

**Digital Engagement**  
**Empowering Citizens & Government through Digital Innovation**  
**6<sup>th</sup> October 2009**  
**Church House Conference Centre, Westminster**

Ten Alps Events presents 'Digital Engagement – **Empowering Citizens & Government through Digital Innovation**', which will take place on 6<sup>th</sup> October 2009 at Church House Conference Centre, Westminster. This event will explore the key issues around the use of digital technologies in the public sector and determine how Government can engage more effectively with citizens to increase social inclusion and efficiency whilst delivering better public services.

*“The digital age presents huge opportunities for individually-tailored public services, mainly delivered electronically and always with greater efficiency. Government must be at the forefront of this modernisation.”*

**Prime Minister – Gordon Brown**

*“Digital capabilities and trends are an integral part of the financial solution for the public services. An ambitious and clear programme of **The Digital Switchover of Public Services**, to primarily electronic and online delivery, will unlock significant cost savings, whilst at the same time serve to increase levels of satisfaction. As a matter of urgency we need to develop a comprehensive model, accounting for the cost of deployment, as well as the revenues and savings that will result from the infrastructure that is being deployed”*

**Lord Carter CBE**

The internet continues to have a huge impact on our lives. While the 1980s introduced us to computers, the 1990s saw the arrival of the World Wide Web. We are now in the midst of a Digital Revolution – the worldwide internet population currently stands at 1.56 billion people. Whilst 65% of UK households have access to the internet, and 7 out of 10 of us going online every month, over 17 million people in the UK are *still* excluded from this digital revolution.

The recent publication of the Digital Britain report underlines the importance of communication with citizens, reinforcing the crucial role digital technology will have in placing the UK at the forefront of the global digital economy. Achieving the £25.5 billion of efficiency savings is a step in the right direction, but in order to strengthen Public Services in this tough economic climate, a further £35 billion of efficiency savings must be achieved by 2011, which means the Government must innovate to transform. This places Digital Technology at the forefront of public sector reform. Initiatives such as 'Transformational Government', 'Power of Information' and 'Digital Britain', further demonstrate that Government must adapt itself to a world in which most people regularly use the internet.

In recognition of the widespread use of the internet and the huge rise of digital communities and social media, the Government has made a number of key appointments including; Andrew Stott as the Director of Digital Engagement, Sir Tim Berners-Lee, as Expert Advisor on Public Information delivery and Martha Lane Fox as Digital Inclusion Champion. As well as driving the 'Power of Information Agenda' forward, they are set to "transform the way that government engages with citizens through the internet and free up government data, so that people can use public services more effectively."

Digital Technology is vital for the reform of Public Services. If the Government is to achieve efficiency targets, encourage competitiveness and enrich the social, cultural and educational landscape of the country, investing in Britain's Digital Technology is a necessity. In addition to this other agencies, Local Government departments, institutions and RDA's have a crucial role to play. For example, since their creation in 2000, UK **Online Centres**, based in libraries, citizens' advice bureaux, internet cafes and other publicly-available locations, have helped millions of people in England. They have particularly helped the disadvantaged or older people who have not encountered digital technology at work or do not have supportive family networks.

This conference will examine the challenges and opportunities ahead in delivering a Digitally competent Britain, with examples of some of the most successful customer facing services and a look at how the public and private sectors can work together to build a strong Digital Infrastructure for the UK's Public Services.

Themes will include:

- An update on the current progress of supplying Broadband for all
- The potential contribution that Government will make to the Digital Britain roll out and how this will be achieved
- An insight into new and emerging technology that will enhance interaction between the Public Sector and its customers
- Examples of award-winning customer focused sites that have revolutionised the way Government does business with the citizen
- An opportunity to gain an insight into the training and development that is currently being developed to up-skill the nation and the service providers.

The Conference and Exhibition will also offer extensive networking opportunities within a flexible environment alongside key decision-makers and practitioners from the public and private sector.

## **Background**

### **Digital Britain**

The eagerly anticipated Digital Britain report set an ambitious and strategic plan to accelerate growth in the digital industries that will cement the UK's position as world leader in innovation, investment and high quality content. The report guarantees to deliver a Universal Service in broadband at 2 megabits per second for all households in the UK by 2012.

Minister for Communications, Telecoms and Broadcasting, Lord Carter said: *'The UK economy needs a digital infrastructure and it needs higher levels of connectivity with greater levels of participation. Digital Britain will establish a 2mbps Universal service as a baseline for the next generation delivery of Public Services. Internet users are guaranteed a quality of broadband capable of offering a wide range of applications that will include the majority of public services.'*

Promotion of digital technology will be key to the success of the plan, as will building awareness of the benefits of internet technology to enhance opportunities for all. It is feared that inequality in the use of digital technologies could be a significant driver of social exclusion in the 21<sup>st</sup> century which could accelerate existing social divides and create new ones.

By establishing a Cross-Government Digital Inclusion team under the Minister of Digital Inclusion, Paul Murphy, in October 2008, the Government has already taken the lead. Immediately after his appointment, the Minister launched the consultation 'Delivering Digital Inclusion – An Action Plan for Consultation'. The Plan sets out an agreed cross-Government and cross-sector action plan to support all those not currently realising the benefits of the digital age.

### **The Cross-Government Digital Inclusion Team**

The **Cross-Government Digital Inclusion Team**, hosted by Communities and Local Government, coordinates this work and seeks to bring coherence to and synergy between digital inclusion and related initiatives across all sectors. For example, it is working closely with departments responsible for the Government's established Service Transformation and Digital Channels Strategy.

### **Digital Inclusion Champion**

A key proposal is to establish a **Digital Inclusion Champion**, supported by an expert Taskforce. This person will be independent of, but very close to, the Government, creating synergies and providing strategic leadership and expert advice across all the sectors involved. It is intended that the Champion will provide a clear channel of communication between central and local government, industry, third and public sectors, and the client group, to ensure all available expertise and resource is harnessed in pursuit of a shared understanding of digital inclusion. Both the Digital Britain team and the Digital Inclusion team will work closely to ensure their work is closely aligned.

### **Regional Development Agencies**

Regional Development Agencies have also taken steps in the right direction by investing in Broadband coverage. The '**Digital Region**' Project, led by Yorkshire Forward was approved in the Budget 2009 with a £100 million package that will roll out next generation broadband across the South of Yorkshire region which will stimulate economic activity through high-speed connectivity. Other projects that will provide broadband via alternative methods are also underway in regions across the UK.

### **Directgov**

The Directgov website is consistently within the top two of the best 100 government websites in terms of visits. Directgov is now the place to go to apply for a job, plan a journey using public transport, find local services on your mobile, and find out detailed information about income tax, benefits and employment.

Directgov is also enabling government to deliver other initiatives such as the Tell Us Once programme, by looking at both identity assurance and tools to give the citizen a trusted way to access simple and convenient services. For example, this year a bereavement checklist tool was launched on the Directgov website to support the programme, and Directgov has also been instrumental in embedding the digital channel into delivery of the Tell Us Once pathfinder launched in October 2008.

To help deliver the digital inclusion agenda, the Directgov TV service has been launched on Teletext, Freeview and analogue television. This will help make services easier to access for

more difficult-to-reach groups and those less likely to have internet access (45% of analogue Teletext viewers have no internet access)

### **Businesslink.gov.uk**

This service is the online portal for all businesses seeking authoritative information and advice from government. Its customer satisfaction rate from its May 2008 survey was over 90%, ahead of the best commercial comparators such as Amazon.com. Some 21,000 businesses viewed the site as being helpful or crucial in starting up in 2007/08, and the site saved business users some £142 million and 4.5 million hours in work effort. In October 2008, Businesslink.gov.uk had its highest ever number of monthly visits at over 1.2 million.

In 2008 Businesslink.gov.uk successfully completed convergence of the maternity, paternity and adoption content from the Department for Business, Enterprise and Regulatory Reform (BERR) and Advisory, Conciliation and Arbitration Service (Acas) websites. Visits to these pages are up by 200% since convergence. It has also provided a comprehensive tool to help employers with all aspects of dealing with employees, and it has supported the initiative to simplify government support to business by providing clear information on the products now available.

Businesslink.gov.uk has delivered a genuinely combined transaction, making available in one service, information from two different organisations: company name and trademark searches enable users to look at information from Companies House and the Intellectual Property Office.

Future developments will include making Companies House's webcheck and webfiling services available from Businesslink.gov.uk and providing access to Transport Office services, including booking an HGV test online and applying to become a driving instructor online.

### **NHS Choices**

Patients can already view comparative information about a range of healthcare services online at the NHS Choices website. Patients can make their own comments, observations and suggestions about hospital services and allow these to be visible to other patients. Often the best way for people to understand whether a service is right for them is to see what other similar users thought of that service. This is the experience of millions of customers who use Amazon.com or iTunes, and while these are for simpler, less important services like books or music, the same principle of valuing the opinions and views of others applies in the decisions that are made around our health and care as well. Around 10,000 such comments were posted since the launch of NHS Choices. During 2009 the ability to make this kind of comment will be extended from hospitals to include GP practices, and over time the expectation is that patients will be able to make comments on and review all NHS services through the NHS Choices website. At the same time, payment to hospitals for services is being linked to patient-reported experiences and outcomes as one way of driving improved quality and patient-focus across the NHS. And we should see the quantity of this payment linked to outcomes increasing year-on-year as quality measurement improves and commissioners focus on ever higher outcomes.

During 2008, NHS Choices has been working with Directgov and Businesslink.gov.uk to ensure a streamlined customer experience between the three websites.

www.nhs.uk offers easy access to government services from the national health website. Launched in June 2007, NHS Choices attracts 6 million visitors per month to

www.nhs.uk. The Department of Health (DH), NHS Choices and Connecting for Health are working closely to deliver more coherent, customer-centric information and service delivery via their digital channels. A review of both national and local NHS websites is currently under way.

## **Power of Information Review**

Commissioned in April 2007 by the then Minister for the Cabinet Office, Hilary Armstrong, *'The Power of Information Review'* was produced by Tom Steinberg, Director of MySociety and Ed Mayo from the National Consumer Council.

The report was one of the Governments first steps in harnessing the phenomenon of internet advice sharing sites and one of the methods of empowering people with information that would improve their lives. The Government wanted to ensure that they were giving citizens as much help in using citizen to citizen advice with better information from the Public Sector.

Websites like Netmums and Rightsnet are examples of how people can use the internet to share information, advice and help. This review looked at the benefits online communities created for their members, how they related to major areas of government policy and focus whether there was a case for involvement from the Government.

Amongst 15 recommendations the report suggested:

- To improve service delivery and communication with the Public Sector
- To reduce unnecessary duplication of pre-existing user-generated sites
- To promote innovative use of public sector information
- To improve understanding, effective usage and take-up of government services whilst improving the governments response to demand for public sector information
- To explore the potential for promoting digital and social inclusion through partnerships

Hilary Armstrong said, "We know people feel, and are, empowered when they can access advice and help easily and directly online; the growth in web sites such as NetMums proves this. If Government can improve the experiences and lives of people using such web sites by providing information and advice through these channels, we should do so – but in a way that helps and not hinders this phenomenon.

'Too often discussion about information strays into personal data sharing arguments; that's not what the Power of Information review is about. DirectGov and Businesslink are examples of successful online innovations from Government, but we need to ensure we build on this, understand how people want to access advice and make sure Government does not fall behind in embracing this interactive age.'

## **The Power of Information Taskforce.**

The former Minister for Digital Engagement, Tom Watson announced the creation of the Power of Information Task Force with the aim of driving forward the Government's pledge of meeting the aspirations of modern communications practice and improve engagement with citizens through social media.

The Task Force, which is chaired by Richard Allan, consists of members drawn from leading internet practitioners, the civil service and wider public service. The focus of the Task Force was to renew the Governments commitment to improve its overall capability in use of modern social media. One of the main aims is to encourage innovation and improve the way the Government shares information so ordinary people can develop online services that benefit their community. Launching the Task Force, Tom Watson said:

“There are new opportunities for Government to engage with people in the online world. Every day, hundreds and thousands of people come together online to solve problems and exchange ideas on public policy issues – whether raising kids, tackling debt or seeking health advice.

“The success of sites such as Netmums, moneysavingexpert and fixmystreet, has proved the power of information. We need to listen and learn from the experts so we can satisfy people's desire for faster, better public services. I want to move quickly. With advice from the Task Force, we will get on with improving services for our citizens to match the pace of change.”

Since the Government responded to The Power of Information Task Force report the Task Force is now considering:

- How the government can further catalyse more beneficial creation and sharing of knowledge, and mutual support between citizens?
- Establish whether more can and should be done to improve the way government and its agencies publish and share non personal information
- Examine whether there are any further notable information opportunities or shortfalls in sectors outside of the government that those sectors could work to rectify.

### **Transformational Government**

Commissioned by Tony Blair in November 2005 and published by the Cabinet Office, ‘Transformational Government: Enabled by Technology’ marked the beginning of the public sector ‘digital revolution.’

The report identified that due to the remarkable technological change going on around the world, Public Sector could either keep up with the advances and ensure a robust Government that communicated with its citizens, clients and customers or be overwhelmed. By using the power of new technologies, the ambitious plan set out the Governments vision for delivering better public services in the 21<sup>st</sup> Century.

#### **Overall the technology-enabled transformation will ensure that:**

- Citizens and businesses have choice and personalisation in their interactions with government.
- Taxpayers benefit from efficiency gains.
- Citizens, businesses and the voluntary and community sector benefit from the better regulation, reduced paperwork and lower costs from a leaner, modern, more effective public sector.
- Public servants have better tools to undertake their jobs, and the opportunity to provide better services as a result.
- Policy makers will be better able to achieve intended outcomes in practice.
- Managers are able to free resources from back office to the front-line.
- Citizens feel more engaged with the processes of democratic government.

The strategy is not about transforming government through technology but making government transformational through the use of technology. The programme has been rolled out in three phases with phase one complete and phase two nearing completion with a plan in place for beyond 2011.

#### **Phase 1: Completed between November 2005 to July 2007**

- Delivered discreet programmes of change including Connecting for Health, reform of the Criminal Justice System and the Harnessing of Technology Strategy in Education

- Tackled digital inclusion and service provision through Connecting the UK: Digital Strategy
- Mobilised the professionalism agenda
- Created key roles and structures to lead transformation beyond 2006
- Used the Comprehensive Spending Review process to set clear plans and targets
- Worked with government and public services at all levels to identify opportunities for specific shared actions.

### **Phase 2: Ongoing between August 2007 to 2011**

Following the Comprehensive Spending Review settlement, the priorities became:

- Transforming delivering into public services centred round citizens and businesses
- Transforming support into a shared services framework
- Realising financial and service benefits of current and planned investments.
- Embedding key changes and new cultures

### **Phase 3: Beyond 2011**

This is the stage for further radical change in the delivery of Public Services, enabled by technology. Boundaries between departments, central and local government and between public, private and voluntary sectors are envisaged to be less important and less visible to citizens and business.

- Citizens and business should be able to serve themselves at home, in work and public places, and on the move.
- Public servants will be empowered by technology in fulfilling their roles
- Policy makers will utilise technology in service design and achieving policy outcomes

To further reinforce the importance that the Government puts on public services, 'Working Together – Public Services on your side' was published in March 2009, putting the onus on the patient, teacher, citizen and parents. <http://www.hmg.gov.uk/workingtogether.aspx>

This report identifies that public services work better when citizens are given some degree of control over them. When buying products from sites such ebay and amazon.co.uk a purchaser can see reviews of products before the transaction is complete. Digital Technology will enable the citizen to do the same via TV, online, radio and telecoms. By leaving a review of an experience they have had at an NHS hospital, dentist or surgery, potential patients will make an informed choice on who their service provider will be.

Digital Technology will allow for innovative ways in which to share information and spread good ideas. The rise in popularity of social networking sites like Twitter and Facebook further substantiates the belief that citizens don't have to be experts in technology to engage in conversation with professionals and the Government.

## **Who will be attending?**

Assistant Directors of ICT  
Broadband Service Directors  
Broadband Stakeholders  
Chief Executive Officers  
Chief ICT Officers  
Chief Technology Officers  
Communications and Public Consultation Managers  
Community Partnerships and Project Managers  
Corporate Directors of Continuous Improvement  
Digital Media Analysts  
Director of Technical Services  
Directors of Broadcasting and Content  
Directors of Customer Services  
Directors of Digital Communications  
Directors of Digital Engagement  
Directors of Digital Media  
Directors of Digital Strategy  
Directors of Digital Technology  
Directors of Finance  
Directors of Information Services and Technology  
Directors of Organisational Development  
Directors of Resources  
Directors of Staff Training  
Directors of Training and Development  
Divisional Directors of Improvement and Performance  
Executive Directors of Technology  
Group Finance Directors  
Head of Business Improvement  
Head of Customers and Facilities  
Heads of Business Engagement  
Heads of Client Services  
Heads of Communications  
Heads of Communications Supply Policy  
Heads of Community Engagement  
Heads of Contracts and Corporate Services  
Heads of Converged Communications  
Heads of Corporate Performance  
Heads of Cultural and Community Relations  
Heads of Digital Engagement  
Heads of Economic Initiatives  
Heads of E-government  
Heads of ICT  
Heads of IT  
Heads of Life Long Learning  
Heads of Performance & Scrutiny  
Heads of Personnel Development

Heads of Procurement  
Heads of Regeneration  
Heads of Regional ICT  
Heads of Workforce Development  
HR Managers  
ICT Services Directors  
Information Services Director  
Policy Advisors  
Principal Markets and Strategy Directors

**From the following organisations:**

Cabinet Office  
Treasury  
Home Office  
DWP  
DEFRA  
WRAP  
Appeals Service  
Better Regulation Authority  
Department for Business Innovation & Skills  
Government Offices  
Business Links  
Central Office of Information  
DCSF  
CLG  
CPS  
Driving Standards Agency  
DECC  
UKTI  
DVLA  
Driving Standards Agency  
Government Communications Network  
Department of Health  
HMRC  
Highways Agency  
Jobcentre Plus  
Learning & Skills Council  
Regional Development Agencies  
Local Authorities  
The National Archives  
National Audit Office  
National School of Government  
NHS  
OFCOM  
Office of National Statistics  
OGC  
OGCbuying.solutions  
Passport Office  
Planning Inspectorate  
Department of Transport

**Digital Engagement**  
**Empowering Citizens & Government through Digital Innovation**  
Outline Programme

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**08:15 - 9:00 Registration, Tea/Coffee, Networking and Exhibition**

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09:00 –10:30 POLICY AND BEST PRACTICE

09:00 Opening Remarks from Chair  
**Michael Cross – Freelance Journalist & Public Policy Correspondent, The Guardian (CONFIRMED)**

09:10 Morning Keynote Address  
*'Digital Engagement – Empowering Citizens & Government through Digital Innovation*  
**Martha Lane Fox – Digital Inclusion Champion (CONFIRMED)**

09:30 'A Digitally Enabled Government for a Digital World'  
What would a digitally enabled government and citizenry look like?  
- Perspectives and issues  
- Infrastructure and innovation  
- Typology of digital engagement  
- Evidence from UK local public services  
- Next steps for information and knowledge management  
**Martin Ferguson – Head of Policy - SOCITM (CONFIRMED)**

09:50 'Universal Connectivity by 2012'  
- Latest progress on broadband for all  
- The benefits for Government and Citizens  
- Beyond 2012  
**Kip Meek – Chair of Broadband Stakeholder Group (CONFIRMED)**

10:10 Industry Best Practice Case Study

10:30 Panel Question & Answer Session

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**10:45 Morning Tea/Coffee Networking and Digital Engagement Exhibition**

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**11:15 – 12:15 INVESTMENT & DELIVERY – BEST PRACTICE**

**11:15** Digital Region – Digitally Transforming South Yorkshire  
**Robert Ling – Business Improvement Manager -Yorkshire Forward (CONFIRMED)**

**11:30 Industry Best Practice Case Study**

**11:45 NHS Choices – Care and Treatment the digital way  
Gary Ashby – Programme Director – NHS Choices (CONFIRMED)**

**12:00 Question and Answer Session**

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**12:15-13:00 Digital Engagement Seminar Session 1**

**A selection of interactive seminar sessions, providing an opportunity for delegates to explore distinct aspects of key importance to this agenda.**

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**13:00–14:00 Lunch, Networking & Exhibition**

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**14:00–14:45 Digital Engagement Seminar Session 2**

**The second in a selection of interactive seminar sessions, providing an opportunity for delegates to explore distinct aspects of key importance to this agenda.**

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**14:45-15:15 Afternoon Networking – Tea & Coffee**

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**15:15-17:00 DEFINING THE FUTURE CHALLENGES AND OPPORTUNITIES**

**15:15 Overcoming the Digital Divide**

- The social and economic benefits of Digital technology for all
- Connecting communities through innovative digital technology
- Preventing digital exclusion

**Helen Milner – Managing Director – UK Online Centres (CONFIRMED)**

**15:30 Kent TV – Engaging Communities through digital Television  
Alex Connock – CEO – Ten Alps PLC (CONFIRMED)  
Peter Gilroy – CEO – Kent County Council (CONFIRMED)**

**15:50 The impact of a Digital Government on Local Communities**

- The challenges ahead
- Can Local Communities cope with high levels of technological engagement?
- The true value of social networking sites to increase engagement

**Richard Wilson – Founder - Involve ThinkTank (CONFIRMED)**

**16:10** Closing Panel Discussion – Digital Skills and Innovation for a Digital Britain

This panel discussion will provide delegates with a unique opportunity to discuss how they see 'Digital Government', 'The Power of Information Agenda' and 'Working Together – Public Services on your side', coming to fruition. Senior officials who are directly involved in the delivery of each agenda will come to together and detail how they will achieve their objectives. As well as updating delegates on their current progress, they will also invite questions from the audience, encouraging a lively debate that will include the following themes:

- Examples of how digital innovation has improved public services
- Training and development initiatives available to the Public Sector.
- The methods in which the digital skills divide will be diminished.
- What innovations in digital technology can we expect in the immediate future
- Working towards a digitally inclusive society
- The benefits of using digital technology for the citizen
- How do we manage the changing culture in a digital environment
- Equipping the Government to provide first class services for a Digitally Enabled Britain

**Invited Panel includes:**

Helen Milner – **Managing Director, UK Online Centres – (CONFIRMED)**

Richard Wilson – **Founder of Involve ThinkTank (CONFIRMED)**

Tom Loosemore – **Head of 4iP and Co-founder of mysociety (CONFIRMED)**

Nick Jones – **Director of Interactive Services - COI (CONFIRMED)**

Steph Gray – **Head of Engagement – BIS (CONFIRMED)**

**17:00** Conference Close