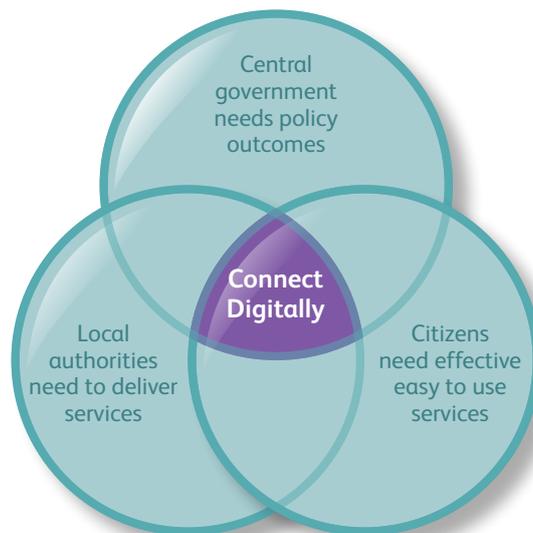


Scaling Up Digital Innovation

The Connect Digitally delivery model scales up digital innovation by agile development and by transferring solutions across partner organisations, enabling joined-up working and transforming front-line service delivery across England. This ground-breaking model supports central government policy and empowers local delivery of high quality, efficient digital services offering best value for society.



Key to successful application of the model is the highly skilled and experienced Connect Digitally team. Team attributes and competencies that ensure successful scaling up of innovation include:

- Strong committed credible leadership
- Expertise to support partners through all stages of transformation
- Detailed knowledge of the social, political, economic and commercial environment
- Awareness and understanding of partners' capacities and constraints
- Holistic approach to overcoming barriers
- Passion for 'making a difference' with a focus on delivery
- 'Can do' attitude

The model supports localism and is transferable. Consequently Connect Digitally has advised other national delivery programmes such as the DfT's Blue Badge Improvement Service and the Cabinet Office's Electoral Reform Transformation Programme.

Connect Digitally's steps to success for scaling up digital innovation include:

- Maintain focus on the vision
- Concentrate effort on that which adds value
- Work with the world as it is not theoretical scenarios
- Work as equals in partnership
- Build strong relationship networks with partners
- Solve common barriers while allowing local variations
- Practice agile development



Evidence of Connect Digitally success includes:

- Connect Digitally has transferred solutions and best practice for two essential national services that are delivered through local partners.
 - The first service is a digital transaction for school admission application and notification which 152/152 local authorities now provide. The digital channel has been taken up by 55% of citizens nationally, indicating a popular and trusted service. Additionally, 26 local authorities have met and exceeded the 'digital default' with citizen take-up over 80%.



Increase in Provision of Digital Services by Local Authorities

- Scaling up innovation for the second service has resulted in 148/152 local authorities in England and 21/22 local authorities in Wales now using a digital service to check eligibility for free school meals against data from 3 central government agencies in real-time. A number of local authorities have implemented the full vision for the service, enabling real-time eligibility checking by citizens. These local authorities have seen digital take-up of up to 60% which is far higher than might be expected for this demographic.
- Connect Digitally has demonstrated initial returns on investment for these services in under 2 years and has evidence of cashable savings being made by local authorities across the country from year 1. The programme is on target to meet its projected 6 fold return on investment.

Others agree...

“ The Connect Digitally team have a unique perspective and proposition because they understand local authorities, central government, private sector provision, major change programmes and the customer experience. Connect Digitally are extremely well placed to support the range of initiatives required by the challenging agenda facing the public sector today. ”

Director, Central Government Commercial Partner

“ ...an exemplar of how central and local government and the private sector can work together to deliver benefits to users of public services. ”

Local Government Service Manager