

TELFORD & WREKIN COUNCIL

CABINET – 15 MARCH 2018

DUKE OF YORK – INSPIRING DIGITAL ENTERPRISE AWARD

REPORT OF ASSISTANT DIRECTOR: EDUCATION & CORPORATE PARENTING

LEAD CABINET MEMBER – CLLR SHIRLEY REYNOLDS, CABINET MEMBER FOR EDUCATION & SKILLS

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

The purpose of this report is to advise members of a new exciting award known as the 'Duke of York – Inspiring Digital Enterprise Award' (iDEA) and how Telford and Wrekin Council will be promoting and using it.

The Duke of York Inspiring Digital Enterprise Award, known as iDEA, aims to equip people across the UK with digital and enterprise skills through a free online training portal.

2. RECOMMENDATIONS

To support the delivery of this programme to students and residents of Telford

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-operative Council priorities?	
	Yes	Put our children and young people first. Improve local people's prospects through education and skills training.
	Will the proposals impact on specific groups of people?	
	Yes	We are aiming for this programme to engage all of Telford's residents in providing them with free access to online digital training, to inspire them and to help unlock their potential to learn, work and survive in the digital age.
TARGET COMPLETION/DELIVERY DATE	Launch date – 20 th March 2018	
FINANCIAL/VALUE FOR MONEY IMPACT	No	The iDEA programme provides Schools and individuals free registration and access to online resources via their own Smartphone, tablets and computers. Promotion of this will be facilitated by an initial launch at Telford College and further events

		planned such as Big Bang, Digital 50. Representatives from the Authority will support those events from current resource levels. Individuals will set their own accounts up, however support will be provided by Schools, Libraries and Community based staff if required. There are no additional costs to the Authority associated with this award programme or launch events. (AEM 20/02/18)
LEGAL ISSUES	No	
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	No	

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

4.1 What is ‘The Duke of York Award – iDEA’?

The Duke of York Inspiring Digital Enterprise Award, known as iDEA, aims to equip people across the UK with digital and enterprise skills. It is a free online training portal that can be accessed by going to www.idea.org.uk and registering to create an account. Wherever they are - on the bus, in the library, at school or at home - people young and old can access resources to inspire them and help unlock their potential to learn, work and survive in the digital age.

With 90% of new jobs in the UK requiring digital skills and more than 12 million adults lacking these, it is hoped that the scheme will offer participants a better chance of entering the workforce.

The Duke of York said: “iDEA hopes to play a crucial role in ensuring that young people have the best possible opportunities to become economically active – to get jobs.”

4.2 Who is it for?

It has been designed to maximize social impact and benefit everyone. All any person needs to access digital badges, is to be able to get online. This can be on a smartphone, home PC or tablet, or if they do not have access to one, then they will be able to access the PCs available in any Telford Library or Community Centre.

The programme also enables employers, schools and colleges to be part of the Council’s Telford Online Digital Strategy – ‘To ensure we are embracing the opportunities presented in this digital age for the benefit of everyone in Telford and Wrekin – residents, businesses, staff and visitors alike’.



4.3 How does it work?

Similar to The Duke of Edinburgh Award, The Duke of York Award is based on rewarding participants with badges for the effort they put in to acquiring skills.

Each badge is worth a number of points which accumulate into Awards. The Bronze Award, for example, requires participants to have achieved 250 points.

Each person will be able to log on to their own personalised iDEA account and select a badge in one of four categories:

- Citizen – teaches digital awareness, safety and ethics
- Worker – teaches tools and techniques that are useful in the workplace
- Entrepreneur – teaches how to come up with ideas and bring them to life
- Maker – teaches digital creativity and how to create things in a digital world

Within each category there are a number of online training badges that take around 20 minutes each to complete, such as E-Safety, Digital Ethics, Team Working and Cyber Security. Each badge is worth points and you are able to build up the points in order to achieve a Bronze, Silver or Gold Award.

There are also two bonus categories – Gamer, which teaches youngsters how to make video games, and Independent, which teaches other, useful digital and enterprise skills. There will be a Telford Online badge to click and register as being part of the Telford community. This will automatically credit the user with 2 points towards their badge and will enable us to record how many people in Telford have registered and are actively using the training portal.

4.4 What are we doing and why?

We are working within a number of areas across the Council where participating in this programme has the potential for huge benefits, such as Libraries, Customer Services, Job Box, Cooperative Council Team and Education and Corporate Parenting. A number of these areas are also creating a number of our own badges. Currently, these are in the areas of Digital Council - How to interact with Local Authority Services and Job Box - How to gain access to employment.

Areas currently participating with the Duke of York Award:-



It is an ideal time to launch this programme in Telford's 50th Year, whilst celebrating the past and looking forward to the future and the opportunities this can bring to our residents.

This programme compliments the work being done with the Telford Online Digital Strategy, improving access to the Council's online services and supports the learning of digital skills within our community such as the launch of the new 'easy to use' Telford Online Wi-Fi system, where you are easily able to login with Social Media or create your own account; and the extension of our Wi-Fi offering from not only within all Council buildings but out within the High Streets as part of the Pride Programme. This has started with the early pilot areas of Wellington, Oakengates and Ironbridge.

4.5 How will people know about this?

Led by Cllr Shirley Reynolds, we are hosting a launch event at Telford College on 20th March. All School leaders and ICT leads will be invited along with key employees of the Council and our Corporate Communications Team who will help promote this programme.

We will also have representation from the Palace with Kerensa Jennings – Director of the Duke of York Office - speaking about the programme and there will be an opportunity for all schools to obtain their unique school specific sign-in codes and register to use the website.

Following this launch, we will then proceed with publicising this to our residents through our social media channels, libraries and community groups and through encouragement of those Council employees who work with the public.

There are also a number of events that will be taking place such as Big Bang, and the Digital 50 Event at Southwater in June, where we will have the STEM bus, driverless car and other exciting digital items on display where we will be able to promote the Award and assist people to sign up and take on the challenge.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

This programme will impact on the following Council Priorities:-

Put our children and young people first

Through providing them with the tools and easy access through a range of devices to inspire them to achieve a digital award and gain key skills for supporting them in their education.

Improve local people's prospects through education and skills training

This will be available to any resident in Telford of any age. They can access the online training from home or a smartphone. Where they do not have access to technology, we will be promoting access to the online training at all of our community centres and library facilities.

We are engaging with Age UK and Job Box to encourage these groups to obtain digital skills and enhance their digital awareness.

6. PREVIOUS MINUTES

None

7. BACKGROUND PAPERS

None

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