



Alison Mckenzie-Folan

Chief Executive – Wigan Council

Our People

Our Place

Our Future

Our Journey So Far

The Deal
2030

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Our Future

Wigan Council

- Digital has been essential for the evolution of The Deal in Wigan
- Empowering communities and promoting self-reliance through digital services
- Put customers at the heart of everything we do, and view the digital agenda as a solution to improving the lives of residents
- Digital-first approach
- New strategy will ensure teams and residents can access and improve their own skills and learning

The Deal

Wigan Council

Our part

- Keep your Council Tax as one of the lowest
- Help communities to support each other
- Cut red tape and provide value for money
- Build services around you and your family
- Create opportunities for young people
- Support the local economy to grow
- Listen, be open, honest and friendly
- Believe in our borough

Signed



Councillor David Molyneux, Leader of Wigan Council

Your part

- Recycle more, recycle right
- Get involved in your community
- Get online
- Be healthy and be active
- Help protect children and the vulnerable
- Support your local businesses
- Have your say and tell us if we get it wrong
- Believe in our borough

Signed

Kickstarting a 'digital revolution'

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- People are key to the movement
- Organisational culture is at the heart of making it work:
 - Political leadership is key to setting the conditions for digital transformation
 - Strong digital leadership
 - Staff behaviours
- Successful digital transformation is centred around the people– the right technology can be wrapped around this to provide a solution
 - Smart Bungalow

BeWigan



Our COVID-19 experience

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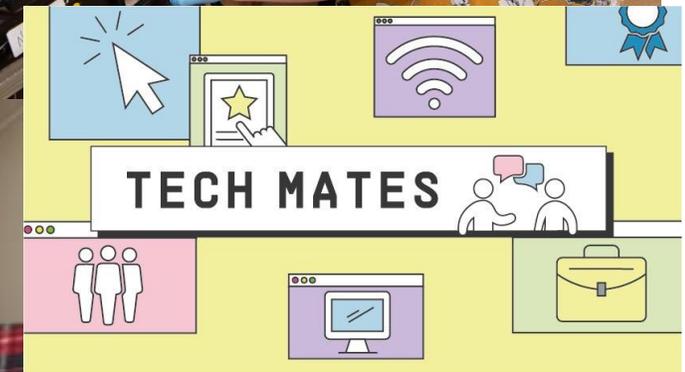
Wigan
Council

- Our response was an expansion of how we already worked
- Digital first approach was always present
 - Continued to enable and support residents through MyAccount – visits to pages increased by over 115,000
- Re-writing Maslow's hierarchy of needs – importance of Wi-Fi
 - 100 tablet devices to care homes and NHS
 - 1000 devices to children who could not attend school
 - TechMates programme



Building on the COVID-19 experience

- Continue to empower residents to reach their full digital potential and further digital inclusion across the life course
 - Digital Communities Partnership
 - TechMates
 - Working with education leaders
- Reimagining the workplace with a focus on collaboration and the power of digital
- Increased desire and public support for digital council services and remote access to health services and professionals
- Determined that COVID-19 accelerates our digital investment and transformation



Facing new and old challenges

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- COVID-19 has had a huge impact on the economic prospects and wellbeing of our residents
- Some societal challenges will have digital solutions:
 - Digital connectivity needs to be recognised as an essential utility
 - Support the digital economy and build residents' digital skills to access opportunities in the sector
 - Provide digital-focused support to businesses
- Continue to work together, building on new and existing partnerships through informed collaboration
- Continue to be courageous and be kind
- Covid as a platform for change – co-production, relationships, innovation, imagination and no excuses
- Design for people – new models, new organisations



Thank you!
Any questions?

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