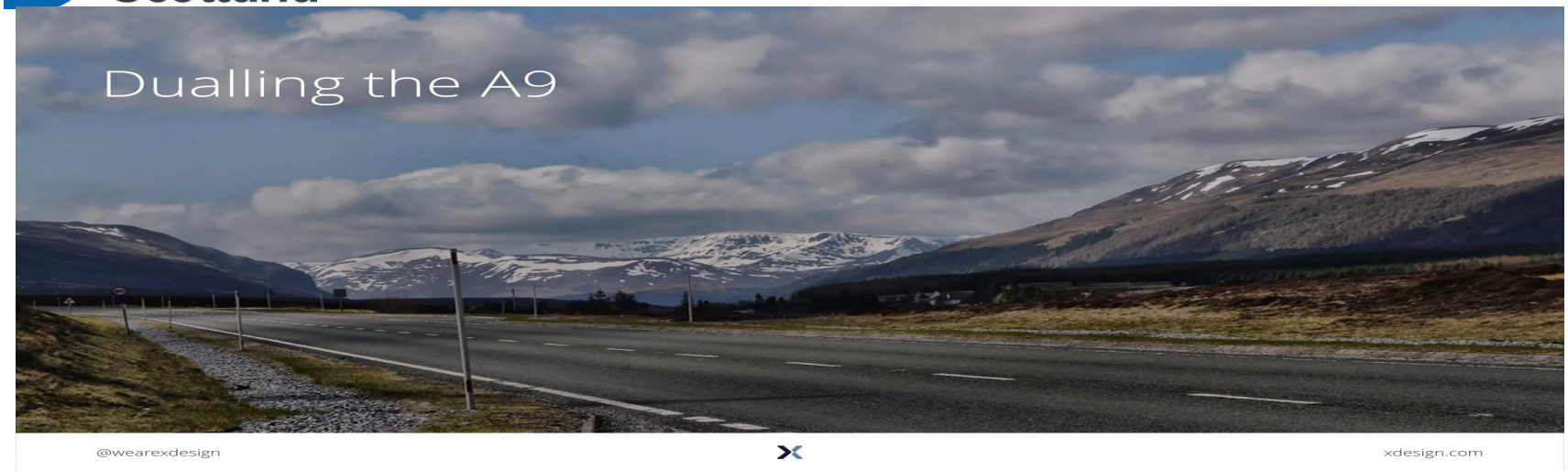
Digital Scotland



Digital Transformation of public services - Innovation and Societal Change

Digital Scotland

Our backdrop- challenges and Opportunities

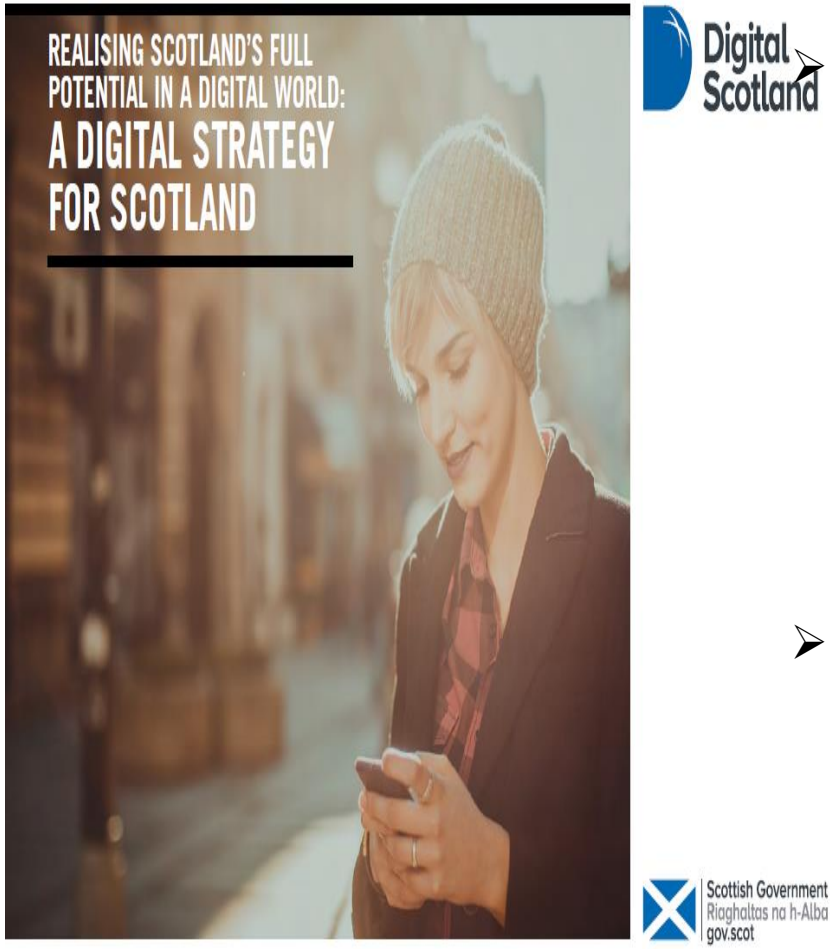
Challenges

- Uncertainty stemming from austerity (by 2019-20 the SG discretionary budget will be 9.2% lower in real terms than in 2010-11);
- Volatility in the tax-take (new tax powers in the Scotland Act mean that 50% of SG budget will depend on the performance of the Scottish economy); and
- Uncertainty over Brexit.

Opportunities

- Currently economy performing well in Scotland
- Significant new powers – redesign services to meet the needs of our citizen
- Scottish Approach to Service Design
- Digital is a major enabler in achieving this.

Digital Scotland



- Published in March 2017
- Updates and builds on the original strategy published in 2011
- Describes plans for putting digital at the heart of everything we do:
  - Deliver inclusive economic growth
  - Reform our public services
  - Tackle inequalities and empower communities
  - Prepare our children and current workforce, for workplace of the future
- Strategy for Scotland, not just Scottish Government:
  - Collective action needed to ensure that nobody is left behind and we all remain safe, secure and confident about the future.
- Action orientated

Digital Scotland

- Strong platform on which to grow our digital ambitions:

  - Digital Scotland Superfast Broadband 85% of premises, and 700,000 homes and businesses
  - We now enjoy the highest level of basic digital skills in the UK
  - Digital transformation of our public services :
    - Revenue Scotland- 95% of tax submitted online in year 1
    - mygov.scot- innovation in providing information to victims of Domestic Violence
    - Online planning and building standards
  - CivTech® taking problems to the start ups and let them deliver the solutions
  - Scottish Wide Area Network (SWAN) setting the foundations for sharing and collaboration
  - Economic growth has been stimulated with schemes such as Digital Boost and Google Digital Garage

- Must do more to ensure Scotland continues to prosper in an increasingly connected and competitive world

Digital Scotland

The steps we will take to realise our digital potential

- Support our digital technologies industries
- Support all business sectors to become digitally mature and internationally competitive
- Create digital public services around the needs of their users and to make the public sector more efficient
- Share and use non-personal data as a source of innovation and efficiency
- Provide high quality connectivity across the whole of our country
- Focus our education and training systems on expanding its pool of digital skills and capabilities
- Tackle the current gender gap in digital skills and careers
- Enable everybody to share in the social, economic and democratic opportunities of digital
- Ensure Scotland is a cyber-resilient and secure nation

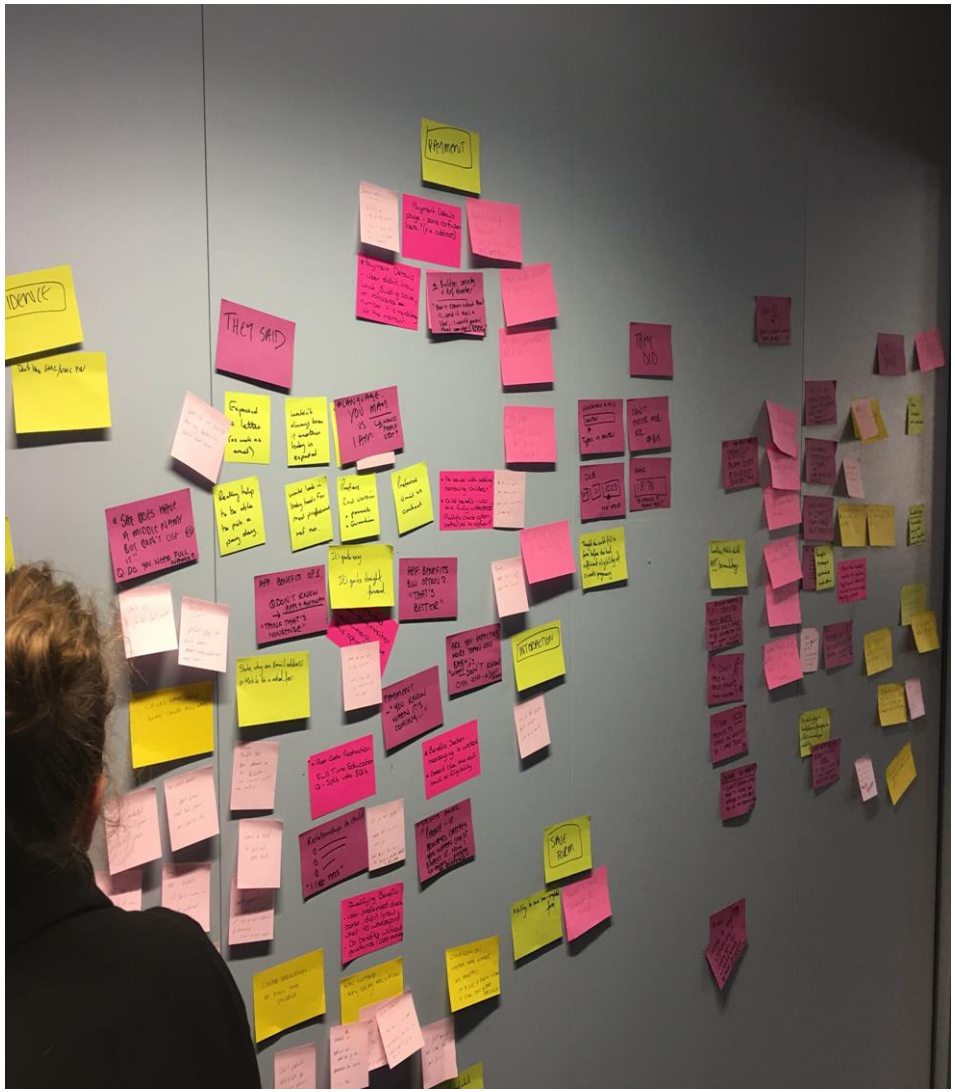
Digital Scotland

Social Security

Civtech

Digital Participation

Social Security for Scotland



- Agile Approach
- Delivering with and for users
- Testing for real people
- Delivering on our commitment to
- ensure that all new public bodies will be Digital Businesses

Digital Scotland

Assumptions
Issues
Decisions

BSG

Change of Circs

Verify ID

Pay

User Personas

Process/Journey

User Stories

Software

Validation

User Research & Business Analysis

Interviews

Workshops

Analysis

Usability

HW

Digital Scotland

User needs

Who uses your services

- Personas
- User stories
- User journeys
- Customer insight

Service landscape

What you offer for your customers

Service A	Service B	Service C	Service D	Service E
Transactions	Transactions	Transactions	Transactions	Transactions
Money Paid	Money Paid	Money Paid	Money Paid	Money Paid
Outcomes etc.	Outcomes etc.	Outcomes etc.	Outcomes etc.	Outcomes etc.

Capability map

What you need to delivery your services

- Take a payment
- Calculate eligibility
- Verify identity
- Conduct an assessment
- Notify users
- Issue proof

Technology

What technology delivers your capabilities

System 1	System 2	System 3	System 4	System 5
Annual Cost	Annual Cost	Annual Cost	Annual Cost	Annual Cost
Supplier	Supplier	Supplier	Supplier	Supplier
Hosting etc.	Hosting etc.	Hosting etc.	Hosting etc.	Hosting etc.

Value Chain

JP

Digital Scotland

What our agency needs to do:

Advice & Guidance
Take Action on Evaluation
Dispute Resolution
Reporting
Support Services
Policy and Strategy

6

58

Capabilities

- Take a payment
- Conduct an assessment
- Calculate eligibility
- Notify users
- Verify identity

Service Pattern

Discovery — Suitability — Request support — Decision — Receive Support — Maintain Support

JP

Digital Scotland

On a journey but so far:

- We have a full application form for Best Start Grant, representing the end-to-end user journey for the largest group of applicants.

- This User Journey has been developed through User Research and User Experience workshops, whilst ensuring that Scottish Government is able to collect the data it needs.

Change of Circumstances

- Prototype to capture citizen's change of circumstances, eg personal and banking details

- Developed user stories that go beyond Best Start Grant

CivTech®'s mission:
to drive daring and innovation
in the public sector
and so
make people's lives better

Digital Scotland

HOW CAN YOU PROCURE

WHAT YOU DON'T KNOW EXISTS?

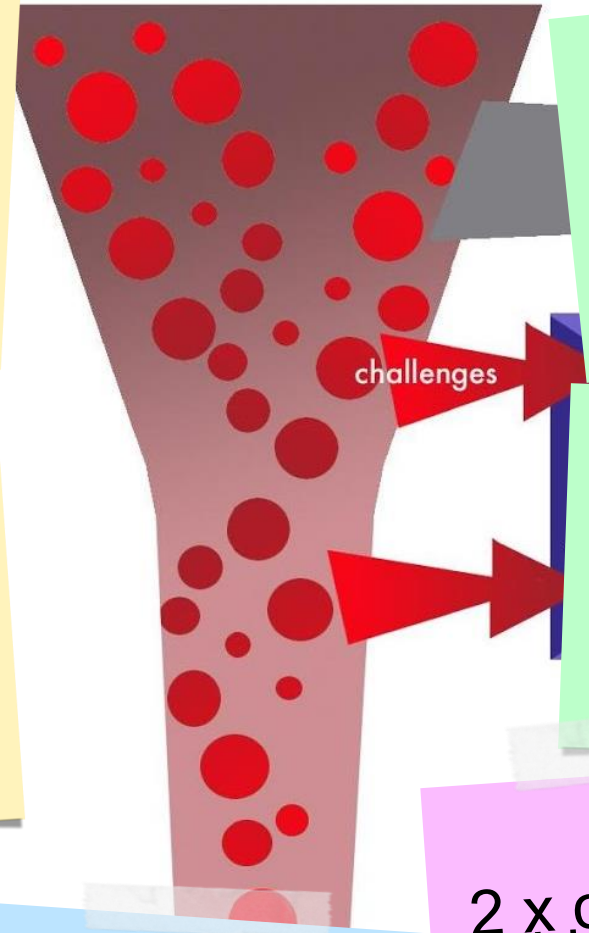
Digital Scotland

Air quality monitoring & prediction (SEPA)

Flood warning (SEPA)

Data visualisation (NSS)

Access to NHS data (NSS)



Smart roads (Transport Scotland)

A9 tourism interface (Transport Scotland)

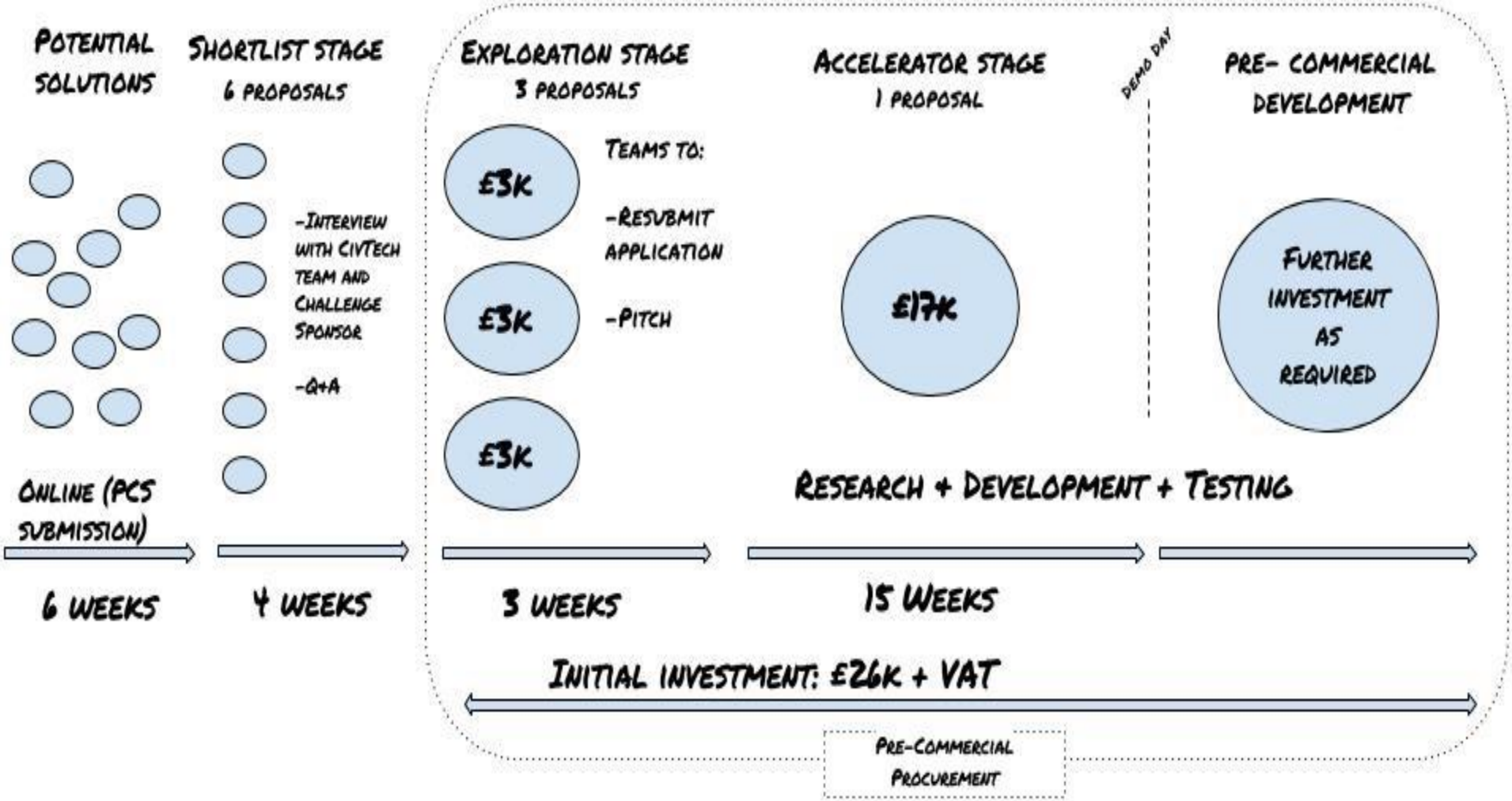
2 x cyber wildcards (S.G. Cyber Resilience)

Digital Scotland

More than 80 applications
89% from micro/small businesses

9 companies participated
Sole traders
Start-ups
SMEs
Established Companies
Relocators

Pre-Commercial Procurement



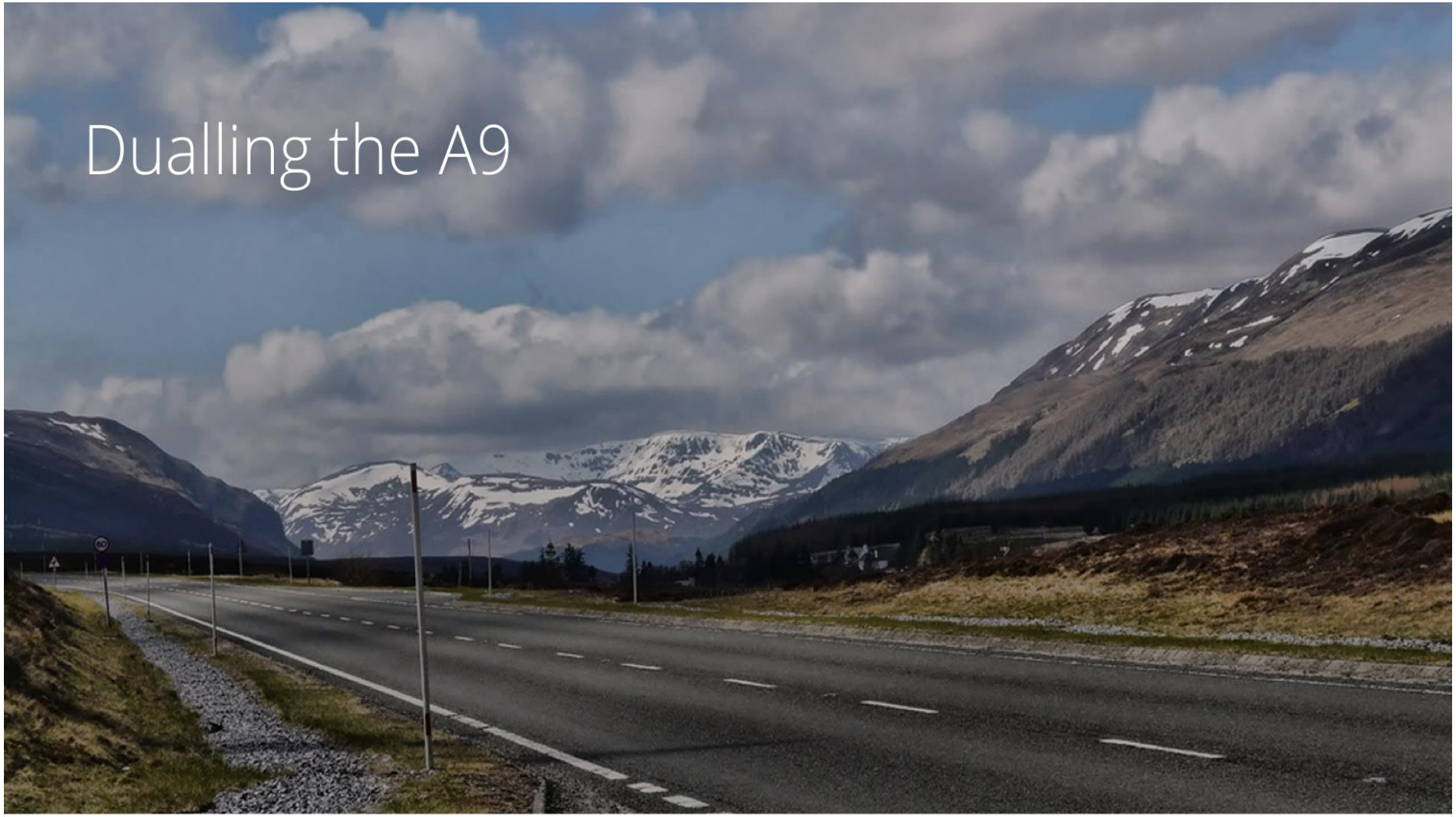
Digital Scotland

The Proposition

- 100% Equity
- 100% IP
- Access to CEO’s of public Sector Orgs
- Co- location Space
- £40,000 training workshops
- Contracts worth up to £100,000

Digital Scotland

Dualling the A9



Digital Scotland

Whereverly

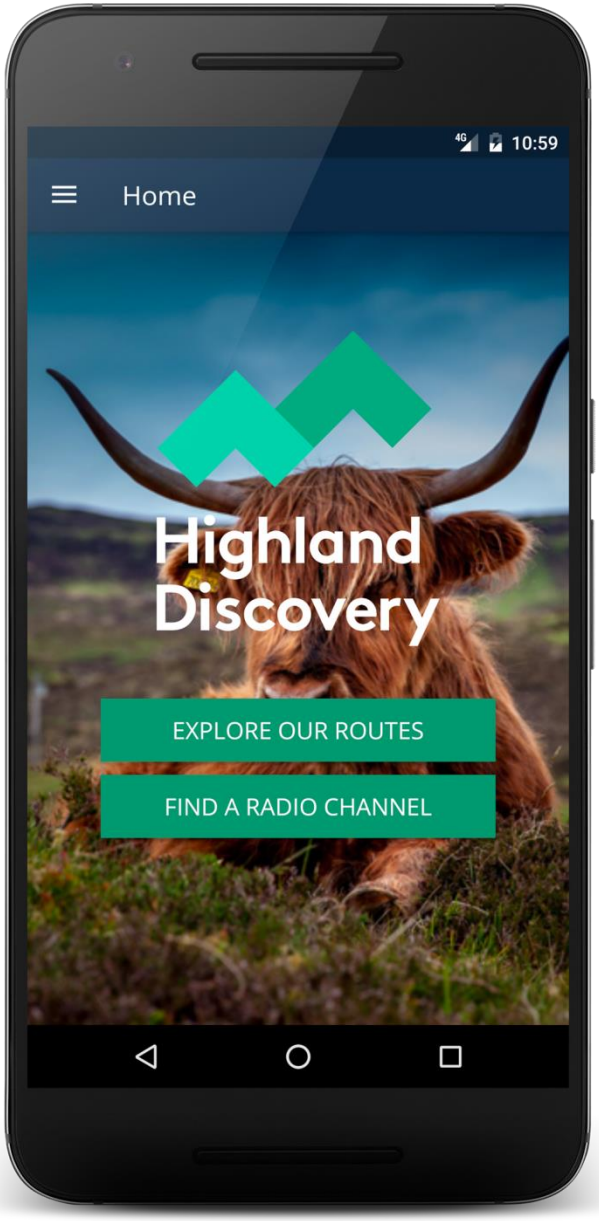
making journeys memorable

The A9's dualling between Inverness and Perth provides an opportunity to create sustainable growth in Tourism

How can we utilise technology to drive tourist activity along the route, generating additional revenue and employment ?

Digital Scotland

“making journeys memorable”



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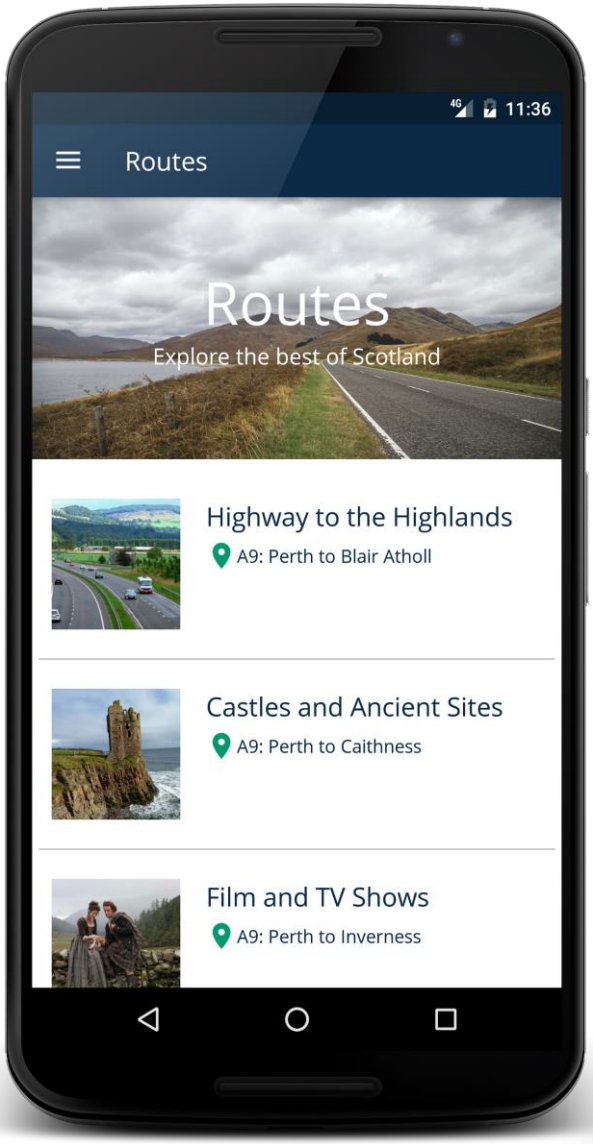
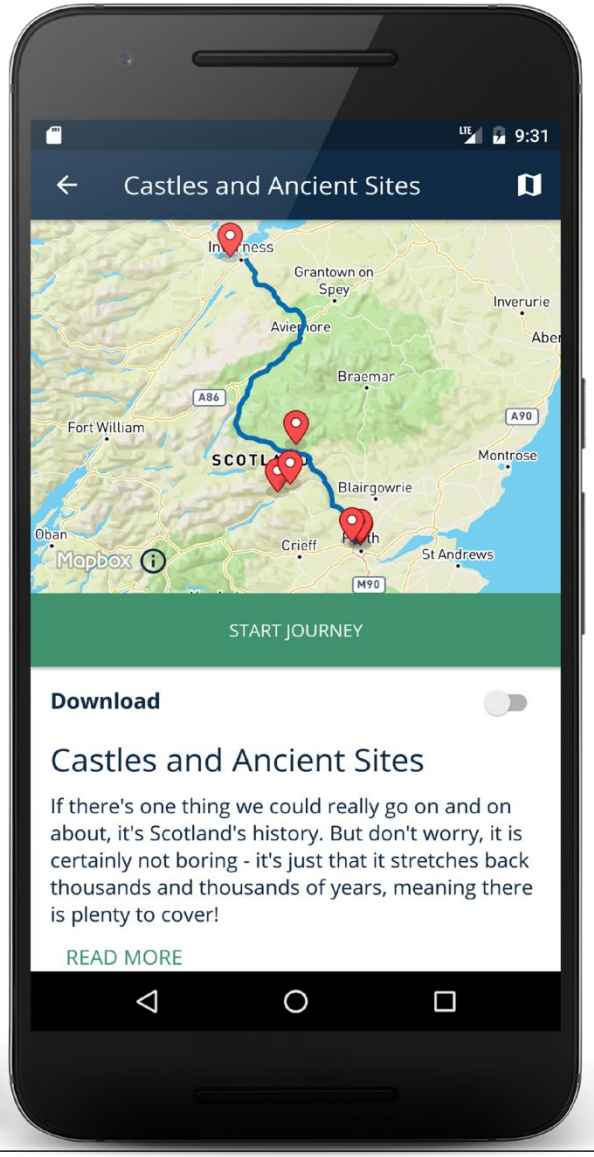
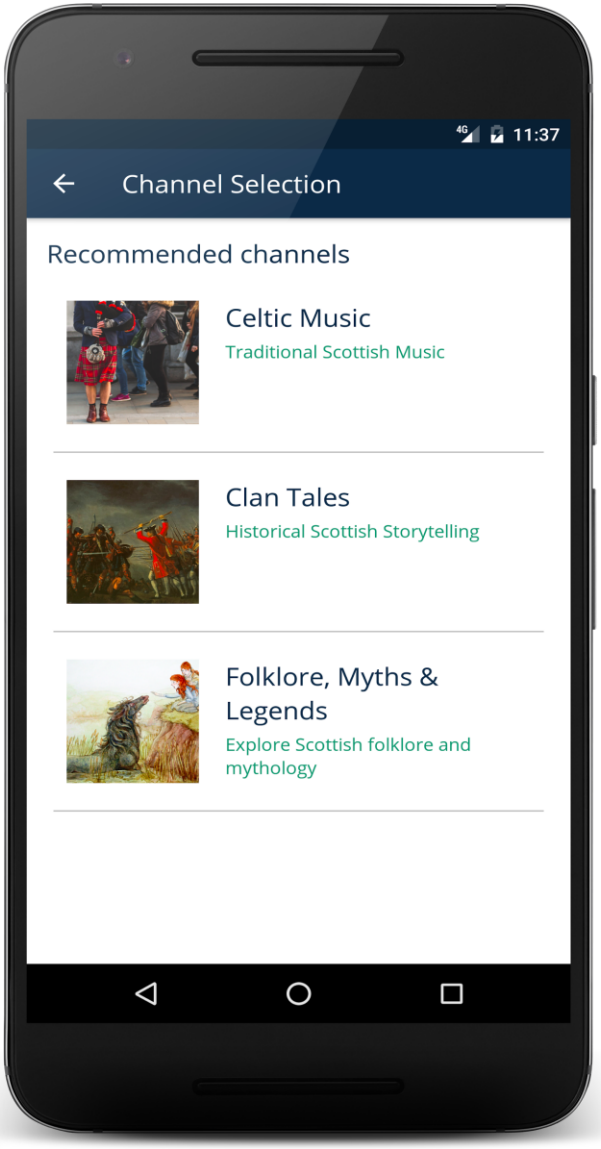






Digital Scotland

AirNode

X Ray Specs for Air Quality

Improving air quality in urban areas is a major challenge.
Great airflow visualisations are vital to this.
However they are not easy to achieve. The software is
Disjointed and requires expensive skillsets to use and does
Not always render meaningful insight.
How can we solve this ?

Digital Scotland

X-RAY SPECS FOR AIR QUALITY

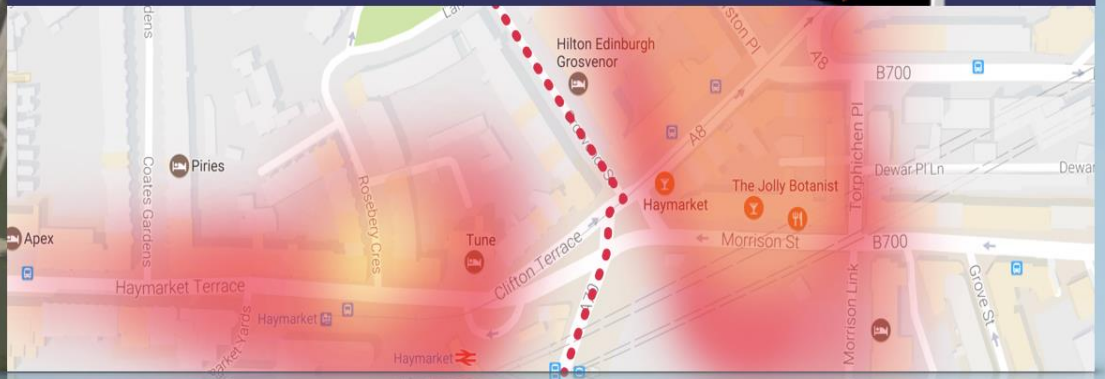
www.airnode.co.uk

AIRNODE

gordon@nodeontheedge.co.uk

Digital Scotland

USE CASES



Digital Scotland

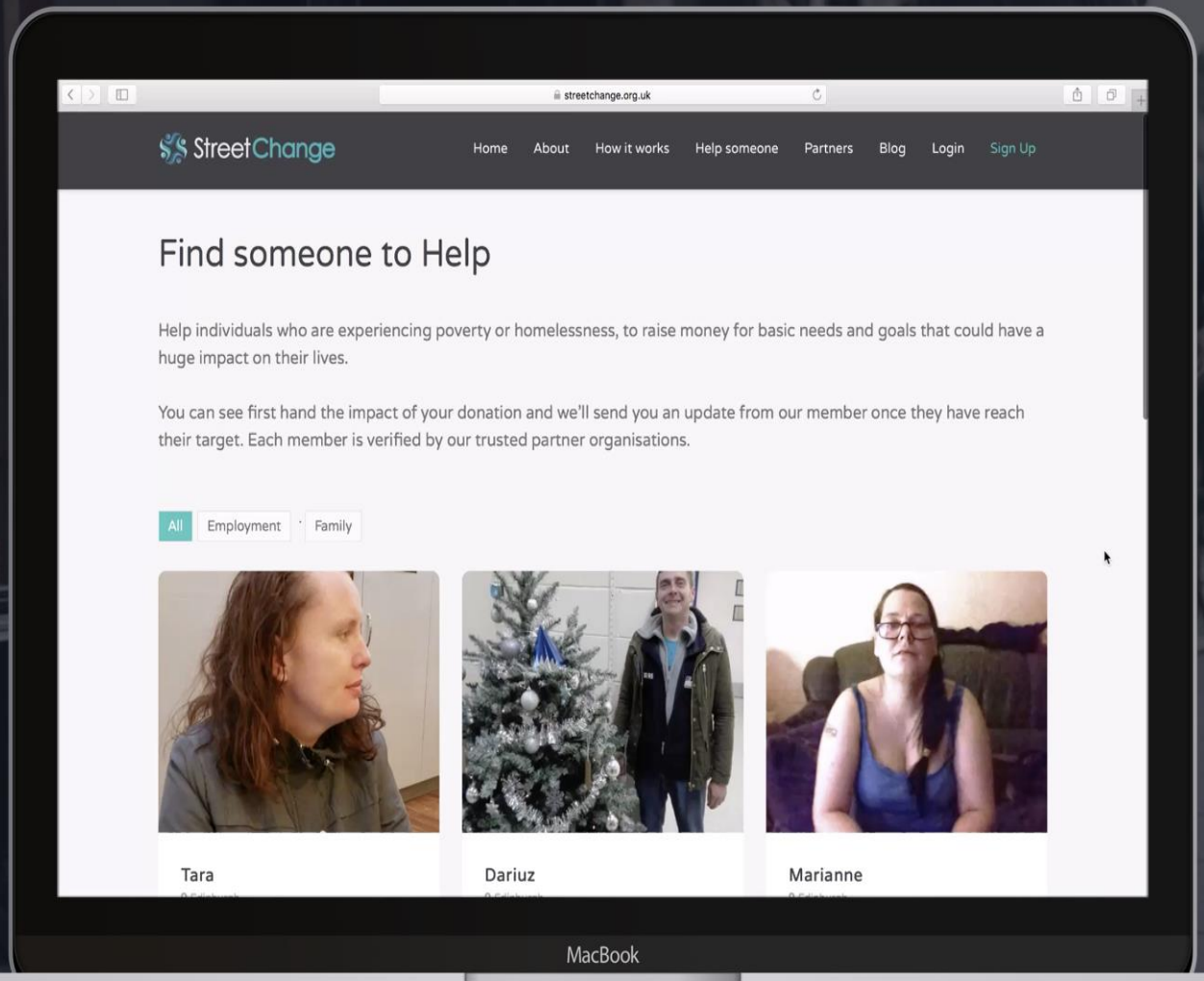
Street change

Ending homelessness one story at a time

THE CHALLENGE

StreetChange emerged from a pre-pilot test exercise As an early and valuable proof of concept, it was invited on to the accelerator, where it's developed into a truly exciting proposition.

Digital Scotland



StreetChange

Johnny Watson

Digital Scotland

CivTech – Lessons Learned to date

- Increments of Trust
- Innovation does not require a lot of money
- Start with the problem not the solution
- Essential layers to any innovation programme
- Don’t need to make a collaboration space new and shiny - 3rd hand is fine

Digital Scotland

Civtech –view from collaboration space

Digital Scotland

Digital Participation

- We are committed to ensuring that all of Scotland can benefit from the Social, Cultural and Economic benefits of the Internet

- 81.9% of Scotland currently access the Internet – 62.7% in 2007

- Building a Digitally capable society to maximise our investment in Infrastructure, Public Services and The Economy

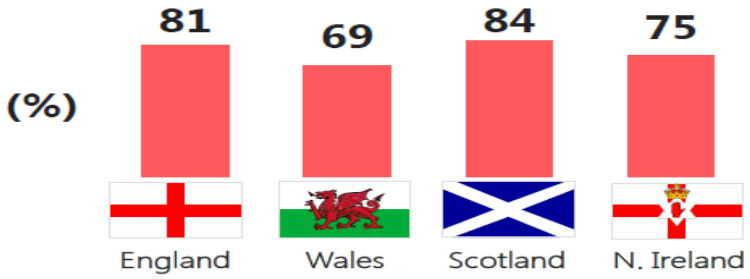
- For the first time we have five working generations that have experienced five different stages of technology and communications

Digital Scotland

Basic Online Skills

Have Basic Online Skills	42,850,000
Don't have Basic Online Skills	10,350,000

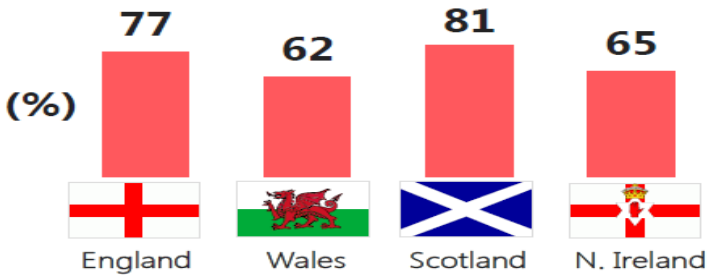
	England	Wales	Scotland	N. Ireland
Have Basic Online Skills	36,150,000	1,800,000	3,800,000	1,100,000
Don't have Basic Online Skills	8,500,000	800,000	700,000	350,000



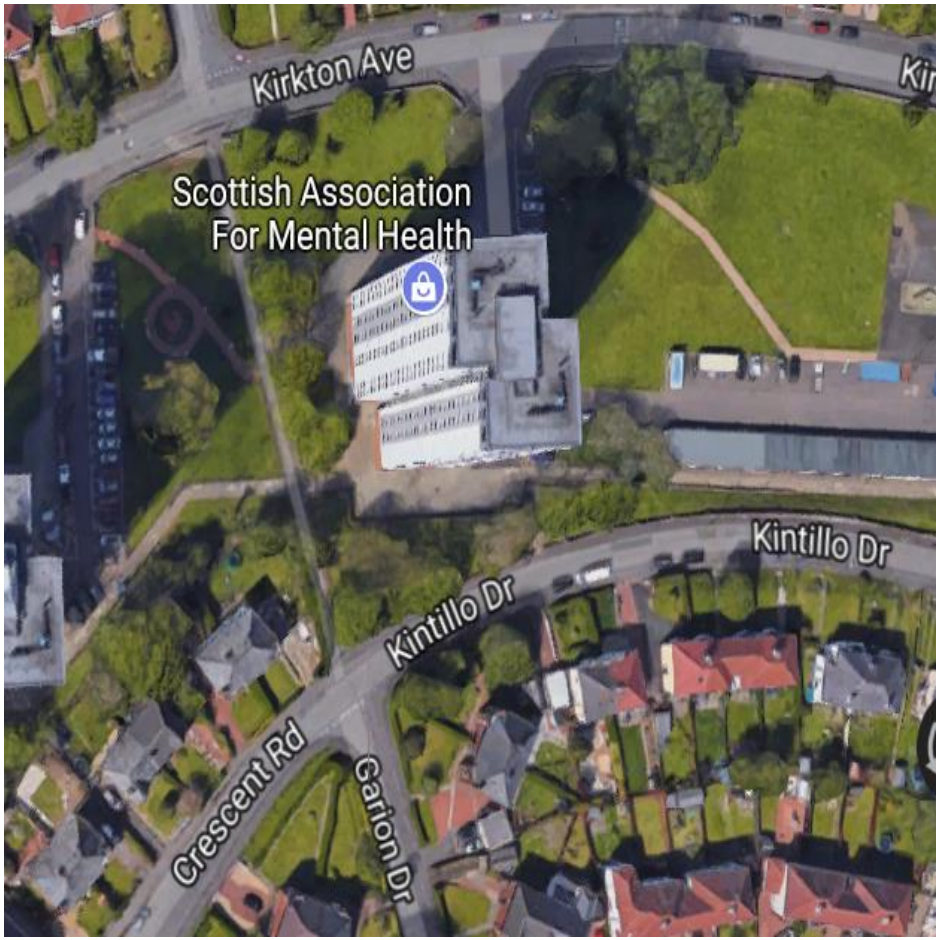
Basic Digital Skills

Have Basic Digital Skills	40,550,000
Don't have Basic Digital Skills	12,600,000

	England	Wales	Scotland	N. Ireland
Have Basic Digital Skills	34,350,000	1,600,000	3,650,000	950,000
Don't have Basic Digital Skills	10,250,000	1,000,000	850,000	500,000



Demonstrating Digital – 55 Kirkton Avenue



- Joint initiative with Scottish Government
- High-rise area for up to 138 families, including five temp furnished flats
- Wi-fi solution
- Replicable across portfolio and RSL sector
- Measured outcomes
- Project extended to transactional services

Partners: John Wheatley Group
BT
Scottish Government
Click and Connect

Digital Scotland

59%

of tenants had no access to internet before

66%

of tenants now use internet daily

82%

feel confident requesting a service online

70% would be able and willing to pay for an internet connection, but 35% struggle to pay for it

Use of the Internet by children is far higher than anticipated

79%

say they got benefit from the connection

62%

of tenants used a search engine for the first time

41%

sent/received emails for the first time

75%

of tenants saved money from being online

Tenants aged 16-44 engaged most in the study

62%

searched for a job online during the study.

Digital Scotland

- All 3 examples have a common theme – Citizen and Visitor at the heart of what we do – Scottish Approach to Service Design
- It is not about asking Citizen what do you want it is about working with Citizen to understand what they need and delivering services with them
- Mixed economy of skills – work together public/private sector and in turn grow our economy
- Innovation does have a place in public services – don’t define the solution ask the creative market to solve the problem
- All our citizens matter we don’t pick and choose our customers we aim to deliver for all

Digital Scotland

Thank You

Keep in touch at @digitalscots