

**Scotland's Digital Future. A Strategy for Scotland**

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<b>Document reference number</b>	DHI+DDMMYY+doctype+000X <b><i>DHI080516S0014</i></b> <ul style="list-style-type: none"> <li>○ E = exploratory report</li> <li>○ L = lab report</li> <li>○ F = factory report</li> <li>○ S = summary document</li> <li>○ LR = literature review</li> <li>○ RR = research report</li> <li>○ MR = market research</li> <li>○ MAP = mapping</li> <li>○ V=video</li> <li>○ O= other</li> </ul>
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<b>Purpose of document</b>	Summarisation of documents of high importance for the Business Case
<b>Project detail (delete row if appropriate)</b>	(project name, project owner(s), dates, organisation(s) involved)
<b>Other detail (delete row if appropriate)</b>	

<b>Related projects</b>	Names and doc reference numbers
<b>Keywords</b>	Digital technology; next generation broadband; digital first; digital economy; telehealthcare;

Name of Strategy:	Scotland's Digital Future. A Strategy for Scotland
Date:	2011
URL:	<a href="http://www.gov.scot/Resource/Doc/343733/0114331.pdf">http://www.gov.scot/Resource/Doc/343733/0114331.pdf</a>
Key words:	Digital technology, next generation broadband, digital first, digital economy, telehealthcare
Why does this strategy exist?  (what's the problem/opportunity this stems from)	Scotland needs to take full advantage of digital technology to enhance digital participation, digital economy, make services more efficient and increase connectivity in all of Scotland.
Summary:	Strategy setting out how the SG will ensure Scotland takes full advantage of digital technology
Key goals and means to achieve them:	<p>1. <b>To improve the speed and responsiveness of public services.</b> (Recruitment and job services; e-procurement; Telehealthcare; Rural payments; Public information; Social networking; Cultural content; National archives)</p> <p>2. <b>To position Scotland at the forefront of the digital economy</b> (replacing goods and services with virtual equivalents; allowing more efficient use of energy; offering virtual technologies that allow online shopping, teleworking and access to online public services; Role of Scotland's colleges and universities in stimulating and supporting the digital economy; Rural economic growth, Scottish Business portal; Flexible working)</p> <p>3. <b>To increase the rate of broadband uptake by people in Scotland</b> (Digital participation lowest in Scotland in the UK (2012): Ofcom shows broadband uptake in Scotland is 60% vs UK average of 71%. In GGC and Lanarkshire broadband uptake is 53% among the lowest anywhere in the UK; 29% of Scots use online banking vs 43% UK average.</p>

	<p>Reasons for no going online: lack of interest; financial considerations; lack of access to a computer; Lack of confidence and knowledge.</p> <p>The increased use of tables and smart phones has made mobile devices a popular means of accessing digital content.</p> <p>To increase uptake: improving access; digital literacy; Adult learning; School education; broadcasting has a significant role to play in the drive towards increased digital participation in Scotland)</p> <p>4. <b>To deliver next generation broadband availability to all</b></p> <p>(SR note: These milestones seem to have glided quite significantly over time – outdated data)</p> <p>5. <b>To achieve our digital ambition</b> (Government involvement; greater deployment of next generation broadband in development plans and support the UK government’s new guidance)</p>
<p>Expected outcomes:</p>	<p>-integration of telehealthcare, and the expansion of this to all local partnerships in order to: shift the balance of care from institutional to community settings; improve the outcomes for service users and carers; deliver key health and care performance targets.</p>
<p>Key quotes:</p>	<ul style="list-style-type: none"> <li>• Independent evaluation of the Telecare Development Programme showed that between 2006-09 16,482 people had received a telecare service as a result of TDP support; £7.4M of TDP expenditure had resulted in measured (gross) efficiencies worth £23.2M; 60% of the Telecare service users felt their quality of life had improved, while over 90% felt safer and 70% felt more independent. 75% of the carers felt less stressed as a result of telecare provided for the person they cared for.</li> <li>• Councils have collectively saved £3-£4M each year through simplifying recruitment processes.</li> <li>• Telehealthcare will play a key role in delivering health and social services in the 21st century.</li> </ul>

- Supporting frail people at home effectively has become an increasingly viable alternative to hospital or care home admissions
- A challenge facing the public sector in Scotland is how to preserve the immense and growing investment in digital assets over the long term.
- Application of digital technologies are a significant driver of innovation in Scotland's creative industries and are also creating new markets
- In 2011 only 25% of SMEs was using the internet, with 25% showing no intention of doing so in the next three years. The 75% who use the internet use it for emailing and web-searching. *Under-use of the internet is a missed opportunity in driving innovation and, ultimately, contributing to sustainable economic growth.*
- The Boston consulting Group reported in 2010 that online sales for SMEs grew at a faster rate for larger companies over the period 2004-08, and those companies selling their goods and services online are seeing overall sales growth significantly higher than those who do not.
- 60% of all new businesses were started from home (Enterprise nation 2007), and out of 4.5M businesses 1.2M were homebased.
- Many people who would potentially benefit most from digital technology whether it is online shopping , accessing public services such as telecare, or simply to increase employability and confidence – do not have the inclination or opportunity to use it.
- Ofcom's report on mobile broadband (November 2010) also highlighted:
  - >60% of people use mobile as their main method of internet connection at home (compared to 41% in 2009)
  - >Internet access via mobile is expected to outstrip fixed PC access within five years according to a report by Morgan Stanley (2009)
  - >the UK saw the highest growth in smartphone take-up, with a 70% rise in subscriber numbers between January 2009 and January 2010
  - >the UK has the third highest take-up of smartphones in Europe (after Italy and Spain) with 18 subscriber.
- Significant cost savings could be achieved through sharing infrastructure with other utilities

<p>Parent/child document (of what)?</p>	<p>-Follows on from Digital Ambition for Scotland (2010): Next gen broadband available to all by 2020: the rate of broadband uptake by people in Scotland should be over, or at the same level with the UK by 2013, and highest by 2015)</p> <p>-Relates to “Low Carbon Economic Strategy” 2010</p> <p>-Contributes to: “Economic Recovery Plan” (2011)</p>
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