Digital Scotland

Let's get on

Digital Participation
A National Framework for Local Action

The Scottish Government
Riaghaltas na h-Alba

Foreword

Digital technology is transforming our society and changing the way we live - how we buy goods and services, how we build and maintain friendships and how we communicate with people and organisations in our local communities and across the world.
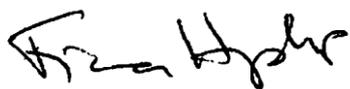
It provides Scottish businesses of all sizes, with the opportunity to develop new markets and creates new and exciting ways to deliver healthcare, access learning and engage people in our democracy. Businesses, the public sector and third sector organisations now have an opportunity to embrace digital technology and transform how they trade, serve and prosper in the years ahead.

As a country, we want to embrace the digital age. We want to ensure that everybody has the opportunity to share in the benefits that new technology can bring. We want to tap into the potential of such technologies to challenge and break down inequalities by opening up new possibilities in healthcare, education and economic development. We want to ensure that Sir Tim Berners-Lee's famous declaration that "this is for everyone" is recognised around the world as the cornerstone of our digital nation.

This document sets out our determination to build upon the outstanding progress we are making already in developing world class digital connectivity. It describes our determination to create a national movement for change that encourages people and businesses to make the most of digital connectivity, get online and enjoy the benefits that the internet can bring.

Success will depend upon our ability to work in partnership with organisations across all sectors of our economy to bring about the changes we seek. It will see a new national campaign, an innovative partnership with the Scottish Council for Voluntary Organisations to take the digital message out to some of our most digitally excluded communities, a new Digital Participation Charter that channels the enthusiasm and expertise of its signatories to those areas where it can really make a difference, a network of trainers and training centres and a range of projects that will demonstrate the case for getting online.

Our world is a digital world. Scotland has the skills, resources and ambition to become a world class digital country. This will take all of our combined efforts and I believe that this paper charts the course that will ensure that a world class Digital Scotland is a Scotland for everyone.

Fiona Hyslop, MSP
Cabinet Secretary for Culture and External Affairs

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1.   Introduction

In the digital age, a successful country will be one in which everybody has the opportunity to get online and is able to enjoy the many benefits that the internet can bring. As we build a world class Digital Scotland, we are therefore determined to ensure that everyone has the skills, confidence and opportunity to benefit from digital technologies.

Our approach to improving digital participation relies on strong partnerships with communities, businesses, the third sector and public bodies to create a positive digital culture where best practice is shared and embedded across the country. As a society, we need to ensure that we all feel safe online and that we foster active and responsible digital citizens with the skills and confidence to grasp new opportunities to communicate widely, express opinions and engage in our democratic processes in an ethically and socially responsible way.

Future-proofed digital connectivity provides the foundation of this ambition. It enables Scottish businesses to promote their products and services at home and abroad, supports the delivery of high quality public services and provides all of us with the opportunity to tap directly into information and knowledge from around the world.

Our investment in infrastructure to allow people to be digitally connected is, of course, only part of the story. However essential it might be, the real benefits of the internet - for people, for businesses and indeed for governments - will only be realised if we have a digitally confident, creative and skilled population that is able to make full use of any time, any place, anywhere connectivity. This will maximise the benefits people can derive from technology and will, in turn, increase demand for digital services, drive demand for increasingly faster connectivity and attract further investment in digital infrastructure. (Figure 1)

Figure 1: Creating a Confident and Creative Population
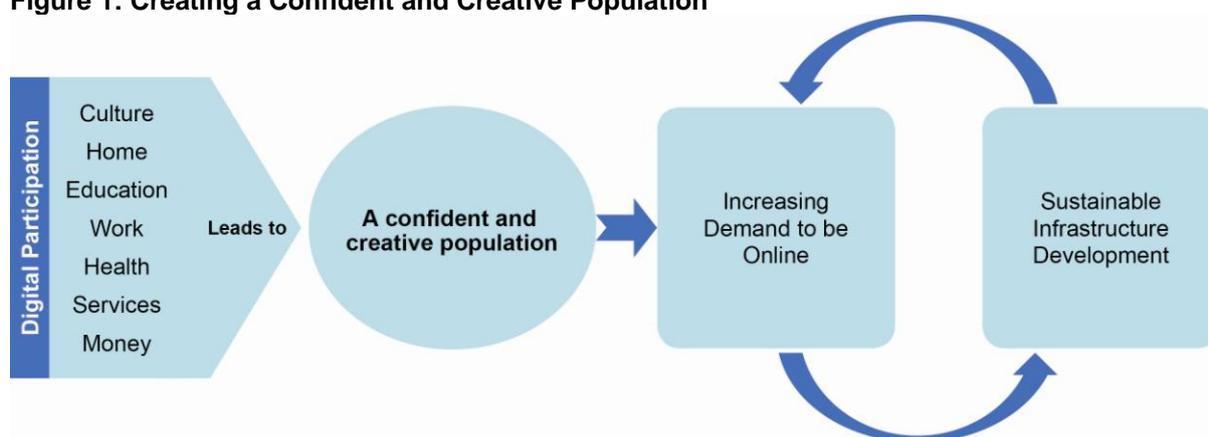
Critically, we need to ensure that we grasp the opportunity that digital technologies offer to tackle deep rooted social and economic inequalities in our society. We must prevent such inequalities from being reinforced. This requires us to do more to stimulate demand and increase digital literacy and confidence amongst those who do find themselves excluded from the digital world, drawing, where possible, on the experiences and enthusiasm of those who have embraced the internet to encourage and support others to do the same.

2. The internet is for all of us

Digital participation opens up a broad range of opportunities for people, businesses and government at all levels to engage actively in shaping the future direction of society in a way that was not possible in an analogue world.

The internet is powering new and exciting forms of consumer power and citizen democracy. ePlanning Scotland provides an easy online method for the completion and submission of planning applications, notices of review, appeals and other consents required under planning legislation. Online petitions, including those encouraged by the success of the Scottish Parliament's e-petition system are influencing public policy, whilst social media continues to demonstrate its ability to shape both the political agenda and the decisions of many consumer facing enterprises. Across the world we see that the internet has the power to alter the very direction of a country. In our 24/7, interconnected world, few can doubt that the internet has the power to change lives.

For individuals, access to the internet brings new opportunities to meet others with similar interests and hobbies to learn, to find employment, to save money, to access and engage with health services and to keep in touch with family and friends. The advantages are increasing all the time as manufacturers develop machine-to-machine technologies that will increasingly enable people to control white goods, heating systems and other domestic appliances at a distance from a smart phone or other electronic device.

Health and social services are making good use of technology to support older people and those with long term conditions and disabilities at home. This improves quality of life and enables people to manage their conditions more effectively, allowing them to live at home for longer. The long held ambition of shifting the balance of care from hospitals to our communities is being realised through digital innovation.

The following case studies illustrate different uses of digital technology that help people manage their lives, interact with online services and enjoy cultural opportunities.

Case Study: Dundee Community Hub

In anticipation of the new demands on the library service to support communities because of welfare reform changes, the Dundee Opportunities Hub was established.

Based in Dundee Central Library, it has satellite services in community libraries across the city, delivered by a network of staff and trained volunteers, providing access to IT equipment, online resources and advice.

Library staff who were already working closely with local agencies and groups in raising digital awareness are now part of a team who will shape the experience of people using the service. A Volunteers Coordinator has been appointed for a fixed term 12 month contract, to ensure that the framework of volunteer and peer support is established successfully. The coordinator is

recruiting, training and supporting a team of volunteers who will help deliver IT training for claimants and job seekers.

From July 2013 to December 2013 the Opportunities Project has assisted customers on 397 occasions to use IT equipment to job search or apply for welfare benefits. When surveyed,

- 51% of customers reported increased confidence in using IT after accessing support from the project.
- 49% of customers said their skills in using IT had increased after accessing support from the project.
- 95% of customers stated the support they received from the volunteer was good or excellent.

Grant Ross, Volunteer Coordinator says, "When customers ask for support from a volunteer, the majority of enquires are about online job applications or completing a benefits application which often need to be submitted within a tight deadline. By having a team of volunteers on hand to provide support we are able to assist the customers in most cases at the time of the initial enquiry.

Customers can range from those who are confident using computers and who only need help with a specific website to those who are using a computer for the first time. The support offered by volunteers is provided on a one to one basis which means they can tailor the training to the needs of the individual customer. One of the main advantages of working with volunteers to deliver this is the wide range of experience they bring to the project. Many of the volunteers are job seekers themselves and have gained experience of using the online resources which they can share with customers."

Photo courtesy of
Leisure and Culture Dundee

Case Study: CoderDojo Scotland

CoderDojo is a volunteer led movement to deliver free not-for-profit coding clubs and regular sessions for young people between five and 17 years old. Since 2012, 57 CoderDojos have been run in 10 different geographical locations in Scotland. The emphasis is on creating a fun, sociable and welcoming space, where youngsters have the opportunity to learn how to code, develop websites, apps, programs, games and more.

Craig Steele, who runs CoderDojo in Scotland, explains that the young people "enjoy the session, not only because of the educational content but also because of the ambience and the camaraderie of learning together. In short, CoderDojos boost attendees' social skills and, in the long run, their employability."

Martin Goodfellow, one of the CoderDojo mentors, agrees "It's getting into their heads that they can be makers rather than consumers. However, dojos aren't just for future software developers. It's important that in a world that is growing more and more reliant on technology that people have some understanding of what they are using.

The dojos have also improved participant's broader skills. The young people have improved their communication and social skills with some people showing vast improvements. We are helping debunk the myth that programming is an anti-social task performed on your own in a dark room."

For one youngster, CoderDojo has not only inspired his future career aspirations, but also enabled life changing personal development.

Simon, 11, is autistic and his family have been trying to encourage any hint of an interest or hobby that might provide positive engagement and release his potential. This had been unsuccessful until he began attending his local CoderDojo.

Simon's positive reaction to the learning environment was immediately apparent. His mum explains, "it was an absolute breakthrough… He managed to concentrate the whole time, thanking the tutors for a great course as he left and was absolutely buzzing with it. Amazing!."

Since then, Simon has continued to attend each of his local CoderDojo sessions and thrive. His self-esteem has taken a great boost and he now wants to work in the IT sector in future. This, in turn, has given his whole family a boost: "Happiness, independence and employment are the three things we would wish for Simon's future." says his mum, "CoderDojo has had a contribution to each of these... CoderDojo is, quite literally giving him a future".

Photo courtesy of
Highlands and Islands Enterprise

Case Study: Telehealth Video Conferencing

For one young girl and her family, video-conferencing has proved a life-changing technology.

Ten year old Meggie has Alagille Syndrome, a rare form of liver disease that affects one in 100,000 people. At seven and a half years old, she had a liver transplant which means she needs thrice-daily anti-rejection medication, as well as constant medical supervision.

The primary care which Meggie needs is in London. Meggie had eight years of making long trips for an appointment that often lasted only 10 minutes. Her view was clear: "I don't like it. It's very boring and it's very tiring and I don't like it as I'm staying away from my family". In addition to the stress of travelling, with no immunity and the dangers of picking up germs from others, keeping Meggie healthy whilst travelling was a complicated business.

However, things changed when her family became part of a telehealth project at their local hospital in Inverness. Modern day technology allowed them to have their appointments at the local hospital – which is just 30 minutes away from the family home - with a video link to London.

Meggie's mum Heather said "We sit with a doctor and a couple of nurses and the video is set up in front of us and the doctors from London are on the other side with a couple of their nurses and a couple of others from their team. Then the doctors will ask me questions. They may get the doctor who's sat with me, to examine Meggie and he can report over the screen what he's hearing. Having a doctor next to me provides peace of mind for me, so I know the check-up is exactly the same as they would have done themselves."

Meggie much preferred the video link "I think it's really fun because you don't have to travel". Removing the stress of long trips to distant hospitals made a big difference to Meggie. As her mum said "The older she's got, the more negative hospitals have become to her so she knows she can put a bit of fun into it. She can see herself on the screen as well as talk to her doctors and know that she doesn't actually have to have an overnight stay. That's brilliant!"

Case Study: Telecare sensor

Telecare is enabling many older people to stay in their own home for longer. Anne is elderly, has dementia and lives alone. However, she is adamant that she wants to stay in her own home, and her family have agreed that they will do as much as they can to enable that to happen.

However, when Anne began to wander outside at night, her family faced a challenging time. On one occasion she ended up in a hospital because she was unable to say where she was from and it was a source of constant worry for them. As daughter Roberta put it "we were wondering whether we were hurtling towards full-time care."

Now a sensor has been installed at Anne's front door, programmed to raise the alert if she opens it in the evening. If Anne attempts to leave the house in the evening, the alert is sounded in a monitoring centre and staff there can communicate directly with her, without having to call her daughter. Roberta describes the telecare service as "a godsend". The staff at the monitoring centre have been able to build up a trusted relationship with Anne which means that they can dissuade her from leaving the house at inappropriate times and keep her safe in her home.

Roberta said "There is no doubt in my mind that my mother would not be able to stay in her own home if it wasn't for the Telecare support. I think, for me, it gives me the peace of mind that I am doing what she wants me to do. We will do anything we can to keep her in her own home because that is her wish."

Case Study: ArtHunter app

Arthunter is a free multi-platform mobile app produced for the National Galleries of Scotland and in use for arts venues across Scotland, including Edinburgh, Glasgow, Stirling, Orkney, Mauchline and Hawick. With over 3,300 downloads since it launched, ArtHunter allows audiences to experience and learn about art in a different way.

Visitors who have used the app are enjoying the experience. Pauline, a regular visitor to the galleries said "It's a really useful tool and will make a real difference to my future trips, as it'll encourage me to get to know different works from the ones I'm familiar with. Being able to get that added information about specific paintings is like having an expert alongside me when I visit."

The app works when the user enters a specific code into their smartphone or tablet which then unlocks extra multimedia content regarding the artwork. In addition to the added content, there is also a gaming element which has special appeal to a younger audience as they "capture" the various artworks and earn badges based on how many they see.

Michaela, a specialist in digital education said "The app does make you engage with the pieces in a 'differently' personal way: on a practical level, it's great not to strain your neck to read the caption on the wall (especially useful if the place is crowded). You can sit down, read the info, and also listen to the audio content, when available. I found the latter especially pleasant."

The app is appealing to older and younger audiences. Seven-year-old Erin said "It is great fun because you get to hunt things and when you enter the code you feel like a secret agent."

Tessa Quinn, Head of Digital at National Galleries of Scotland says "There is a real appetite for collaboration between technology partners and cultural organisations. We've learned a lot about audiences since we launched the app and will be developing it further to support programmes around Scotland."
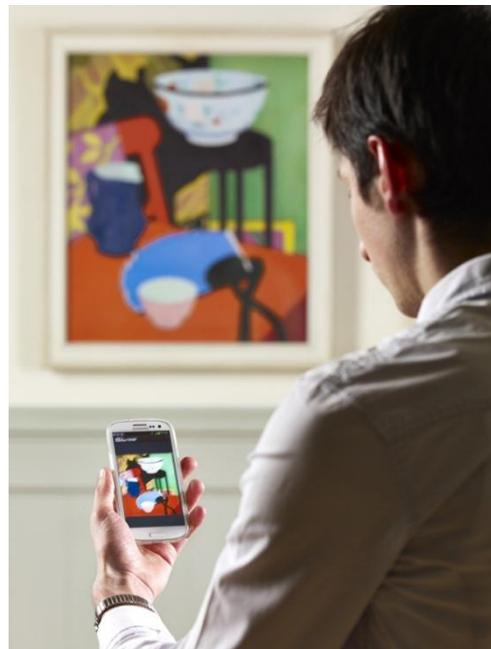
3.   The Challenge of participation

Introduction

In its recent Interim Report, *Spreading the Benefits of Digital Participation*[1], the Royal Society of Edinburgh (RSE) described access to the internet as a "right". Whilst we believe that the language of rights should be used with caution, we do agree wholeheartedly that everybody who wishes to access the internet should be able to and that it is the role of government to ensure that everybody in our society has the opportunity to develop digital skills. A world class Digital Scotland will be one in which internet access is considered as a utility on a par with access to electricity and gas, and where digital literacy takes it place alongside conventional literacy and numeracy at the heart of our education system. Access to the internet should not be considered a luxury in a modern country.

We also recognise that, in addition to the long term strategic need to build digital participation, there is a pressing imperative to help some of the more vulnerable members of our society. The UK Government's Digital by Default agenda and, in particular, the introduction of Universal Credit, is likely to impact disproportionately on those who are most likely to be off-line. As this happens, we need to ensure that the support is available to ensure that existing inequalities are not reinforced by access to the internet and that we turn this challenge into an opportunity to help people to become increasingly confident in their use of digital technology.

Benefits

The business case for increasing levels of digital participation is widely known and understood. *"This is for everyone: The Case for Universal Digitisation"*[2] identified potential benefits for:

- individuals – the ability to enjoy a better quality of life through improved education, health, wealth and well-being, including the potential to reduce social isolation by enabling people to stay connected to family and friends
- small and medium-sized enterprises – the opportunity to access £billions of potential incremental revenue by opening new markets, streamlining cost bases and improving customer satisfaction and retention
- charities – the chance to significantly enhance fund-raising potential and transform operations through lower operating costs and enhanced reach
- government – the ability to reduce costs, by making best use of existing infrastructure, cross organisational boundaries and deliver digital services that can help meet environmental goals and enhance levels of service to individuals and organisations.

The RSE looked more closely at the benefits that might accrue to individuals in Scotland focussing, in particular, on:

[1] http://www.royalsoced.org.uk/1058_SpreadingtheBenefitsofDigitalParticipation.html
[2] http://www.booz.com/media/uploads/BoozCo_This-Is-for-Everyone.pdf?utm_source=boozcom&utm_medium=text&utm_campaign=reports-studies

- the education and training opportunities of enabling people to access online learning to supplement their formal education or enhance their skills or levels of employability
- the healthcare benefits that flow from improved connections between healthcare professionals and patients and facilitating a shift in the balance of care through remote monitoring and home based delivery of care
- increasing the ability to search for and apply for jobs
- opportunities for greater flexible and remote working, with the potential to enhance the sustainability of rural communities and small towns by enabling people to remain resident within their communities rather than being forced to relocate or commute in order to find work
- increasing social interaction – which is known to be an important preventative factor for people's health.
- enabling the consumption of information and services by people with accessibility issues.

Progress to date

At the highest level, digital participation is measured by access to the internet. In Scotland, as in all Western European countries, such access has continued to grow steadily. The proportion of households with internet access in Scotland now stands at 76%, compared to 40 % at the beginning of 2003.

Figure 2: Proportion of households with internet access in Scotland
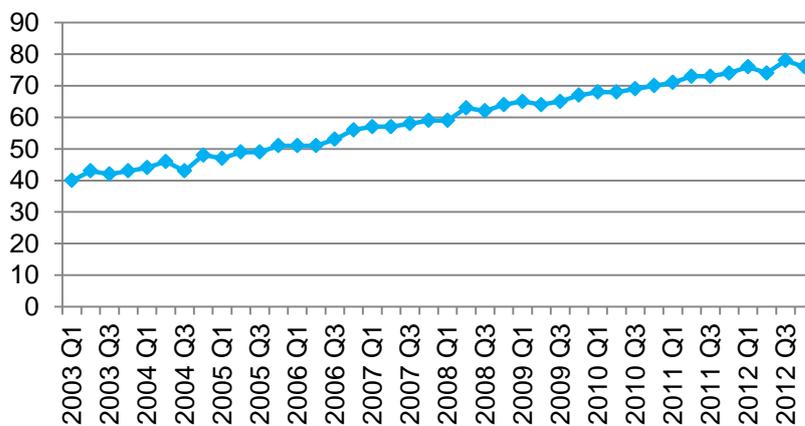
Across the world, digital exclusion is strongly associated with other forms of social deprivation.   In its Interim Report, the RSE showed that Scotland is no exception to this rule, revealing a broadly linear relationship between the uptake of broadband and the Scottish Index of multiple deprivation (Figure 3). Within the most deprived 10% of the population, broadband uptake is 53%, whilst uptake rises to 81% amongst the least deprived 10% of the population.

Figure 3: Digital Deprivation in Scotland
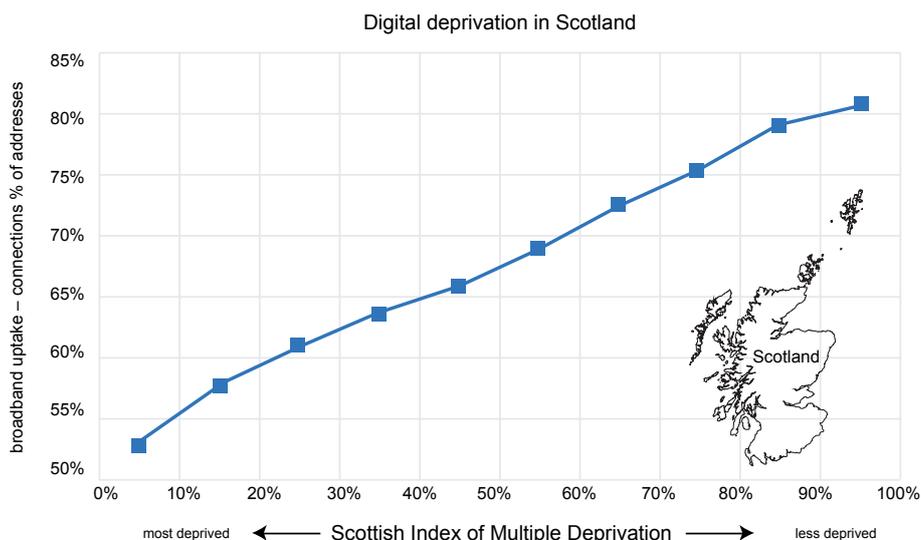
Those who remain offline are predominantly older, in lower income groups and likely to live in social, rented accommodation. (Figure 4). Indeed, research by the Carnegie UK Trust has shown that amongst groups which match several of these characteristics (for example, those who are older, not in work and are social rented tenants) take-up of the internet can be less than 10%[3]. This is particularly worrying because many in these groups would benefit disproportionately from being online as a means of increasing employment prospects, reducing isolation and enabling independent living.

Figure 4: **Use of the internet in Scotland by social group**
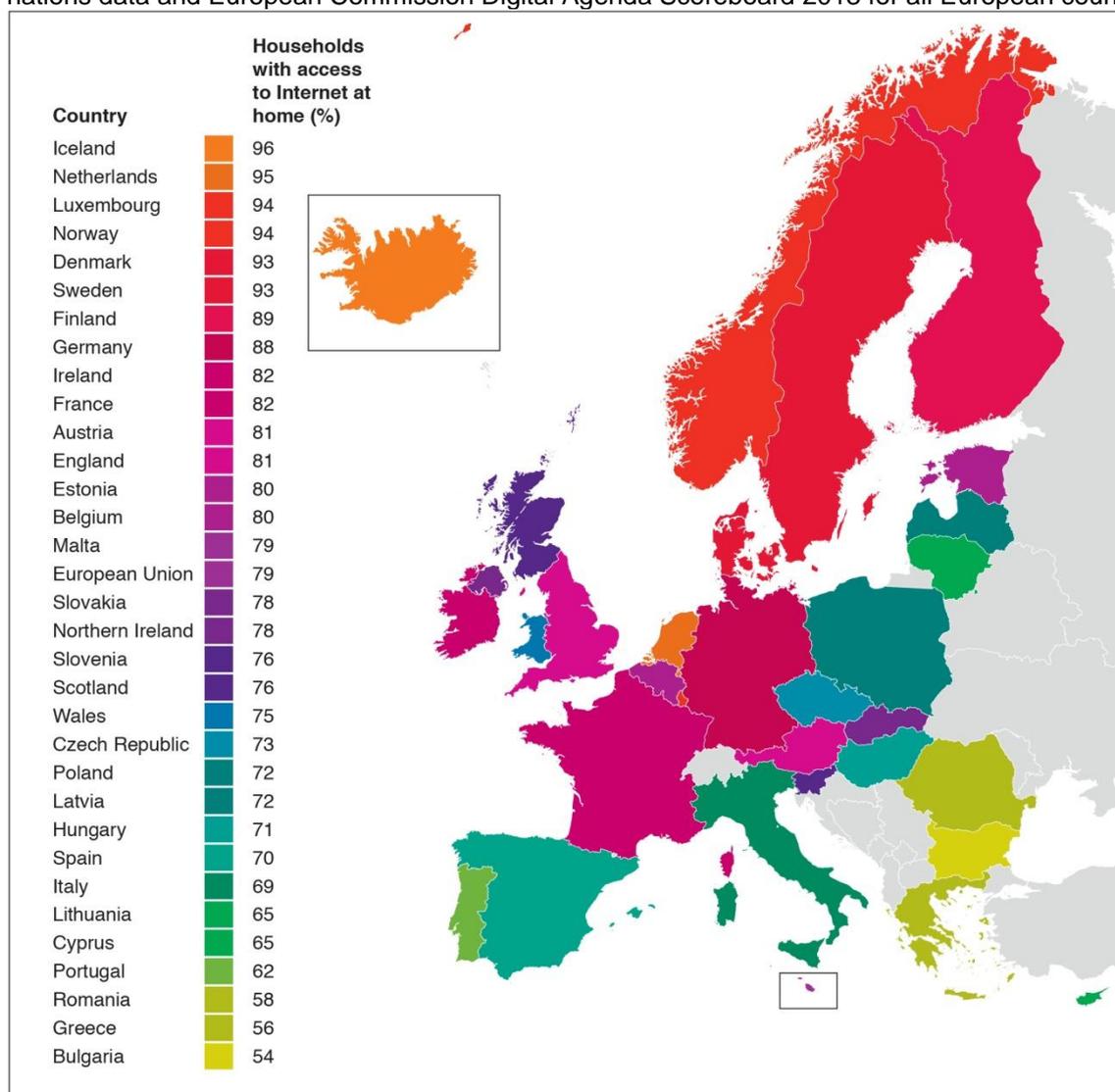Source: Scottish Household Survey 2012

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[3] http://www.carnegieuktrust.org.uk/publications/2013/across-the-divide---full-report
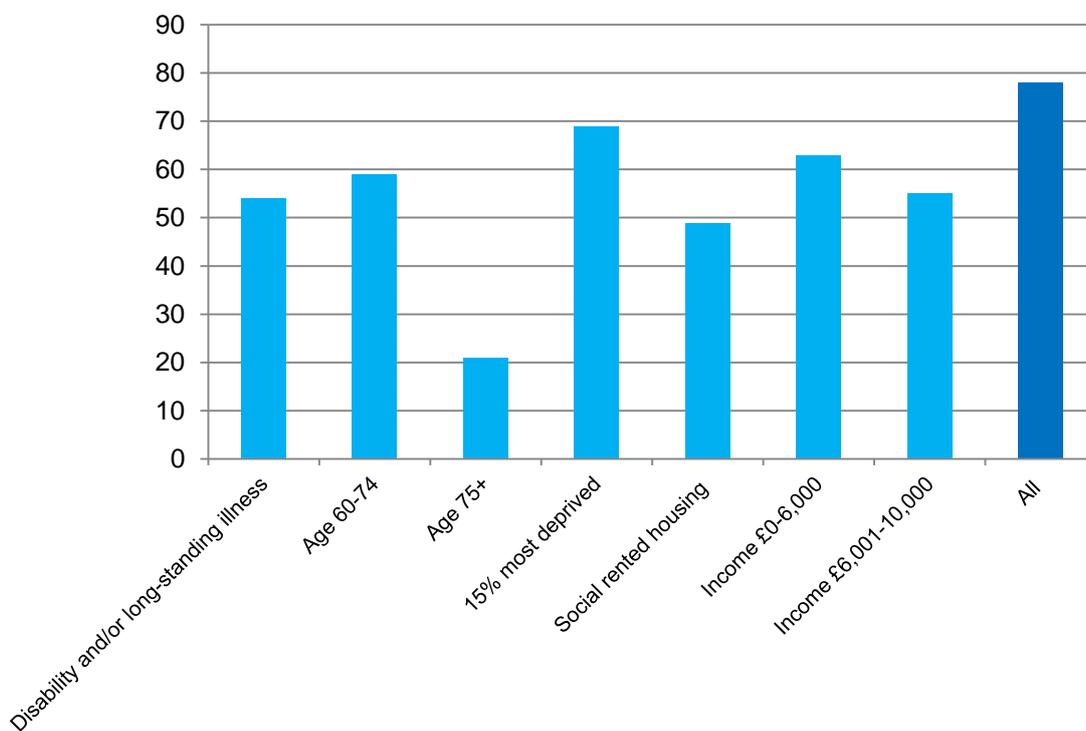
Ambition

Scotland's ambition to be a world class digital nation demands that we achieve world class levels of digital participation. To date, our digital inclusion ambitions have been framed in the context of first matching, and then exceeding, the rates of inclusion achieved by the other countries of our islands, but we agree with the RSE that, whilst such comparisons are useful, our longer term ambitions should be framed in a more global context and that we should be aiming to match the rates achieved by countries that currently lead the world in terms of digital inclusion (Figure 5).

Figure 5: Internet use in "world class" digital countries
Source: Ofcom Technology Tracker in Ofcom's Communications Market Report 2013 for the UK nations data and European Commission Digital Agenda Scoreboard 2013 for all European countries[4]

Country	Households with access to Internet at home (%)
Iceland	96
Netherlands	95
Luxembourg	94
Norway	94
Denmark	93
Sweden	93
Finland	89
Germany	88
Ireland	82
France	82
Austria	81
England	81
Estonia	80
Belgium	80
Malta	79
European Union	79
Slovakia	78
Northern Ireland	78
Slovenia	76
Scotland	76
Wales	75
Czech Republic	73
Poland	72
Latvia	72
Hungary	71
Spain	70
Italy	69
Lithuania	65
Cyprus	65
Portugal	62
Romania	58
Greece	56
Bulgaria	54

Note
Two different sources have been used to obtain the data used above (Ofcom Technology Tracker for the UK nations and the European Commission Digital Agenda Scoreboard for the other countries) and the basis upon which the data has been collected differs. The EU figures refer to households with at least one member aged 16-74, whereas Ofcom's figures include adults aged 16+.

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[4] http://digital-agenda-data.eu/charts/analyse-one-indicator-and-compare-countries#chart={"indicator-group":"internet-usage","indicator":"h_iacc","breakdown-group":"any","breakdown":"HH_total","unit-measure":"pc_hh","ref area":["BE","BG","CZ","DK","DE","EE","IE","EL","ES","FR","HR","IT","CY","LV","LT","LU","HU","MT","NL","AT","PL","PT","RO","SI","SK","FI","SE","UK","IS","NO"]}

Barriers

Inevitably, the reasons for being offline are complex and personal. Most people who remain digitally excluded face multiple barriers to getting online. They may need specific support to tackle each of these barriers.

It is possible to define the main barriers to participation under 4 broad headings:

Motivation: The majority of the offline population believe that there is nothing of value to be gained by going online. They do not believe that it would enhance their life style and are not aware of the employment, financial and social advantages of being online. They feel comfortable accessing services by telephone or in person and they may have friends or family who can go online on their behalf, if required.

Confidence: Some people cite concerns about safety and security (such the ability to keep credit card details safe) as a key reason for not engaging in the online world. Others are concerned about the kind of material that might be available or have an anxiety about "breaking" the technology. The wide range of internet packages available to people in the telecommunications market can also be confusing and discourage people from seeking access. Concerns about safety and security not only stop people from going online in the first place, but also serve to limit the development of more advanced digital skills amongst those who do chose to be online.

Availability of training: Some people are unaware of the training that is available or do not know where to go to find out about such training. Others find the training settings intimidating or cannot find training that is suited to their needs. Digital skills training is rarely available from the range of different service providers with whom digitally excluded groups are already engaged and whom they trust.

Affordability: Cost remains a significant issue for many people, particularly in low income groups. People who cite affordability as the primary reason for not being on the internet often state that it is not the initial cost of the equipment which is the dominant issue, but the continuing cost of the connection.

4.   Building a national movement

Introduction

Digital is an enabling technology which has the ability to transform the way that organisations operate and the way that we manage our lives. Our vision is for Scotland to be a world leading digital nation by 2020, and while good progress is being made in delivering digital infrastructure, more needs to be done to create the demand for new connectivity and ensure that people across Scottish society share in the benefits it can bring. An economically vibrant and inclusive Digital Scotland hinges on everyone being creative in their use of technology, innovative in developing services and applications and comfortable using the internet as an everyday, anytime, anywhere technology to enrich their lives. Whilst we recognise that a cultural change of this magnitude is a huge and complex undertaking, which cannot be achieved without support and commitment across business, education and the wider public and voluntary sectors, we also believe that Scotland is well placed to make this happen.

An integrated digital strategy

Scottish Government's Digital Strategy was set out in *Scotland's Digital Future: A Strategy for Scotland*, published in March 2011. This sets out the actions required to ensure that Scotland is able to take advantage of the opportunities of the digital age.

The Strategy consists of four inter-related strands:

- *Infrastructure:* Provide Scotland with a step change in the extent and quality of its digital infrastructure through the roll out of next generation broadband and ensure that the country has a world class digital infrastructure by 2020
- *Participation:* Grow levels of digital participation by businesses and individuals, so that Scotland has the highest rates of participation among UK countries by end 2015
- *Economy:* Encourage a vibrant and thriving digital economy where our research base and companies are recognised internationally and our future workforce have the digital skills they need to succeed
- *Public Services:* Deliver a single, but not exclusive, point of entry to all digital public services at national and local level. Mygov.scot will make it easier and simpler to find information, provide a secure and easy way for individuals to access public services online, and define the standards by which digital services are developed in ways that meet user needs.

The Scottish Government has established a single, integrated digital directorate to oversee and ensure the delivery of this strategy in a coordinated manner. The recently launched Digital Scotland website (www.digitalscotland.org) summarises the progress that is being made with each element of the strategy, as well as signposting opportunities for those who wish to get involved and play their part in making it happen.

Partnership-led delivery network

Partnerships are essential if we are to propel Scotland into the front rank of digital countries across the world. At the highest level the Scottish Government's commitment to partnership working is reflected in the creation of a Ministerial Advisory Group on Digital Participation, chaired by the Cabinet Secretary for Culture and External Affairs and consisting of a small group of experts from business, academia, local government and the third sector. This group meets periodically to consider strategic issues relating to digital participation and will help assess the progress made as a result of the publication of this strategy.

Scottish Government has a leadership role and will act as a catalyst to create effective partnerships, identify gaps in delivery and facilitate the development of suitable solutions. Our approach to partnership working is defined by a determination to:

- identify and work with partners that are best placed to engage with the people we are trying to reach because they are already trusted to give advice and support
- ensure that these partners are themselves supported in developing their digital competence and understanding, so that they have skills, time and resources to deliver high quality advice and support to end users
- work collaboratively towards the common goal of building a world class Digital Scotland, as part of a single national movement that pools talent and resources, operates under a single brand and cuts across organisational boundaries.

This approach is reflected in a range of partnerships that are being developed to promote digital inclusion across all sectors of the economy:

- in business: where our commitment to getting companies online and developing the skills that businesses need to compete is complemented by a commitment to ensure that business advisors and support staff in our enterprise agencies are trained on digital issues
- in the third sector: where our support for working with voluntary organisations to reach some of our most excluded groups is matched by our support for attracting digital talent, developing digital skills and promoting the use of digital technologies by those groups themselves in order to promote efficiency and improve frontline services
- in the public sector: where our determination to deliver user focussed digital public services is enhanced by an industry-led digital awareness programme for public sector leaders and the creation of a team of specialists within the Scottish Government to set standards and offer technical support to digital leaders across the sector.

Digital Participation Charter

The Digital Participation Charter lies at the heart of our approach to building levels of digital participation across Scotland. Launched originally in 2011, the Charter has now been refreshed in order to set out how organisations can contribute to our ambition by working in partnership to increase participation. All organisations that commit to the Charter agree to:

- ensuring that all their staff and volunteers have an opportunity to learn basic online skills and that they take advantage of this opportunity.

- encouraging and supporting their staff and volunteers to help other people learn basic online skills, and help other organisations to embrace digital tools

- contributing resources and practical support for digital participation initiatives in Scotland in whatever ways they can

- channelling their efforts through the Digital Participation Programme, so that their activities can be coordinated for maximum impact and measured consistently

- using common language based on digital participation and basic online skills, to make their thinking and actions as clear as possible.

In order to support Charter signatories to deliver these commitments, the Scottish Government has funded a dedicated team within the Scottish Council for Voluntary Organisations, led by a Director of Digital Participation. This team is charged with creating a wide and effective partnership network across all sectors of the Scottish economy by:

- acting as a "matchmaker"– identifying complimentary partners and funding / resource opportunities

- developing and managing the tools, resources and information required by Charter signatories in order to help them deliver on their Charter commitments

- agreeing and delivering a nation plan, in conjunction with national and local government, to promote digital participation which brings meaningful benefits to people who are currently digitally excluded

- promoting digital skills and the use of digital technology within the third sector itself

- working with other organisations across these islands (such as GoOnUK and its partners) and further afield to achieve the shared goal of tackling digital exclusion.

Securing resources

The Digital Participation team at SCVO will lead Scotland's national effort to identify and secure additional resources to promote digital participation. These include direct financial resources from national, local and European sources, as well as contributions in kind from partners across all sectors of the economy. Early opportunities include potential funding from the Big Lottery Fund and the resources that are anticipated to be made available by UK Government to assist people to access vital benefits and services online. A national partnership comprising the private, public and third sectors will be well placed to secure and, more importantly, deploy resources across our country in innovative and engaging ways.

Let's get on

The *Let's get on* campaign has been created to give a high profile public face to our national movement for change.

Let's get on

It will provide a consistent, high profile way of communicating messages about the benefits of digital participation to both organisations and citizens across our country and will carry the new Digital Scotland logo to demonstrate that increasing digital participation is fundamental to our ambition to create and sustain a world class digital country. The campaign will be used by all our partners in order to promote digital participation and will be seen on:

- advertising
- relevant street furniture such as digital cabinets
- technology roadshows
- online and offline training materials
- training centres
- conferences, events and workshops
- activity undertaken by signatories of the Digital Participation Charter.

5. Let's get on through training and education

Introduction

The starting point for our approach is the development of basic digital skills. The Scottish Government endorses the definition of such skills developed by the partners in Go On UK (Figure 6).

Figure 6: Basic Digital Literacy

Skills	Communicate	Find things	Share personal information

Activity	• Send and receive emails	• Use search engine
		• Browse the internet
			• Fill out an online application form e.g.
			  • Job application
			  • Makes a booking or purchase
			  • Access government services
			  • Register on social website

Keeping safe online	• Identify and delete spam	• Evaluate which websites to trust	• Evaluate which websites to trust • Set privacy settings

However, whilst these skills represent the entry point to the digital world and have the advantage of being easily measureable, a world-class digital country demands that digital participation and digital skills are regarded as continuums rather than absolutes. Our challenge is therefore not only to ensure that everybody can be supported in developing basic skills, but also to create the conditions in terms of motivation, accessibility and the availability of training and support to enable people to move up the digital skills pathway and ultimately to reach a level at which they are shaping rather than participating in our digital economy. (Figure 7)

Figure 7: The Digital Participation Pathway

Relevance	Understanding the benefits for me	I understand that the internet might be useful to me	The benefits are worth the effort	I can do things more efficiently online	I can pursue new and old interests online	The internet is part of the way I live my life
Access	Opportunity and means to get on line	I want to find ways of getting online	I know where to go to get online	I know the costs and can afford to have access	I access the internet at home and in my own time	I use multiple devices to meet my needs
Capability	Ability to make it work	I am interested in developing digital skills	I have a basic level of digital skills	I use good judgement to assess quality content	My digital skills enable me to do new and different things	I mentor and train others in digital skills
Confidence	Enthusiasm to embrace the internet in a safe and responsible way	I want to use the internet in a safe and responsible way	I interact with the sites and services I know	I feel safe to use the internet to do new things	I'm actively engaged in ecommerce and online forums	I encourage and enthuse others to get online
Speed	Demanding and benefiting from improved performance	I'm interested in doing things online	I want to do more things online	I'm investing in greater capacity	I'm getting the benefits from superfast speeds	I'm passionate about the benefits of superfast broadband
Innovation	Leading the development of a digital economy	I recognise that the digital world is changing things	I use digital technology to get things done	I can create content if I chose to	I can see opportunities to use the internet for social or financial benefit	I'm building an online business or community

Approach

Our aim is to make high quality training in basic digital skills available to everybody who wants it, in a way and a place that suits their needs. This may be for self-directed learning at home, in a community setting or delivered with the support and assistance of a trainer, mentor or digitally skilled peer. Wherever and however this training is delivered, it is essential that it is of a consistently high quality, recognises the use of different internet-connected devices and meets the expectations of those who chose to undertake it.

There are already many good training programmes across the country and these will now have the opportunity to be assessed and carry the Digital Scotland endorsement where they can be shown to meet user needs. In addition, Scottish Government will work with all relevant agencies to offer individuals, employers and training providers access to online training programmes designed to make it easy to get online for the first time and develop the basic digital skills described above. This will see a variety of short courses provided through the Digital Scotland Website, covering everything from starting out with keyboard, mouse and email skills, through to more tailored uses of the web such as managing personal finances, using social media, applying for a job and staying safe online. A suite of management information will be collected to assess take up of these courses and help us ensure that the range and content of courses meets the needs of the people of Scotland.

The widespread provision of accessible basic skills training will provide a platform for the development of an even more comprehensive range of training activities to help people progress along the digital participation pathway. Working with partners such as Digital Glasgow, we will define core skills requirements at key stages within that pathway and develop or signpost the support that is available to attain these skills levels. Working with the Scottish Qualifications Authority, and other skills and training partners, we will link these programmes into a framework of meaningful qualifications that will give due recognition to their achievement.

The development of more sophisticated digital skills has received a major boost with the publication of an ICT Skills Investment Plan by a group of partners led by Skills Development Scotland. Developed against a backdrop of current and continuing skills shortages and a gender imbalance within Scotland's highly successful Digital/ ICT sector, the plan sets out the case for a new Digital Skills Academy to meet short term skills gaps and describes action to promote graduate placement and internship programmes, work within schools to increase the numbers of people who choose to follow a digital career and engage with the Higher Education sector to ensure that courses are aligned to the digital jobs market. The plan, which is being backed by an additional £ 6.6 million of Scottish Government funding also includes action to encourage more women across Scotland to enter and remain within the Digital /ICT profession.

The Scottish Government's vision for ICT in Scottish schools is that our educators, learners and parents take full advantage of the opportunities offered by technology in order to raise attainment, ambition and opportunities for all. This is supported by 5 main objectives. These are to:

- change the culture of the use of ICT
- improve confidence in the use of ICT for learners, teachers, school leaders and parents
- promote new behaviours for teaching
- deepen parental engagement
- strengthen the position on hardware and associated infrastructure

Within schools, we need to both ensure that our children are secure and safe online and provide them with access to online environments in which they can learn the digital skills that will equip them for the digital age. Glow, the national schools' intranet, provides schools and local authorities with free and secure access to a range of ICT tools and services, such as blogs, wikis, Glow Meets (video conferencing) and Glow TV (video streaming/downloads). Education Scotland is developing a framework which will help to ensure that all Glow users have access to relevant, engaging and enjoyable content and support the successful delivery of the Curriculum for Excellence (CfE). This will include nationally procured content and content generated by users (teachers and pupils).

Higher order content creation skills are increasingly important for people wishing to enter the ICT/ digital job market. Young people are embracing new opportunities to become digital makers through code clubs and other science and technology initiatives aimed at school age children and we will encourage extra-curricular activities that excite the next generation about the potential of digital technology. Young people with the relevant Science, Technology, Engineering and Maths (STEM) skills will have exciting career opportunities in the new, technology-based

companies that will power future productivity and sustainable economic growth. New CfE qualifications in Computing Science that bring together learning in Software Development and Design, and Information Systems Design and Development, will therefore provide a solid foundation for progression into further and higher education, and the jobs market.

As part of the Skills Investment Plan, we will also work with the teaching profession to ensure that our approach to continuing professional development promotes an understanding of the very latest digital trends and opportunities and ensures that future students emerge from our schools with a better understanding of the opportunities that exist in the digital economy. This will include activities that help break stereotypes and help young people think differently about the career opportunities in the digital / ICT sector. Through CfE, all teachers, in all departments and in all settings, have opportunities to apply, reinforce and extend ICT skills within and across curriculum areas. We are offering funding to BCS, the Chartered Institute for IT, to provide professional learning for secondary teachers of computing science to ensure that learning incorporates new programming languages and current thinking on approaches to teaching the subject. The work is also helping to develop local teacher "champions" who can help to build local capacity. In addition, we are supporting Nesta to offer one day training events for teachers on digital activities and run pilots in clusters of primary schools and their associated secondary schools where support is provided to deliver digital projects.

Action

In order to ensure world class levels of digital participation we will:

- offer and promote a comprehensive range of training courses on the Digital Scotland website
- work with Skills Development Scotland and its partners to implement the recommendations of the Skills Investment Plan to meet current and future Digital/ICT skills gaps, increase uptake of ICT courses and address the current gender imbalance within the Digital/ICT sector
- support initiatives to promote the continuing professional development of Scotland's teachers in respect of digital skills and enable them to offer even more exciting, high quality experiences that will stimulate a lifelong interest in digital technology
- collaborate with Young Scot, Skills Development Scotland and industry partners to set up a Digital Skills Academy for Scotland
- establish a network of coding clubs for school children and investigate mentorship programmes involving young people who have advanced digital skills and an interest in volunteering to support others.

6.   Let's get on in our communities

Introduction

In its interim report, the RSE identified that a key motivator of digital participation is belonging to a community whose members are predominantly online. If, the report argues, the main method of communication of an individual's peers is digital, the more likely that person will be to decide to get online.

Research by the Carnegie UK Trust[5] found that the motivations that inspire people to go online are likely to be as varied and as personal as the barriers that can prevent them from doing so. It is therefore essential that our partnership delivers more than a "one size fits all" approach. The Trust's subsequent report, *Making Digital Real*[6] did however show that a desire to find information or content of personal interest and to communicate with others are two of the key drivers which can encourage people to go online. Its report was able to cite a number of examples where finding these hooks played a significant role in stimulating digital participation and we are determined to learn from and replicate such experiences in Scotland.

Approach

Communities may be geographical in the classic sense of a local community in which people live and work in close proximity, or they may be communities of interest, in which people are brought together by common skills, passions or heritage. We believe that both forms of community provide powerful opportunities for promoting digital inclusion in the way described by the RSE.

The digital revolution offers new opportunities for people to participate more fully in how decisions are made and to be active participants in subjects that are of interest to them. The internet can extend how people pursue their interests, from tracking the progress of a football team to making a real contribution to major projects. Tapping into existing enthusiasms and highlighting how being online can add to the experience may motivate people to go online for the first time or to improve existing skills by using different applications and programme. Citizen science, for example, allows enthusiasts to contribute to large scale projects, mapping stars and meteors, plotting the migration of birds or recording the weather. Shared activities, competitions and incentives can increase the motivation to participants whilst new wearable technologies enhance mobility and provide a focal point for discussions with family and friends.

Our unique, national partnership provides an opportunity to deliver digital access and training support within local community settings. This will see a physical network of centres established in a range of existing, familiar and easily accessible community hubs including in community centres, libraries, village halls or housing associations and a virtual network of digital professionals. As a minimum, these Digital Scotland branded hubs will offer access to the online training materials described in the previous chapter. We also hope that they will be well placed to offer the more advanced course that we are committed to developing and, in some cases, provide a community setting in which service users, services providers and Scotland's online

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[5] http://www.carnegieuktrust.org.uk/publications/2013/across-the-divide---full-report
[6] http://www.carnegieuktrust.org.uk/publications/2014/making-digital-real

content developer community can get together to work on ideas to help meet the challenge of delivering services to our communities. To support the widening of public access to the internet, we are committed to working with local authorities to support wifi access in local libraries.

Our national partnership-led delivery network benefits from the significant role played by local authorities in developing local strategies and providing strong leadership on digital participation in their areas. Local authorities are able to facilitate cooperation between key local partners in the public, private and voluntary sector to identify best practice, share information and work collectively to improve digital inclusion. Community Broadband Scotland (CBS) is also playing an important role as a driver for digital participation in remote rural areas. The team of development advisers based throughout rural Scotland work with communities on the ground to help them get access to better broadband and to raise awareness of the benefits of being online.

Case Study: Digital Glasgow

Glasgow City Council has developed its Digital Glasgow Roadmap to support digitally excluded groups across the city. Citizen participation is a priority for Digital Glasgow and is an excellent example of a local authority approach that can be adapted and replicated in other parts of Scotland.

Digital Glasgow (http://www.glasgow.gov.uk/11205) unites Glasgow City Council, Glasgow Life, Wheatley Group, Glasgow Chamber of Commerce and Jobs & Business Glasgow in partnership to support the development of Glasgow as a digital city by 2017.

Citizen participation is a key workstream for Digital Glasgow which is supported by a wide range of Glasgow partners including the Digital Glasgow Board partners and Glasgow Kelvin College, Glasgow & West of Scotland Housing Forum, Princes Trust, Scottish Government, Scottish Council for Voluntary Organisations, Citizens Advice Direct, Citizens Online, and the Department of Work and Pensions.

The group particularly works with Glasgow's most disconnected citizens – especially the disabled, the elderly, the unemployed and people living in social housing.

Digital aspirations for all citizens of Glasgow are:

- to be confident to go online in a way, at a time and in a place they choose
- to be able to safely communicate, browse and transact online
- to be able to participate as citizens online
- to be able to influence decisions in their communities online

The group is making good progress and are working to deliver:

- a digital access map where citizens can access computers and/ or gain skill
- developing a digital skills standard to assure people seeking digital skills that their learning will achieve a common standard which is SQA accredited
- action plans for digitally unconnected groups to identify and share best practice to increase participation in these groups
- encourage Digital Glasgow partners and major employers in the city to embrace the principles of the Digital Scotland Participation Charter.

Training provision

A Scotland-wide database of local training provision and support to get on line will be made available on the www.digitalscotland.org website. This will be championed and maintained by SCVO in partnership with digital community hubs including libraries, social housing providers, Further Education Colleges, voluntary organisations and social enterprises. We are also in discussion with other partners, including Citizens Advice Scotland to explore opportunities for them to signpost people to these training opportunities as part of the service they provide for their customers.

The report, "*Get connected, get online: Using embedded outreach to bridge the digital divide*" (Digital Outreach Limited 2011)[7] showed that when a training session was led by someone who was known by the group of trainees, 77% of those groups responded positively, compared to only 17% of groups where the session was led by a person who they did not know. The Scottish Government and the Digital Participation team at SCVO will build upon existing systems for attracting and placing volunteers in the offline world, to create a virtual network of trusted individuals with the skills and trust required to encourage the development of digital skills in currently excluded sectors of the population. This network will come from three key sources:

- people working within the voluntary sector who have the skills and can be freed up to promote digital inclusion as part of their more general engagement with individuals and groups.
- staff working in organisations that have signed the Digital Participation Charter and who regard direct support of this nature as the best way of playing their part in the national movement for change
- public sector employees such as library staff, Community Educators, and other service providers who have direct contact with people who are offline, such as GPs, social workers, housing officers, health visitors and community development officers, who have a specialism in community learning or digital technology

The Digital Participation team will facilitate this process still further, by partnering companies and third sector organisations to provide training and support for volunteers wishing to improve their skills and become better able to train others in basic digital skills. Immediate priority will be given to those groups and individuals

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[7]http://www.digitaloutreach.org.uk/wp-content/uploads/2012/12/DOL_GetConnected_GetOnline_Web_Final1.pdf

that are best placed to support looked after young people, the elderly and benefits recipients, but in time, we expect that this virtual network of support will be capable of reaching all digitally excluded people in our country.

Whilst some people voice fears that digital technology in the form of video games and social media take people away from community interaction, we believe that it actually offers huge opportunities to reinvigorate such communities. The development of local digital TV, support for local citizen journalism and new forms of engagement with national and local democratic life are all examples of how digital opens up new possibilities to meet new people and add value to life of a local community. These initiatives cannot be imposed from the top down, so Scottish Government will invite suitable proposals for a small number of pilot projects that offer the potential for community reinvigoration and help promote the lessons learned across the country.

Whilst communities of interest can often be more difficult to reach, we plan to encourage such communities to make the most of both the physical and virtual network of access and training opportunities described above. Through one to one support and training we aim to encourage offline communities to get online by both demonstrating the range of relevant information and material that is already available online and encouraging them to digitise their information and content and develop their community through the use of social media. A Challenge Fund aimed at social clubs, sports clubs and arts / cultural organisations will enable them to digitise content, build digital networks or improve the digital skills of their members in order that they might continue to thrive in the digital world.

Action

In order to ensure world class levels of digital participation we will:

- establish a network of Digital Scotland training hubs across the country to promote basic digital skills
- establish a virtual network of trainers and mentors to support skills development in our communities
- support the delivery of free wireless connectivity across the public library network
- launch a dynamic database on the Digital Scotland website of digital training opportunities through-out Scotland
- support a series of pilot projects that reinvigorate communities for the digital age
- establish a challenge fund to help communities of interest to develop and thrive in the online environment
- support local authorities to lead the drive to digital participation in their area.
- provide opportunities for Scotland's online content developer community to work together in addressing community issues
- work with partners to promote the availability of the above as part of the *Let's Get On* Campaign

7.   Let's get on at work

Introduction

It is hard to imagine any organisation that is not rethinking, or will not have to re-think, the way it works in the digital age. Inevitably therefore, digital issues are high on the priority list of organisational leaders across all sectors of the economy and our challenge is to harness this interest to both encourage the wider and more rapid development of digital skills and, by doing so, ensure Scotland's future economic success. This insight lies at the heart of the revised Digital Participation Charter which now commits its signatories to ensuring that all their staff have the opportunity to acquire basic digital skills alongside the previous commitment to working as part of the national effort to promote digital participation across the country.

Approach

Our approach to the workforce is two-fold. First, a commitment to ensuring that all organisations understand the importance of digital technology and consider the opportunity and threat that it represents to their organisation and second, to build upon this understanding by encouraging such organisations to support and/or provide a setting for the delivery of digital skills training for all their staff.

Work to encourage the adoption of digital technology across the private sector will be led by the Digital Scotland Business Excellence Partnership. Backed by an additional £7 million of Scottish Government funding, this partnership brings together Scottish Government with our enterprise and skills agencies to develop and deliver programmes of advice, training and financial support to enable businesses of all sizes to enhance their competitive advantage through digital means. The Business Excellence Partnership and SCVO will identify lessons and offer support to promote the greater adoption of digital technology by businesses and third sector organisations as a means of improving digital skills and improving service delivery.

Many people use digital technologies every day at work and where it is needed to complete tasks, employers ensure staff have the required skills. However, the overwhelming majority of blue collar workers (78%)[8] do not use the internet at work and the trend for using the internet at work has remained largely stable since 2011. Nevertheless, the workplace can provide opportunities for everybody to go on line. Lunch hour sessions on managing money and where relevant updating benefit information, paying bills and contacting NHS and other public sector services can introduce people to the practical benefits of the internet.

Digital participation in the workplace offers an opportunity to address "in work poverty" by introducing people to savings online, online training and job opportunities. In many workplaces, trade unions, supported by Scottish Union Learning, are helping people to learn digital skills. Trade unions are in a unique position to engage with learners that are otherwise difficult to reach. Through a network of 2000 Union Learning Representatives, unions have the capacity to promote and facilitate digital skills to workers throughout Scotland.

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[8] Cultures of the Internet, Oxford Internet Survey 2013

Figure 8: Use of the internet by job type (%)
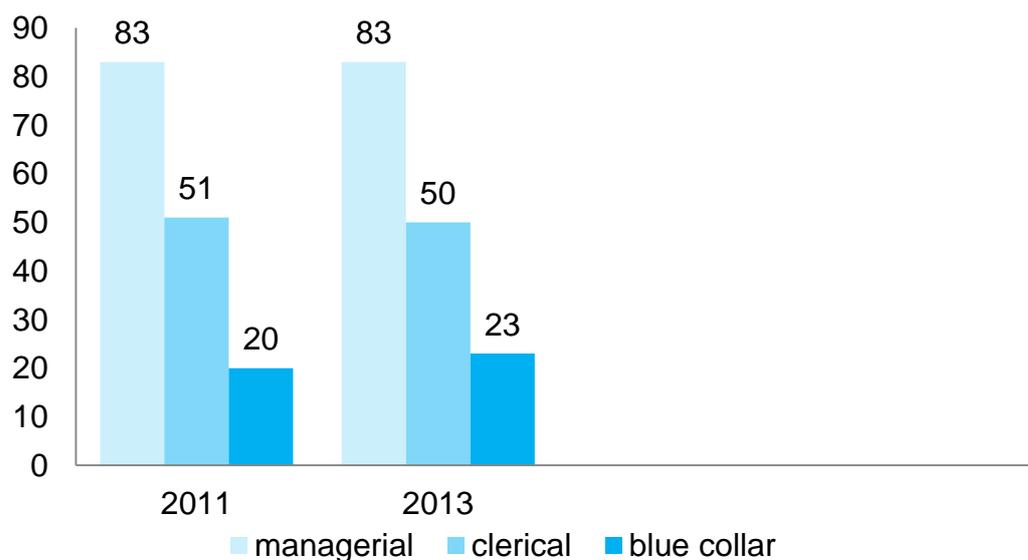
Signatories to the Digital Participation Charter commit to increase the levels of digital participation including workforce training. Their approach to delivering this commitment will vary, but could include encouraging their workforce to volunteer to provide digital support to a charity, initiating a "buddy" programme, allowing lunchtime internet taster sessions for employees on their premises or supporting other companies to provide such sessions by loaning equipment or providing technical support. The Scottish Government is itself a signatory of the Charter and is determined to ensure that it meets its commitments in an exemplary fashion and works proactively across the Scottish public sector to encourage all other parts of the sector to do likewise. If we can ensure that everybody employed by the public sector in Scotland has the opportunity to develop basic digital skills, we will make a major dent in current levels of digital exclusion and we will encourage all our public sector partners to play their part in making this happen.

Action

In order to ensure world class levels of digital participation we will:

- provide £7 million funding for the Business Excellence Partnership to promote the use of digital technology by Scottish businesses
- work through SCVO to enhance the use of digital technology by the third sector in Scotland
- ensure that signatories of the Digital Participation Charter have access to the training programmes and support to meet their commitments to ensuring that all their staff have the opportunity to acquire basic digital skills by end 2015
- work with our partners in the Scottish public sector to embrace the Digital Participation Charter and provide opportunities for staff to develop basic digital skills
- work in partnership with Scottish Union Learning to support work by trade unions to promote digital skills in a range of work places.

8.   Let's get on through our homes

Introduction

Widespread availability of fixed fibre broadband connections, complemented by mobile and wireless technologies, will drive Scotland's future infrastructure requirements and underpin our wide-ranging world class digital ambitions. Consequently, the way in which we plan and equip our homes, be they owner occupied or rented, offers an opportunity to enable increased rates of digital participation. The financial, social and environmental case for doing so is becoming ever stronger as digital technologies become more prevalent and domestic and business users seek to maximise benefit through home working, environmental management and other machine to machine technologies.

The overall percentage of social housing tenants in Scotland with internet access at home is significantly lower than those enjoyed in the private rented or owner occupied sectors. Scottish Household Survey 2012 data suggests that rates of digital exclusion amongst those in social rented accommodation are around 45% and this is known to vary considerably across the country with, for example, the Glasgow Housing Association estimating that around 62% of its tenants are currently offline. Whether this is a result of a fear of technology, lower levels of income or another reason, we want tenants to have the opportunity to be active and responsible digital citizens.

Approach

We are prototyping a range of technologies and business models aimed at accelerating the pace towards our world class vision. A key strand of this activity involves working in partnership with social landlords to trial solutions that provide affordable connectivity and suitable training and support in different settings. This work also allows social landlords to test models that enable business transformation and ensure continuity of provision – enabling their clients to get online and exploring the operating efficiencies that this technology brings.

Case Study:

An early pilot project is the joint initiative with Glasgow Housing Association and BT. The aim of the study is to test the feasibility of developing a low-cost broadband solution in a multi-storey block. The chosen block includes 138 units and a range of customers including single person households and temporary flats for homeless people. The project is backed by more than £70,000 of funding from the Scottish Government. The cost to GHA is £5 per tenant per month – about a fifth of the standard cost of broadband. Over 50% of households have signed up to participate in the study. Key aspects of the project are as follows:

- the wireless technology delivers individual access to every flat, with tenants initially offered a 10Mbps service

- the system has the capability to offer different service options in the future and the flexibility for the landlord to charge for premium level services above the basic 10Mbps (if, for example, the tenant wants a faster connection)
- a separate, secure network for housing officers to support their use of technology when they visit tenants
- each participating household has been given a device to use during the study, but up to three other devices can be used per household at any one time. The type of devices e.g. smart phones, tablets, PCs being used is being monitored to establish demand.
- in order to help tenants get online, GHA are working in partnership with Glasgow Kelvin College, Glasgow Life and other partners to develop and fund an assisted digital programme which provides tenants with supported learning and drop-in surgeries.
- tenants are asked to sign an acceptable use policy and usage of the service can be monitored to ensure compliance with this policy and establish the service level needed

Management information gathered will be compared with the results of surveys with participants before, during and after the study to establish benefits of the study and changes in behaviour over time – e.g. increased internet use, wider internet site use, public service website use.

Actions

In order to ensure world class levels of digital participation we will:

- disseminate emerging findings from technology pilots which are testing technical solutions and delivery models to bring affordable connectivity for tenants in social and affordable housing
- encourage new build developments subsidised through the Affordable Housing Supply Programme to incorporate broadband connectivity.
- encourage Housing Associations in partnership with other public sector organisations to develop sustainable business models for retrofitting broadband connectivity to existing homes, based on a cost benefit analysis of its value for service providers, tenants and landlords
- encourage Housing Associations and local authorities to develop and use procurement frameworks to secure connectivity for existing homes, devices and services for tenants
- evaluate and share best practice on how to provide digital training and support for tenants in social housing

9.   Let's get on through connectivity

Introduction

The Scottish Government has a vision for Scotland to be a world class digital nation by 2020. A key part of that will be developing future-proofed infrastructure that delivers world class digital connectivity across the country, through a combination of fixed, mobile and wireless technologies.

A significant step towards the delivery of this infrastructure was taken in 2013 with the agreement of two major infrastructure contracts with BT as part of our Digital Scotland Superfast Broadband programme. This will extend superfast broadband access to those parts of Scotland that won't be served commercially and enhance backhaul availability, which will be necessary to support further infrastructure improvements in future. Over £410 million is being invested in the programme, which comprises two regional projects – one in the Highlands and Islands and one for the rest of Scotland to cover the whole of the country. Alongside commercial coverage, the Digital Scotland Superfast Broadband programme will ensure that 85% of premises in Scotland have access to fire broadband by the end of 2015/16 and 95% by 2017/18.

The Scottish Government has also established Community Broadband Scotland (CBS) to support those rural communities that are unlikely to have a superfast solution delivered by the Digital Scotland Superfast Broadband programme, develop and deliver their own broadband solutions. The assistance that CBS is providing, working alongside the Digital Scotland programme, will ensure that no part of Scotland is left behind.

Approach

The planned roll out of fibre broadband provides an immediate opportunity to highlight the benefits of getting online and to showcase possible future uses. Working with our partners, we will therefore accompany infrastructure improvements with a programme of demand stimulation as part of the "Lets Gets On" campaign for the rest of Scotland intervention area. This will both highlight the benefits of getting online for the first time, as well as the benefits of accessing faster speeds such as home entertainment, communication, flexible working and access to services that come from faster speeds which will in turn help to drive demand for next generation broadband. This approach is being mirrored in the Highlands and Islands through the 'Our Digital Zone' programme. This comprises a series of road shows that will visit venues across the region to help people make the most of broadband and digital technology. Other activity will include advertising on the vans, cabinets and the other estate associated with the next generation roll out and the work of a group of community officers who will engage directly with local people through bespoke meetings and attending appropriate community events. All such activity will link people with local training and support to help get on line or to improve their online skills, as well as signposting them to the broad range of internet service providers that might be in a position to meet their particular service needs.

Our infrastructure ambitions extend beyond the current investment programme. Our aim is for Scotland to have a truly world class infrastructure where people living, working and visiting Scotland will be able to communicate anywhere, anytime, using

any device, instantly. This provides a further, long term opportunity to encourage digital participation as citizens no longer worry about access to the internet, caps on usage, slow upload or download speeds, patchy mobile coverage or mobile signal dropout and businesses take advantage of real time data to deliver innovation and improve productivity.

Through our Demonstrating Digital programme, we are positioning Scotland as a country that encourages world-class innovation in mobile and wireless technologies as a potential stimulus to economic growth. The projects supported through the programme will showcase new technologies and test new delivery models to give the people of Scotland a glimpse of their digital future today.

An example of this is a project to extend mobile services to the isle of Coll – which has never previously been regarded as commercially viable by mobile operators. We are collaborating with Development Coll – a community-led development trust – to support the establishment of a mobile mast, which will be owned and maintained by the community itself. By meeting the operating costs, and allowing mobile operators to deliver services over the mast, the project will extend availability of voice and data services to the island for the first time and could also enable delivery of additional wireless services such as wi-fi hotspots. Vodafone is supporting the project and, with planning permission now secured for the mast, we expect a mobile service to be available on the islands by summer 2014. If successful, the model could potentially be replicated in other parts of Scotland, extending access to mobile services and increasing participation across the country.

The Scottish Wide Area Network (SWAN) Programme is another flagship initiative that will deliver connectivity benefits to communities across the country. It will deliver a single, secure communications network for the public sector and underpin the development of innovative and integrated public services that give people access to the services they need, when and where they need them. Services available to public bodies through SWAN range from wi-fi in public buildings to alternative sources of affordable backhaul for community broadband projects, all of which will make it easier for the public sector to connect with citizens across Scotland.

Action

In order to ensure world class levels of digital participation we will:

- work with Business Gateway, local authorities and the Digital Scotland Superfast Broadband programme to deliver a series of events promoting faster broadband and the benefits of the internet for domestic and business audiences.
- develop a route-map for delivering world class digital infrastructure that will enable people to connect anywhere, anytime and using any device.
- work with industry, community groups and other partners, to implement projects which have the potential to extend mobile and broadband coverage to areas where there is currently little or no service.
- maximise community benefit from the Scottish Wide Area Network programme.

10. Let's get on through the digital public services we use

Introduction

The past few years have seen a fundamental shift in the way in which we find out about and purchase goods and services. Whether it be booking hotels or travel tickets, managing our finances or downloading books or music, the internet has fundamentally changed the way we do business and access services. Increasingly, this level of transformational change is being seen in the way in which we use public services as well.

The anticipated benefits for users and providers of public services of moving towards digital channels will only be truly achieved if there is interest and demand from the people who need to use them. If such demand can be stimulated, this will inevitably generate an increased demand for training, access and practical one-to-one support and it therefore beholds all of us who are committed to increasing rates of digital participation to work together to both anticipate and meet this demand. An effective partnership that reaches beyond government into both the wider public sector, private and third sectors and local communities is essential in order to ensure that people in Scotland do not find themselves temporarily, or permanently, disadvantaged by their lack of access to, or confidence with, digital technology.

Approach

Scotland's Digital Public Services strategy, published in 2011, sets out a comprehensive framework for the development of digital services across the Scottish public sector that are quick, convenient and responsive for people to use. At the same time, UK Government is pushing ahead with a "Digital by Default" strategy for public services and creating a demand for training, assistance and support as benefit payments are increasingly managed through digital channels.

Scotland's public service reform agenda rests on four evidence based pillars, which will inform development of digital services and digital participation more widely:

- Prevention: We need to reduce future demand by preventing problems arising or dealing with them early on. We should promote bias to prevention, helping people understand why this is the right thing to do, the choices it implies as well as the benefits it can bring.
- People: We need to unlock the full creativity and potential of people at all levels of public service, empowering them to work together in innovative ways. We need to help create ways for people and communities to co-produce services around their needs – supporting them to build and use their own assets, including their skills and networks
- Partnership: Public, third sector and private organisations must work more effectively in partnership with communities and with each other to design and deliver excellent public services which meet the needs of local people.
- Performance: We need to demonstrate a sharp focus on the continuous improvement of national outcomes, applying reliable improvement methods to ensure that services are consistently well designed based on the best evidence and are delivered by the right people to the right people at the right time.

The Scottish Government believes that the development and roll out of digital public services offers a huge opportunity to promote digital skills and increase levels of digital participation across the country. This however depends critically upon those services being developed with the active involvement of those who use them and the transition to online service delivery being managed in a considered and professional way with new users being offered training, advice and support in places they want they go and through people they trust.

Our network of partners will work in tandem with the teams developing digital public services to ensure that they are designed and introduced in ways that encourages early and enthusiastic adoption. This requires an approach to service development that requires that, as a minimum:

- the customer journey is mapped and understood
- trusted intermediaries are consulted in service development and involved in service delivery where this is appropriate
- services are tested rigorously and amended on the basis of user feedback and research
- the roll out of new services includes a professional communications plan which highlights the benefits of digital service delivery and ensures that the channel is widely publicised and understood
- staff and partners are engaged fully in the development and roll out process

As part of this approach, we will encourage new and innovative partnerships between the public, private and third sectors, supported by a commitment to opening public sector data to Scotland's developer community in order that it might stimulate new approaches to service delivery in our country.

Given the demographic profile of the digitally excluded, the health and social care sector is regarded as a priority for the development and implementation of services that can help encourage digital participation. In part, this will be delivered through the wider introduction of digital health services as part of Scotland's ehealth strategy, particularly in remote and rural communities where new technologies offer new opportunities to care for people in difficult to reach communities.

Just as importantly however, digital technology offers the potential to fundamentally change the balance of care away from hospital to home or community settings and to facilitate the greater engagement of patients, carers and their representative groups in the design and delivery of services. The Scottish Government will therefore continue to identify and sponsor exemplar projects, including Project Ginsberg that enables people to monitor and manage their mental wellbeing and the ALISS programme which will offer online access on community support and services that are available across the country.

Case Study: ALISS

ALISS (A Local Information System for Scotland) is an open source digital platform designed by people with Long Term Conditions, which functions to facilitate the collation and presentation of information about local sources of health and wellbeing support. It contains links to information about community assets based on the sorts of things that people with Long Term Condition have said keeps them well – e.g. walks, cafes, activities, services) and offers an API and tools for the presentation of these assets via any channel and in one view.

Living it Up is a Programme working with five partnerships across Scotland, that has developed a web site initially for the over 50s that is ultimately aimed at empowering people to improve their health and well-being. In November 2013, the ALISS and Living it Up Programmes interfaced their technology to allow ALISS content to be presented to users of the Living It Up website – allowing them to receive information about local sources of support from ALISS alongside other useful information, in one view. In being able to access very local information about a variety of available supports from the interface of their choice, people with long term conditions are empowered make choices about and begin to manage their own health and wellbeing.

Action

In order to ensure world class levels of digital participation we will:

- ensure that digital public services are designed using standards that focus on user needs and tackle digital exclusion
- open data and encourage Scotland's Digital/ICT sector to use it in new and innovative ways to deliver digital services to the people of Scotland
- support the roll out of new ehealth services to improve care and drive demand in remote and rural areas
- support community groups to develop digital information and services

11. Measuring Success

Introduction

Since 2011 when Scotland's initial digital strategy was published, technology has moved on apace. In particular, the development of apps, smart phones and tablets have changed the way people access the internet and the ease with which they are able to carry out functions. We therefore signalled in the 2012 Strategy update our intention to review and update how we measure digital participation to take account of these changes.

Approach

It remains appropriate to measure the uptake of broadband in order to assess the progress made in promoting digital participation. However, as the range and types of devices we use continues to expand, we need to consider other measures in order to ensure that we reflect consumer behaviour and enable us to benchmark our progress against other parts of Europe. We have therefore extended our information gathering in the Scottish Household Survey to allow us to understand more about the underlying attitudes and motivations of those who find themselves digitally excluded and enable us to better target the range of activities described in this paper. In addition, the Digital Public Services Measurements and Benefits Framework will measure the uptake of digital public services and the use of Mygovscot to access such services.

We already know that people have different levels of computer and internet competence. However, at present, we lack agreed measures that cover the different levels of such competence. This restricts our ability to draw comparisons between Scotland and other countries and makes it difficult to measure progress or anticipate where future gaps in competence may arise as technologies evolve. A range of methods at UK and European level do seek to define and capture different stages of digital literacy, media literacy and computer skills in the workplace, in education and in the general population and we aim to work with partners to build upon these foundations. In particular, we propose to collaborate with others to build on the common definition of basic digital literacy set out at Figure 6 and develop a similar understanding of core digital skills at different points along the digital participation pathway described at Figure 7.

Action

In order to ensure world class levels of digital participation we will:

- coordinate with Scottish Qualifications Authority, Skills Development Scotland, Education Scotland, the Funding Councils and other relevant partners to provide a new measurement framework that:

  o builds on the definition of digital literacy to map the digital participation skills pathway and measure progress against this continuum.
  o sets out how we will measure digital competence at various stages along the Digital Participation pathway.
  o identify how this relates to educational attainment and qualifications, workforce skills and continuing professional development.
  o will enable us to measure progress within a Scottish, UK and European context.

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