PCs in the libraries or the community centres surveyed do not have access to PCs or printers at home and often do not have the skills to navigate the online world without assistance. Areas identified in need of assistance were government forms, airline tickets, online banking, payslips, visa accounts, shopping and online passports. According to the Citizens Information Service, there were almost 2,000 returns recorded nationally in 2018 which identified 'no online access' as an issue.

The most vulnerable groups were older groups and those with little confidence, including those who left the workforce before the full introduction of IT systems. In a similar report as part of the Wicklow Age Friendly County Programme, and carried out by the County Wicklow Older Person's Council in 2018, the conclusion was that there is a real danger that older people are being left behind as more and more services move online. From the 101 older people who took part in the report, one of the interesting findings is that many older people do not have the internet at home, regardless of their skill or confidence in using it.

They conclude that service deliverers and commercial enterprises must ensure that there are alternative ways to access their services and that 'care must be taken by private and public sectors that these groups do not become excluded and disadvantaged in the drive to become digital' and that 'Digital First does not mean Digital only'.

The implementation plan to identify and address digital exclusion and digital inequality aims to support applications for

funding under the Build Connectivity Programme, in order to facilitate enhanced access to digital technology and high speed broadband, and looks to further consult with educational groups to highlight disparities in digital skills needs of citizens and existing availability of digital skills training. The actions will also support development of libraries as local community digital hubs.

Support Digital Education and Training to increase citizen digital skills

There are a number of organisations in the County providing training, education and supports ranging from unaccredited familiarisation courses, to third level accredited courses. The main providers of courses and supports are:

KWETB	Bray Area Partnership
IT Carlow	County Wicklow Partnership
National Learning Network	Brockagh Community Centre
County Wicklow Citizens Information Service	Carnew Training and Development Centre
County Wicklow Library	Avoca Heritage Centre
CoderDojo	

The challenge and target is to continue to work together in a collaborative approach to ensure that the present and future digital skills are recognised and addressed to raise the overall digital skill levels of citizens in the County. Other actions include the support of community groups who wish to utilise digital technology for local benefits and awareness raising and update Wicklow Community directory to include links to online platforms where available.

Raise awareness of the risks and benefits for citizen going online

The main benefits of being online were outlined earlier, yet countless other benefits to citizen's lives are available through a digital enabled society, some of these are:

- Better connected to friends and family, addressing isolation and loneliness
- Greater engagement and participation in community activities
- Greater access to public and business services
- Find online information and solutions to everyday problems
- Greater access to training, education and employment opportunity
- Greater opportunity for remote working and participation in the gigabit economy
- Opportunities to pass on or sell unwanted items, and save money by allowing more informed and wider choice of purchasing
- Opportunities to avail of technology to address limitations caused by disabilities

The importance of raising awareness of the benefits of being online is that the aim is to encourage more and more people to participate, by increasing motivation and by alleviating fears and mistrust. There is no doubt that there are moral and ethical issues with access and use of personal data, and with safety and security. Many are beyond the scope of this strategy, but the strategy does highlight and will support actions that are happening at a County level.

The implementation plan also aims to raise awareness of online safety risks, and promote healthy online activity by citizens, in-line with the National Action Plan for Online Safety and the 'Cyber Bullying Charter'

developed by Wicklow Youth Council.

Support the development of Smart Communities to enhance socio-economic development

The emerging concept of Smart Communities refers to regions building on their existing strengths and assets as well as developing new opportunities and innovative solutions for local socio-economic issues.

A digitally enabled community can help to overcome the handicaps of distances, can help to access new markets through new channels, can help to create a positive image of an area, can help to increase the attractiveness of a territory, to create a new learning ecosystem and to create new job and business opportunities. To maximise the benefit of these opportunities and ensure the digital divide does not become even greater, Wicklow County Council wants to place rural areas as forerunners of these opportunities.

The digital strategy aims to develop a 'Smart Community' plan for the County and work in partnership with LEADER to develop a priority list of smart communities, select a pilot project as a local digital initiative and develop a community led model that is transferrable and rolled out as a model across the entire county.

Other actions under the objective, aim to promote the use of BCPs and developing local digital hubs to help develop smart community initiatives and digital skill training centres and support this by seeking funding from national and local funding opportunities.

CYBER BULLYING CHARTER

THIS CHARTER WAS DEVELOPED BY CO. WICKLOW COMHAIRLE NA NÓG IN CONSULTATION WITH YOUNG PEOPLE FROM ACROSS THE COUNTY. CYBER BULLYING IS DEFINED AS THE USE OF TECHNOLOGY TO HARASS, THREATEN, EMBARRASS, INTIMIDATE OR TARGET ANOTHER PERSON.

To the Bullied

Talk to someone you trust. It's worth it.
You have rights, they are there to protect you.
You are NOT the problem! Technology is not the problem. The behaviour of the bully is the problem.

TO THE BULLIES

Think about the consequences of cyber bullying.
You are causing harm, you can also help repair the harm.
Your behavior is not acceptable, you must understand this and learn how to change for the better.

To the bystanders

Take a moment, do you have the courage to do something to stop the bullying?
Think about who might be able to help with this situation. Go to them.
Take responsibility, show courage and compassion. Don't stand by.

TO THOSE IN AUTHORITY

GARDAI, SCHOOLS, COUNCILS, OFFICIALS ETC.

You need to have a plan for dealing with Cyber Bullying.
We want to rely on you to protect us and our rights.
We hope you understand how important our Cyber safety and well being is.

To all young people

Remember that our digital behavior can affect others. Treat others as you would like to be treated.
Understand what Cyber Bullying is. Take responsibility for your actions on social media.
All action has consequences, think about the potential impact on everyone who is involved. Make good choices.



Comhairle na nÓg
Young Voices. Local Issues.



Figure 7: Cyber Bullying Charter, Comhairle na nÓg

To promote economic development and grow tourism and employment opportunities in County Wicklow in the digital age

Utilise digital technology and online supports to promote and effectively market Tourism and Heritage of County Wicklow

Facilitate training of business people in the specific skills they need to exploit the digital economy in a business context

Support the development of a network of remote working, co-working and business workspaces

Promote and further develop businesses use of online retail and digital marketing



Digital Economy

The digital economy is continuing to grow and is seen as one of the most important areas for future sustainability and regional development, especially for new enterprise. The digital economy is expected to expand to €21.4 billion (7.9% of GDP) by 2020¹⁴; thus, the build out of high speed broadband infrastructure across the county can bring equality of economic prospects and the possibility of enhanced diversification of regional employment.

In order to create a high level vision for the Digital Economy theme, a working group was formed and participants agreed with the Digital Strategy Steering Group. The working group came together to develop a vision and agree key objectives and actions.

The Digital Economy high level vision is to **'promote economic development and grow tourism and employment opportunities in Co. Wicklow in the digital age'**.

The working group identified four key areas and critical objectives under digital economy theme, namely:

- (1) Digital Hubs: Support the development of a network of remote working, co-working and connected business workspaces;
- (2) Tourism and Heritage: Utilise digital technology and online supports to promote and effectively market Tourism and Heritage of Co. Wicklow;
- (3) Online Retail: Promote and further develop businesses use of online retail and digital marketing; and
- (4) Digital Business supports: Facilitate training of business people in the specific skills they need to exploit the digital economy in a business context.

Digital Hubs

As enterprise is one of the pillars of the National Digital Strategy, the provision of facilities needs to be examined to help support growth in innovative local enterprises and provide tech. enabled co-working spaces while also focusing on supporting our existing local industries.

Therefore, the number one priority action of the digital economy theme is the establishment of a 'Screen Hub' on the grounds of Wicklow County Campus in Rathnew. This is a key priority action as County Wicklow has a long established content creation sector for the film and television industry, and has the presence of two of the major film studios in Ireland. The establishment of a content creation hub is in-line with the Mid-East Regional Enterprise Plan to 2020¹⁵ and the South Eastern Creative Corridor programme.

Regarding the development of additional regional digital hubs, it is important to continue to support existing facilities and complete ongoing digital hub development projects; thus strategy aims to continue to provide supports to current co-working facilities in Wicklow (WEP) and Arklow (ABEC), and will support and co-fund the completion of digital hubs in Baltinglass Old Court House and Arklow Court House.

¹⁴<https://www.dccae.gov.ie/en-ie/news-and-media/press-releases/Pages/Trading-Online-Enterprise-Impact-Reports.aspx> [accessed 06-08-2019]

¹⁵Mid-East Regional Enterprise Plan to 2020 aims to develop the Develop and operate a Content Creation Enterprise Hub at Clermont, Wicklow County Campus, Rathnew.



150 NEW JOBS
@ COST PER JOB
€2,500

40

NEW AND
GROWING
BUSINESS

REGIONAL
BOOST

€20,250,000
OVER 5 YEARS



€50M



EXPORTS
PER
ANNUM

WITHIN **5 YEARS**

INCREASED
SECTORAL
COMPETENCIES

1500
ENTREPRENEURS
AND LEARNERS



10

NEW IRISH
IP BASED
PROJECTS WITH
INTERNATIONAL
DISTRIBUTION



15 CLIENTS

GROW TO
HPSU STATUS

30 INTERNS
WORK ON
INNOVATION
PROJECTS



UNIQUE



CREATIVE
ECO-SYSTEM

Thereafter, consideration must be given to demand and costs of provision of community digital workspaces across the county. Although there is some clear evidence of numbers of regular commuters who are or can remotely work¹⁶, the demand for co-working facilities can be difficult to measure; therefore, the strategy will commission a detailed regional study into current demand and likely future requirements, in order to plan sustainably for future requirements and to help create a digital hub development plan for the County.

The digital hub development plan will identify demand led priority areas across all municipal districts and best available locations for future digital hub development in order to best utilise available funding.



Figure 8: Sketch of the proposed Wicklow Screen Hub, Wicklow County campus

Tourism and Heritage

Tourism and Heritage are a vital part of the economy of County Wicklow and the digital strategy aims to support this through more effective digital marketing and enhanced content creation, to reach a wider online market and support key tourism initiatives from a digital context.

The strategy aims to develop a new smart platform application to support existing and future content and promotion of tourism-related trade and activities in County Wicklow, further enhance visitwicklow.ie and also support an increase in content creation.

The implementation plan aims to support digital initiatives such as the development of E-Greenway project in Blessington, the development of Digital Visitor Information Points across priority areas, and create and promote digital maps of new and existing tracks and trails around the County.

The strategy aims to support the development of a multi-platform heritage portal for Wicklow, through the Irish Community of Archive Networks (iCAN), and support development of Digital Humanities Cultural Heritage website.

¹⁶A commuter survey for Co. Wicklow from 2018 shows that 56% of regular commuters, over 36,800 people, leave the county whereas 56% of submissions to the digital survey said they could remotely work at least 1 day per week.

Blessington E-Greenway

The Blessington E-Greenway is a walking and cycling trail project that will encircle the Poulaphouca Reservoir covering 42kms through forestry and woodlands owned by the ESB Networks. The Greenway development is an exciting and distinctive project for County Wicklow as the region looks to become Ireland's first "E" destination. The E-Greenway will offer E-Bikes as a major attraction with charging points along the route and forms part of a wider countywide project to promote E-Cycling. The E-Greenway will be designed, constructed and operated with excellence, exercise, energy, environment, ecology, exploration and ease of access considerations to the fore at all times. It will cater for the growing tourist market for outdoor activities for both local residents and tourists alike. It is the culmination of many years of work led by Wicklow County Council with support from the local community, the Blessington Forum and the ESB.

Online Heritage Portal for Wicklow

Building on the successful online community heritage archive of countywicklowheritage.org, Wicklow Heritage Forum aims to evolve 'Our Wicklow Heritage' to be part of a multi-platform site, an umbrella under which individual heritage recording groups in the county can each have their own independent websites, each responsible for managing and generating their own content.

The platform will bring many benefits to participating individuals and groups, not least in recording and preserving aspects of local heritage, history and culture but also act as a generator of "Cultural Capital" and a stimulus for social cohesion and pride of place. Groups benefit from being part of a national network of community sites, availing of the training, supports and the networking opportunities that this brings.



Figure 9: Blessington E-Greenway

Online Retail and Digital Business supports

To promote and build resilience in local retail there is a need to have more business people trained in the specific skills to exploit the digital economy and the further development and growth of online retail businesses in County Wicklow. Key action initiatives in the implementation plan look to appoint a digital champion as an ambassador for online retail development in County Wicklow and promotion of local online shopping via a retail event.

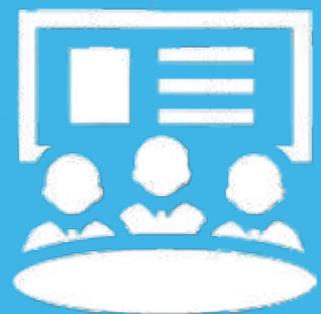
Other actions in online retail and digital business area are to support development of digital platforms through trading online vouchers and encourage local customer loyalty and increased 'click and collect' retail in County Wicklow.

The Wicklow Local Enterprise Office objectives focus on local micro-enterprises and plans to provide digital marketing clinics, hold a digital technology seminar, and provide online sales training, social media training and IT skills training courses.

To enhance the delivery of Wicklow County Council's services to its Citizens by increasing the capability of online services

To deliver an efficient and accessible customer service to our citizens through digital delivery, enhanced communication and engagement and excellent customer service

Wicklow County Council is to increase the availability of online services, develop new digital infrastructure and online platforms for businesses, stakeholders and citizens, in line with the ICT Strategy



**Digital Council
Implementation Plan**

Digital Council

County Councils can undoubtedly undertake digital work with or without a digital strategy, however setting a vision and pursuing its execution through clear and achievable objectives and actions to make it become a reality is an expression of leadership.

In order to create a pathway for Wicklow County Council to transform into the digital era, a Digital Council Working Group was formed and participants were agreed with the Digital Strategy Steering Group. The working group came together to develop an overall high level vision for Wicklow County Council and achieve this via a robust and practical implementation plan with two key objectives and 19 actions.

The Digital Council high level vision is to **'enhance the delivery of Wicklow County Council's services to its Citizens by increasing the capability of online services'**.

This vision is focused into two priority objectives under the Digital Council Theme;

(1) To deliver an efficient and accessible customer service to our citizens through digital delivery, excellent customer service and enhanced communication and engagement'.

It aims to achieve this by delivering an efficient and accessible customer service to citizens through high quality customer service through enhanced digital delivery methods. This enhanced communication and engagement will be possible by creating a Customer Relationship Management platform (CRM) for the organisation.

Further actions include expanding the communication channels that citizens can

interact and engage with the council, enhance and increase the use of conference call capabilities, and develop a suite of accessibility videos for council offices.

Customer Care & Relationship Management

Wicklow County Council is in the process of developing a CRM system that will support the Council in providing leadership and high quality citizen focused responsive and effective services. It will help to ensure that there is clear, consistent and appropriate communication and service delivery between Wicklow County Council, the citizens of County Wicklow and other stakeholders.

This digital based system will enhance the entire customer experience through the engagement of innovative mobile and GIS technologies, online self-service portals, data mining capabilities, and knowledge management. It will also see the creation and implementation of a library of streamlined, best practice digitally automated workflows to support all customer-centric business processes in the Council.

The CRM system will 'digitally transform' the way in which Wicklow County Council conducts its business, adopting a holistic approach to customer service & positioning the customer at the core of the design criteria for business processes, workflows & supporting technologies. It will assist the Council in applying the core principles of good corporate governance; fairness, accountability, responsibility and transparency.

What will its successful implementation look like?

- The quality of customer service and customer satisfaction will be measureable;
- Citizens will be able to submit and track cases on a 24/7 basis;
- Customer Service will be delivered in a consistent manner and will no longer be fragmented; There will be a reference library available to staff, providing access to best practice customer centric business processes;
- The automation of a large number of business processes and improved coordination of resources will lead to a significant reduction in the cost of service delivery. There will be a reduction in the use of paper throughout the organisation;
- Existing standalone databases will be consolidated and migrated into a single management system. This architecture means that data mining and analysis will be readily available for the purpose of realising customer centric business improvement opportunities;
- The use of GIS and mobile apps means that front line staff will be able to allocate resources to time critical cases based on staff geographical positioning; reducing response times, optimise resources and improve customer satisfaction; and
- The development and integration of a national service catalogue will drive efficiencies through the provision of standard information on local authority services. The catalogue will

be hosted and managed by central government but integrated onto Wicklow County Council's CRM platform.

The implementation plan will also enhance conference call capabilities our meeting rooms of County Buildings and all Municipal District offices and develop a suite of accessibility videos of County Buildings and all Municipal District offices, and maintain recently live text streaming of council ordinary meetings.

(2) The second key objective of WCC is 'to increase the availability of online services, develop new digital infrastructure and online platforms for businesses, stakeholders and citizens, in line with the ICT Strategy'.

The implementation plan aims to achieve the second digital council objective by participation in the national development of online Local Authority services, enable sharing of data via an Opendata initiative, enable self-service delivery and enhancing the Wicklow.ie portal among others and these actions are outlined in the below headings.

Online Consultation

Societal transformation into the digital era will happen more quickly and vibrantly where the citizens and businesses have knowledge, trust and open information about governance and can easily engage with its structures. Wicklow County Council has recently developed an Online Consultation Hub (Q3-2019) to facilitate easier consultation with the public and key stakeholders.

Open Data

Open Data is a critical component of innovation and public service reform by facilitating data and information exchange. Open Data facilitates openness and transparency and improves decision making by informing future policy research. Wicklow County Council supports government open data policies and public service data sharing strategy and will deliver a minimum of 20 datasets per year to the data.gov.ie website at a minimum three star data rating.



management of content. It has been designed to be responsive for tablet and mobile devices allowing for enhanced access to services, information and online supports. It has brought focus to three main areas Council (Living), Tourism and Business sectors.

The **“Living”** area provides people with whatever Wicklow County Council information they might need: whether it is in relation to services or to the Council itself.

The **“Business”** part of the site is aimed at those doing business in the County already and also those who would like to find out about establishing a business in Wicklow. It provides information in relation to Business in Wicklow, Business Supports and the Film and Maritime areas.

“Visit Wicklow” aims to provide information about our beautiful County to visitors and residents alike who wish to enjoy life in Wicklow to the full.

In order to build on this progress, Wicklow County Council aims to further enhance the Wicklow.ie portal and will be designed to integrate with the CRM platform to enhance citizen engagement and improve user experience.

E-planning

The National e-Planning Portal Project will enable online submission of planning applications to Local Authorities throughout Ireland. Planning applications submitted electronically will continue to be processed electronically, with subsequent communications and requests for further information to be sent via email. The system will enable Part 8 submissions by public and prescribed bodies in a single system. The portal will interface with the WCC planning system and document management system.



Wicklow.ie Portal

The development of a fresh and engaging new website Portal in 2018, Wicklow.ie, encompassing all things Wicklow has modernised the design and capacity for

Digital Transformation

Digital transformation is the integration of digital technology into all areas of a society, fundamentally changing socio-economic structures. As the internet and digital connectivity transform private and our professional lives, there is a need to ensure and encourage that all citizens seize the opportunities that digital transformation offers. The modern use of digital technology has created cultural change that requires organisations to continually change and look for digital enabled and progressive systems of work.

For this reason, one of the EU Commission's strategic aims for the EU to be achieved by 2025, is for sites at which public services are provided, such as public administrations, libraries and hospitals to be equipped with Gigabit internet connections. Connecting these and other centres of community life, including outdoor spaces accessible to the general public, will enable citizens to experience the advantages of next generation connectivity while on the move, in places where being connected matters.

Measures to support this objective include deployment of local wireless access points through simplified planning procedures and lightened regulatory obligations, inter alia with vouchers for councils to support deployment.

The future development of digital technology will change for the better our current way of life especially in areas of transport with driverless vehicles, e-health care provision and Smart Communities and Smart Homes. However, this digital transformation is dependent on quality high speed broadband infrastructure.

It is important to bear in mind that a digital strategy is only one of a number of important elements required if digital transformation is to be successful.

Digital Strategy Delivery

The establishment of an Oversight and Monitoring Committee is a key element of the success of the digital strategy. The committee will be responsible for continually tracking the progress of the implementation plan and identifying areas of further opportunity and areas of delayed progress.

They will liaise with the responsible lead department for updates on particular actions and evaluate action progress in line with the timelines set out in the implementation plan. The committee will show progress on actions by updating the implementation plan monitoring section on an annual basis.

Implementation Plan



Broadband & Digital Infrastructure

1 Broadband and Digital Infrastructure Implementation Plan				
Vision, Objectives & Actions	High Level VISION	Facilitate development of high speed broadband and digital infrastructure	Lead (Partner)	Time scale
	Objective A	Facilitate a robust and proficient build-out of high speed broadband infrastructure		
	DI 1.1	Continue proactive engagement with the telecoms industry to help deliver high speed broadband services to every premises	WCC (ISD, PDE, TWES)	Ongoing
	DI 1.2	Continue engagement with DCCA, DRCD and NBI for an effective and efficient broadband infrastructure development in state intervention areas of the NBP	WCC (ISD, PDE, TWES)	Ongoing
	DI 1.3	Survey existing underground ducting installed and owned by WCC and create a digital map in order to enhance awareness and utilisation of infrastructure by the telecoms industry	WCC (ISD, PDE, TWES, MDs)	Q4 2020
	DI 1.4	Pending planning guidelines (or national legislative amendments), ensure that all new builds are broadband-enabled with sufficient installation of shared telecoms infrastructure (underground ducting) to future proof essential fibre services including Social Housing Schemes. Implement National Policy as/when directed.	WCC (ISD, HCE, PDE, TWES, MDs)	Ongoing
	DI 1.5	Continued engagement with mobile phone operators and community and business groups, to identify black spots for mobile phone calls and mobile broadband coverage with the identification of public assets that could potentially be used to improve this coverage.	WCC (ECS, HCE, ISD, CCSD, MDs)	Ongoing
	DI 1.6	Develop a clear procedure between WCC and telecoms industry for fibre infrastructure installation into existing social housing developments.	WCC (MD, HCE)	Q4 2019
	Objective B	Facilitate enhanced access to high speed broadband and digital technology		
	DI 1.7	Develop a Build Connectivity Programme for a connected county; to facilitate access to high speed broadband and digital technology access. The programme is to include installation of free public WiFi under WiFi4EU initiative, the development of 12 Broadband Connections Points (BCPs) in-line with NBP roll-out, and improved digital technology access in public libraries.	WCC (CCSD, ECS, HSE)	Ongoing
DI 1.8	Identify and seek funding at both national and EU level to support the provision of public access to high speed broadband and digital technology	WCC (ECS, CCSD, ISD, MDs)	Ongoing	

Implementation Plan

Monitoring Plan					
KPI/ Outcome	Monitoring body	Status (Q4-2019)	Status (Q4-2020)	Status (Q4-2021)	Status (Q4-2022)
Increase in premises HSB coverage	WCC/ DCCAE	😊			
Increase in premises broadband coverage	WCC/ DCCAE	😊			
Plan development & implementation	WCC	-			
Adapt WCC policy, greenfield developments have shared telecoms infrastructure	WCC	😊			
Prioritise issues, check Comreg maps, Engage Telecoms	WCC	😊			
Process in place, available online	WCC	ongoing			
Build Connectivity Programme development and execution, 12 SLAs with BCPs, utilise 4 WiFi4EU vouchers	WCC	😊			
>1 application for LEADER funding for Digital Skills and Digital Tech.	WCC	😊			

Citizen Smart

Vision, Objectives & Actions	2	Citizen Smart Implementation Plan		
	High Level VISION	Promote the benefits and use of digital technology in a safe way and improve digital equality and digital skills competency of Citizens	Lead (Partner)	Timescale
	Objective A	Identify and address digital exclusion and digital inequality		
	CS 2.01	Undertake consultation on citizens digital skills to highlight disparities in technology usage and online skills of citizens, to help identify issues and target resources where most needed to ensure equality	WCC (BAP, CWP, KWETB, PPN, BIFE, ITC)	Ongoing
	CS 2.02	Support the 'Build Connectivity Programme' for enhanced citizen access to digital technology and online services to facilitate digital skill development, smart community projects and to develop local digital hubs	WCC (BAP, CWP, KWETB, PPN, BIFE, ITC)	Q4 2020
	CS 2.03	Support improved access and use of libraries as a community hub with access to digital technology equipment, in line with our Public Libraries strategy of Inspiring, Connecting and Empowering Communities	WCC (CCSD)	Ongoing
	Objective B	Support Digital Education and Training to increase citizen digital skills		
	CS 2.04	Increase citizen digital skills by collaborating with organisations and groups that deliver education, training and supports in digital skills and to ensure greater citizen engagement and inclusion	WCC (LEO, PPN, KWETB, BIFE, ITC, CWP, NALA, BAP)	Ongoing
	CS 2.05	Support community groups to engage with digital technology through training and awareness raising	PPN (WCC, BAP, CWP)	Ongoing
	CS 2.06	Update the Wicklow Community Directory to ensure reliable and enhanced digital contact information, including links to websites and/or social media platforms of organisations	BAP (WCC)	Q4 2020
	Objective C	Raise awareness of the risks and benefits for citizen going online		
	CS 2.07	Undertake an awareness campaign to promote the benefits of high speed broadband and to promote and encourage citizens to engage with online public services	WCC (PPN, BAP, CWP)	Ongoing
	CS 2.08	Raise awareness of online safety risks for citizens, promote healthy online activity and provide support in-line with the National Action Plan for Online Safety and the Cyber Bullying Charter	WCC (JPC, Youth Council, PPN, Age Friendly Network)	Ongoing
	Objective D	Support the development of Smart Communities to enhance socio-economic development		
	CS 2.09	Develop a Smart Communities plan for the county and work in partnership with LEADER to roll out the model across the county in line with the European Commission 'Smart Villages Model'	WCC	Q4 2020
	CS 2.10	Pursue funding schemes to enhance access to digital technology and digital skills training to enable communities to fully engage with the digital society (e.g. LEADER, CEP, Town & Village, RRDF, URDF, etc.)	WCC (PPN, BAP, CWP)	Ongoing
	CS 2.11	Promote community use of broadband Connection Points and other local digital hubs to develop smart community initiatives	WCC (PPN)	Ongoing

Implementation Plan

Citizen Smart Monitoring Plan					
KPI/ Outcome	Monitoring body	Status (Q4-2019)	Status (Q4-2020)	Status (Q4-2021)	Status (Q4-2022)
working group consultation, digital survey data analysis	WCC	😊			
enhanced access to digital technology and free WiFi, support funding applications	WCC	-			
No. of citizens using service, hublet, open library roll-out	WCC	😊			
Working group development	WCC	😊			
Training undertaken for community groups	WCC	😊			
Website enhanced	WCC	-			
Broadband Awareness Campaign, Public service Awareness Campaign,	WCC	😊			
Citizen survey, training, info. provision, Safer Internet day and events	WCC/ JPC (PPN)	😊			
Plan development & implementation, funding application	WCC	-			
Increase free access/ digital Hubs, digital skills training	WCC	😊			
Citizen access to BCPs, Smart Project Plans	WCC	😊			

Digital Economy

3 Digital Economy Implementation Plan				
Vision, Objectives & Actions	High Level VISION	To promote economic development and grow tourism and employment opportunities in Co. Wicklow in the digital age	Lead (Partner/ WCC Dept.)	Timescale
	Objective A	Support the development of a network of remote working, co-working and business workspaces		
	DE 3.1	Develop a Content Creation Hub, support existing co-working facilities and ensure completion of ongoing Digital hub projects. Further investigate socio-economic demand for digital hubs in regional areas and develop a sustainable countywide plan for future requirements.	WCC (ECS, ABEC, WEP, local CoC)	Q4 2020
	DE 3.2	Support funding applications for digital hub provision in line with the Digital Hub Development Plan to ensure sustainable and suitable workspaces are provided for remote workers, co-working and business's looking to relocate or expand in Co. Wicklow	WCC (LEO, ECS, WEP, ABEC)	Q4 2021
	Objective B	Utilise digital technology and online supports to promote and effectively market Tourism and Heritage of Co. Wicklow		
	DE 3.3	Support the development of Digital Visitor Information Points in Co. Wicklow including the Blessington eGreenway project	WCC (ECS, CCSD)	Ongoing
	DE 3.4	Support pilot development of a new Heritage portal for the county, a multi-platform umbrella site, from the Irish Community of Archive Networks (iCAN)	WCC (Wicklow Heritage Forum)	Q2 2019
	DE 3.5	Support digital humanities projects to promote heritage and cultural heritage, with digitised records from the Fitzwilliam Estate and creation of an online searchable website (www.coolattinlives.ie)	WCC (TCD)	Q2 2019
	DE 3.6	Digitise all of the existing and new trails and tourist routes in Co. Wicklow onto the 'Where in Wicklow' online mapping platform and integrate onto the wicklow.ie	WCC (ECS, ISD)	Q4 2020
	DE 3.7	Support development of a Smart Application to support existing and future promotion of tourism-related trade and activities in County Wicklow	WCC (ECS)	Q4 2020
	DE 3.8	Further enhance the websites of both VisitWicklow.ie and Wicklow.ie portal and provide supports for an increase in content creation	WCC (ISD, ECS)	Q4 2020
	Objective C	Promote and further develop businesses use of online retail and digital marketing		
	DE 3.9	Appoint a Digital champion as a ambassador for local online retail development and promotion of local online shopping via a retail event	WCC (ECS, local retailers, local CoC)	Q2 2020
	DE 3.10	Support development of digital platforms to encourage local customer loyalty and increased 'click and collect' retail in Co. Wicklow	WCC (ECS, local retailers, local CoC)	Q4 2021
	Objective D	Facilitate training of business people in the specific skills they need to exploit the digital economy in a business context		
	DE 3.11	Support small Irish businesses to enhance their online trading presence, through the Trading Online Voucher Scheme	LEO	Ongoing
	DE 3.12	Provide online sales training, social media training and IT skills training courses for micro-enterprises (Incl. search Engine Optimisation / Build your own website / Online Video Marketing)	LEO	Ongoing
	DE 3.13	Provide Digital Marketing Clinics and hold a Digital technology seminar relevant to micro-enterprises	LEO	Ongoing

Implementation Plan

Digital Economy Monitoring Plan					
KPI/ Outcome	Monitoring body	Status (Q4-2019)	Status (Q4-2020)	Status (Q4-2021)	Status (Q4-2022)
Content Creation Hub, Digital Hub Development Plan	WCC	-			
Digital Hub funding applications (>2), develop Digital Hubs	WCC	-	-		
Install eGreenway, Roundwood, Rathdrum, Laragh	WCC	😊			
Portal launch & PR	WCC	😊			
Website launch & PR	WCC	😊	😊	😊	😊
>75% known trails accessible online on wicklow.ie	WCC	-			
Develop & integrate onto VisitWicklow.ie	WCC	-			
funding application	WCC	-			
Appointment and promotion of local online retail, Increase in take up of Trading Online Vouchers	WCC	ongoing			
Increase local online shopping, enhance Wicklow.ie (business)	WCC	-	-		
50 approvals per year	WCC / Ent. Ire	ongoing			
Online Sales >150; Social Media >50; IT skills >50 (participants annually)	WCC / Ent. Ire	ongoing			
clinics >15; Seminar >50 participants	WCC / Ent. Ire	ongoing			

Digital Council

4 Digital Council Implementation Plan				
Vision, Objectives & Actions	High Level VISION	To enhance the delivery of Wicklow County Council's services to its Citizens by increasing the capability of online services	Lead (Partner/ WCC Dept.)	Time-scale
	Objective A	To deliver an efficient and accessible customer service to our citizens through digital delivery, enhanced communication and engagement, and excellent customer service		
	DC 4.1	Develop a Customer Care Unit (CCU) in the foyer of County buildings to deliver a wide range of customer focused services staffed by a highly trained customer care team and supported by a Customer Relationship Management (CRM) platform	WCC (ECS, ISD, CCU Team)	Q2 2020
	DC 4.2	Develop and introduce a CRM to provide enhanced customer engagement and support, including the Elected Members, across all service delivery departments and Municipal Districts	WCC (ECS, ISD, CCU Team)	Q2 2020
	DC 4.3	To integrate all mechanisms and means of contact by customers to WCC and the five Municipal Districts to the CCU and CRM to ensure all correspondence is recorded and disseminated correctly and efficiently	WCC (ECS, ISD, CCU Team)	Q2 2020
	DC 4.4	To host information on the complete catalogue of services offered by Local Authorities online at Wicklow.ie, to better inform the public about local authority services and how to access them (as per completion of the National Service Catalogue)	WCC (ECS, ISD, CCU Team)	Q2 2021
	DC 4.5	Implement the objectives of the WCC Communications Strategy (2019 - 2022) to enable citizens, residents and stakeholders to contact the Council's Customer Services Team through multiple communication channels	WCC (ECS, ISD)	Ongoing
	DC 4.6	Improve the servicing of meetings hosted by WCC through improved digital technology capabilities, including paperless meetings management system, to enhance efficiency and support knowledge management	WCC (ECS, ISD)	Ongoing
	DC 4.7	Enhance and increase the use of conference call capabilities in meeting rooms in County Buildings and the Municipal District offices to enable staff to participate in video conferences without the need to travel to increase productivity, work efficiency and reduce carbon footprint	WCC (ECS, ISD)	Q3 2020
	DC 4.8	Maintain live text streaming of Council Ordinary meetings to the public, via wicklow.ie, to ensure citizen awareness, transparency and improve citizen participation and engagement	WCC (ECS, ISD)	Ongoing
DC 4.9	Develop a suite of accessibility videos for WCC County Buildings and each Municipal District office and undertake a digital media promotion campaign	WCC (ISD)	Q3 2019	

Implementation Plan

Digital Council Monitoring Plan					
KPI/ Outcome	Monitoring body	Status (Q4-2019)	Status (Q4-2020)	Status (Q4-2021)	Status (Q4-2022)
Customer Care Unit delivery with integrated CRM Platform	WCC	-			
Successful CRM launch and utilisation	WCC	-			
Improved Customer Care	WCC	-			
National Service Catalogue integration on website	WCC	-	-		
Strategic objectives completed	WCC	😊			
PMMS Utilisation	WCC	😊			
conference call capabilities, increase utilisation, reduce travel/ costs	WCC	-			
live text streaming in place	WCC	😊	😊	😊	😊
Developed and promoted	WCC	😊	😊	😊	😊

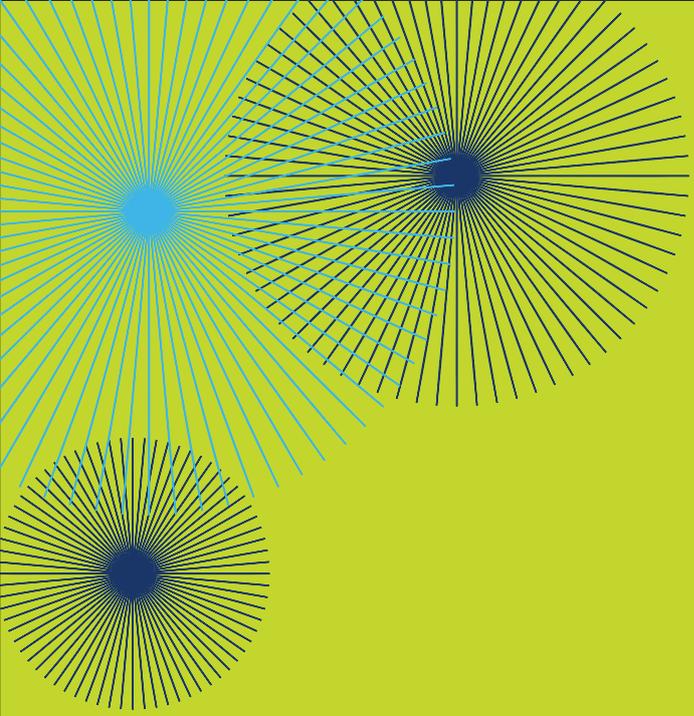
Digital Council

4 Digital Council Implementation Plan				
4 Vision, Objectives & Actions	High Level VISION	To enhance the delivery of Wicklow County Council's services to its Citizens by increasing the capability of online services	Lead (Partner/ WCC Dept.)	Time-scale
	Objective B	Wicklow County Council is to increase the availability of online services, develop new digital infrastructure and online platforms for businesses, stakeholders and citizens, in line with the ICT Strategy		
	DC 4.10	Enable and increase use of online payments to WCC for business and citizens on wicklow.ie	WCC (ISD)	Ongoing
	DC 4.11	Participate in national and regional development of online LA services and prioritise and facilitate integration onto wicklow.ie	WCC (ECS, ISD)	Ongoing
	DC 4.12	Enable sharing of data via an Opendata initiative where datasets can be accessed by the public via the data.gov.ie open data website	WCC (ECS, ISD)	Ongoing
	DC 4.13	Enable and further develop customer self-service delivery through online channels via wicklow.ie CRM platform providing timely and accurate information on queries raised.	WCC (ECS, ISD)	Q2 2020
	DC 4.14	Increase the number of online mapping applications for both public and LA use. Improve integration and accessibility on wicklow.ie and increase utilisation.	WCC (ECS, ISD)	Ongoing
	DC 4.15	Develop and enable access to an extranet to allow Elected Members and Stakeholders access relevant information to allow them to make informed decisions which will benefit the citizen	WCC (ECS, ISD)	Q2 2020
	DC 4.16	Enhance Wicklow.ie , focusing on key socio-economic areas which supports strategic objectives of Libraries, Film, Food / beverage & Maritime.	WCC (ECS, CCSD, ISD, MDs)	Ongoing
	DC 4.17	Transformation to online job applications and enable a digital interview process	WCC (ECS, ISD)	Q4 2020
DC 4.18	Develop an online consultation Hub to increase stakeholder engagement with WCC public consultations	WCC (ISD)	Q3 2019	
DC 4.19	Prioritise and facilitate development and integration of wicklow.ie to support national and local digital initiatives and online services onto wicklow.ie	WCC (PDE, ISD)	Ongoing	

Implementation Plan (continued)

Digital Council Monitoring Plan					
KPI/ Outcome	Monitoring body	Status (Q4-2019)	Status (Q4-2020)	Status (Q4-2021)	Status (Q4-2022)
increase payment services online & service promotion	WCC	😊			
increase in engagement of services online & service promotion	WCC	😊			
>20 datasets per year added to data.gov.ie, Min. 3* rating of data	WCC	😊			
self-service enabled, including wicklow.ie, access & utilisation	WCC	😊			
Increased no. online applications, increase access, increase LA efficiency	WCC	😊			
access & utilisation	WCC	-			
enhanced information, improve usability, applications for funding	WCC	😊			
Digital submissions, reduce paper use, reduce candidate application time	WCC	-			
Online consultation	WCC	😊	😊	😊	😊
Platform development	WCC	😊			

Appendices



Appendix A

Digital Strategy Steering Group

Frank Curran (Chair), Chief Executive, Wicklow County Council
Dónal O’Keeffe (Strategy Leader), Broadband Development Officer, Wicklow County Council
Liam Fitzpatrick (IS), Head of Information Systems, Wicklow County Council
Deirdre Whitfield (CCSD), Administrative Officer, Wicklow County Council
Brendan Martin (Libraries), County Librarian, Wicklow County Council
Christine Flood (ECS), Senior Executive Officer, Wicklow County Council
Sean Quirke (PDE), Director of Service, Wicklow County Council
Michael Nicholson (CCSD), Director of Service, Wicklow County Council
Vibeke Delahunt (LEO), Head of Enterprise, Wicklow County Council
Lorraine Gallagher (ECS), Senior Executive Officer, Wicklow County Council

Digital Strategy Working Groups

Digital Council	Broadband and Digital Infrastructure
Lorraine Gallagher (CHAIR), ECS, WCC Liam Fitzpatrick, HIS, WCC Sorcha Walsh, Planning, Env. WCC Paddy O’Flaherty, GIS, WCC Helen Purcell, ECS, WCC Dónal O’Keeffe, BDO, WCC Derek Keyes, Finance, WCC Karen Boyle, IS (E-Services), WCC Helen Howes, PPN	Michael Flynn (CHAIR), TWES, WCC Fergal Keogh, PDE, WCC Tom Griffin, PDE, WCC Dónal O’Keeffe, BDO, WCC Andrea Dunne, TWES, WCC Eddie Murphy, Housing & Corp Est., WCC Paul Ivory, Senior Marine Officer, WCC
Digital Economy	Citizen Smart
Christine Flood (CHAIR), ECS, WCC Vibeke Delahunt, LEO Susan Nichols, ECS, WCC Dónal O’Keeffe, BDO, WCC Fred Verdier, Wicklow Tourism Rachael Kane, WWBN Donal Murray, ABEC/ Arklow Chamber John Slattery, Wicklow Town Team Shelley Hargadon, Ashford Studios Shane Byrne, Showoff David Forde, Bray MD Deirdre Bentley, McMullans, Arklow Conor Sweeney, RAPJ	Deirdre Whitfield (CHAIR), CCSD, WCC, Brendan Martin, Library services, WCC Karen Boyle, IS (E-Services), WCC Richella Wood, CCSD (Age Friendly), WCC, Deirdre Burns, PDE (Heritage), WCC Dónal O’Keeffe, BDO, WCC Peter Hayden, Carlow I.T. Eileen Cullen, KWETB Helen Howes, PPN Helen Crowe / Brian Carty, CWP Peter Brennan, BAP Ray Tedders, BIFE



Appendix B – Digital Survey for Citizens Report

Introduction

Wicklow County Council undertook a 'Digital Survey for Citizens' as part of an engagement process with the public, community groups, business and other organisations to develop a Digital Strategy for the County.

The survey was open from the 26th February to 29th March 2019 and was available online and in paper format. The survey was a "self-selecting" exercise for citizens (i.e. people elected to complete it rather than being approached to do so), therefore the findings are not fully representative of the Co. Wicklow population but provide an excellent insight. The survey focused on citizen's broadband service, internet and digital technology use, online services and remote working. This report shows the principal findings from the survey, however, report space did not allow for a more comprehensive analysis of the data to be included.

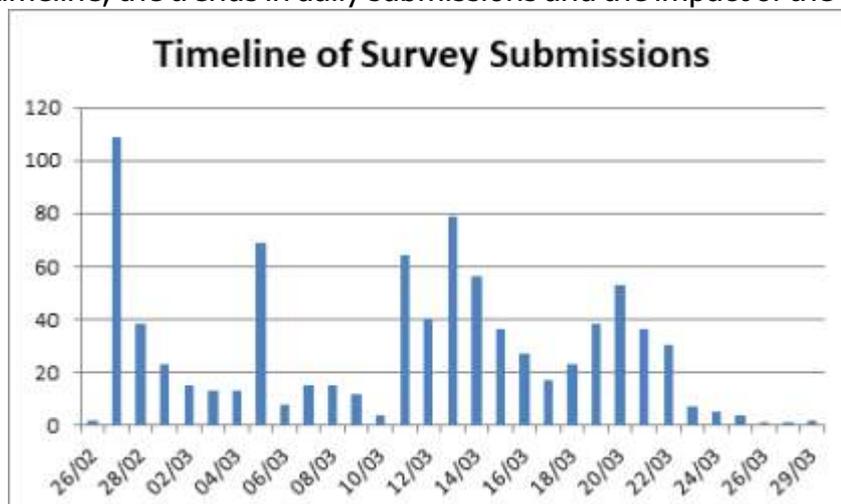
Survey promotion

The online survey was available on wicklow.ie website, and while paper copies were made available at the 13 public libraries, five Municipal District offices and at County Buildings for the duration of the survey.

The survey was promoted by WCC on local radio (East Coast FM), digital media platforms (Facebook, Instagram, Twitter and LinkedIn) and through a digital marketing campaign. This Ad campaign was designed to promote the awareness of the Survey and was targeted at a cross-section of the Co. Wicklow population active on Facebook and Instagram platforms. The digital marketing ran from 12th-22nd March 2019 with a total reach of 25,204 people, 911 post clicks linked to the survey and 248 reactions, comments or shares.

Data

In total there were 935 No. survey submissions over 32 No. days, with 855 No. online submissions and 80 No. paper copy submissions received (91.4% online to 8.6% paper). Figure 1 below shows the online submissions timeline, the trends in daily submissions and the impact of the digital add campaign.



Key Findings

Below are the top 10 key findings from the survey data with the full results covered in the following three sections; Background Information, Internet & Digital Technology, and Citizens & Services.

1. The vast majority of people (94.3%) indicated they had a broadband internet connection at home, with fibre and fixed wireless the most common connections;
2. Over two thirds of people surveyed indicated they have <30Mbps download speeds (67.5%), i.e. not considered high speed broadband;
3. Almost half of people (48%) were unhappy with their Broadband internet service;
4. The Smartphone was the most often used digital technology device;
5. The survey highlighted the need for more public training provision for online services from the Council and Government (56.5%);
6. The survey highlighted the need for more promotion of Council and Government services that are online or coming online (78.1%);
7. The vast majority of people utilise digital devices for communications daily or more often (95 %);
8. The vast majority of people surveyed indicated they believe communications technologies are either critical or very important for the social and economic development of their community (90.2%);
9. Almost 55% rarely use online Government / Council Service
10. Over half of people surveyed said they could work remotely at least 1 day per week (56%).

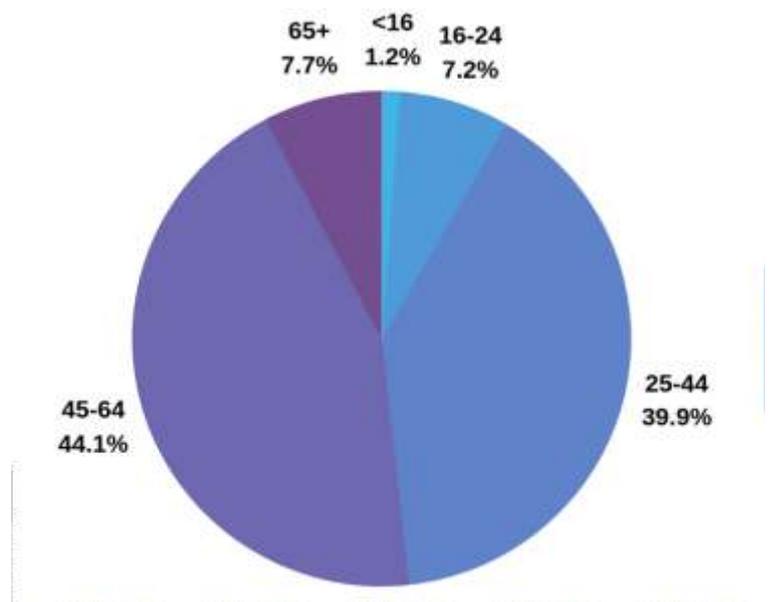
Background Information Results

The demographics of the people who took part in the survey are shown in the results of questions 1-3 below. Slightly more females (55.4%) than males (44.6%) completed the survey with the vast majority of respondents (84%) being from 25-64 years, with 97.3% of people surveyed living in Co. Wicklow. The living location of people was considered geographically by municipal district.

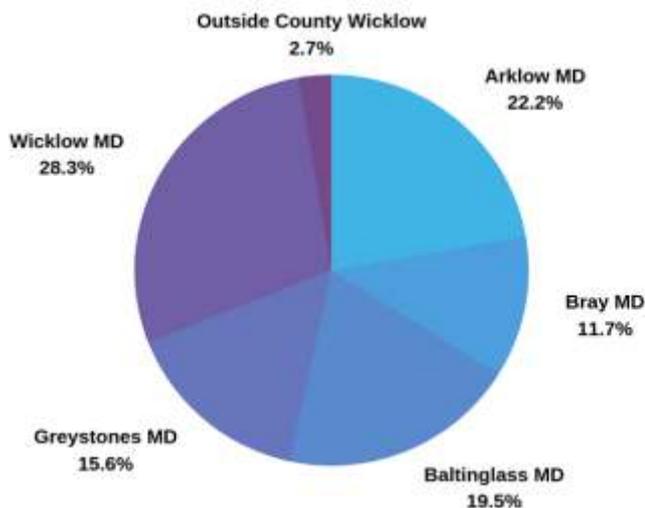
1. Gender (n. =934)



2. Age (n. =935)



3. Where do you live? (n. =935)



Internet & Digital Technology Results

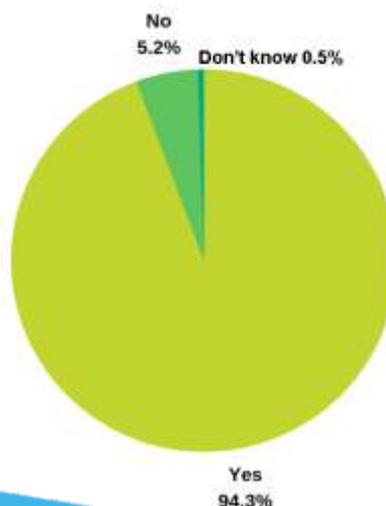
The following section covers broadband internet service and digital technology use and incorporates questions 4-10 below. Although 94.3% stated they had a broadband internet connection at home, only 32.5% indicated they had high speed broadband service (>30Mbps download) with the remaining 67.5% of people indicated they have speeds of <30Mbps download. The most common broadband internet connection was fibre with 38% followed by fixed wireless at just under 20% of connections.

For question 8 'what type of digital technology do you use most often?' citizens clicked 2.1 answers on average for the options available. Smartphone was the dominant digital device with 83% of people indicating they use it most often, followed by Laptop at 50.8% and Tablet/ iPad at 41.2%. However, if we look at the figures by cumulative frequency, the results show Smartphone at just over 39%, followed by Laptop at 24% and Tablet/ iPad at almost 20%.

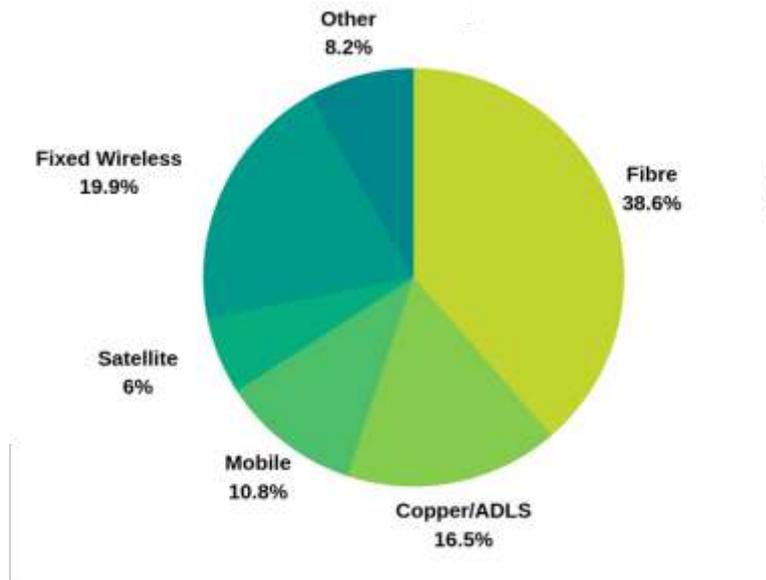
For question 9 'what do you use the internet for and how often?' the most often used applications were Communication, Social Media, News and Entertainment whereas the least often used were Healthcare, Government & Council Services, Working from home and Shopping online.

A resounding 9 out of 10 people surveyed indicated they believe communications technologies are either critical or very important for the social and economic development of their community, with only 0.4% considering it not important at all.

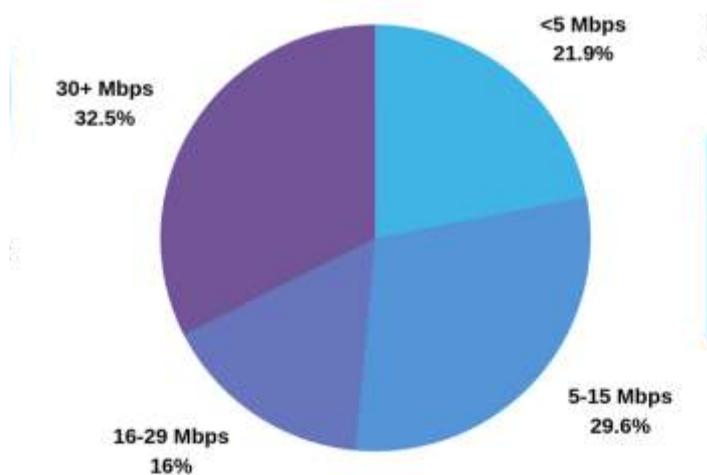
4. Do you have a broadband internet connection at home? (n. =932)



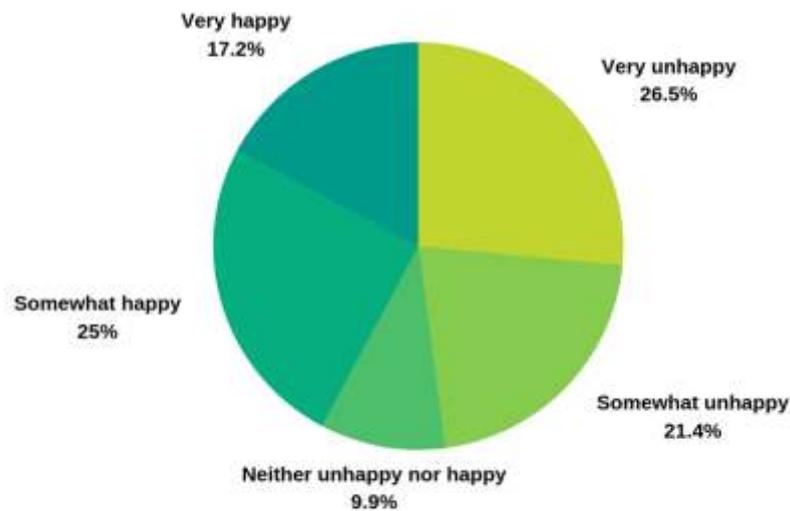
5. If yes, what type of broadband internet connection? (n. =888)



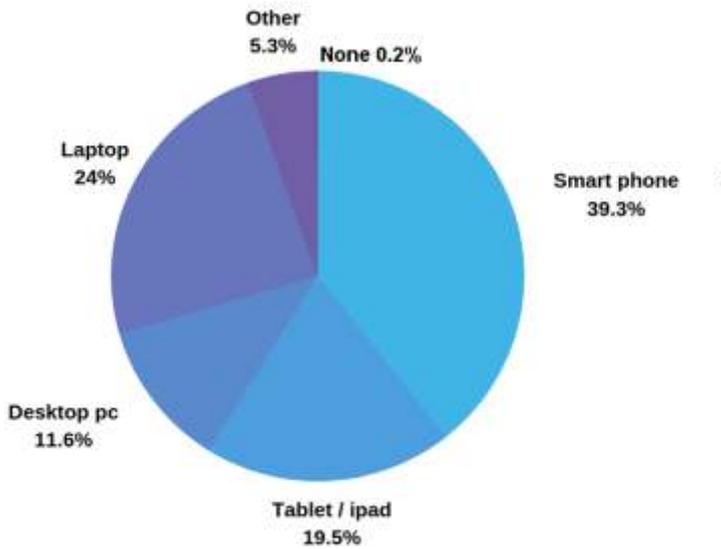
6. What download speed do you get at home? (n. =844)



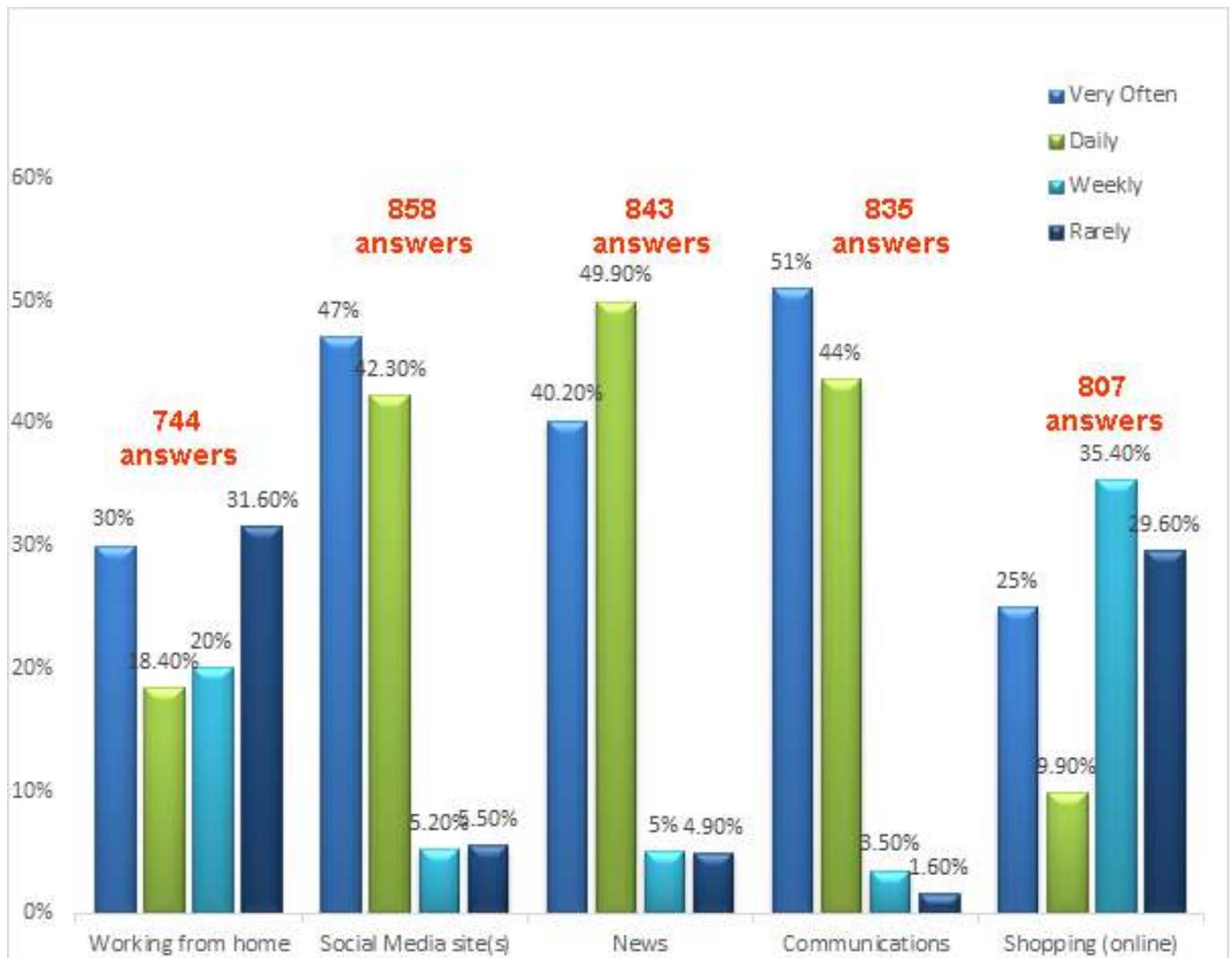
7. How do you feel about your broadband internet service? (n. =912)



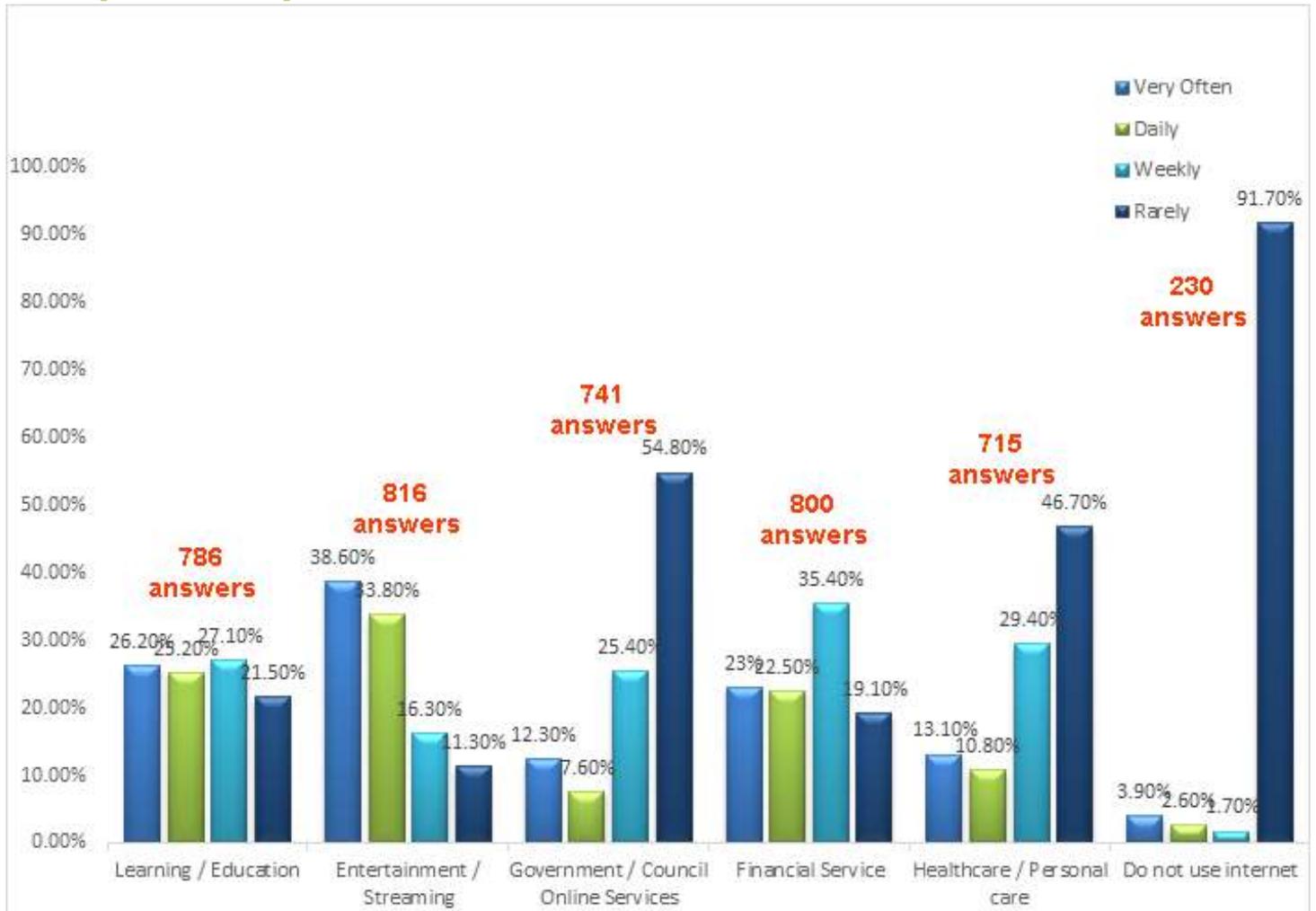
8. What type of digital technology do you use most often? (n. =930)



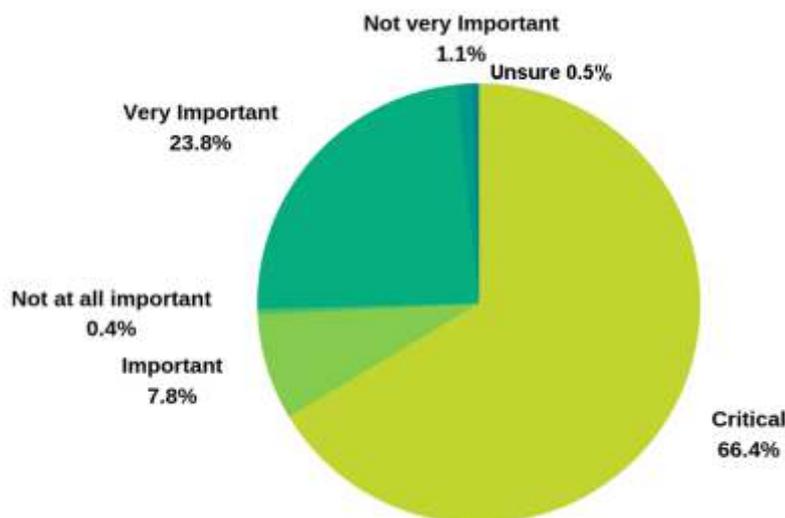
9. What do you use the internet for and how often? (n. =912)



9. What do you use the internet for and how often? (n. =912) (Continued)



10. How important do you believe communications technologies are for the social and economic development of your town/community/region? (n. =929)



Citizens & Services Results

The last section of this survey, questions 11-18, asks the public about WiFi locations, use of online public services, concerns about being online and remote working.

The survey results show that main street and the library are the most likely locations the public would use a free public WiFi service with only 1.4% indicating they would not use the service. Almost 15% (175 No.) of submissions selected the 'other' option and these answers were varied, however the main recurring locations was where people eat and drink (restaurants, pubs, cafes, coffee shops), in retail areas (shops, shopping centre), while using transport (bus, train, Dart and airport) and in hotels.

The most popular online public services were motor tax, revenue and the national car test with almost one third of people surveyed said they have used local services such as the library and planning. Of the 14 No. online services listed in the question, only 5.1% said they have not used any of the services.

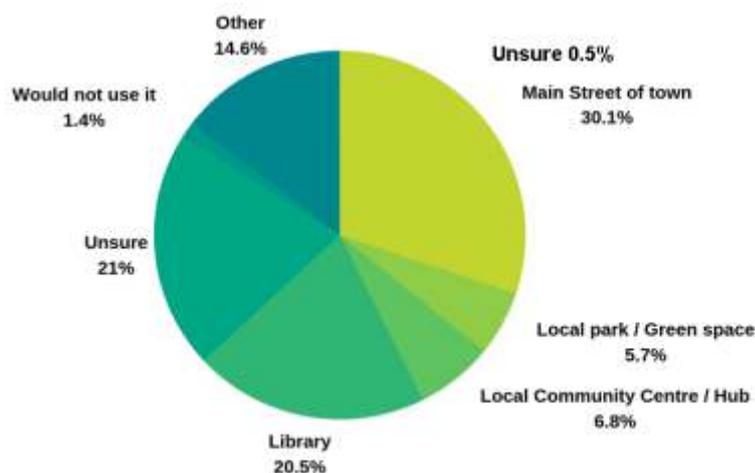
There was quite a varied response to questions 13 'what additional Council or Government services should be provided online', with 158 No. submissions in total. The main recurring words relating to online services were Council, housing, rent, applications, reporting, traffic and health (full results can be made available upon request to Wicklow County Council).

More than half of people said that more public training should be provided for online services (56.5%) and just almost eight out of 10 people would you like to see more promotion of online Council and Government services 78%.

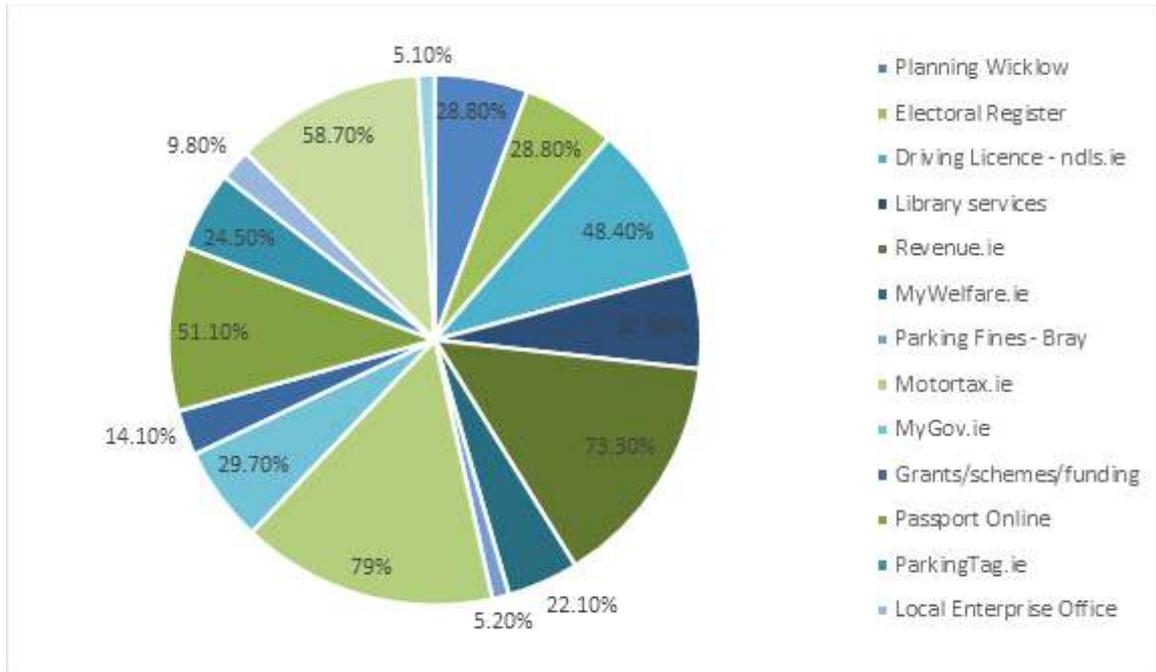
Regarding citizens concerns when using internet services and digital technology, the top three concerns were security, personal data use and identity theft with results showing a percentage of the total 906 citizens who clicked an option. Regarding submissions under 'other' option, the most common words relating to concerns were health, speed, and reliability.

Regarding citizens working remotely away from their workspace, 56% of people in total surveyed said they could (17.4% at 1 day per week, 21.7% at 1-3 days per week and 14.8% at 4-5 days per week.) For the 46% of people who couldn't remotely work the most common reason was that their attendance was always required in the office/ workspace.

11. Where would you be most likely to use a free public WiFi service in a Public Space? (n. =902)



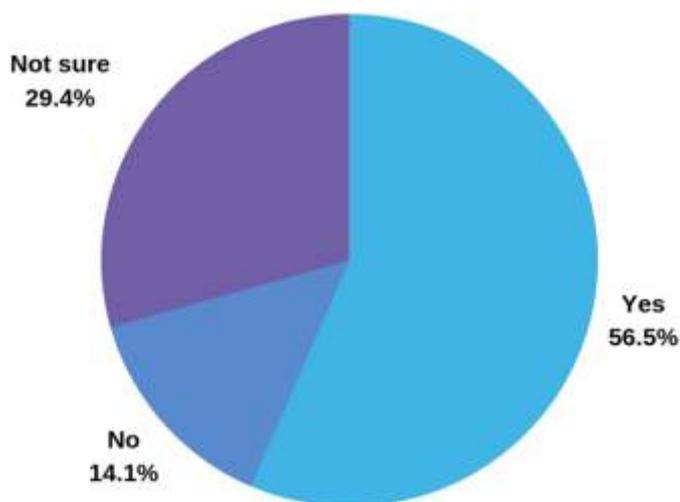
12. Which of these Council, Government or Public services do you use online? (n. =902)



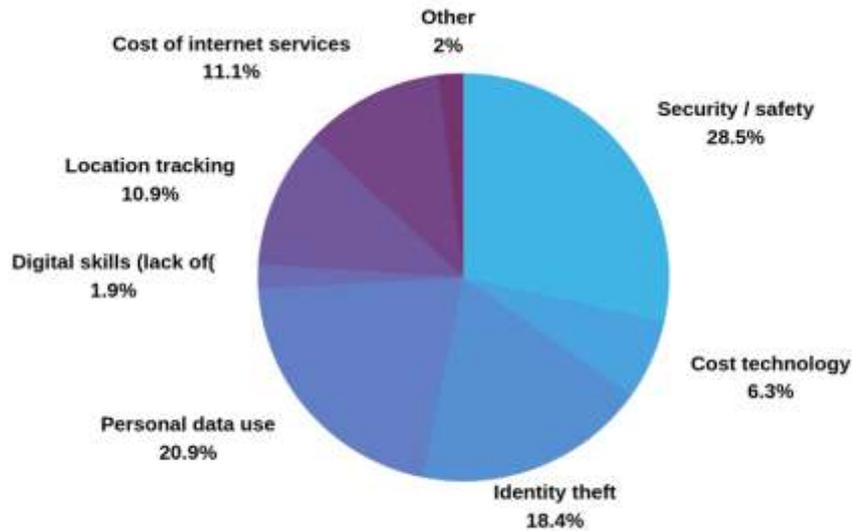
13. What additional council or government services should be provided online? (n. =158)

(Full list of survey submissions available upon request)

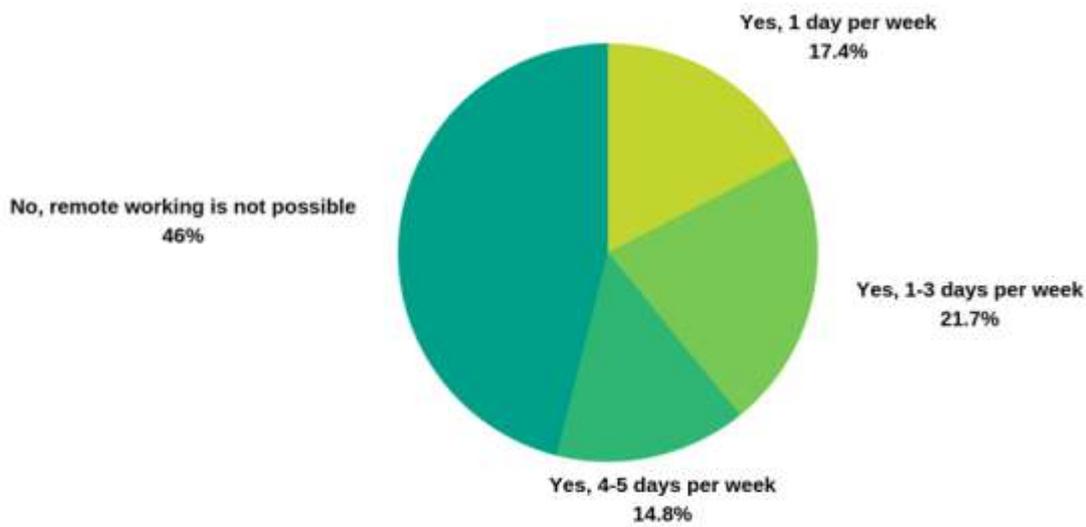
14. Do you think there should be more public training provided for online services from the Council and Government? (n. =921)



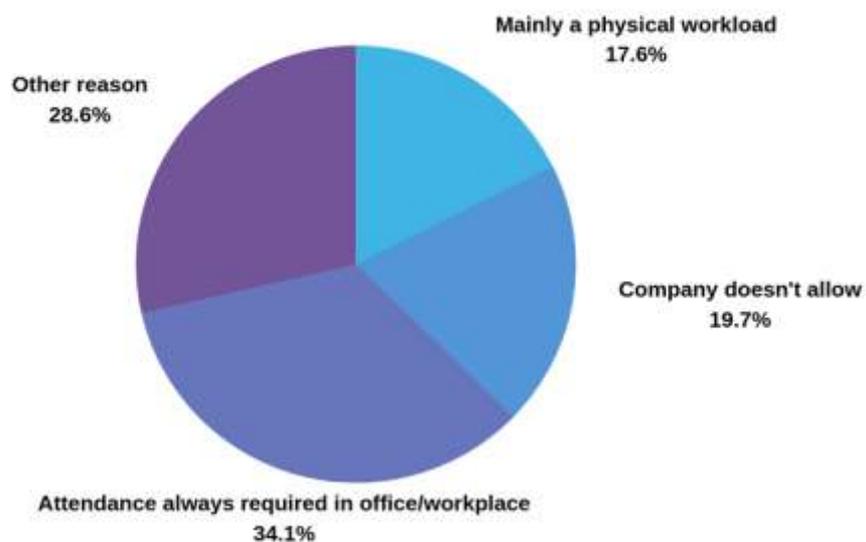
16. What are your main concerns using internet services and digital technology? (n. = 906)



17. In work, is it possible for you to complete some or all your workload away from the workspace? (n. =831)



18. If not, why not? (with regards to the question above) (n. =493)



Conclusion

This survey gained valuable input from individuals from all parts of the County and this helped to inform the digital strategy working groups and influence the objectives and actions of the Digital Strategy Implementation Plan.

Wicklow County Council would like to take this opportunity to thank all citizens who took the time to complete this survey¹⁶.

¹⁶See <https://www.wicklow.ie/Digital-Strategy> for further details on the survey.



Appendix C - Build Connectivity Programme

Developing a connected county through a 'Build Connectivity Programme' is a key action of the Digital Strategy (Action DI 1.6) to facilitate improved citizen access to high speed broadband and digital technology. The programme includes the installation of over 40 Free Public Access to WiFi under WiFi4EU initiative, the development of 12 Broadband Connections Points (BCPs) in line with NBP roll-out, and improved digital technology and access arrangements in our public libraries.

WiFi4Wicklow (WiFi4EU)

The WiFi4EU promotes free access to Wi-Fi connectivity for citizens in public spaces including parks, squares, public buildings, libraries, health centres and museums in Municipal Districts throughout Europe. The initiative provides the opportunity to apply for vouchers to the value of €15,000 on a first come, first served basis.

Wicklow County Council has won the maximum amount of vouchers (four) available to it following successful registration and entering into two open calls on the WiFi4EU Portal. Grant agreements have been signed for all four allocated vouchers as per the table below with voucher expiry 18 months after agreement signature.

Municipal Districts	WiFi4EU Voucher	Date Signed	Expiry Date
Arklow MD	Wicklow A	22 01 2019	22 07 2020
Bray MD	Wicklow B	15 07 2019	15 01 2021
Greystones MD			
Baltinglass MD	Wicklow C	22 01 2019	22 07 2020
Wicklow MD	Wicklow D	22 01 2019	22 07 2020

A tendering process must be undertaken to install the free public WiFi Access Points from registered WiFi4EU companys, and to ensure criteria is met regarding the vouchers, including maintenance of the equipment over a three year period.

The minimum number of Access Points (APs) per voucher is shown in the below table.

Minimum number of outdoor APs	Minimum number of indoor APs
10	0
9	2
8	3
7	5
6	6
5	8
4	9
3	11
2	12
1	14
0	15

WiFi4 Locations

Municipal Districts have been identifying suitable locations for free public WiFi based around the following principles:

1. Consultation at MD meetings, Town Teams, etc. for suitable locations of Access Points/ WiFi Hotspots for the required No. per voucher (10 min. Outdoor/ or 15 indoor as per grant agreement);
2. Regard the project as a Countywide single tendering process;
3. Proposed locations taking into account public WiFi provision already existing (e.g. Virgin Media, libraries & planned under BCPs)
4. To prioritise locations in:
 - Public buildings/ facilities/ services
 - Support of Tourism & Heritage
 - Support of Retail/ Main streets / Town Centres
 - Community spaces & parks, public amenities
 - Support of Smart Community projects
 - Alleviate mobile phone coverage blackspots

The current proposed locations for the WiFi4EU initiative from the European Union is shown in the table below. Final locations will be based on high speed broadband access and WiFi suitability surveys by the successful bidder following the tender process.

Cost estimate

The overall project cost over the three years for WCC is estimated to be between €90,000 and €110,000 for the County with approximately 45 APs installed. This cost is dependent on the verification of a number of costs items in the project in relation to the voucher. Costs estimates to date:

- Assume every second AP (max. 25 No.) will require a broadband connection at €50 per month ($€50 \times 12 \times 25 = \sim €15,000$ / year)
- For a managed service, price of around €25 per AP per month ($€25 \times 45 \times 12 = €13,500$ / year)
- Telecoms connection charges may not including in the vouchers (est. $\sim €10k$ in year 1 only)

Match funding from Department of Rural and Community Development could support capital and installation costs in line with the voucher criteria; however would not require an increase in APs.

Build Connectivity Programme: WiFiWicklow (WIFI4EU)				
WiFi4Wicklow: Proposed Locations for Arklow MD				
No.	Location	Description	I-APs	O-APs
1	Arklow North	Leisure Centre, Swimming Pool, Duck Pond	1	2
2	Rathdrum	Town Centre & Parnell Memorial Park	0	2
3	Aughrim	Town Centre & County Grounds	0	2
4	Avoca	Town Centre	0	1
5	Arklow Harbour	Arklow Harbour	0	1
6	Arklow Health Centre	Arklow Health Centre, Castle Park	1	0
7	Redcross	Town Centre/ Main St.	0	1
Total			2	9
WiFi4Wicklow: Proposed Locations for Bray MD				
No.	Location	Description	I-APs	O-APs
1	Bray 1	Seafront/ Harbour	0	2
3	Kilmacanogue	Town Centre/ Main St.	0	1
4	Enniskerry	Town Centre/ Main St.	0	1
5	Bray 2	People's Park/ River Dargle	0	1
6	Ballywaltrim	Shoreline Leisure Bray?	0	1
7	other ?		0	1
Total			0	7
WiFi4Wicklow: Proposed Locations for Greystones MD				
No.	Location	Description	I-APs	O-APs
1	Burnaby Park	Burnaby Park	0	1
2	Harbour plaza	Harbour plaza	0	1
3	Delgany	R762 jct with Bellevue Hill to Jct Convent Road. Convent Road from Jct with R762 to Monastery.	0	1
4	Newcastle	Community Centre, MUGA, Playground	0	1
5	Kilcoole	R761 from Sea Rd Jct to Whitethorn Centre. Community Centre.	0	1
6	Shoreline Leisure Greystones	Mill Road	0	1
7	Other?	Blacklion and Charlesland Neighbourhood Centres. Charlesland Sports and Recreation centre	0	1
Total			0	7
WiFi4Wicklow: Proposed Locations for Baltinglass MD (West Wicklow)				
No.	Location	Description	I-APs	O-APs
1	Baltinglass	Courthouse DigiHub	2	2
2	Blessington	Town Centre/ Main St.		2
3	Carnew	Town Centre/ Main St.		1
4	Tinahely	Town Centre		1
5	Dunlavin	Town Centre/ Main St.		1
6	Shillelagh	Town Centre/ Main St.		1
7	CARNEW PRIMARY CARE CENTRE	GOREY ROAD	1	0
Total			3	8
WiFi4EU Proposed Locations for Wicklow MD				
No.	Location	Description	I-APs	O-APs
1	WICKLOW PRIMARY HEALTHCARE CENTRE	KNOCKROBIN	1	0
2	Laragh/ Glendalough	OPW Tourism Centre/ WCC car parks	1	3
3	Wicklow A	Wicklow Harbour/ Bachelor's Walk	0	1
4	Wicklow B		1	1
5	Newtownmountkennedy	Town Centre/ Main St.	0	2
6	Roundwood	Main St.	0	1
7	Ashford	Main St.	0	1
8	Rathnew/ Glenealy?	Town Centre/ Main St.	0	1
Total			3	10
Total			8	41
Notes:				
I-APs (Indoor Access Points), O-APs (Outdoor APs)				

Broadband Connection Points

The Department of Rural and Community Development wish to ensure that all rural communities benefit from the NBP at the earliest possible stage of the build-out. WCC selected 12 BCP locations to be prioritised for connection to high-speed broadband. These locations have the potential to provide access to high-speed broadband to rural communities until the area is reached for connection by the NBP (SI).

The following locations have been selected as BCPs for Co. Wicklow.

	EIRCODE	BCP LOCATIONS
1.	A67P303	AVONDALE HOUSE AND FOREST PARK, COUNTY WICKLOW
2.	A67X566	LOCAL ENTERPRISE OFFICE WICKLOW, CLERMONT HOUSE, RATHNEW
3.	Y14KP83	CROSSBRIDGE COMMUNITY HALL, CROSSBRIDGE, TINAHELY
4.	Y14XW74	BALLYCOOG COMMUNITY HALL, BALLINTEMPLE, CO. WICKLOW
5.	Y14 WK28	AGB BALLYMONEY COMPLEX
6.	A98 D3H1	BROCKAGH RESOURCE CENTRE, LARAGH, GLENDALOUGH, CO WICKLOW
7.	A67R229	AVONDALE COMMUNITY SPROTS HALL, RATHDRUM (AVONDALE GAA)
8.	A98 R2Y9	KNOCKREE YOUTH HOSTEL
9.	A67WY83	BALLINACOR COMMUNITY PARK, CARRIGLINEEN, GLENMALURE
10.	A67 HW86	WICKLOW GAA COUNTY BOARD, BALLINAKILL CENTRE OF EXCELLENCE, BALLINAKILL, GLENEALY, CO. WICKLOW
11.	W91 NV67	DUNLAVIN GAA CLUB, SPARROW ROAD, DUNLAVIN, CO. WICKLOW
12.	A98 TR96	SCOIL CHAOIMHIN NAOFA, SAINT KEVIN'S NATIONAL SCHOOL, LARAGH

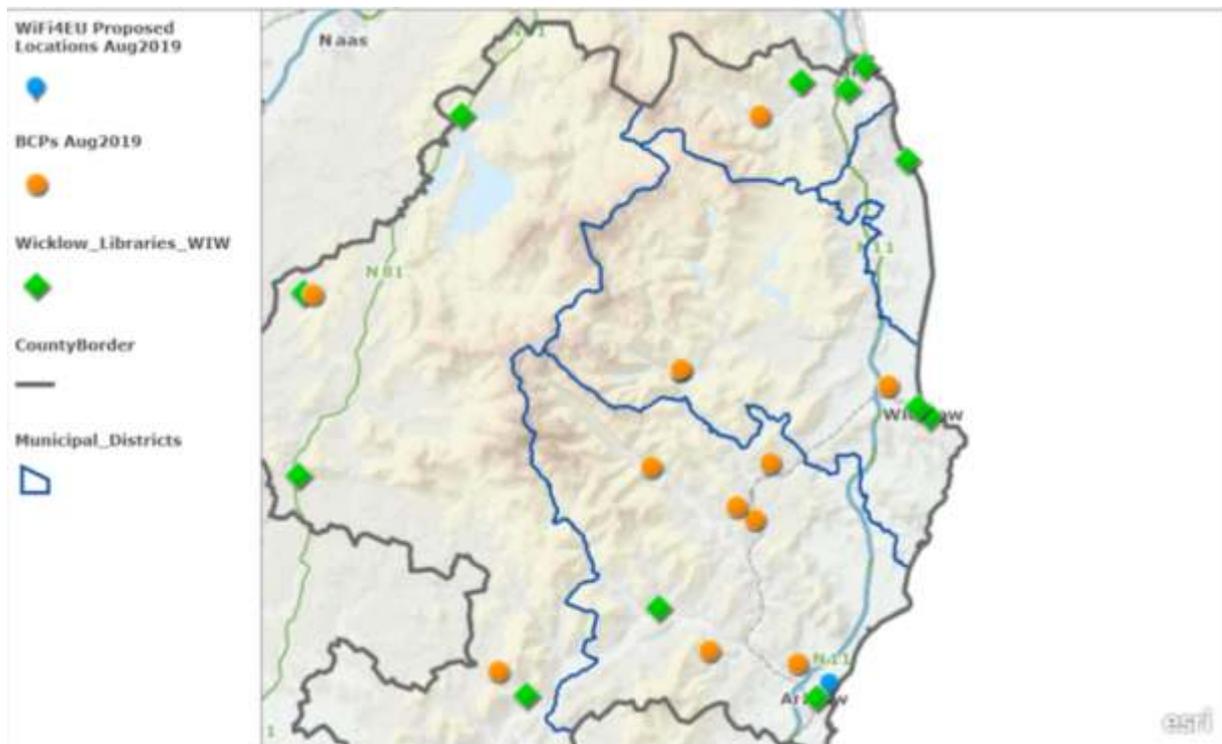
In order to fully realise the potential of BCPs in local communities, funding applications for provision of digital technology and digital skills training will be sought in conjunction with active community groups through LEADER funding, to support local communities to fully engage in digital society.

Libraries

There are 13 libraries in Co. Wicklow, all with free access to WiFi for library members.

Wicklow Library	Kilmantin Hill
Wicklow Family History Centre	Wicklow County Archives (WCC)
Bray Library	Eglington Road
Ballywaltrim Library	Boghall Road
Enniskerry Library	Enniskerry
Blessington Library	New Town Centre
Dunlavin Library	Market House
Baltinglass Library	Baltinglass
Tinahely Library	Market House, Dwyer Square
Aughrim Library	Aughrim
Arklow Library	Main Street
Carnew Library	Carnew
Greystones Library	Mill Road

Regarding the improvement of digital technology access, the Hublet initiative currently gives members access to tablets in three pilot libraries. As digital services have become an increasingly important part of library services, the Hublet initiative gives easy and secure solution for making the digital content visible for library users. 'My Open Libraries' initiative will substantially increase the time of access to connectivity and digital technology in libraries.



Proposed WiFi4EU and BCP locations and branch libraries in County Wicklow

Appendix D – Glossary

BAP	Bray Area Partnership
BIFE	Bray Institute of Further Education
CCSD	Community, Cultural and Social Development
CIS	Citizen Information Service
CRM	Customer Relationship Management
CSWG	Citizen Smart Working Group
CWP	County Wicklow Partnership
DCCAE	Department of Communications, Climate Action and Environment
DRA	Digital Readiness Assessment
DRCD	Department of Rural and Community Development
ECS	Enterprise & Corporate Services
EDES	Economic Development and Enterprise Support
EU	European Union
HCE	Housing & Corporate Estate
HSB	High Speed Broadband
HSE	Health Service Executive
ISD	Information Systems Department
ITC	Institute of Technology Carlow
JPC	Joint Policing Committee
KWETB	Kildare, Wicklow Education & Training Board
LEO	Local Enterprise Office
MDs	Municipal Districts
NBI	National Broadband Ireland
NBP	National Broadband Plan
NDS	National Digital Strategy
PDE	Planning, Development and Environment
PPN	Public Participation Network (Co. Wicklow)
SPC	Strategic Policy Committee
TCD	Trinity College Dublin
TWES	Transportation, Water and Emergency Services
WCC	Wicklow County Council



Oifig Fiontair Áitiúil
Local Enterprise Office


Department of Rural and
Community Development
*An Roinn Forbartha
Tuaithe agus Pobail*


Roinn Cumarsáide, Gníomhaithe
ar son na hAeráide & Comhshaoil
Department of Communications,
Climate Action & Environment