

Stratford District Council

# Digital Enablement Plan

September 2015



**STRATFORD**  
**DISTRICT COUNCIL**

61 - 63 Miranda Street, Stratford 4332

(06) 765 6099

[www.stratford.govt.nz](http://www.stratford.govt.nz)

# Executive Summary



Ultra Fast Broadband (UFB) will transform the way in which Stratford moves into the digital age. Stratford District Council's elected members are progressive leaders and are very supportive of the initiative, and see the roll out of UFB to be as critical as the district's roading infrastructure.

Stratford District Council submitted a Registration of Interest (ROI) in July 2015 for its share in the biggest infrastructure build to come to small town provincial New Zealand. This Digital Enablement Plan (DEP) is what supports our bid by providing an action plan and the funding for the next three years to promote the uptake of UFB within the district, which includes educating local businesses and residents in the benefits and use of this digital technology.

Stratford is the fourth largest urban area in Taranaki but currently has zero UFB available for residents and businesses. The main priority identified for Stratford District is to ensure UFB is available to the town which in turn will provide for UFB access to education, community and health facilities, and the wider district.

In becoming a prosperous and progressive district the Council believes that UFB will be the enabler for increased business investment and retaining tourists for longer periods of time. Where they can do business they will invest, where they can play they will stay.

Stratford District Council is committed to securing UFB for the District and to support successful uptake. Our DEP shows how Council will support and encourage the community and businesses to take up UFB. The DEP will be led by our Community Services Team in partnership with a Steering Group and Council's key stakeholders as identified in the ROI.

During the ROI and DEP process Stratford District Council consulted with community members, businesses, and community groups through paper based and online surveys as well as face to face meetings. A survey was undertaken with over 300 responses received, the results of which informed this DEP. Council will continue to engage with the community throughout its UFB journey.

Projects outlined in the DEP will be funded within existing Council budgets and through collaborative funding options working with key stakeholder groups and key funders. Council may also explore the possibility of targeted rates.

UFB for Stratford will help to build a resilient network around the mountain for Taranaki by linking with our neighbouring districts who already have UFB installed.

The DEP is a living document and will be regularly reviewed and adapted as needed.



# Vision and Objective

## Vision

Stratford District Council's vision as outlined in our Long Term Plan 2015 - 2025 is: "A progressive, prosperous district where communities are celebrated."

To support Council's Long Term Plan vision our digital vision is:

**Digital community, Digital economy, Digital Stratford.**

## Objective

The opportunity for residents to access the internet is fundamental to opening the path towards a digital town.

To support and ensure our vision, the objectives are to:

- **Provide** greater digital access and digital literacy across businesses and community
- **Grow** a vibrant and creative community that embraces opportunities presented by technology and knowledge
- **Enable** economic growth opportunities and connect Stratford regionally, nationally, and internationally
- **Implement** the leading solutions for a prosperous and progressive Stratford.



By thinking digitally, we produce a digitally capable economy and a digitally confident community.

# Project Plan

The DEP will be led by Council's Community Services Team, along with the UFB Steering Group. This group is tasked with recommending, prioritising, reviewing and measuring the effectiveness of the projects within the DEP.

Key principles considered when compiling this DEP include:

- Five Point Government Action Plan for Faster Broadband
- Intelligent Community Forum
- Low cost with greatest impact
- Leadership
- Access for all
- Stratford District Council's Long Term Plan 2015 – 2025 vision and community outcomes of:
  - o Outstanding leadership
  - o Affordable, quality services and infrastructure
  - o A strong community
  - o A smart, vibrant and prosperous district
  - o Stratford district as a unique destination, and
  - o Financial strength

This plan focuses on three key areas -

- **Leadership**
- **Business and Economic Enablement**
- **Community Enablement**

The DEP is a living document and will be regularly reviewed and adapted as needed.



# Project Plan



## LEADERSHIP

DIGITAL PLAN RESPONSE	STATUS	BUDGET
Ensuring access to Ultra Fast Broadband for the Stratford District		
Establish a Steering Group to oversee the development and implementation of the DEP including Council officers, elected members and key stakeholder groups	Completed	No cost
Complete the Registration of Interest	Completed	\$
Maintain Stratford District Council's partnerships with business and community groups	On-going	No cost
Monitor, review and continuously improve the Digital Enablement Plan	On-going	\$
Continue the well established communication plan to ensure businesses and community have an increased understanding of the benefits of UFB	On-going	\$
Establish good working relationships with suppliers	Commenced	No cost
Develop a Digital Strategy	2015/16	\$
Cross regional collaboration		
Hold regular cross regional meetings to share knowledge and ideas on digital leadership and to create economies of scale, where appropriate.	On-going	\$
Create a cross regional digital leaders forum	2015/16	No cost

# Project Plan



## BUSINESS AND ECONOMIC ENABLEMENT

DIGITAL PLAN RESPONSE	STATUS	BUDGET
Increasing the digital literacy of local business		
Establish relationships with providers of digital technology training e.g. Geeks on Wheels	Commenced	No cost
Establish a programme of educational workshops for businesses	2015/16	\$
Establish and publish a list of digital technology experts to assist with advice on hardware and software	2016/17	\$
Providing economic growth opportunities		
Ensure Council regulations keep pace with the changing environment e.g. District Plan Review	On-going	No cost
Incorporate the provision of UFB into Stratford District Council's Economic Development Strategy review	2015/16	No cost
Provide Wi-Fi in the CBD	2017/18	\$\$\$
#Get Digital		
Provide free web presence for every business in our District	2015 - 18	\$\$
Provide online learning on setting up and running social media channels and key cloud apps	2015 - 18	\$\$
Produce and distribute Video stories from local business owners which tell their authentic online engagement stories	2015 - 18	\$\$
Provide a series of "Get Online for Peanuts" workshops	2015 - 18	\$\$
Facilitate a regional "Small Day Out" event aimed at providing practical digital advice and education to small business communities	2015 - 18	\$\$
Provide a Council-facing dashboard for benchmarking and tracking digital engagement amongst our small business communities	2015 - 18	\$\$
Support the establishment of a local 'Digital Natives' programme which connects small business owners with young digital experts	2015 - 18	\$\$

# Project Plan



## COMMUNITY ENABLEMENT

DIGITAL PLAN RESPONSE	STATUS	BUDGET
<b>Increasing access to the internet</b>		
Advocate for all education facilities including tertiary to have access to UFB, e.g. Taratahi, FEATS, Alternative Educations, Teen Parent Unit	On-going	\$
Establish and publish a list of digital technology experts to assist with advice on hardware and software	2016/17	\$
Increase access to the internet and information technology by collaborating with community hubs to reduce information asymmetry due to socioeconomic barriers e.g. Stratford Library, Tutaki Youth Inc, Stratford Community House, Youthworks	2016/17	TBC
Provide UFB Wi-Fi to the Stratford Library	2017/18	\$\$\$
Provide faster broadband to townships and remote areas	2017/18	\$\$\$
<b>Developing Stratford's digital literacy</b>		
Establish relationships with providers of digital technology training e.g. Geeks on Wheels	Commenced	No cost
Establish a relevant clubs and programmes for young people at Stratford Library e.g. Code Club	2015/16	\$
Establish a programme of educational workshops for the community	2015/16	\$
Support Senior Net to continue their education programmes	Commenced	\$

# Digital community, Digital economy, Digital Stratford

## HOW WILL WE WORK?

- Be responsive
- Collaborate and work in partnership
- Promote our strengths and digital literacy
- Engage the democratic process

## WHAT DO WE NEED TO DO?

- Diverse steering group
- Access to skills development and training
- Good connectivity; infrastructure, digital, logistics and communities
- Reduce the inequality in Stratford District
- Strong partnerships; Local, regional, national and international
- An enabling policy framework

## HOW WILL STRATFORD GET THERE?

- Provide access
- Establish and enhance information highway (infrastructure)
- Enhance social and business digital capacity
- Encourage and foster a productive business environment
- Develop strong and connected communities
- Connect Stratford regionally, nationally and internationally.

## WHAT WILL WE FOCUS ON?

### LEADERSHIP

- Enabling economic growth
- Town centre development e.g. wi-fi within the CBD
- Policy development e.g. Digital Strategy
- Ultra Fast Broadband as core infrastructure for facilities
- Respond to emerging opportunities

### COMMUNITY

- Tell Stratford's story
- Digital presence and community events
- Educating community

### BUSINESS

- Business and visitor attraction
- Educating businesses
- Establish leadership forum
- Advocacy and representation

