

Committee(s) Public Relations and Economic Development Sub-Committee – for information Policy and Resources Committee – for decision	Dated: 02/07/2019 04/07/2019
Subject: The UK Coalition for Digital Intelligence – Proposal	Public
Report of: Director of Community and Children’s Services Director of Innovation & Growth	For Information
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Summary

The City Corporation’s Corporate Plan states the organisation’s commitment to being ‘digitally and physically well-connected and responsive’. One of the ways of achieving this is through implementation of the City Corporation’s Digital Skills Strategy (2018-23), which this committee approved in September 2018.

In line with the City Corporation’s strategic commitments, the Lord Mayor’s theme ‘Shaping Tomorrow’s City Today’ focuses on promoting innovation and technology, championing digital skills and addressing digital and social inclusion. An essential component has been the development of a UK Coalition for Digital Intelligence (UK CDI), which seeks to *‘bring together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age’*.

The development of the UK CDI involves several partners including Accenture, BT and Lloyds Banking Group, supported by City Corporation officers from across Mansion House, Town Clerks and Community and Children’s Services.

Recommendation

Members of the Public Relations and Economic Development Sub Committee are asked:

- to note this report on the UK Coalition for Digital Intelligence.

Members of the Policy & Resources Committee are asked:

- to approve for the City Corporation to pledge support to *‘the aims of the UK CDI (working title) to help everyone in the UK boost their digital skills’*.

Main Report

Background

1. Billions of dollars are invested each year in improving digital literacy and skills. However, there is little shared understanding across countries of how this work should be designed, prioritised or measured. In response, international think-tank, the DQ™ Institute, has developed the global ‘Digital Intelligence (DQ™)

framework', which has been adopted by the Organisation for Economic Co-operation and Development (OECD) and the Institute of Electrical and Electronics Engineers (IEEE).

2. In partnership, the OECD, IEEE and the DQ™ Institute¹ have set up a Coalition for Digital Intelligence² (CDI), sponsored by the World Economic Forum (WEF). The CDI is an international multi-stakeholder community that will coordinate the implementation of the DQ framework across the technology and education sectors, to make a greater impact on the advancement of digital skills.
3. Inspired by the development of the global CDI, the City Corporation, Accenture, Lloyds, BT and others across a range of sectors and UK regions, are creating a coalition which aims to *'bring together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age'* with a working title of the 'UK Coalition for Digital Intelligence' (UK CDI).

Current Position

4. In the UK there are currently 11.9 million adults who do not have basic digital skills³. The time is now to address the issue and make an impact on this agenda. As part of 'Shaping Tomorrow's City Today', the Lord Mayor has used his convening power to engage a range of cross sector stakeholders, listed at Appendix One, through a series of workshops and 1:1 engagement. Together the group of stakeholders has developed the concept and aims of the UK CDI.
5. The proposed pillars for the UK CDI are:
 - a) Motivate – People and business are motivated to enhance their digital skills.
 - b) Map – Digital skills frameworks and initiatives are mapped.
 - c) Magnify – People know which digital skills initiatives exist.
 - d) Measure – The UK CDI understands the impact of its work.
6. The UK CDI will act as an umbrella for the various digital skills related initiatives and campaigns already in place. The UK CDI will amplify the training that exists and ensure that the demand for digital skills across the economy is met. The UK CDI will coalesce the government, business and charity sector to work collaboratively to develop digital skills across society.
7. Given the UK CDI's alignment with City Corporation strategy (Paragraph 13) and the interest and engagement of partners such as Accenture, BT and Lloyds, City Corporation officers from across Mansion House, Town Clerks and Community and Children's Services are currently providing secretariat duties, with external support from two consultants at Accenture. The City Corporation's commitment to provide a secretariat function continues until the end of this year's Mayoralty.

¹ DQ Institute <https://www.dqinstitute.org/>

² Coalition for Digital Intelligence <https://www.coalitionfordigitalintelligence.org/>

³ Lloyds Consumer Digital Index 2019 <https://www.lloydsbank.com/banking-with-us/whats-happening/consumer-digital-index.asp>

8. It is proposed to formally launch the UK CDI on 10 October supported by a branding and communications campaign, which will include a logo, website etc to engage people across the UK.
9. A programme of engagement with Government and other partners is underway to ensure the UK CDI complements existing and emerging activity on this topic, e.g. the Department for Digital, Culture, Media and Sport's 'Digital Skills Partnerships'.
10. Focus groups were held throughout June to discuss the potential governance structure and associated resource implications. A verbal update can be provided at committee.

Proposal

11. As the UK CDI launches, organisations across the UK will be invited to pledge their support. Given its existing role in setting up the UK CDI, and a strategic interest in increasing digital skills, Officers propose that the City Corporation signs the UK CDI's pledge *'We pledge to support the aims of the UK CDI (working title) to help everyone in the UK boost their digital skills'*.
12. The work of the UK CDI specifically complements our work on education, supporting Londoners (through the City Bridge Trust), and our work to ensure the Financial and Professional Services sector, across the UK, has the skills it needs to be competitive. The added value of the UK CDI is that it is a coalition, therefore no one partner is expected to deliver against the overall aims. Partners bring their specific strengths to help ensure that efforts to support digital skills can be coordinated and duplication avoided.

Corporate and Strategic Implications

13. Corporate and Strategic Implications:
The proposed UK CDI has a strong fit with the City Corporation's strategic aims. Outcome nine of the City Corporation's Corporate Plan states the organisation's commitment to being 'digitally and physically well-connected and responsive'. One of the ways of achieving this is through implementation of the City Corporation's Digital Skills Strategy for 2018-23, which this committee approved in September 2018. In addition, outcome one of the City Corporation Social Mobility Strategy states, 'Everyone can develop the skills and talent they need to thrive'. The current Lord Mayor's theme 'Shaping Tomorrow's City Today', under which the UK CDI has been developed, aligns with these City Corporation strategies.
14. Security Implications: No security implications have been identified for this work.
15. Financial and Resourcing Implications: Presently, some City Corporation officer time is supporting the development of the UK CDI. Following its launch in October 2019, secretariat support for the UK CDI will be delivered by other partners and the City Corporation will continue to champion the need to boost digital skills, through existing workstreams referred to in paragraph 12. As a result, public commitment to digital skills through the UK CDI pledge does not pose a

reputational risk or require the creation of a new workstream beyond the launch in October.

16. Equalities Implications: Inclusion is at the heart of the UK CDI's work, and the four pillars of activity are being designed to ensure that the work will successfully reach the most digitally excluded groups across the UK too.

17. Legal Implications: The City Solicitor has confirmed that the pledge is not a contract.

Conclusion

18. Having been established as part of the Mayoralty, the UK CDI is very much in its early stages. However, once launched in October it will be a significant and positive movement through which partners work collaboratively to harness their collective expertise and resources to address digital skills gaps. This paper recommends the City Corporation commits to the UK CDI through signing the pledge.

Appendices

- Stakeholder list
- Mission statement and pledge

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Appendix One

Accenture	Sushil Saluja Senior Managing Director – Financial Services, Europe
	Camilla Drejer Director of Corporate Citizenship UK&I
Lloyds Banking Group	Leigh Smyth Group Transformation Lead for Culture and Capability
	Jemma Waters Digital Insight & Partnerships Lead
Barclays	Kirstie Mackey Managing Director, Citizenship & Consumer Affairs
	Kate McGoey Senior Programme Manager, LifeSkills
BT	Andy Wales Chief Digital Impact & Sustainability Officer

	<p>Liz Williams</p> <p>Director of Digital Society</p>
CAST	<p>Annika Small</p> <p>Founder & Director</p>
KPMG	<p>Ben Churchill</p> <p>Corporate Responsibility Manager</p>
Corsham Institute	<p>Catherine Knivett</p> <p>Director of Strategy & Programmes and Interim COO</p>
	<p>Eleri Burnhill</p> <p>Researcher</p>
Worldpay	<p>Jana Mackintosh</p> <p>Director of Public Policy & Government Affairs</p>
	<p>Ciaran O'Regan</p> <p>Head of Talent Acquisition</p>
Pearson	<p>Claire Rogers</p> <p>Digital Transformation Director</p>
	<p>Rohini Bhattacharya</p> <p>Director of Apprenticeships</p>

Nominet	Eleanor Bradley Chief Operating Officer
Nesta	Jack Orlik Senior Researcher
iDEA	Kerensa Jennings Director Office of HRH The Duke of York, Strategy & Delivery for iDEA
Oliver Wyman	Martin Robinson Partner
CBI	Roxanne Morison Head of Digital Policy
Enabling Enterprise	Tom Ravenscroft Founder and CEO
Institute of Coding	Catherine Griffiths
	Dr Rachid Hourizi Director
Brunswick Group	Jordan Bickerton Director, Business and Society
	Alastair Morton Partner
	Katherine Peacock Partner, Insights

Appendix Two – UK CDI Mission statement and pledge

Mission Statement: The UK CDI brings together organisations to motivate people and businesses across the UK to boost their digital skills to thrive in the digital age.

Pledge: We pledge to support the aims of the UK CDI (working title) to help everyone in the UK boost their digital skills.