The Digital Age & Rural Tourism

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Key Facts

Globally the digital economy is rapidly growing and it is forecast that it will account for 25% of the world's economy by 2020 – up from 15% in 2005.

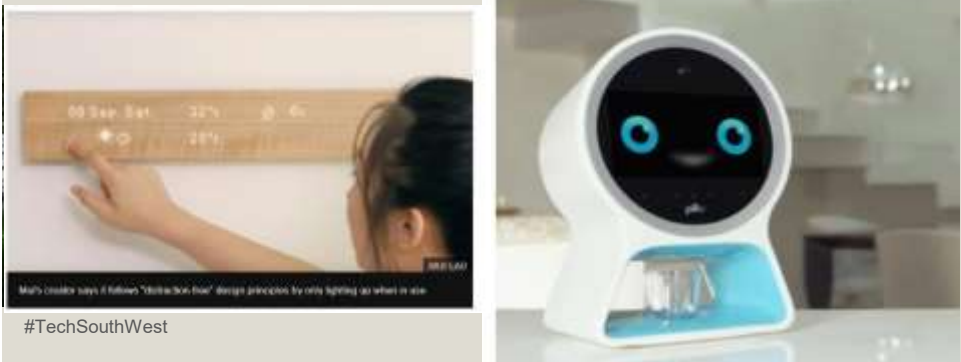*Tech Nation Report 2018, May 2018*

#TechSouthWest

TECH
SOUTH
WEST

The Digital Future

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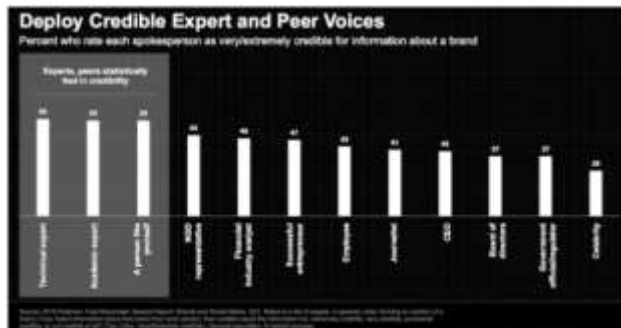

The Digital Future

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Borderless world?

- Cloud, Social media and Smart Phones has made the world an **increasingly borderless place.**

- These technologies have created the ultimate **representation of globalisation** and its gradual **blending of cultures**, it has allowed people to come together to **share similar experiences across cultural divides**.

Or local identity?

Big trend for 2019 Hootsuite

- *Local Legitimacy*
  Consumers are doubling down on their local identities in the face of globalisation

Deploy Credible Expert and Peer Voices

Digital Transformation
"The Best Antidote
to Brexit"

So what should you focus on in 2019?

CLOUD COMPUTING

Stories Product Daily Active Users

Lloyds Bank Digital Business Index 2018

£84.5 billion

SMEs with low digital capability could unlock up to an additional £84.5 billion turnover if they were to develop high digital capability

Two-thirds

of SMEs save a full day a week through digital

2x

The most digitally capable SMEs are more than twice as likely to have increasing turnovers

For SMEs and the third sector, the dial has finally moved. When this report began, 24% of charities and 8% of SMEs were digitally excluded – in 2018, 99% of SMEs and charities are now online.

SMEs using analytics to understand their customers are

41%

more likely to have increasing turnovers

Future Skillset and Mindset

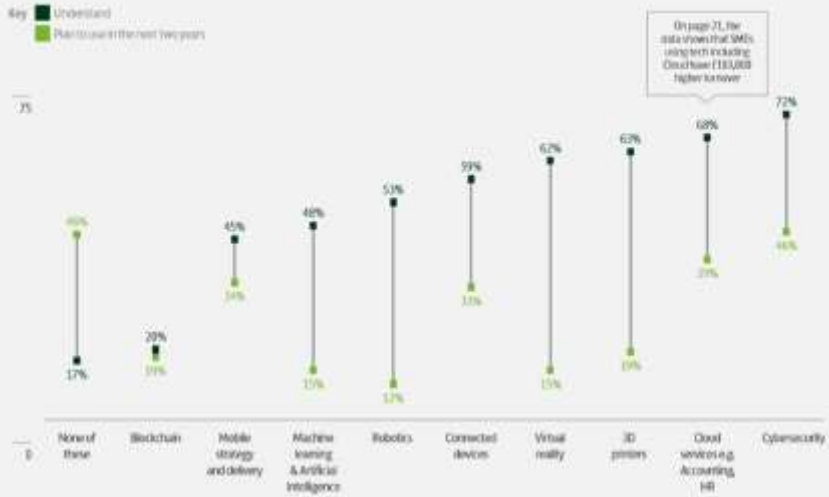Figure 17. Proportion of SMEs who understand and have plans to use the listed future technologies, 2018

Figure 21. SMEs with all five Basic Digital Skills, split by nation and by region, 2018 vs. 2017

This year, the South West is the region with the lowest proportion of SMEs with all five Basic Digital Skills. This has however increased by almost one-quarter since 2015 (up 24%) showing that progress has been made.

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What help is available? Free digital training programme for West Somerset Businesses

- The **Digital Excellence Programme** is a training opportunity for leaders, owners and managers of local businesses and their staff to gain new skills and understanding in digital technology and its impact on business sustainability and growth. It is free to access as part of the West Somerset Opportunity Area Programme whose partners include West Somerset Council.

- The opportunity, available for 2019, for businesses to have up to **5 half days of in-house training for staff in the West Somerset area that have ambitions to grow and develop their digital footprint.** The sessions are aimed at leaders, managers and aspiring managers to develop their knowledge and awareness.

DIGITAL EXCELLENCE PROGRAMME
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Digital Leadership Workshops

Identify key aspects of business models to digitise and test swift responses, develop methods to initiate digital transformation around your service offering and understand staff training needs and mind-shift changes for working in the digital age.

- **Digital Vision & Strategy**
Introduction & overview: Digital Vision & Strategy, key levers for transformation, organisation direction.
- **Digital Technology**
Introduction to key concepts and examples of emerging and enabling technologies.
- **Digital Processes**
Process improvements, utilising enabling technologies to improve productivity, project development, risk management.
- **Digital Culture**
Developing organisational culture, people, innovation and attitudes.

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Aspiring Leaders Programme

- **Digital Futures**

Introducing Emerging and Enabling technologies, their concepts, opportunities and threats such as; Cloud models and migration, The Internet of Things, Blockchain and Cryptocurrencies, Artificial Intelligence, Robotics and Drones, Virtual Reality and Augmented Reality, Voice, Chatbots and Messaging services

- **Digital Reboot**

Learn how digital technology creates new opportunities to change systems and processes. Understand process change and review your role, the department and business opportunities for the next 5 years

- **Digitising your day**

How can digital improve our daily productivity? Learn about new Apps to increase productivity and improve collaborative working. Look under the bonnet of Office 365 and Google Suite to find a range of tools to improve internal communication

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Digital Skills Workshops

Get to grips with Twitter
- Set up and be proficient on Twitter within a session. Learn how to tweet, tips to following Twitter, the importance of Bios, Hash tags and profile.

Blogging and YouTube
- Get up and blogging in the session, find out how blogs can improve your search engine visibility and learn how YouTube can impact on your business.

Making the most of LinkedIn
- Learn how to make the most of LinkedIn. Connect, communicate, recruit and learn through the LinkedIn Platform.

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What you will learn…

- How to ensure your business gains a digital competitive advantage;
- Use of digital to help streamline processes and enhance productivity;
- Using digital to embrace change management;
- Gain the ability to recognise and embrace new technologies and future gaze.

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Thanks for listening

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