



Smart Place Symposium

Meeting the Herts & Essex Digital Skills Challenge Together

Harlow College, 15th June 2018

Executive Report



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Welcome from our hosts at Harlow College



Louise Turner, Deputy Principal Harlow College

Louise welcomed all delegates to Harlow College and was very happy to host the symposium at the ihub.

She spoke about how the college has long identified the digital economy as a key area for future growth and has established a very successful partnership with Apple to ensure that it is providing the skills and expertise to its students that will fully equip them for the new industries, new jobs and new careers that the digital revolution will bring about.

Louise felt it was really important that the Digital Innovation Zone hosts events such as this that bring together a real cross-section of organisations from the public, private and voluntary sectors that will be driving this work in the future.

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The background to the Digital Innovation Zone - Cllr Alan Lion, Epping Forest District Council

Alan began by outlining some of the history behind the establishment of the Digital Innovation Zone (DIZ). The project had emerged out of continuing discussions with local businesses and public service providers and in particular work with major infrastructure providers BT and Virgin.

It was clear that most partners were grappling with the issues around digital technology and how they should be investing to ensure they meet the needs of their customers, residents and citizens efficiently and effectively in the future.

Alan spoke about his experience in Epping Forest which together with partners at Essex County Council had been investing heavily in digital infrastructure for its residents. The major thrust behind the Digital Innovation Zone however came from him posing the question 'so what?'. He asked "We had invested all this money and in Epping Forest we will be 99.7% connected when the current planned programmes are complete, but what are we going to do with all this new capability? How are we going to maximise the return to the people we serve and the local economy from this hard work over recent years."

He added that from Epping Forest's discussions with its partners and neighbouring councils it was clear "that this was a question we were all asking and we felt that this could be much better explored collectively rather than individually". It was really clear from our discussions with the private sector in particular that there was a major role to be undertaken in planning an approach based around 'place' and not administrative boundaries. In addition major infrastructure providers made it clear that leveraging in successfully private sector investments in networks could be fast-tracked by public sector organisations getting together and establishing their joint needs and requirements. He said the Digital Innovation Zone emerged in response to this and from the realisation that to attract significant private sector infrastructure investment the DIZ needed to operate on a much wider geographical area than a single district council. He commented that "DIZ board members agreed that a key element of this would be the production of a digital innovation strategy that would help inform all the work of the partners across all geographies and hence we are here today."

Alan was looking forward to hearing the views, suggestions and contributions of all the partners and pointed out that this event was a critical step along the road to the production of that strategy.

Cllr Lion is the Chair of the West Essex and Eastern Hertfordshire Digital Innovation Zone Board and Portfolio Holder for Technology and Support Services at Epping Forest District Council.





The purpose of today's event - John Houston , One Epping Forest

John briefly outlined the purpose of today's event which was to bring together representatives from across the five district areas of West Essex and Eastern Hertfordshire to review the initial findings and consultation undertaken by ARUP as part of developing the digital innovation strategy. John felt it was critical to ensure early and continuous engagement with all the different sectors be they health, district and county councils, further/higher education, local and regional businesses, infrastructure providers and the voluntary community sector, to produce a strategy that will really deliver for everyone.

He commented: "What has been clear from early conversations with the thirty or so organisations we have spoken to is that a key challenge here is to make the whole greater than the sum of our parts, to deliver for all our communities and businesses and to ensure we leave no one behind. We are all trying to understand the ramifications of this digital industrial revolution and the

opportunities and challenges it will bring and the test for all of us will be to have a plan in place that will ensure we get it right. Apart from the speeches today, the hard work will take place in the workshops. The themes of the workshops look at where the major challenges and opportunities might be and these things have been chosen in consultation with partners. The digital innovation board will be looking at the results of today's events with great interest and will ensure that your contributions via today and other engagement work will be essential to this programme going forward."



A SHIFTING WORLD

From corporations to networks

Rank	2002	2007	2012	2017
1	Microsoft \$260bn	Petrochina \$720bn	Apple Inc. \$500bn	Apple Inc. \$870bn
2	General Electric \$260bn	Exxon Mobil \$510bn	Exxon Mobil \$390bn	Alphabet Inc. \$730bn
3	Exxon Mobil \$240bn	General Electric \$370bn	PetroChina \$260bn	Microsoft \$660bn
4	Wal-Mart \$230bn	China Mobile \$350bn	BHP Billiton \$250bn	Amazon.com \$560bn
5	Pfizer \$200bn	ICBC \$340bn	ICBC \$240bn	Facebook \$510bn
6	Citigroup \$180bn	Microsoft \$330bn	China Mobile \$230bn	Tencent \$490bn
7	Johnson & Johnson \$170bn	Gazprom \$330bn	Wal-Mart \$230bn	Berkshire Hathaway \$490bn
8	Royal Dutch Shell \$150bn	Royal Dutch Shell \$270bn	Samsung Electronics \$230bn	Alibaba Group \$440bn
9	BP \$140bn	AT&T \$250bn	Microsoft \$220bn	Johnson & Johnson \$380bn
10	IBM \$140bn	Sinopec \$250bn	Royal Dutch Shell \$220bn	JPMorgan Chase \$370bn

10 most valuable companies globally by market capitalisation, 2002-2017

- Not a tech company
- Tech company that sells things
- Tech company that monetises transactions in global online networks*

** so how do we decide where to tax them?*

From "List of public corporations by market capitalization", Wikipedia
https://en.wikipedia.org/wiki/List_of_public_corporations_by_market_capitalization#2017

Rick Robinson (Arup)-The Global Agenda for digital and national context

Rick Robinson, a keynote speaker from Arup, delivered a presentation on the global developments in digital technology. He looked at how this presents challenging questions to society and policymakers. An eye opening infographic was shown demonstrating that as recent as 2002, just three in the global top 10 ranked corporations by market capitalisation were tech related companies. Now this number is 7!

Rick looked at how, in particular, public policy will have to react to this rapid growth in digital development, comparing the potential impact on the UK economy to that of a new 'industrial revolution'.

He examined the fact that current digital developments are effecting the distribution of wealth. The current trends seem to show that digital is benefiting asset owners not labour providers. He addressed the dangers of not harnessing digital in the right way and how this could lead to further employment and wealth inequality issues down the line.

Rick then delivered an outline of how public policy could take advantage of new developments in digital capabilities. By integrating digital, 'smart' assets including buildings, traffic management devices and lighting this could help offload congestion, improve the environment and provide cost effective ways of improving public services.





Ina Dimireva and Zach Wilcox- (Arup) DIZ Strategy Key Findings

Ina and Zach delivered a presentation on key findings around Arup’s report into the development of a DIZ strategy.

The intention of the strategy is to create a common vision for the board in its approach to future projects.

In developing the report Arup interviewed 27 local public, private, educational and third sector partners to find out their concerns and objectives for the strategy. Through these interviews and in reading the strategic plans of local and regional authorities Arup developed key stakeholder aspirations. These were based around digital, data, businesses, connectivity, specific industry sectors (med tech and life Sciences) and housing. From this Arup looked at scoping key goals around the three following themes:

- Digital economy and innovation: This theme is attached to the ideas of how the DIZ would be branded as a place, and how it would co-ordinate work

across borders.



- The built environment: This theme addresses the potential mapping of digital assets and including the implementation of digital infrastructure in local plans.
- Public services: The final theme addresses sharing lessons learned from digital transformation and public reform.

The goals for the DIZ based on Arup’s report are highlighted in the infographic below.

DIZ STRATEGY – KEY OPPORTUNITIES

ARUP



Delegate Workshop Discussions

Delegates took part in two interactive group workshop sessions. It was an opportunity for attendees to provide their own thoughts on the DIZ and its future strategic direction. A number of key questions were posed, including:

Group 1: How can 'digital' future-proof our local economic prosperity?

Group 2: How can we ensure digital inclusion and participation so that no-one is left behind?

Group 3: How can we ensure digital technology and approaches are built in to new developments and communities from the beginning?

Group 4: How can we best achieve 21st Century digital infrastructure and what is the role of local assets in achieving this?

Group 5: How can digital approaches help us join up health and care provision and future-proof our residents' well-being?

Group 6: What is the role and responsibility of local public sector leaders in helping to support and drive forward the digital agenda?

Group 7: How do we promote, resource and support digital innovation?





Each workshop, with a wide variety of representation from different places and sectors promoted lively and insightful discussion. A common theme of delegates was the importance of this work and the need to maintain an 'energy and pace' in the work and to build on the 'joint' approach, which was seen as essential in maximising the benefits of this technology across the board. Each workshop group suggested a number of key actions that the DIZ partnership should pursue and also the ways they should work together. These include:

Group 1: 'needing the DIZ to be ready to apply for the DCMS rural connectivity grants programme'

Group 2: 'community drop in sessions where people could bring electronic devices in and increase their digital literacy.'

Group 4: 'The mapping of connectivity infrastructure related to property, transport and business investments.'

Group 5: 'Using video conferencing when conducting diagnostics between patient and GP/health professionals.'

Group 6: 'Corporate Plan led digital initiatives driven from the Chief Executives of Local Councils downwards.'

Group 7: 'Needing to share knowledge across the DIZ about bid funding'



The level of input was noticeable from all attendees and a key theme that came out from the sessions was the need for all partners to become equal stakeholders in the development of the DIZ.





Closing Remarks – Cllr Linda Haysey (Leader of East Herts Council)

Cllr Linda Haysey brought the event to a close.

10 She thanked all organisations for giving up their time to explore the potential of digital technology in the DIZ area.

She was particularly impressed with the ideas and discussions emerging from a range of different partners – from public, private, health, education and voluntary sectors and representing local, regional and national organisations. Linda reflected on the attendance of many partners from both West Essex and East Hertfordshire. She emphasised that the DIZ project is very much about cross-border collaboration to ensure the opportunities coming forward will benefit residents, businesses and communities throughout this functional economic area rather than being stopped by administrative borders. The DIZ should have its focus on ‘delivering’ for our businesses and communities of today and tomorrow, and where possible ignoring these boundaries to deliver better. On both infrastructure and application.

She thanked Harlow College for hosting the Symposium and ARUP for organising this important event with the support of officers from Epping Forest District Council and the wider DIZ Board. She also invited attendees to complete the survey forms in their packs around priorities for action.

Linda summed up by pointing out the increasing role and importance of digital to our everyday lives and challenged delegates to reflect on digital as an enabler in their everyday work. This as well as considering how best we can all come together to make the whole greater than the sum of the parts. to ensure we can ‘deliver better services together.’



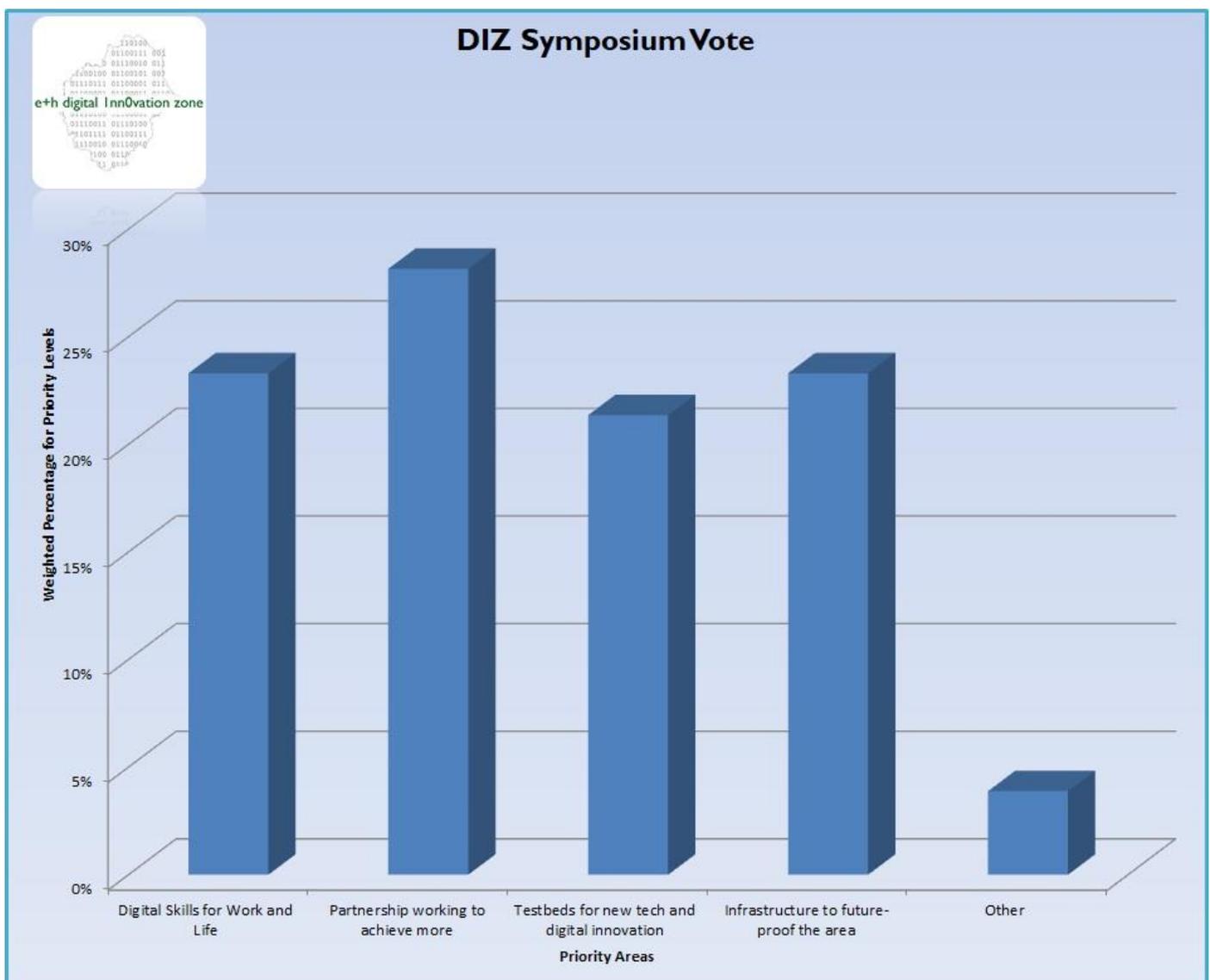
DIZ Ballot Box

Partners and attendees were invited to vote on what they thought the future strategy of the DIZ should prioritise. Four key priority areas were chosen as issues that attendees could rank in terms of importance from 1 to 5.

1. Digital Skills for Work and Life
2. Partnership working to achieve more
3. Testbeds for new tech and digital innovation
4. Infrastructure to future proof the area.
5. Other priorities

The weighted results shown below demonstrate an even spread but at the top of the bill emerges the need for the partnership to continue to work together more to achieve better outcomes. What form this 'need to work together more' might take will need to be a future discussion point. The need for 'infrastructure to futureproof the area' and 'digital skills for work and life' were jointly seen as the second most important priority areas for the DIZ.

Other priorities raised by delegates included that of developing a Garden Town digital strategy and prioritising the universal adoption of a DIZ strategy for all organisations involved.



About the West Essex & Eastern Hertfordshire Digital Innovation Zone

The West Essex and Eastern Hertfordshire Digital Innovation Zone Board was established by 10 partner organisations from top and second tier local government, social care as well as local acute and strategic health providers, and the private sector. It covers a geography that contains around 49,000 businesses and over 454,000 residents in over 212,000 households. Having expanded its membership to ensure a wider perspective it now welcomes voluntary sector and further and higher education sector representatives onto its board.

Together, the partners have co-funded and co-commissioned the development of a digital innovation strategy for the DIZ which is being produced by Arup Consulting. This document, due to be published in late September/early October will help shape the work programme of the DIZ board and seek to establish the DIZ as a 'go-to' organisation for the exploration of digital approaches, technologies and solutions in a supportive yet challenging cross-border, cross-sector, urban/rural environment.

The DIZ has a number of key strategic aims, including:

- Identifying and delivering short-term practical digital investment and enhancement projects.
- Building more productive and effective relationships with international infrastructure organisations.
- Developing a strategic long-term plan for the enhancement of digital investment and applications across all partner organisations.
- Establishing effective governance arrangements across all relevant partner organisations
- Developing effective communication and branding to maintain an understanding of, and support for, the digital programme among key stakeholders and external partners.
- Identifying and targeting key sources of external investment and support for coordinating local partner programmes.

For more information on the DIZ or to speak to us about our work, please contact Mike Warr at Epping Forest District Council at mwarr@eppingforestdc.gov.uk

Delegates from the following organisations attended or supported the symposium:

Central Government: Department for Business, Energy & Industrial Strategy (BEIS)

Regional/Local Government: Hertfordshire LEP, East Herts District Council, Epping Forest District Council, Southend-on-Sea Borough Council, Uttlesford District Council, Essex County Council, Broxbourne Borough Council, Harlow and Gilston Garden Town, London Stansted Cambridge Consortium, Future Cities Catapult

Private Sector: Arup, Bridge Fibre, BT, Hubeleon, Abbey View Produce, Iotic Labs, intechologyWiFi, Santander, Rethink Partners

Healthcare: NHS West Essex CCG, Essex Partnership University NHS Foundation Trust, Princess Alexandra Hospital

Education: University Of Essex, Harlow College, Epping Forest College, Anglia Ruskin University, Hertford Regional College

NGOs and Voluntary Sector: Voluntary Action Epping Forest, Rainbow Services

