



CALDERDALE COUNCIL

DIGITAL & ICT

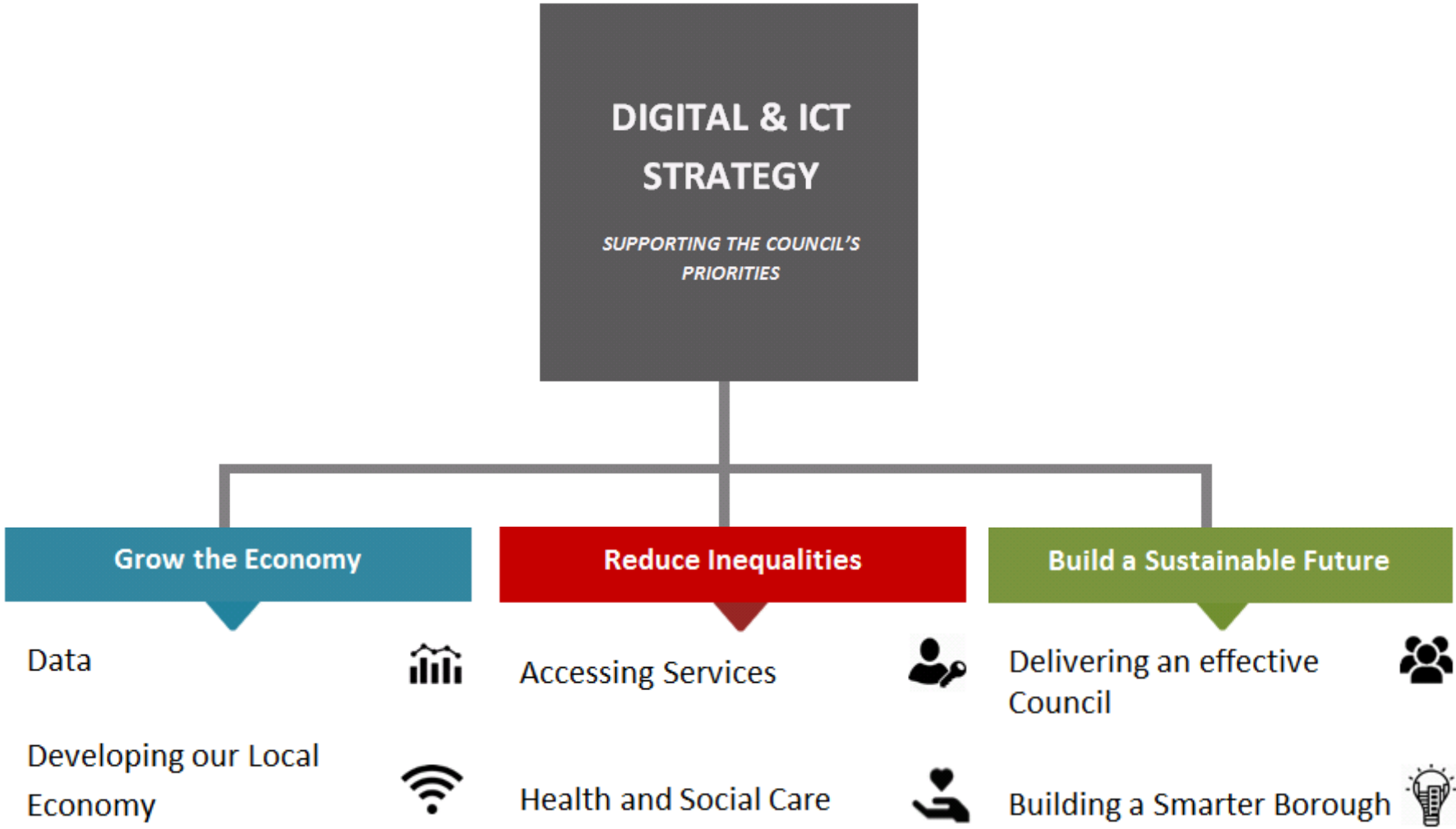
STRATEGY SUMMARY

2018-2021

Businesses



SUPPORTING THE COUNCIL'S PRIORITIES



MEET RASHPAL

Name: Rashpal

Occupation:

Managing
Director

Technology Status:

Rashpal
predominantly uses
a smartphone as she
is always on the
move and uses a
laptop.



Business: Early
stage Design and
Marketing agency.
She has approx. 20
employees.

Background:

Rashpal owns her
own business and
has recently
moved into the
Leeds Beckett
Business Centre,
Piece Mill.

Age: 35

HOW **WILL** THE COUNCIL HELP RASHPAL?

Growing the Economy

Developing our Local
Economy



Data



LOCAL ECONOMY

Create a digital environment that
will attract further businesses to
the Borough

Grow The Economy

Rashpal relies heavily on fast and reliable connectivity to make her business a success. Now she has moved into the Piece Mill she has gained from private office space with high speed internet links and affordable broadband.



Improved Connectivity

She has benefitted from a 4G Voucher scheme providing fast and affordable connectivity.



Faster Connectivity

Will improve business competitiveness, and quicker turn around for projects.



Affordable Connectivity

Will lower business costs for Rashpal.

Grow The Economy

It is important for all of Rashpal's staff to be up to date with the latest digital trends and software to help the business make better use of digital. Her staff will benefit from local initiatives such as:



Digital Wings
Created by  BARCLAYS

Barclays Digital Wings
for business

Digital Wings

Bring her people up to speed on everything from coding and cybersecurity to e-commerce and social media



Halifax Central Library - Digital

The resources in the Digital Library are free of charge and the most she'll need to access them is her library card



Leeds Beckett Business Centre – Piece Mill

University business support, training and mentoring

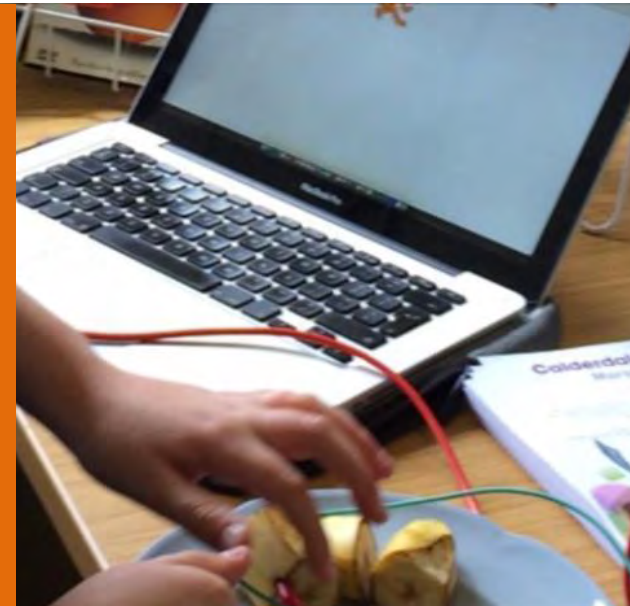
Grow The Economy

In order to try to increase competitive advantage and invest in potential employees, Rashpal is a strong supporter of the local Code Club as she believes in encouraging STEAM (science, technology, engineering, arts and mathematics) skills, for her staff and local residents.



Benefits:

- Successful business
- Better skilled staff members
- Help close the gender gap in STEM
- Better qualified local employees
- Encouraging STEM skills
- Employability – better access to jobs, widen digital inclusion and improve digital skill sets
- More local residents have the right skill sets for the digital industry.

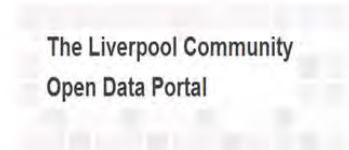


Grow The Economy

Rashpal benefits from being able to access the data CMBC has made freely available in an open format Datasets. Data that might be of use of Rashpal:

- Public Wi-Fi Hotspots
- Companies in Calderdale
- Business Rates
- Grants
- Digital Inclusion Profiles

Other regional datasets that Rashpal can access:





Grow The Economy

Rashpal has access to facilities which offer a modern, digitally enhanced, cultural centre for the benefit of residents, businesses and visitors alike.

The Digital Hub:

Halifax Central Library

Square Chapel

Orange Box

Calderdale Industrial Museum

University Business Centre, Halifax

ACCESSING SERVICES

Reducing Inequalities

Accessing Services



Health and Social Care



MAKING LIFE EASIER

PERSONALISED

EASY TO USE

SELF-SERVE

Building a Sustainable Future



Benefit from access to full fibre network



Deployment of Internet of Things (IoT) will open up new business opportunities

LoRaWAN (Long Range Wide Area Network) : IoT technology will help us to provide smarter public services around citizens and businesses

Rashpal's business will benefit from LoRaWAN technology such as Smart Energy and Accessing Data.

HOW COULD THE COUNCIL HELP RASHPAL?

FUTURE POSSIBILITIES INCLUDE:



Smart transport – traffic flows, smart lighting with Wi-Fi and charging points

Rashpal is always on the go, meaning **monitoring traffic flows will make her journey more efficient** when she is travelling to meet her clients.



App for free parking bays

It is useful for Rashpal to know in advance where the **free parking bays are located** so she is on time for any business meetings.



Clean Air friendly as pollution is monitored and action taken

Clean air **would increase Rashpal's lifespan**, mood and over overall health.

Clean air is highly important for a long and healthy life.



Pothole unfriendly – they are always fixed within 3 days of being reported, using an App

Rashpal is always travelling ,which means it is essential that the **roads are well maintained**. She can now report a pothole quickly and easily, knowing it will be fixed within three days.

