Sefton's Digital Strategy 2024 – 2027. Consultation.

The consultation starts on Monday 15th July 2024 and ends on Sunday 18th August 2024.

You can complete the survey online by going to Your Sefton Your Say website and looking for the Sefton Digital Strategy 2024 - 2027.
An easy read version of the draft strategy is available to use with this consultation questionnaire.

Or scan this QR code with your phone or tablet's camera and follow the link.

If you need any help completing the questionnaire, or if you would like a paper copy, please call, or email us.
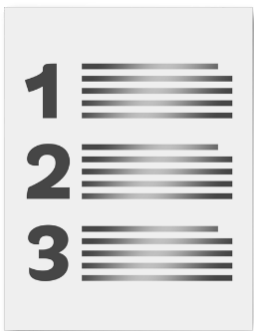
Phone Call: 0345 140 0845

Email: Contact@sefton.gov.uk

To find out more please read the draft Digital Strategy available on the Councils Website IT and Digital or in libraries.

Please return completed paper copies to libraries reception teams.

Introduction.

Digital services include:

- Internet.

- Wi-Fi.

- Equipment such as laptops, tablets, phones, and printers.

A **digital strategy** is a plan to help people use digital services and technology better.

Sefton is working to make digital services better in 3 main areas.

- **A Connected Council** means the Council's services work well for everyone.

- **Empowering Residents** means helping people learn about and use digital services.

- **Business Growth** means helping businesses use digital tools to grow and bring new jobs to Sefton.

We have made great progress and so far we have:

- We made sure all staff have the right digital tools. These tools help staff work in new ways, like using drop-in spaces in Council buildings.

- We also made spaces for Health and Social Care staff to work together. This helps them do their jobs better and support each other.

- We have improved our main IT systems. Now, they work well and help staff do their jobs more easily.

- We have also given training to all staff. This helps them learn new skills and do their jobs better.

- We made our Council website easier to use.

- We added new ways for people to help themselves online.

- We improved all the computers in libraries.

- We started a tablet and Wi-Fi loan scheme to help people get online.

- We started a Digital Inclusion Strategy and Partnership group.

- We started a Technology Enabled Care Strategy to help people stay independent.

- We tested Smart Cities technology like Air Quality Sensors.

- We created a Digital Support Network for tech businesses and plan to help other businesses too.

What next?

We now want to build on this work and launch our strategy for the next three years from 2024 - 2027.

Please get involved in this consultation to tell us what you think to the themes and ideas we have for Sefton's Digital Strategy.

If you need any support to have your say please contact us.

All the information you share with us will be kept following the laws around data protection.

There is a privacy notice for this consultation which explains how we keep your information safe.

Digital Strategy Questionnaire.

1. Who are you responding as: Please tick as appropriate.

☐ I am a **Sefton resident.** Please tell us the first part of your postcode. This will help us to know which area in Sefton you are responding from. Eg. PR8 or L22.

R.Smith
291 West Street
LP1 5PD
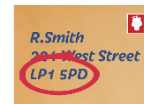
☐ I am a **business** located in Sefton. Please tell us the first part of the business's postcode. Eg. PR8 or L22.

R.Smith
291 West Street
LP1 5PD
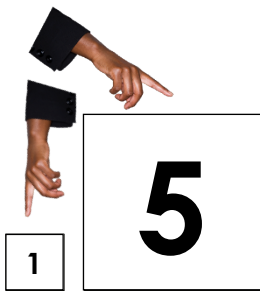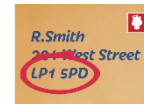
On a scale of 1-5, with 1 being not important and 5 being very important.

2. Please tell us how important you think these ideas for the new Digital Plan are.

a) Developing Sefton as a Digital Place.
This means making sure that all residents and businesses are able to take advantage of technology.

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

b) **Create strong Digital Foundations.**
We want to build strong digital tools.
This means Sefton will have the right
technology to help people use online
services.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

c) **Supporting an enhanced Customer
Journey.** We aim to improve the customer
experience. This means making it easy for
everyone to use council services.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

d) **To develop our Data and Intelligence.**
We will use data smartly. This means using
information to make our services better for
the community.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

e) Support the workforce of the Future.
We support our workers in the digital future. This means helping staff do their best and provide great services for Sefton residents.
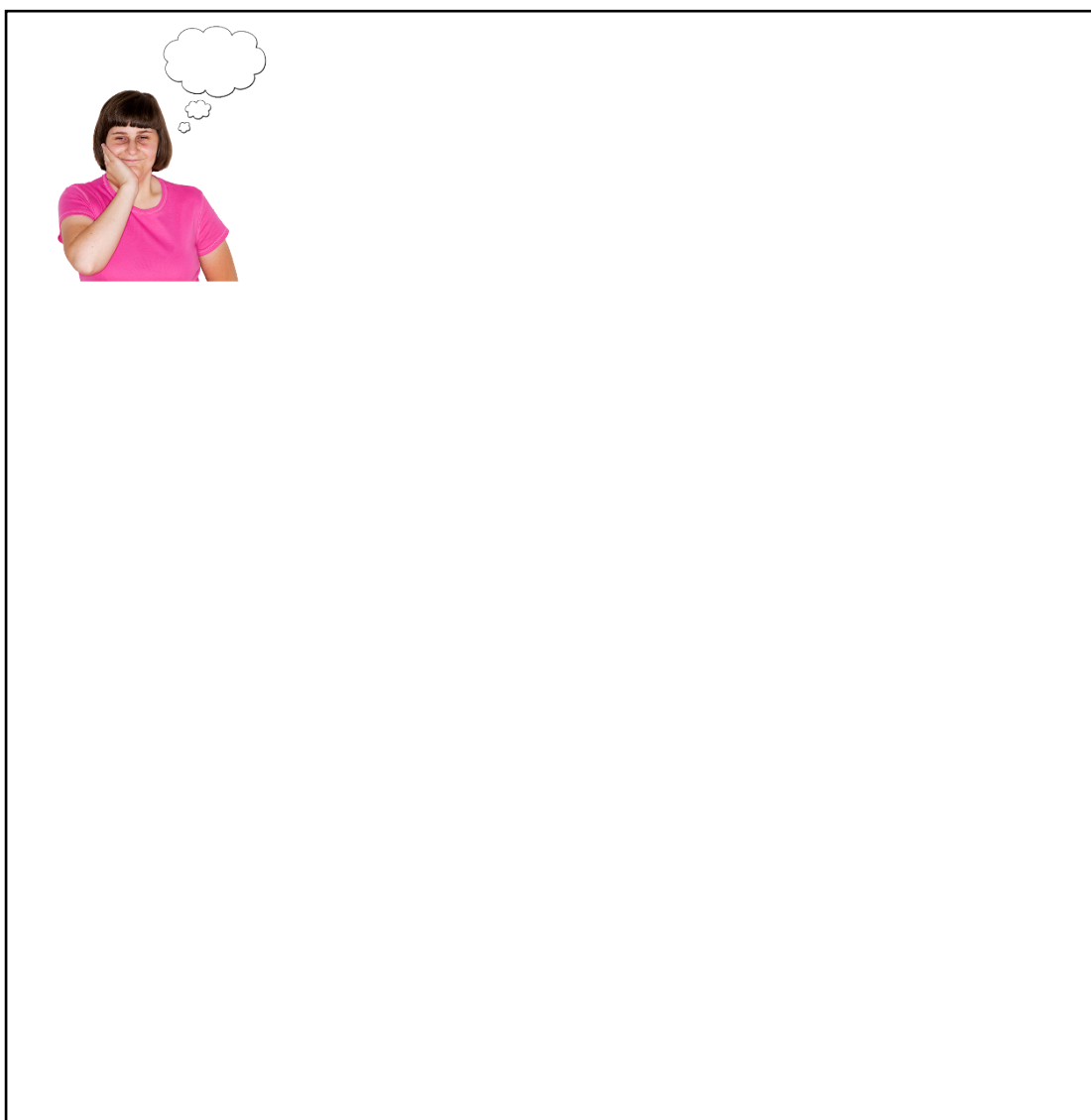
1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

3.   Please tell us any comments you have on the proposed themes for the digital strategy.

4. Key Issues – Access to Digital.

On a scale of 1-5, with 1 being not important and 5 being very important.

a) More access to Digital resources in our libraries and public spaces.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

b) Free public Wi-Fi.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

c) Supporting our young people to be ready for the jobs of the future.

1. Not Important.   5. Very Important.

1	2	3	4	5

Don't know.

d)   Access to Digital Skills Training for those seeking work.

1. Not Important.   5. Very Important.

1	2	3	4	5

☐   Don't know.

e)   Be able to complete transactions (like making payments or reporting) online with Sefton Council.

1. Not Important.   5. Very Important.

1	2	3	4	5

☐   Don't know.

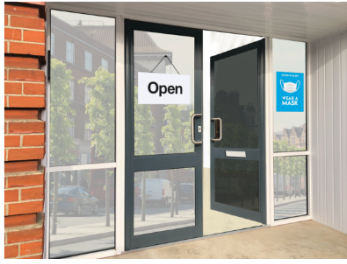**f)   Access to council meetings and events online.**

1. Not Important.   5. Very Important.

1	2	3	4	5

☐   Don't know.

5. Digital support for local businesses.

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

6. Key Issues – Digital Infrastructure.

On a scale of 1 - 5, with 1 being not important and 5 being very important.

a) Use new technology to make communities safe and healthier.
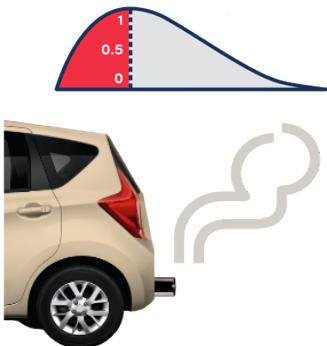
1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

b) Using Air Quality sensors. These sensors will help reduce pollution and make the air cleaner.

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

c) **Sefton working with partners to improve internet and mobile networks. This will help everyone stay connected and access services easily.**

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

d) **The Council will make sure all its digital services are safe and follow national rules.**

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

e) **Sefton wants to use new technology like Artificial Intelligence (AI). This will help improve customer services and make things easier for everyone.**

1. Not Important.   5. Very Important.

1	2	3	4	5

☐ Don't know.

7. **Do you think there are other important issues that should be part of Sefton's Digital Strategy for the next three years?**

Some Questions About You

These questions are optional, you do not have to answer them.
Filling in this form will help us make sure we are reaching everyone in Sefton.
All this information is private. We bring together the answers.

1. How old are you?

Under 18. ☐   18-29. ☐   30 – 39. ☐

40 – 49. ☐   50 -59. ☐   60 – 69. ☐

79 – 79. ☐   80 -84. ☐   85+. ☐

Prefer not to say. ☐

2. Gender.

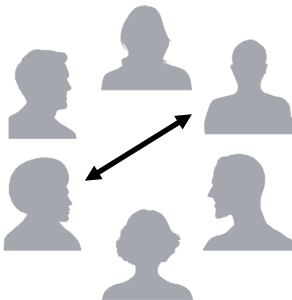☐   ☐   ☐

Male.   Female.   Prefer not to say.

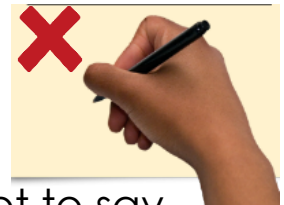People who are planning to, started to or have changed their sex are protected by the Equalities Act.

3. Are you planning to, started to, or have changed your sex? This is called gender reassignment.

☐   ☐   ☐

Yes   No   Prefer not to say.

If you answered Yes to question 3.

3a Do you currently live as the sex you were given when you were born?

[ ] Yes.

[ ] No.

[ ] Prefer not to say.

3b If you do not live as the sex you were given at birth, are you?

[ ] Transgender.

[ ] Nonbinary.

[ ] I identify differently.

[ ] Prefer not to say.

4. Relationships - How would you describe your sexual orientation?

[ ] Heterosexual or straight.

[ ] Gay.

[ ] Lesbian.

[ ] Bisexual.

[ ] I identify differently.

[ ] Prefer not to say.

Please tell us how you do identify.

_____

5. Disability - Do you have any of the following?

Physical Impairment.

☐

Visual Impairment.

☐

Hearing impairment or Deaf.

☐

Learning difficulty.

☐

Learning disability.

☐

Autism Spectrum Condition.

☐

Long-term illness that affects you daily life.

☐

Dementia.

☐

Mental Health Condition.

☐

Prefer not to say.

☐

If you have Cancer, diabetes, or HIV this is seen as a disability under the Equalities Law. Or you have selected any of the boxes in question 5.

6. Do you think of yourself as disabled?

☐ Yes.

☐ No.

☐ Prefer not to say.

7. What is your religion or belief?

No religion or belief.
☐

Christian.
☐

Hindu.
☐

Muslim.
☐

Jewish.
☐

Sikh.
☐

Prefer not to say.
☐

Other.
☐ Please tell us: _____

8. Race and ethnicity - do you identify as:

Prefer not to say.

☐

White.

☐ English.
Welsh.
Scottish.
Northern Irish.
British.

☐ Irish.

☐ Gypsy or Irish Traveller.

☐ Roma.

☐ Polish.

☐ Portuguese.

☐ Latvian.

☐ Other white background.

_____

Mixed/Multiple Ethnic groups.

☐ White and Black Caribbean.

☐ White and Black African.

☐ White and Asian.

☐ Other mixed ethnic backgrounds.

_____

Asian or Asian British.

☐ Indian.

☐ Bangladeshi.

☐ Pakistani.

☐ Chinese.

☐ Other Asian backgrounds.

Black or Black British.

☐ African.

☐ Caribbean.

☐ Other Black/African/Caribbean backgrounds.

Other Ethnic Group.

☐ Arab.

☐ Other Ethnic background.

Thank you for filling in this form.

This information will **not** be able to tell us who you are.
But it will help us to understand if we are missing people out.

Sefton Council.
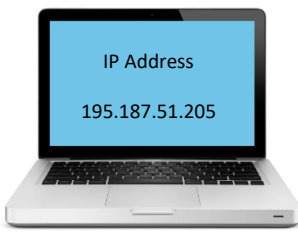# Digital Strategy Consultation.
Privacy Notice.

Sefton Council would like to tell you about our Privacy Notice for the consultation about the Digital Strategy.

This Easy Read privacy notice for the Digital Strategy Consultation.
It explains **the personal information we collect.**

In this questionnaire we will collect information about:

- First 3 letters of your postcode. Which tells us the area of Sefton you live or work in.

- IP addresses (this is a computer code to show what computer the information comes from).

- Equality questions.

What personal information we collect.

In this consultation we collect equalities information about:

- Age.
- Sexuality.
- Gender.
- Disability.
- Religion.
- Race and ethnicity.

Why we collect and use this information.

Sefton Council are asking people to have their say about the Digital Strategy to make sure that it reflects the priorities of Sefton residents.

IP addresses that identify computers.

- The IP addresses are collected to make sure only one response per resident is received.
- Once this is checked the IP address information is deleted.

Personal information.

- No personal information like your name or address is collected in this consultation.

Equalities Questions.

These are collected to show what groups of people are responding to the questionnaire.

This also lets us know if we need to use different ways to contact groups of people who are not responding.

How long we keep your information.

The IP address will be deleted immediately after the checks are done. The equalities and postcode information will be kept until the information has been looked at and a report written.
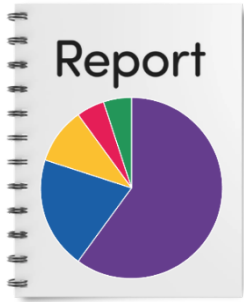
How we use the information and who we share the information with.

The information collected in this questionnaire will only be used as numbers in the report.

No information is collected that tells us who you are.

Storing the information.

All information is kept safe.

Sefton Council follows the laws around data protection.

The laws.

We need to make sure we:

- Only ask the questions we need to in the questionnaire.

- Ask the equalities questions.

The law says we must ask and act on this information.

It helps us to know what groups of people are responding to the questionnaire.

It also helps us to know that we are not missing groups of people.

Confidential.

Your answers will not tell us who you are.

The answers will be collected to help us know what people think.

Who will we share this information with?

Your information will not be shared with any other organisations.

Asking to see your personal information.

You can ask to see what personal information we keep about you.

Be aware there are some rules about why some information cannot be shared.

You can refuse to answer any questions in the questionnaire.

If you want to ask to see your personal information you can. Use the Council [website to complete a request form.](#)

Or you can call Sefton Council on

0345 140 0845.

Contacts.

For more information about this privacy notice or the consultation please contact:

Sefton Council: 0345 140 0845.

Email: contact@sefton.gov.uk

Sefton's Data Protection Officer

Ino.information@sefton.gov.uk

0345 140 0845.