

North East
Local Enterprise Partnership



Digital Skills Hub

18th March 2016



Hello!

The North East Context

- Digital sector growing faster than most areas - 30% growth between 2011-15.
- 1,500 companies in 2014, 14% formed between 2013 and 2014.
- Forecast to increase to 2,200 companies by 2020 – 47% growth.

However:

- 23% of small businesses don't possess the Basic Digital Skills necessary to take advantage.

Focus on developing Basic Digital Skills in micro businesses

Managing information	Find, manage and store digital information and content
Communicating	Communicate, interact, collaborate, share and connect with others
Transacting	Purchase and sell good and services, organise your finances and use digital government services
Problem-solving	Increase independence and confidence by solving problems and finding solutions using digital tools
Creating	Create basic digital content in order to engage with digital communities and organisations

Backed by....

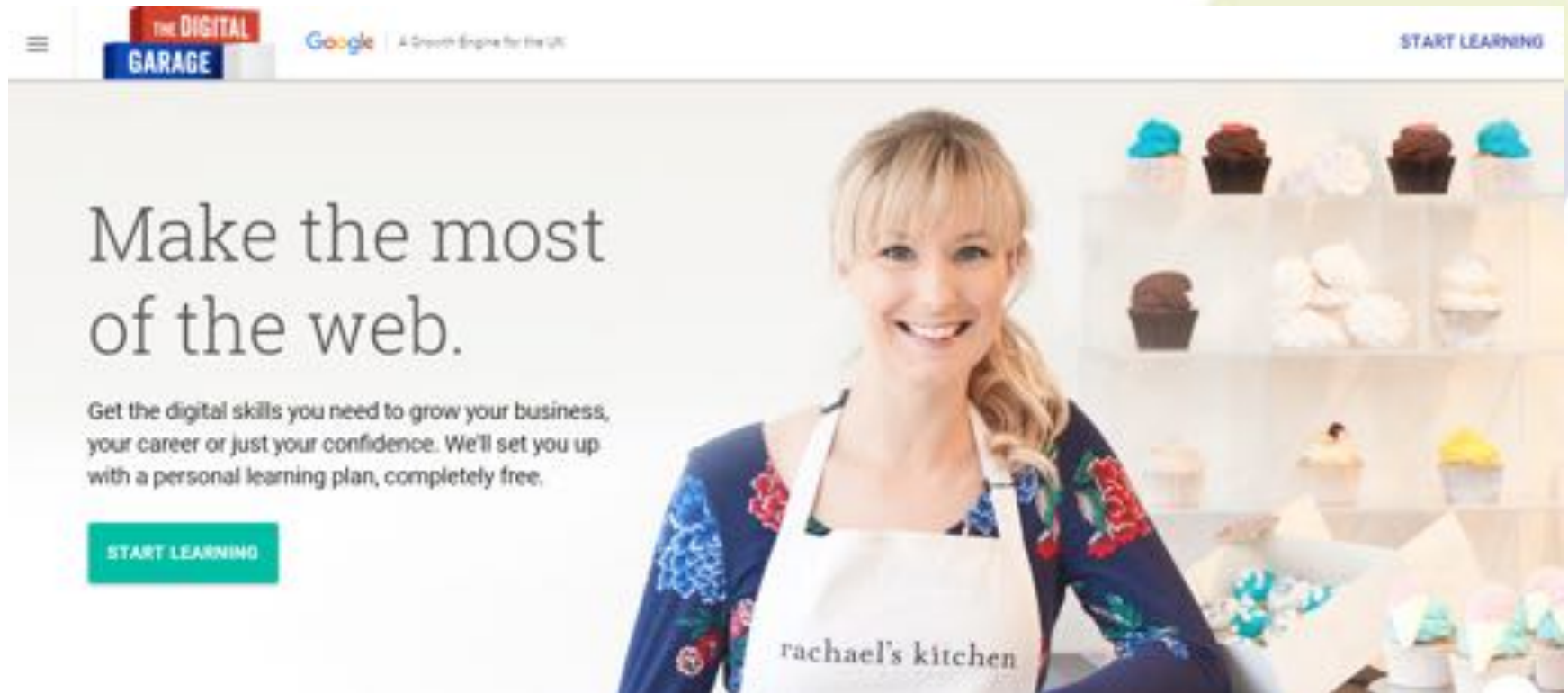


The space is occupied...#1

C { ● } D E
ACADEMY
PART OF THE SGP TECHNOLOGY GROUP

iNorthumberland
Business Support
Creating a future online

The space is occupied...#2



The screenshot shows a landing page for 'The Digital Garage'. At the top left, there is a menu icon, the 'THE DIGITAL GARAGE' logo, and the Google logo with the tagline 'A Growth Engine for the UK'. At the top right, there is a 'START LEARNING' button. The main content area features a large image of a smiling woman with blonde hair, wearing a white apron that says 'rachael's kitchen'. She is standing in front of a display of various cupcakes. To the left of the woman, the text reads: 'Make the most of the web.' followed by 'Get the digital skills you need to grow your business, your career or just your confidence. We'll set you up with a personal learning plan, completely free.' Below this text is a green 'START LEARNING' button.

What we are doing

- Designing, testing and learning from the pilot.
- Developing a model that can be federated nationally.
- Consistent platform for information and content on, and access to, basic digital skills.
- Linked to Growth Hubs – surveyed all Growth Hub's.
- Offline engagement and support deemed critical - needs to sit alongside online offer.
- Work with a 'test cohort' of. 50 micro-businesses.
- Identifying the levers for changing business mentality and approach to digital skills.

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