



Fingal Digital Strategy

Strategic Issues Paper

June 2019



Contents

1.	The Purpose of This Issues Paper	1
2.	Digital Strategy Context	4
3.	Fingal Digital Strategy	6
4.	Citizen Focus	7
5.	Digital Strategy Pillars	10
6.	Digital Economy	11
7.	Digital Skills	13
8.	Digital Services	15
9.	Community and Culture	16
10.	Infrastructure and Data	18
11.	Transitioning to Digital	20
12.	Next Steps	21



Fingal County Council is preparing a Digital Strategy to encourage and support communities and businesses to reap the full rewards of a digitally enabled society.



As part of this process the Council wishes to hear your views on the key issues to be explored and addressed in the Digital Strategy. This Issues Paper has been developed to support consultation and stakeholder engagement. It presents an overview of the strategy framework, sets out questions and encourages discussion that should be considered in the Strategy review. This phase will be followed by the preparation and publication of a Digital Strategy.

In preparation for Local digital strategies, The Department of Rural and Community Development have developed a thematic framework, built around six core pillars. These pillars are closely aligned to the Local Economic and Community Plans (LECPs) of local authorities and reflect best international practice in respect of digital strategies.

The six pillars identified are:

- Digital Economy - *Making Fingal the best place to start and grow your business.*
- Digital Skills - *Promoting digital skills services across the County.*
- Digital Services - *Building better public services for all.*
- Community & Culture - *“Community first” approach to digital.*
- Infrastructure & Data - *Building world class digital infrastructure for Fingal.*
- Transition to Digital - *Planning for the future.*

Fingal’s Digital Strategy will be built around this framework with the aim of ensuring maximum digital optimization and transformation for citizens, businesses and government. This Issues Paper will set out specific objectives and potential issues associated with each pillar.

We welcome your engagement

The purpose of this Issues Paper is to ask members of the public for their comments, submissions or suggestions relating to the Digital Strategy pillars (and specific objectives) as set out in the information below.

1 The Purpose of this Issues Paper

This Public Consultation will run from **Tuesday 4th June** to **Friday 12th July 2019**.

Why get involved?

Local input is considered vital to the entire Digital Strategy process and we value what you have to say. We hope that this Issues Paper will stimulate interest and initiate debate resulting in constructive, positive and helpful feedback.

How can I participate?

There are two main ways to participate in this process. You can [make a submission](#) on the Issues Paper or you can attend one of our consultation workshops.

Make a submission on the Issues Paper

You can [make a submission online](#) or submit by email to digitalfingal@fingal.ie. Alternatively, send your submission by post to Digital Strategy Manager, Information Technology Department, Fingal County Council, County Hall, Main Street, Swords, Co. Dublin. K67 X8Y2.

Only submissions that are named, addressed and received by Friday 12th July 2019 can be accepted. Submissions should not be made in more than one format i.e. online and email.

Consultation workshops

Fingal will be hosting a series of public consultation workshops with community, education and enterprise stakeholders. Workshop details will be posted on our social media channels consultation portal and website.

We hope you will join us and explore the issues to help us shape our Digital Strategy to the needs of the citizens, businesses and government in Fingal.

Data protection

All submissions will be published during the consultation period.

All submissions should include your name and a contact address, and where relevant, details of any organisation, community group or company etc., which you represent.

To assist Fingal County Council in complying with data protection legislation, you are asked to provide this information on a separate sheet. Details, including the names of those making submissions may be shared with relevant Council departments or their agents involved in the making of the Digital Strategy and may form part of reports linked to the Digital Strategy.

All submissions or observations with respect to the Digital Strategy for Fingal County Council, made to the Digital Strategy team within the stated period, will be taken into consideration before the creation of the Digital Strategy.



The Purpose of this Issues Paper | 1



2 Digital Strategy Context

What is a digital strategy?

A digital strategy is a plan that sets out what the Council wants to achieve, and outlines strategic goals and objectives to make the most of digital opportunities for Fingal. It is a living document that will change overtime and adapt with an ever evolving digital society. The Strategy will set out an overall vision for the County outlining a number of core objectives that will include a clear path for implementation.

Why are we creating a digital strategy?

Fingal is made up of a mix of rural, urban and suburban regions. The importance of access to high speed broadband services in both urban and rural Ireland has been well documented in recent years. The [National Broadband Plan \(NBP\)](#) is a government initiative to deliver high speed broadband services to all businesses and households in Ireland. Fingal County Council is committed to facilitating the rollout of the NBP and recognises the vital role broadband will play in Fingal's urban and rural economic and social development. In line with the NBP deliverables Fingal County Council is developing a digital strategy to maximise the opportunities of digital transformation for the benefit of our society and economy, ensuring that Fingal is an even better place for people to live, work, visit and do business in.

Fingal focus

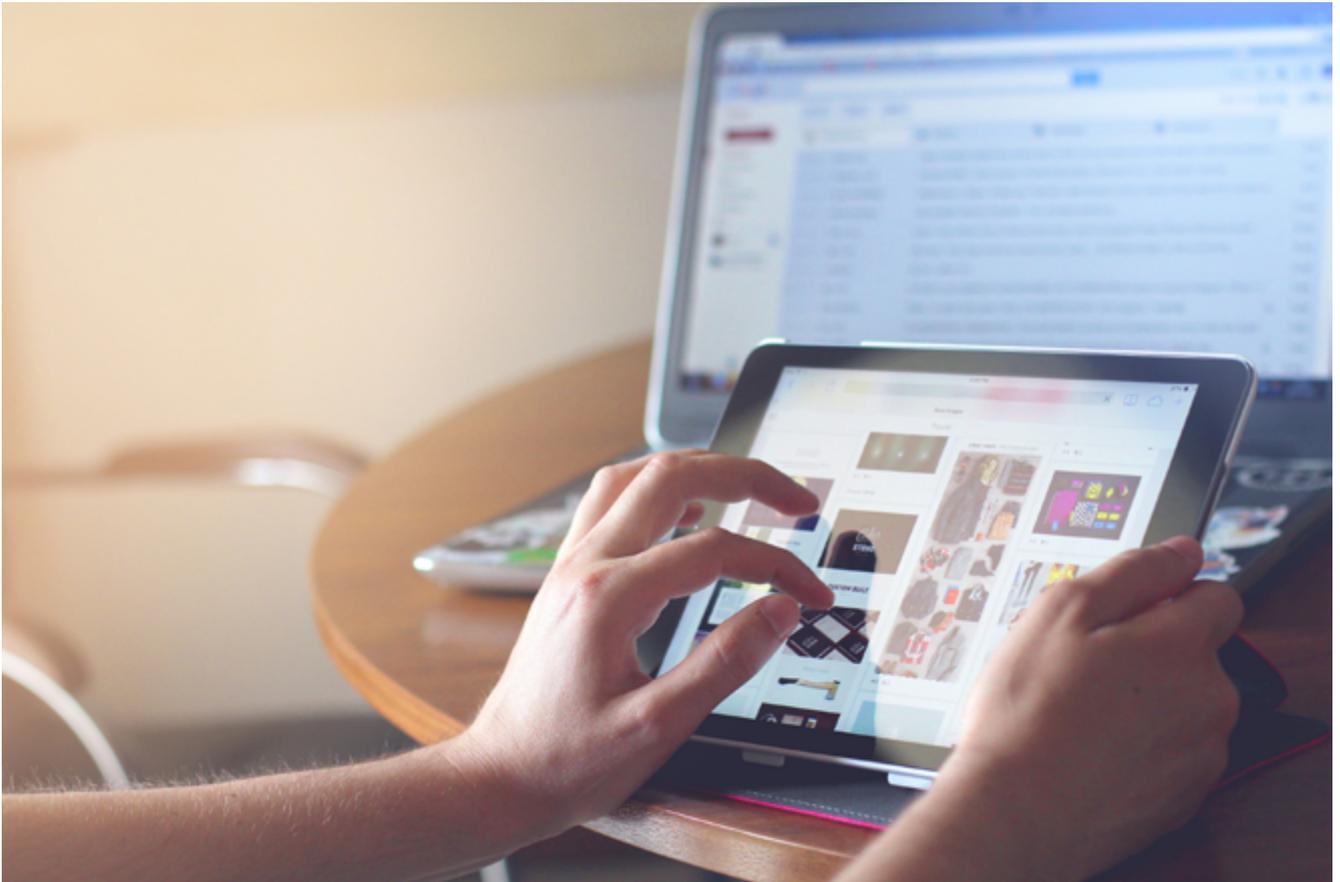
Fingal has a population of 296,214 (Census 2016) making it the third most populous local authority area in the country. The county also has the youngest population in the country and is one of the most diverse regions with the second largest numbers of non-Irish national residents. In order to create an inclusive digital strategy for all who live, work and visit Fingal we are engaging with community, industry and government stakeholders for feedback and collaboration.

Digital landscape

As digital infrastructure in Ireland continues to grow, it empowers communities and citizens through the provision of and access to information, resources, and services offered by local authorities (data, grants, forms, etc.), state agencies (taxes, passports, etc.) and the charitable/ non-for-profit sector (data, research, etc.).

According to the European Commission, Ireland currently has one of the lowest levels of basic digital skills in the EU. With 9 out of 10 jobs requiring digital skills in the future it is crucial that local government plays its part by encouraging and facilitating citizens to upskill and grow their careers. Over the next two years it is expected that over 12,000 jobs are to go unfilled in the Irish ICT sector. By focusing our efforts we hope to reduce the skills gap and encourage more young people into this sector.





The digital retail market also presents many challenges and opportunities for Irish businesses, According to a recent PayPal study, Irish shoppers are amongst the biggest international online consumers in the world, with €2.7 billion being spent on foreign-owned websites last year alone. As part of the National Digital Strategy the [Trading Online Voucher Scheme](#) was developed, the Scheme offers small businesses the opportunity to develop their website or digital marketing strategy by availing of vouchers of up to €2,500 or 50% of eligible expenditure. [Local Enterprise Offices](#) administer these schemes and provide a number of supports for SME's to upskill and grow their businesses online. Fingal Local Enterprise Office aims to build on these supports, encouraging and facilitating SMEs to develop their digital presence and trade online.

3 Fingal Digital Strategy

Vision Statement

Fingal's Digital Strategy will be closely aligned to the [Fingal County Council Corporate Plan](#), *To make Fingal the place of choice to live, work, visit and do business in Ireland.*

Core Objectives

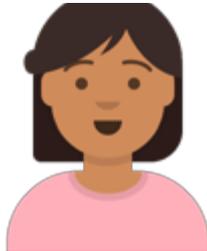
Fingal's Digital Strategy aims to:

- Transform key public services, focusing on driving efficiencies and accessibility for all, designing digital public services that are inclusive by default.
- Promote digital skills and services through Libraries, PPN, LEO and Community Centres across Fingal.
- Make Fingal the best place to start and grow a business.
- Develop world-class digital services and infrastructure across Fingal.
- Increase collaboration and engagement with public sector, private sector and community stakeholders.
- Enhance data-sharing capabilities, open data portal and data driven services.



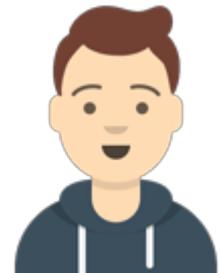
To help understand what a digital strategy might mean for you, here are some citizen examples showcasing the use of digital in our daily lives.

Akinsanya
Age 11
Balbriggan



Akinsanya lives in Balbriggan with her mum Ola and cat Poppy. Now that she's just turned 11 she travels to school using her electric scooter. At her school they use a mix of tablet devices and books so that school bags are not heavy. Every Friday Akinsanya's teacher downloads fun games and quizzes onto the interactive white board for the class. One of the highlights of the month is when the Library mobile maker van visits the school and gives lessons on how to create and make. This month Akinsanya sowed and wired some flashing LEDs onto a badge for her school jumper. While Akinsanya's mum is waiting to pick her up from school she uses the village centre Wi-Fi to pay some bills online and access community event info on Fingal.ie. On Tuesdays Akinsanya attends Coderdojo class in the library. While they are there her mum accesses the library e-learning resources - she's currently doing an online accounting course to help her get back into the workforce.

Michael
Age 25
Mulhuddart



Siri wakes Michael up and lets him know his bus is on time and tells him the latest news headlines. Micheal is a student from Mulhuddart, he's just turned 25 and is studying Computer Science in TU Dublin, Blanchardstown. When he gets off his bus he books a bleeper bike on his phone to get to college. Like most students Michael uses free Wi-fi whenever he can. When he's out and about in Fingal he uses Fingal free town centre Wi-Fi to access the internet. After his lectures Michael heads to the Creative Ability Hub which helps students with neurodiversity to get work ready, providing them with interview skills training and access to potential employers. Through his work with the Creative Ability Hub Michael has been offered a summer internship with a large technology company and hopes to gain lots of experience for his course. On the way home, while waiting on the bus Michael charges his phone on the Fingal smart bench and uses the bench Wi-Fi to chat to friends online.



4 Citizen Focus



Piotr
Age 42
Lusk

Piotr is 42, he lives just outside the village of Lusk with his wife Joanne and three kids, Ailbhe, Stefan and Ada. Piotr works for a multinational company and works remotely from a co-working space close to his home for the majority of the week. His wife Joanne recently turned her hobby into her full time entrepreneurial career with the help of her Local Enterprise Office, and has begun trading her artisan corporate cupcakes online. On the days that Piotr works remotely he does the school run and manages the many activities of his three kids. Piotr recently changed his diesel car to an electric model; he's able to charge it using one of the on-street charging points outside his home. Keeping fit and minding the environment is important to the whole family. During his lunch break Piotr usually goes for a run in the local park and he uses the public water fountains on his running route. While waiting for his kids to finish their games at the local GAA pitch, Piotr uses the high-speed Wi-Fi to catch up on some work emails. He also switches on the heating from his phone so the house is warm for when they get back.

Rose
Age 79
Swords



Rose is a widow and she has lived all her life in Swords. She is 79 years young and loves to get involved in the community. She's an active member of Fingal's age friendly community and takes part in the local yoga group, knitting group and bingo. She now chats to her groups on Whatsapp and hears about any cancellations to classes on the app. Rose took part in the ACORN initiative and is now using her Smart Tablet to go online. She used to be afraid to go online in case she was scammed, but after going to some beginner digital skills classes in her local community centre Rose now uses her tablet to access everything from paying bills to watching Netflix, she's a fan of The Crown. She video-chats with her children and grandchildren often and has even found some old friends on social media. Living alone Rose is independent but also worries about her mobility and safety. She recently got a smart accessibility upgrade to her home, which includes sensors that can detect if she has a fall. She also has an alert button that will call her neighbour if she feels unsafe or if she's out and about and gets lost.



5 Digital Strategy Pillars

The Fingal Digital Strategy will be built around a thematic framework consisting of six core pillars – Digital Economy; Digital Skills; Digital Services; Community and Culture; Infrastructure and Data and Transitioning to Digital. We want to hear your views on the issues raised in these pillars.

Digital Strategy Pillars



Digital Economy – Making Fingal the best place to start and grow your business

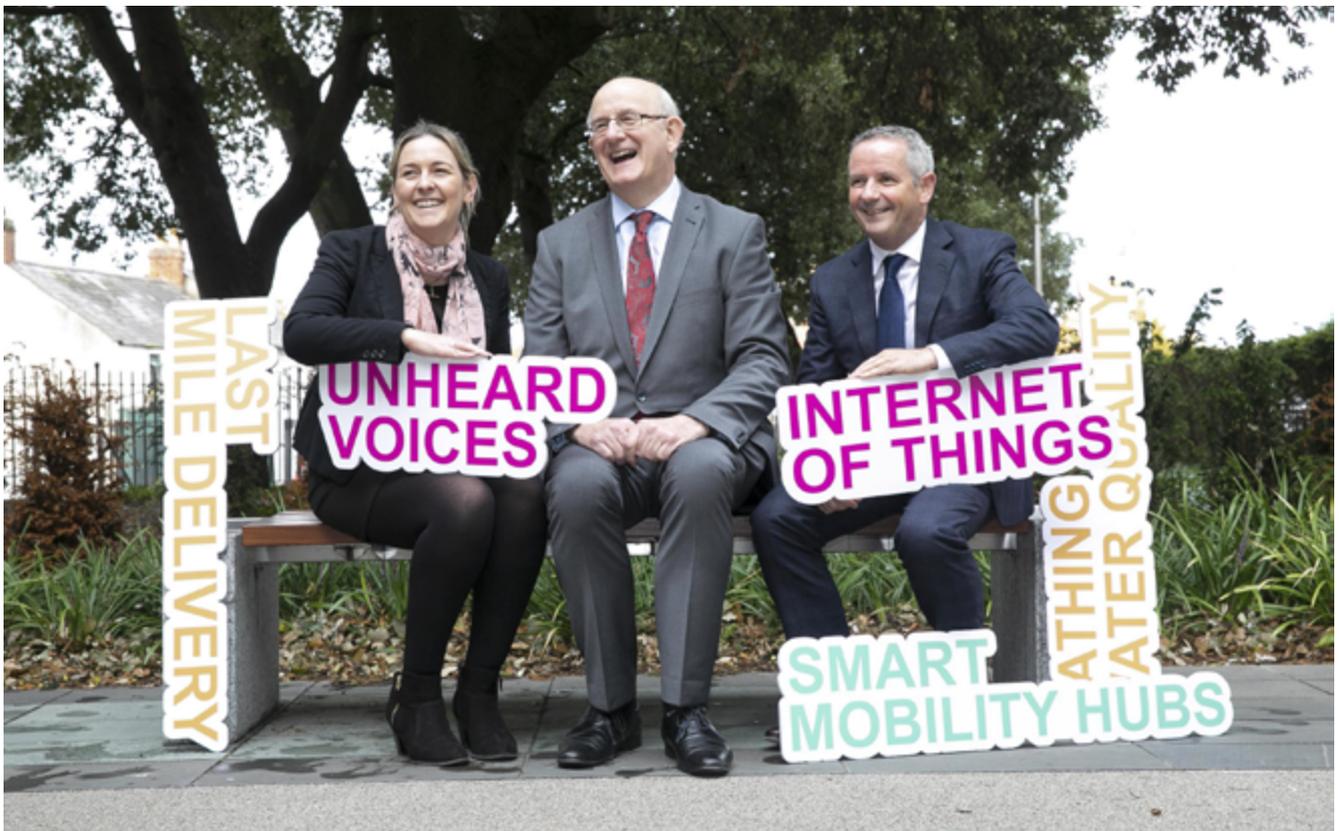
Supporting and encouraging innovation and entrepreneurship is vital for the future of Fingal and increases the overall attractiveness of the county for international investment.

When you are making your submission you may wish to consider the following questions as part of your response:

- What facilities would encourage you to grow a business in Fingal?
- What supports should be in place to help grow business in rural Fingal?
- How can we support SMEs through dedicated digital programmes?
- How can we seek to attract international investment into Fingal?
- How can we use smart technologies to improve liveability and competitiveness?
- How can we encourage and develop entrepreneurship amongst young people?
- How can we improve our digital tourism offering?



6 Digital Economy



Digital Skills – Promoting digital skills services across the County

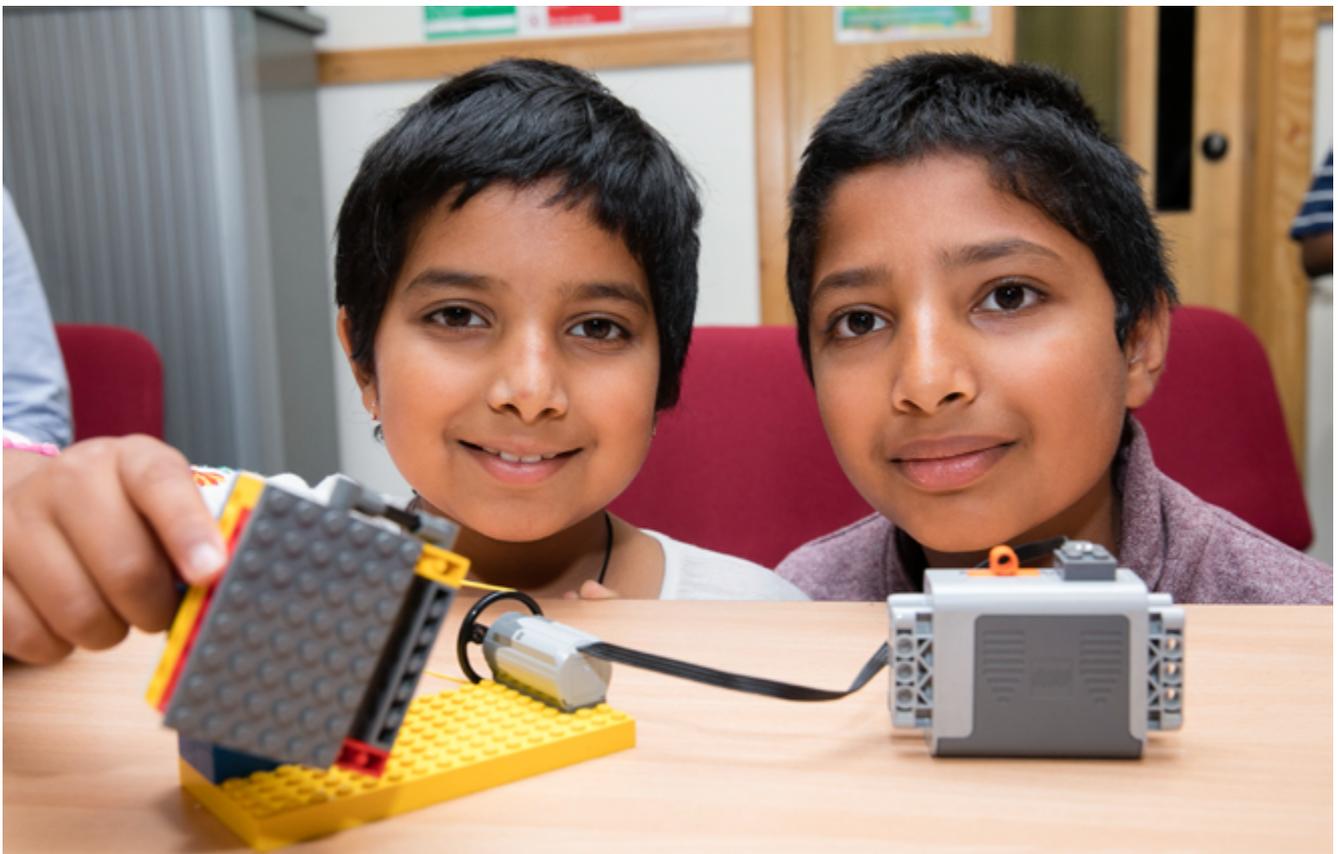
Digital skills are a key factor for socioeconomic development and employability. It is important to enable and promote digital inclusion, digital literacy and digital skills training.

When you are making your submission you may wish to consider the following questions as part of your response:

- What should we do to help address the digital skills gap?
- Should we carry out digital skills gap analysis of Fingal?
- What digital services/tools would you like to see in your local library, community centre or public buildings?
- What additional services would you like to see from the mobile library service?
- What can we do to help senior citizens to learn basic digital skills?
- Are there any specific supports that we should include in the strategy to help people in minority groups utilise technology?
- How can we bridge the digital divide in Fingal?



7 Digital Skills

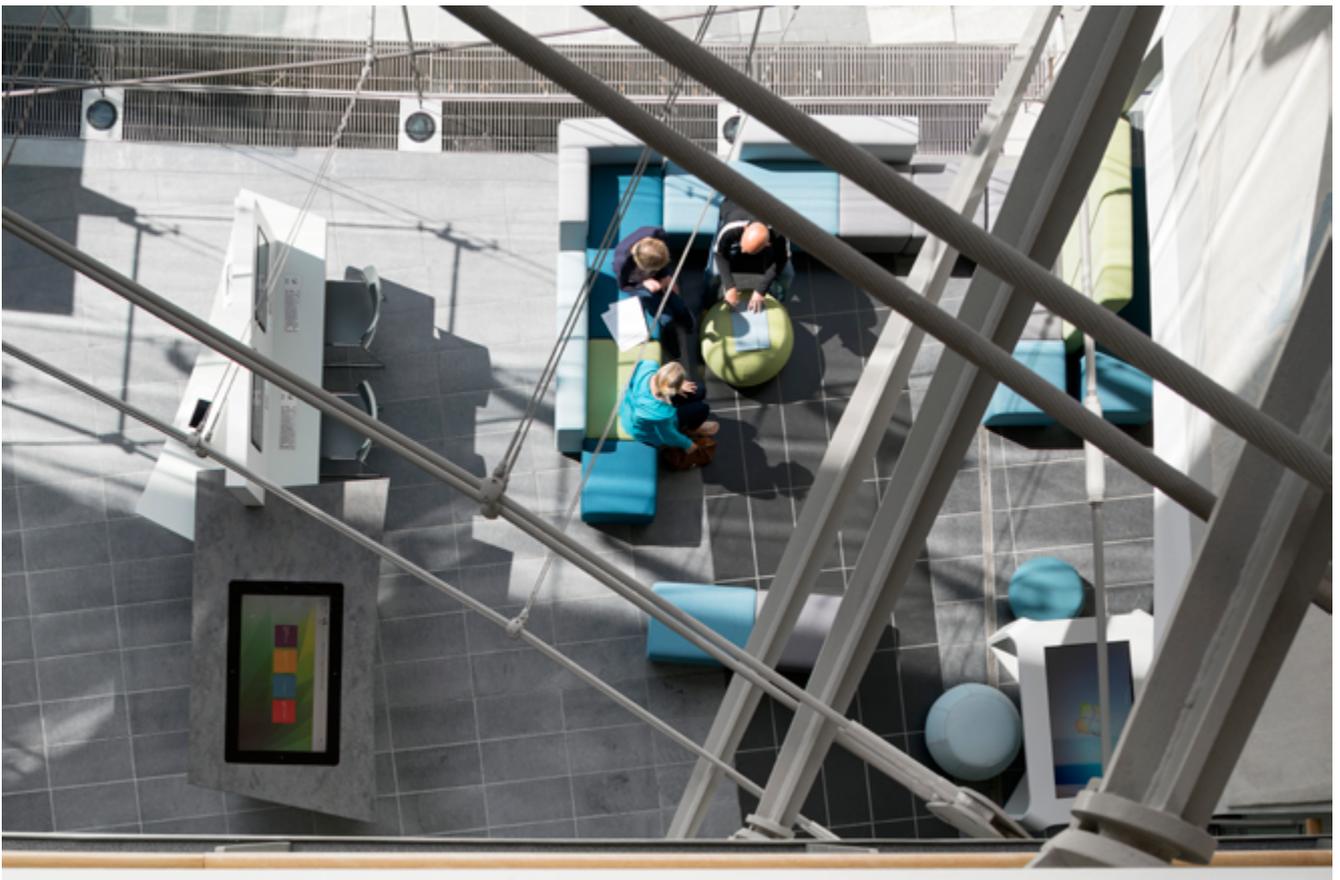


Digital Services – Building better public services for all

The core aim of the digital strategy is to continue to develop and transform public services which are better, easier, more efficient and accessible for citizens.

When you are making your submission you may wish to consider the following questions as part of your response:

- How can we become an inclusive digital Council?
- What improvements would you like to see made to our services?
- In what way could the Council support people to use online services?
- What do you see as the main benefits to using online public services?
- What do you see as the main barriers to using online public services?
- How can we seek to use digital technologies to drive innovative services?
- How should we incorporate collaborative inclusive design of our services?
- Can you identify areas that technology can foster innovation in public services?



9 Community and Culture

Community & Culture – “Community-first” approach to digital

The Council aims to adopt a community-first approach to digital, engaging with citizens by digital and non-digital means. It is important that the digital strategy is inclusive and caters for all citizens.

When you are making your submission you may wish to consider the following questions as part of your response:

- How can we encourage and develop community led digital initiatives?
- As a member of the Fingal community how would you like the Council to engage with you?
- Is there any vital digital infrastructure the Council should develop for communities?
- What are the most important areas the digital strategy should focus on for the community?
- How can collaborative technologies help bring communities together?
- How can we help older people live independently for longer?
- How can we encourage uptake of digital skills workshops for community groups?
- How can we improve citizen well being?





10 Infrastructure and Data

Infrastructure & Data - *Building world-class digital infrastructure for Fingal*

In order to put Fingal on the map as the leader in digital innovation and advancement and to attract international investment we need to improve and develop our digital infrastructure in urban and rural Fingal, ultimately helping to dissolve the urban/rural divide and improve social and economic development.

When you are making your submission you may wish to consider the following questions as part of your response:

- What infrastructure would you like to see developed in Fingal?
- What smart city themes do you think are most important for Fingal?
 - Sustainable transport
 - Smart mobility
 - Smart buildings
 - Energy, water & waste
 - Smart gov/council
 - Connected communities
 - Other
- How can we redevelop or reuse underutilised infrastructure?
- What improvements can be made to the facilities in Fingal?
- How can we increase awareness around the topics of data ethics, data rights, data protection and cyber security?
- How can we deliver relevant information to citizens in real time?
- What type of data would you most like to see made available by the Council and other public bodies?
 - Transport
 - Environment
 - Business
 - Housing
 - Health
 - Arts, cultures & Heritage
 - Population



11 Transitioning to Digital

Transitioning to Digital – Planning for the future

In order to reap the full rewards of a digitally enabled society this pillar focuses on establishing good governance, research, analysis and evaluation. Together we want to create a long term vision that includes a clear path for implementation.

When you are making your submission you may wish to consider the following questions as part of your response:

- What is your digital vision for Fingal?
- Are there any underpinning principles that should be included in the Digital Strategy?
- How would you like to be informed and have your say on the Digital Strategy?
- Is there anything stopping you as a citizen from using more digital technology in any aspect of your life?



The consultation process

You can make a submission on the Issues paper up until **Friday 12th of July 2019**. Your input will inform the development of the Digital Strategy. Drafting of the Digital Strategy will commence once the consultation feedback has been analysed. The Strategy will set out an overall vision for the County outlining a number of strategic goals and objectives to make the most of digital opportunities for Fingal.

Your views matters

We are seeking your help as we draft the Digital Strategy. We would like to know what is important to you; what your concerns are; let us have your feedback on the issues raised; as well as your digital vision for Fingal and how we can get there together. Your input on the issues; as well as an understanding of shared and diverse views and values are essential for mapping a common way forward. We welcome your engagement and we want to hear what you have to say.

Stakeholder engagement

Fingal will be hosting a series of public consultation workshops with community, education and enterprise stakeholders. Workshop details will be posted on our social media channels consultation portal and website.

We hope you can come and join us.

So have your say and help us develop a Digital Strategy for Fingal.

Comment on Fingal Digital Strategy Strategic Issues Paper. Closing Date: **Friday 12th of July 2019** <https://consult.fingal.ie/>.

