

Aims	Current picture
<ul style="list-style-type: none"> Greater Manchester to be a world top 20 super connected city region by 2020 Successful delivery of a true digital borough Ensuring everyone enjoys the power of digital Empowering people and communities through digital services – The Deal - Get Online Support businesses to better exploit the digital age - to become more successful, boost their profile and create new business growth Empower residents to reach their full digital potential 	<ul style="list-style-type: none"> 10.5m adults don't have basic online skills and 6.7m have never been online £164 billion of online sales lost per year for businesses that are not online 1 in 3 SMEs don't have a website – 2/3rds of SMEs don't market themselves online The benefit of new users being online is estimated an average of £1,064 per annum 37% digitally excluded are social housing tenants 80% of the governments interactions are with the poorest 25% of the UK population 12.6% of Greater Manchester (North) have never used the internet 44,000 adults in Wigan have never accessed the internet and potential 8,123 Wigan children without home internet
Confident Place	Confident People
<p>Connected borough</p> <ul style="list-style-type: none"> Greater Manchester to be a world top 20 super connected city region by 2020. Lead and deliver a more coordinated partnership through public, private and voluntary sector to drive improvements and market the Borough as a successful digital place to attract new business. Digital planning to be part of the infrastructure developments for the borough to form a new digital landscape – from advertising options to transport information, signage & interactive exploration <p>Connected business</p> <ul style="list-style-type: none"> All businesses have access to superfast broadband and are supported with advice on the specific advantages of digital connectivity and superfast connections. Development of Wigan Works online hub Digital Skills for Business – Deal for Business Embrace growth in mobile by increasing mobile content, mobile advertising and mobile apps <p>Digital investment and economic growth</p> <ul style="list-style-type: none"> Exploit new investment opportunities in the public & private sector to support the delivery of Wigan's ambitions. Connection to the GM digital & creative growth hub linked to the Wigan Works hub to support job creation. Encourage skill development from an early age – through coding clubs in schools in partnership with Code Club and volunteers from Google Inward investment and maximise global opportunities for local talent. <p>Digital Leadership</p> <ul style="list-style-type: none"> Digital to be the centre of Wigan strategies through the Wigan Forward Board, Public Service Reform Leadership and Digital Inclusion Task Force. Coordinate approaches to developments, think digital first and lead the way. Promote digital first utilising GO ON UK's best practice guidance about digital access and services First rate Wigan Council web – developing online information and transactions for services. Open and transparent Wigan Council and Partners through published data sets. Use digital channels to invigorate democracy 	<p>Connected communities</p> <ul style="list-style-type: none"> 100% broadband coverage – superfast broadband to all residents and promote Wi-Fi in all public spaces. Improve access and provision of digital equipment and services, promoting the full range of community facilities. MyAccount development and promotion, social media strategy, partnerships for future app developments. Helping communities support each other through online social sharing spaces and crowd funding opportunities including hackathons Sustain a Digital Champions network, Digital Inclusion Taskforce and community group involvement to tackle the issues of digital exclusion. <p>Digital engagement</p> <ul style="list-style-type: none"> Increasing digital engagement and skills for all our residents Continue to support vulnerable groups / older people The Deal – Get Online campaign Encouraging people to develop digital creativity by making technology available <p>Digital skills</p> <ul style="list-style-type: none"> Support Go On UK's aim to make the UK the world's most digitally skilled nation. Boost basic on line skills and reduce inequality and promote the benefits of being on line through partner networks e.g. voluntary groups, Barclays, BT All partners to deliver and signpost to digital inclusion opportunities, education and skills for work. Development of Wigan Works online hub (website) Work clubs supporting jobseekers by developing their digital confidence. <p>Digital reform</p> <ul style="list-style-type: none"> Encourage and enable people to become self-reliant and get on line through use of MyAccount. Expand online transactions and social media. Link in with the GM Green Digital agenda and The Manchester Living Lab to take advantage of the projects being developed, such as, mobile apps to support health promotions and developing energy efficient buildings.
Measures of success	
<ul style="list-style-type: none"> 100% broadband coverage across the whole of Wigan Borough by 2017. Delivery of 51 Superfast Fibre Broadband cabinets across Wigan Borough by 2020. All businesses and residents connected to Superfast Fibre Broadband 100% of apprenticeships including IT skills within the training programme Increased connectivity to Wigan Works online hub and EXPO via digital channels Digital by Default approach % growth in digital sector Develop Wigan Works online hub by 2015. SOCITIM rating for Wigan Council website to maintain 4 star rating. 	<ul style="list-style-type: none"> Reduce people who are offline by 25% by 2016. (8,000 people to be targeted). Aim to have everyone who possibly can be digitally included by 2020. Reduce number of people who do not have Basic digital skills by 8% annually. Deliver Get Online courses to 500 individual learners annually. Provide 200,000 opportunities to access computers / internet, equalling over 125,000 hrs usage annually. 100% partners to sign up to Go On Digital Charter. Promote and extend membership of Digital Taskforce by 2017. 100% of staff digitally included for all partner organisations by 2017. 100% of partner organisations utilising social media channels and offer an online presence for customers