

## Swindon and Wiltshire Digital Capabilities Strategy: High level monitoring and evaluation framework

The digital capabilities strategy for Swindon and Wiltshire is based around three main priorities. The intention will be to measure progress in relation to all three of these, using the indicators included in the table below. Some of these are capable of being populated by data sourced from secondary datasets. Others however are likely to require primary survey work.

| Indicator  | Baseline   | Target – by 2028   |
|--|--|--|
| <b>Priority 1: Digital creation</b>  |  |  |
| <ul style="list-style-type: none"> <li>Number of jobs in digital sectors in Swindon and Wiltshire</li> </ul>   | Swindon and Wiltshire had 12,000 employees in the digital sector in 2016, this was equivalent to 3.7% of all employees. Comparatively, England had 903,000 employees in the digital sector in 2016, this was equivalent to 3.5% of all employees. <sup>1</sup>   | To grow the number of jobs at a faster rate than the England average over the next decade  |
| <ul style="list-style-type: none"> <li>Number of enterprises in digital sectors in Swindon and Wiltshire</li> </ul>                                      | Swindon and Wiltshire had 2,535 digital enterprises in 2017, this was equivalent to 7.7% of all enterprises in Swindon and Wiltshire. Since 2010 the number of digital enterprises increased by 35% in Swindon and Wiltshire. Comparatively, England had 166,860 digital enterprises in 2017, this was equivalent to 7.2% of all enterprises. Since 2010 the number of digital enterprises increased by 50% nationally. <sup>2</sup> | To grow the number of enterprises at a faster rate than the England average over the next decade   |
| <ul style="list-style-type: none"> <li>Number of enterprises in digital sectors in Swindon and Wiltshire with more than 10 staff</li> </ul>              | Swindon and Wiltshire had 105 digital enterprises with 10 or more employees in 2017. This figure was equivalent to 4.1% of all digital enterprises. Comparatively, national figures suggest that 5.1% of digital enterprises across England had 10 or more employees. <sup>3</sup>   | To grow the number of larger digital businesses over the next decade at a rate which is twice the England average (recognising the importance of scale-up)               |
| <ul style="list-style-type: none"> <li>Number of enterprises in Swindon and Wiltshire securing funding for innovation (e.g. from Innovate UK)</li> </ul> | There have been 303 Innovate UK funded projects in Swindon and Wiltshire between 2004 and May 2018. Over the same period Innovate UK have funded 32,456 projects across the UK. <sup>4</sup> Taking into account total business stock in Swindon and Wiltshire and England - 33,010 and 2,320,885 respectively – businesses in Swindon and Wiltshire have received less Innovate UK funding than the national average.               | To ensure more firms as a percentage of stock receive funding than the national average, helping to ensure that Swindon and Wiltshire is a clear location for innovation |

<sup>1</sup> ONS Business Register and Employment Survey: open access

<sup>2</sup> ONS Business Counts - enterprises by industry and employment size band

<sup>3</sup> ONS Business Counts - enterprises by industry and employment size band

<sup>4</sup> Innovate UK: Innovate UK funded projects between 2004 and 1 May 2018

|  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>Number of entrepreneurs/freelancers engaged in digital networks in Swindon and Wiltshire</li> </ul>   | Data for the number of entrepreneurs/freelancers engaged in digital networks are not readily available for Swindon and Wiltshire. Data for this will need to be gathered through a business survey.  | To sustain 10% per annum growth over ten years in the number of entrepreneurs/freelancers engaged in a digital network |
| <b>Priority 2: Digital adoption</b>  |  |  |
| <ul style="list-style-type: none"> <li>Number of digital businesses actively engaging with schools in Swindon and Wiltshire to raise awareness of opportunities in the digital sector</li> </ul> | Baseline data will need to be gathered for this, possibly linked with the establishment of a Digital Skills Partnership or equivalent  | To increase the number of active businesses by at least 25 per annum   |
| <ul style="list-style-type: none"> <li>Number of “smart” projects in Swindon and Wiltshire</li> </ul>  | <p>Although not strictly regarded as “smart” projects, two projects directly related to the Digital Capabilities Strategy for Swindon and Wiltshire include;</p> <ul style="list-style-type: none"> <li>Funded by ESIF and LGF, the first phase of the Porton Science Park was completed in January 2018. This is a new science incubator and grow-on space for science and technology businesses adjacent to the Defence Science &amp; Technology Laboratory (Dstl) facility and the Public Health England (PHE) Porton site near Salisbury.</li> <li>LGF funding has been approved to procure and deploy an Ultrafast / NGA fibre broadband solution in Wiltshire. This is due to complete in December 2019</li> </ul> | To increase the number by five per year for three years (and then to revisit)  |
| <ul style="list-style-type: none"> <li>Number of households receiving health and social care enabled by digital technology</li> </ul>  | Baseline data will need to be gathered for this.   | To increase the number households by a rate that is on a par with the average across England                           |
| <b>Priority 3: Digital foundations</b>   |  |  |
| <ul style="list-style-type: none"> <li>Number of Apprenticeships in IT-related activities</li> </ul>   | Swindon and Wiltshire had 1,780 apprenticeship starts in ICT in 2016/17, this was equivalent to 11% of all apprenticeship starts in 2016/17. In the same year there were 1,980,240 apprenticeship starts in ICT across England; this accounted for 3% of all apprenticeship starts in England in 2016/17. <sup>5</sup> Using figures for the total working age population in Swindon and Wiltshire and England – 437,000 and 34,856,100 respectively – shows that, proportionally, there are more ICT apprenticeship starts in ICT in Swindon and Wiltshire than in England. (There are 0.004 apprenticeship starts in ICT per WAP in Swindon and Wiltshire and 0.002 in England).                                       | To increase the number of Apprenticeships in relevant subjects by 5% per annum over ten years                          |
| <ul style="list-style-type: none"> <li>Access to superfast broadband</li> </ul>  | Currently, 90% of premises have access to broadband of at least 30 Mbps  | To achieve 100% coverage over 10 years   |
| <ul style="list-style-type: none"> <li>Access to ultrafast broadband</li> </ul>  | Currently, 70% of premises in Swindon have access to ultrafast (300 Mbps or greater). However, in Wiltshire, the figure is less than 10%   | To achieve 100% urban coverage over 3 years  |

<sup>5</sup> Department for Education and Education and Skills Funding Agency: Apprenticeship geography and sector subject area PivotTable tool: starts and achievements 2016/17

