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| Go ON Lancashire |
| * Digitally Enabled Transformation - |
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| “Making sure Lancashire Residents, Businesses and Organisations, without basic digital skills, do not get left behind” |
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Introduction - Go ON Lancashire

Go ON Lancashire is a “pan Lancashire” initiative, with a core purpose of supporting improved digital inclusion outcomes across the public, private and VCSE sectors. With new technology being utilised to optimise service delivery and support “channel shift” it is critical we ensure access, skills, and motivation of citizens is supported and aligned to strategic direction.

Go ON Lancashire is a pan Lancashire initiative with the principle aim of creating a collaborative approach to meeting the needs of citizens and voluntary, public and private sector organisations in the delivery of a Lancashire wide digital transformation initiative.

The statistics are well documented but in Lancashire there are an estimated 120,000 people who have never been online;

* 23% of the community who are digitally excluded
* 33% of SME’s even now do not have an on-line presence. Indeed, 66% of Lancashire based SME’s are poor in their use of digital technology; and,
* Only 45% of the VCSE sector actively engages with communities through an effective on-line presence.

Both innovation and utilisation of the fast moving technology arena is enabling a dialogue on how best to use these technical developments whilst maximising “channel shift” opportunities. The need for this initiative is illustrated in the design of the Lancashire Health Digital Road Map and LCC Digital Strategy, for example, in outlining the criticality for the digitally excluded to engage in future use of technology, ensuring we address the wider determinants of health.

Nationally digital exclusion is set at 23%. However, recent survey and pilot studies have shown that in areas of increased deprivation this figure can be as high as 48% (source: Lancashire Registered Social Landlords). Public/Government studies have proven that residents living in areas of significant deprivation are also those members of the public who most frequently use public services (local authority, GP’s, A&E, police, etc.).

Go ON Lancashire, therefore, aims to align with progressive thinking on how best to use technology initiatives whilst ensuring we focus our support on those most in need of digital up-skilling, to make sure “nobody gets left behind”.

Go ON Chorley – Pilot

Go ON Chorley is a transformational and sustainable model of engagement which has the principle focus of establishing a foundation upon which digital literacy can serve to empower adults, particularly those who are socially and economically disadvantaged, to improve their own lives and those of their families and communities. We similarly plan to support public, private and VCSE organisations in their endeavours to optimise their use of new technology and to ensure patients/clients are able to access this new technology.

Through new partnerships and a wide range of creative approaches, digital inclusion has the potential to engage with thousands of learners, many of whom are from groups that are among the most excluded and least likely to participate in learning.

The initiative is bold in its approach and innovative in its utilisation of cross sector partnering, digital tools and learning resources. Essential pilot and case studies have been researched on how best to meet the needs of those most difficult to reach through a digital inclusion agenda and our solutions are based on knowledge generated through practice and experience.

Go ON Chorley has four core delivery principles against which all underlying activity and objectives are measured against, namely;

* **Digital Outcomes** – people, SME’s, VCFS and public sector organisations are able to take advantage of digital technology.
  + Digital Champion Training and Deployment.
  + Multiple digital training hubs.
  + Implementation of the “Lancashire Digital Passport”.
  + Chorley “Digital High Street”
* **Economic Outcomes** - digital technology improves people’s economic and life chances.
  + On-line money saving opportunities.
  + Job search.
  + Up-skilling.
  + Public sector channel shift
  + Private and VCSE sector digital engagement and trading.
* **Collaboration and Partnership Working –** “the whole is greater than the sum of its parts”, we celebrate success and share learning.
  + Receiving support and being supportive.
  + Delivering outcome collaboratively, not competitively.
  + Optimising resource – time, money and capacity.
* **Health and Social Mobility Outcomes** - digital technology supports health and social progress through alignment to the Lancashire Digital Road Map and local health strategies.
* Social Prescribing.
* GP On-Line Engagement.
* Communication and Social Media.
* Resilient Communities.

Social Prescribing;

* Local service finder application is complete and ready to trial. GP engagement outstanding.
* Residents are able to self-prescribe through local community service finder.

GP On-Line Engagement;

* Surgery staff digital skills training and awareness programme.
* Digital Champion position(s) at each surgery.
* Patient Access Marketing and PR campaign.
* Patient Access sign up (On-line appointment and repeat prescription).

Communication and Social Media;

* Surgery staff social media marketing training.
* Social Media format support/creation (Facebook, twitter, etc.).
* GP web site SEO audit (where relevant).
* Go ON Chorley web presence and health links (NHS Choices, etc.).
* Direct links to health focus groups and members (Diabetes, stroke recovery, heart disease, COPD, etc.)
* Full social media campaign management of health focus group activity and news through Go ON Chorley.

Resilient Communities;

* Volunteering campaign supportive of GP engagement.
* Link GP work stream to broader digital inclusion activity and work streams (Age UK, CAB, etc.).
* Residents taking ownership for their own health and wellbeing.
* Go ON campaign supports the broader channel shift objectives of statutory bodies across Lancashire.
* Engagement with leading VCFS infrastructure networks in order to align Go ON deliverables with existing strategic planning.
* Support VCFS networks through influencing NHS and LCC Health Executive strategic development in understanding the role the sector can play in community health initiatives.

Collaboration forms the foundation upon which Go ON Lancashire and local Go ON initiatives are built. We have created a partnership of support and delivery partners, including;

* Local Authorities and Parish & Town Councils
* Lancashire VCFS partners (CAB, Age UK, CVS, Central Lancs VCFS H&W Collaborative, etc.)
* Lancashire County Council;
* Library Service - Wellbeing Service
* The Volunteer Hub - Economic Development
* Policy, Information and Commissioning and Corporate Services
* Wellbeing Prevention and Early Help Services
* Lancashire Constabulary (initially we have developed an excellent relationship in the Chorley area)
* DWP and Local JCP Centres
* Health Authorities and organisations
* Lancashire Digital Health Board - Healthwatch Lancashire
* Lancashire CCG’s - NHS England
* Lancashire & South Cumbria Change Programme
* Lancashire Care NHS Foundation Trust
* Private Sector Partners

To support our pan Lancashire approach we have also established a strong support network of regional and national organisations, including;

* The Good Things Foundation (formerly The Tinder Foundation)
* Go ON North West
* Doteveryone
* iNetwork
* Digital Leaders NW
* Lancashire Consortium of Colleges
* Lancashire Sport

The partnerships identified above allow us to seamlessly integrate digital health initiatives outside of the primary area of focus thereby delivering improvements to on-line GP services statistics in a “cluster” rather than by individual boroughs. This delivery model allows us to further support health and VCFS scale up needs across Central Lancashire.

Go ON Lancashire has a significant resource available to support citizens in improving life choices and chances. We utilise the gap in digital skills to access those most in need of support. When combined with the efficiencies and reach offered by the VCFS sector this creates a formidable resource which cannot be ignored.

Go ON Lancashire has developed a delivery model which is driven by a process of diagnostics, appraisals, action planning and on-going support. The process is driven by a collaborative partnership involving members from all sectors of the community to ensure delivery is achieved through a true partnership model

Go ON Lancashire has a “Pan Lancashire” focus with the principle aim of creating a collaborative approach to meeting the needs of citizens and voluntary, public and private sector organisations in the delivery of a Lancashire wide digital transformation initiative.

**Go ON Lancashire - Logic Model**

**SHORT TERM OUTCOMES**

**MEDIUM TERM OUTCOMES**

**LONG TERM OUTCOMES**

**ACTIVITIES**

* Targeted engagement of key stakeholders ensuring co-created solutions.
* Local Authorities
* LCC
* Health Infrastructure
* VCSE Sector
* Other Public Sector
* Private Sector (SME)
* Cross sector collaboration and alignment to strategic plans currently in place or in development.
* Partner engagement and commitment.
* Process and system governance and leadership.
* Pan Lancashire focus and strategic delivery.
* Seed funding required to pump prime new collaborative solutions.
* All public and health sector organisations are able to efficiently integrate digital strategies and move towards a channel shift in delivery.
* Go ON delivery of digital inclusion support is embedded in the infrastructure of any locality it exists.
* SME’s and VCSE businesses are engaged and being supported by the Go ON process.
* People of Lancashire feel empowered to use technology to access information and utilise digitally enabled community and public services.
* Go ON Lancashire is the lead organisation for all funded and sector led activity in relation to digital inclusion.
* All referral partners are actively engaged in Go ON process.
* Citizens are accessing digital support independently.
* Delivery facilities are actively utilising Go ON as a resource to support volunteering and digital training of citizens.
* Trainees are utilising skills to access health, employment, community and public sector resources and support networks.
* Volunteers and digital champions are operating across all delivery facilities and numbers are increasing as per the “local plan”.
* Health professional are engaged in social prescribing through Go ON resources.
* Citizens are supported towards on line GP and public sector digital support.
* Go ON Lancashire core mission is aligned to existing strategies.
* Pilot process is in place and under review.
* Asset mapping complete.
* Delivery facilities operational.
* All partners and key stakeholders are fully engaged and demonstrating support.
* All process controls are in place and active driven by volunteering.
* Engagement with (and referrals of) citizens in need is active and delivery of digital inclusion support is demonstrable, e.g.
* Health Needs
* Job seekers
* Older people
* Local steering team is in place and operational and measurement and monitoring in place.
* Establish Go ON Lancashire as the lead body in digital inclusion initiatives across the county.
* Asset Mapping process required to assess resource, capacity and existing digital activity in any given location
* Build relationships and understanding across all sectors (local and pan Lancashire).
* Develop all process control systems including, marketing, PR, training, volunteering, documentation and web platform.
* Establish pilot location and all associated pre-launch, launch and post launch delivery plans.
* Develop pilot location steering team and key stakeholder monitoring and governance protocols.

**INPUTS**

Key Enablers;

* Go ON Lancashire cic
* Pan Lancashire collaborative partnerships
* Awareness, understanding and shared vision
* Lancashire and local government ownership
* Health, employment, SME and VCSE aligned strategic planning

Key Assumptions;

* Our communities have the skills, access and motivation to utilise digital technology in supporting and enabling improved life choices. Our public and health sector partners are active in rolling out digital solutions required to meet channel shift and strategic objectives. Collaboration across all organisations and sectors is demonstrable and outcomes are viewed as mutually beneficial of a shared vision for our citizens, SME’s and VCSE organisations.

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**LONG TERM OUTCOMES**