Digital Readiness Assessment

Summary

Fingal County Council
Summary

- This report was carried out by Indecon Economic Consultants on behalf of the Department of Rural and Community Development. It represents a summary of the results of the Digital Readiness Assessment (DRA) for Fingal County Council, which measures digital maturity across seven pillars.

- DRAs were carried out for each Local Authority, recognising that all are at different starting points and have different needs. In the DRAs, each Local Authority is compared with its peers as well as the national average.

- Transformational levels represent a five-level classification of progress for each Local Authority as follows:
  - Level 1 - Formative
  - Level 2 - Emerging
  - Level 3 - Developed
  - Level 4 – Highly Developed
  - Level 5 – Transformational

- The national average of the score of each of the 31 Local Authorities across the 7 pillars shows that Irish Local Authorities are typically classed as ‘Emerging’ or ‘Developed’

- The DRAs can be used as starting point by each Local Authority in developing their digital strategies.
1. Introduction

- This report by Indecon Economic Consultants represents a summary of the results of the Digital Readiness Assessment (DRA) for Fingal County Council.

- The DRA measures the digital maturity across seven pillars.

- It covers both activities of households and businesses in the region, as well as the activities of the Council itself.

- The DRA can be used as starting point for objectives and action plans.

- Where feasible, independent empirical evidence has informed analysis and this is supported by judgement of Local Authority digital officers.
2. Framework

- The Digital Readiness Assessment measures the digital maturity across seven pillars:
  - Digital Transition
  - Digital Economy & Employment
  - Digital Services
  - Community & Culture
  - Digital Skills
  - Infrastructure
  - Innovation & Entrepreneurship

Phase 3: Transition to Digital

Phase 2: Digital Outputs

Phase 1: Digital Inputs
3. Classification

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

- **Level 1 - Formative**: Minimal take-up of digital technologies; focussed on LA’s own service provision; resource levels and commitment of organisation low and conducted in the absence of an explicit strong strategy.

- **Level 2 - Emerging**: Take-up of digital technologies is evident across a number of LA services but not in others; take-up variable; Limited out-reach to wider community; resource levels dedicated low, though commitment to long-term strategy; strategy being formed.

- **Level 3 - Developed**: Take-up of digital technologies is the most important channel across a number of LA services; active out-reach to wider community though limited actual change in behaviours being achieved; resource levels to promote digital strategy strong and in line with published long-term strategy.

- **Level 4 – Highly Developed**: Ambitious programme of adaption of digital technologies; programmes to promote digital engagement in the wider community; explicit published digital strategy which is an integrated element of the Local Authorities overall planning.

- **Level 5 - Transformational**: World-leading adaption of digital technologies both in terms of own processes; impactful engagement in the wider community; explicit digital strategy which is a core, integrated element of the Local Authorities overall planning.
4. Approach

- DRA reports individual measures of digital progress and provides an individual ‘score’ for each of the 7 pillars, against which the LA is compared.

- Methodological approach is to compare Local Authority to best practice, and also to compare to the national position and to Peer Groups.

- Peer Groups based on level of urbanisation in each Local Authority. In particular, we classify Local Authorities into:
  - **Group 1 (Purple):** Urban areas where % of rural population < 30%
  - **Group 2 (Green):** Mixed areas where % of rural population > 30% but < 45%
  - **Group 3 (Yellow):** Mixed areas where % of rural population > 45% but < 60%
  - **Group 4 (Red):** Areas where the rural population is > 60%.
5. Digital Maturity Assessment Dashboard

- Fingal County performed well under Pillar V (Digital Infrastructure)
- Further progress is possible in Fingal County across all Pillars, including Pillar II (Digital Economy and Employment)
6. DRA Conclusions

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

- Fingal County had undertaken initial planning for its Local Digital Strategy as of Q1 2018
- Fingal County Council judges itself as ‘Highly Developed’ in areas relating to support for the digital strategy as well as staff digital training, and ‘Minimal’ or ‘Transitional’ in others
- Fingal County has appointed its Broadband Officer and other internal staff as a Digital Champion
- Fingal County has partially implemented a paperless office strategy
6. DRA Conclusions

Pillar II: Digital Economy and Employment

National Average – Developed
Fingal County Council - Developed

- Fingal County Council is classed as ‘Developed’ under the Digital Economy and Employment Pillar

- Fingal County has introduced four of the tabulated digital initiatives out of the seven listed in the survey

- Fingal County Council does not collect evidence on digital offers by enterprises
6. DRA Conclusions

Pillar III: Digital Skills
National Average – Emerging
Fingal County Council - Developed

- Fingal County classed as ‘Developed’ with regard to the availability and development of digital skills
- 5.4% of Fingal County’s population has a computer science degree
- 1.3% of the population of Fingal County have a recent 3rd level qualification in computer
6. DRA Conclusions

**Pillar IV: Digital Services**

National Average – Developed
Fingal County Council – Developed/Highly Developed

- Fingal County classed as ‘Developed/Highly Developed’ with regard to the provision of digital services
- Fingal County had 83.3% of motor tax online electronically
- Seven services queried for this assessment are not currently available in Fingal County, but a number are planned for next year
- Fingal County judges that it has Highly Developed level of digital services related to Planning activities, but Minimal level of digital services in others
6. DRA Conclusions

Pillar V: Infrastructure
National Average – Emerging/Developed
Fingal County Council – Transformational

- Fingal County has an established broadband infrastructure in place, as indicated by the level of High-speed broadband coverage across the Council boundaries in the Government’s High Speed Broadband Map (as part of the National Broadband Plan).

- The area is currently ranked at ‘Transformational’ in terms of digital infrastructure.

- Only 7.9% of households in Fingal County have no access to the internet.
6. DRA Conclusions

**Pillar VI: Innovation and Entrepreneurship**

National Average – Developed
Fingal County Council – Highly Developed

- Fingal County is classed as ‘Highly Developed’ in terms of digital innovation and entrepreneurship (Pillar VI)
- Fingal County has 77 domains per 1,000 people
- Fingal County issued 8.1 Trading Online vouchers per 10,000 households
6. DRA Conclusions

**Pillar VII: Community and Culture**
National Average – Emerging
Fingal County Council – Emerging

- Fingal County Council considers PPN ISPCs/LEO/LECPs as sufficient Digital Community Engagement
- Fingal County Council uses digital technology to capture citizens’ inputs and collects crowd sourced data
- Fingal County has established partnerships with Universities/Educational Institutions and community organisations
- Fingal County has yet to develop and agree a common language with the community to discuss digital issues