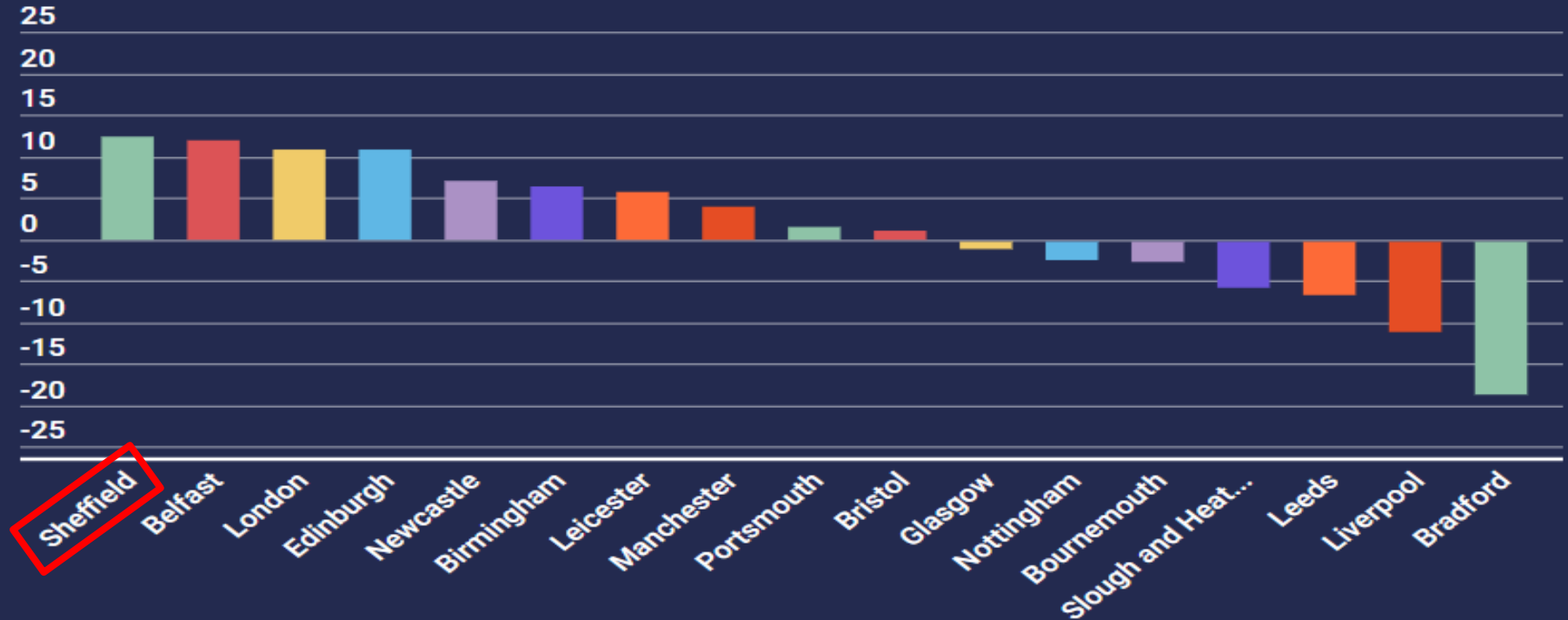# dotSHF – Sheffield's Digital Coalition

Mark Gannon

Director of Business Change and Information Solutions, Sheffield City Council

and Co-Founder of dotSHF
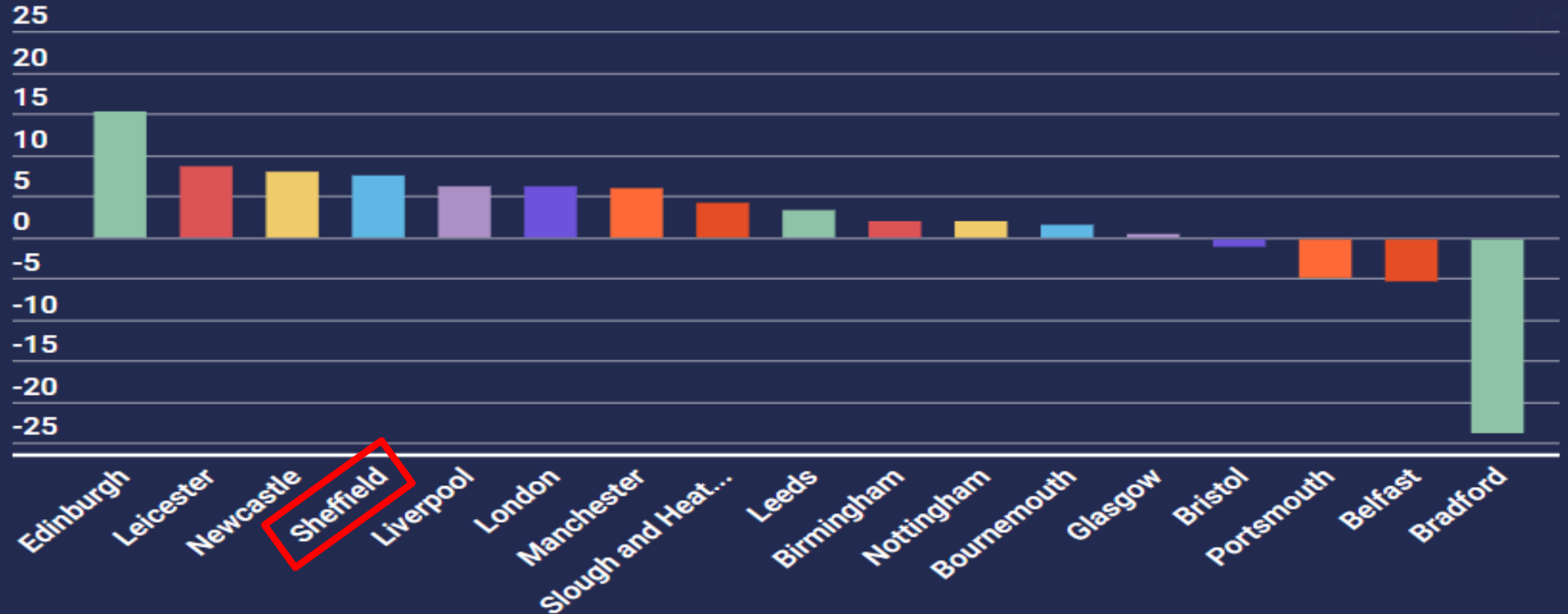
2016-17 Digital Tech Turnover Growth (%) for Largest UK Cities
Source: Tech Nation

2016-17 Digital Tech Jobs Growth (%) for Largest UK Cities

Source: Tech Nation

ZOO

sky
bet

plusnet

servelec group

SUMO
DIGITAL

JAYWING

PIMORONI
Purveyors of fine Maker goods, worldwide

THE FLOOW

TribePad

3SQUARED
SOFTWARE DEVELOPMENT SPECIALISTS

yoomee

azzure

sheffield
.digital

The association for the people and businesses of Sheffield's digital industries.

.connect   **.represent**   **.promote**

Cllr Olivia Blake
Deputy Leader
Sheffield City Council

Portfolio Lead for Digital

"We recognise the importance of the digital sector in generating jobs and growth for the city, but also in helping to work with the public sector to enable residents to thrive.

Working with Sheffield Digital will enable us to build a coalition for Sheffield that can take the digital sector in the city to the next level."

The origins of a digital coalition for Sheffield

There was always strong ambition for Sheffield to be a leading Digital City

BUT, there was no agreed narrative about what this meant, what Sheffield's focus in the Information Economy was nor was there clear city leadership (that's not just the Council) on this agenda.

HOWEVER, there is a thriving digital community in Sheffield doing awesome things across the creative and digital sector, digital skills and inclusion, all with a huge will to make the ambition meaningful.

THEREFORE, we needed to get some coordinated focus on amplifying the digital activity already happening in Sheffield so we could move the city off the cusp of a digital boom into the middle of one.

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Sheffield's Digital Coalition

What is the coalition?

The is everyone in the city who wants to contribute to building a Digital Sheffield – we call it 'dotSHF – Sheffield's Digital Coalition'.

Much activity is already happening, and harnessing and amplifying this is a key part of the strategy.

The Council as the key, democratic organisation should play a lead, enabling, facilitating and connecting role, but it cannot and should not try to do everything. Other anchor institutions should do the same. This is important.

The 'we' is about playing to our collective strengths as a set of individuals and organisations across the city. Achieving our digital ambition will be a team game.

The Coalition will not exclude those who want to help and the approach will provide an easy way for this to happen.
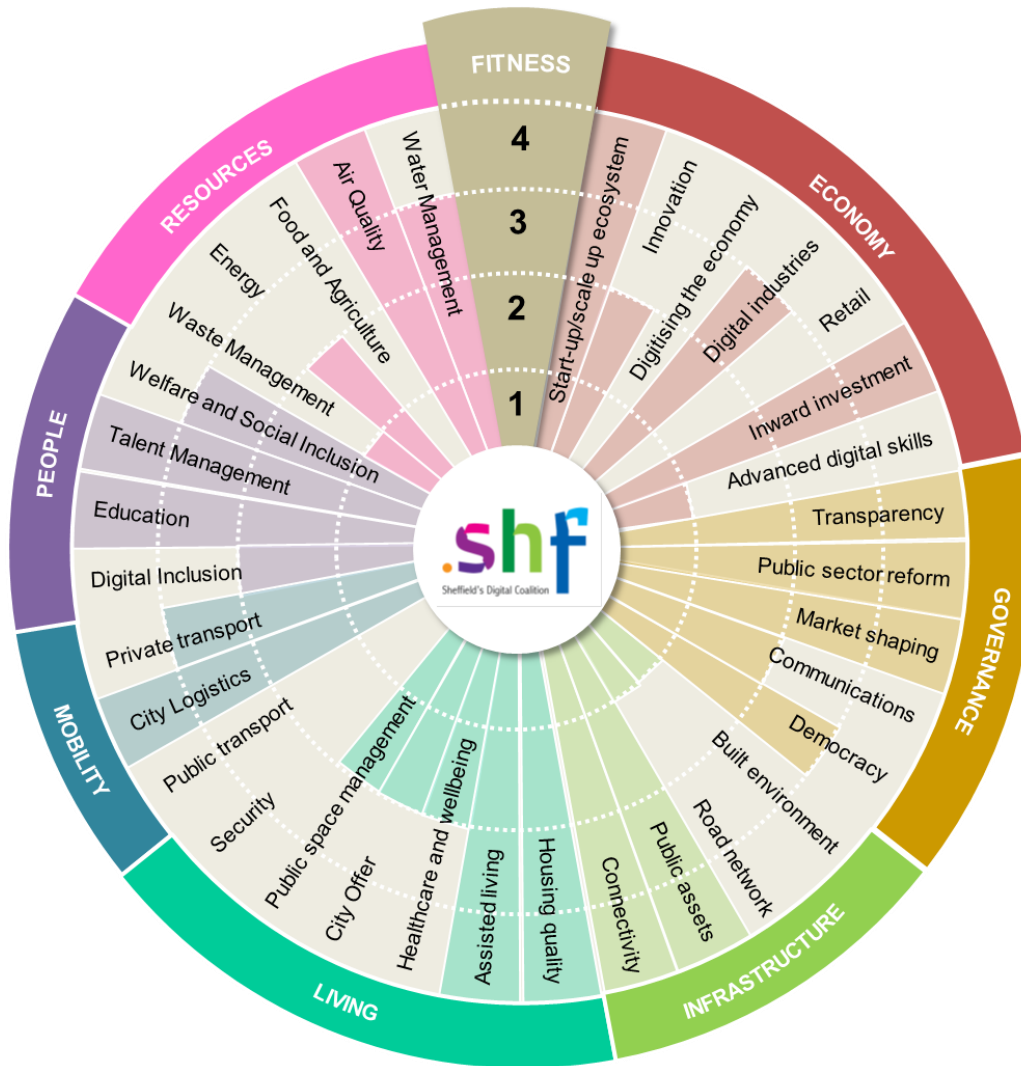
What's the approach?

The work of the Sheffield Digital Coalition is built around seven domain areas, each with a number of sub-domains.

These are agreed areas of focus. Each domain is focussing on a number of subject areas and a number of key challenge questions to be addressed (the domain groups are agreeing the challenge questions).

1. People
2. Economy
3. Governance
4. Infrastructure
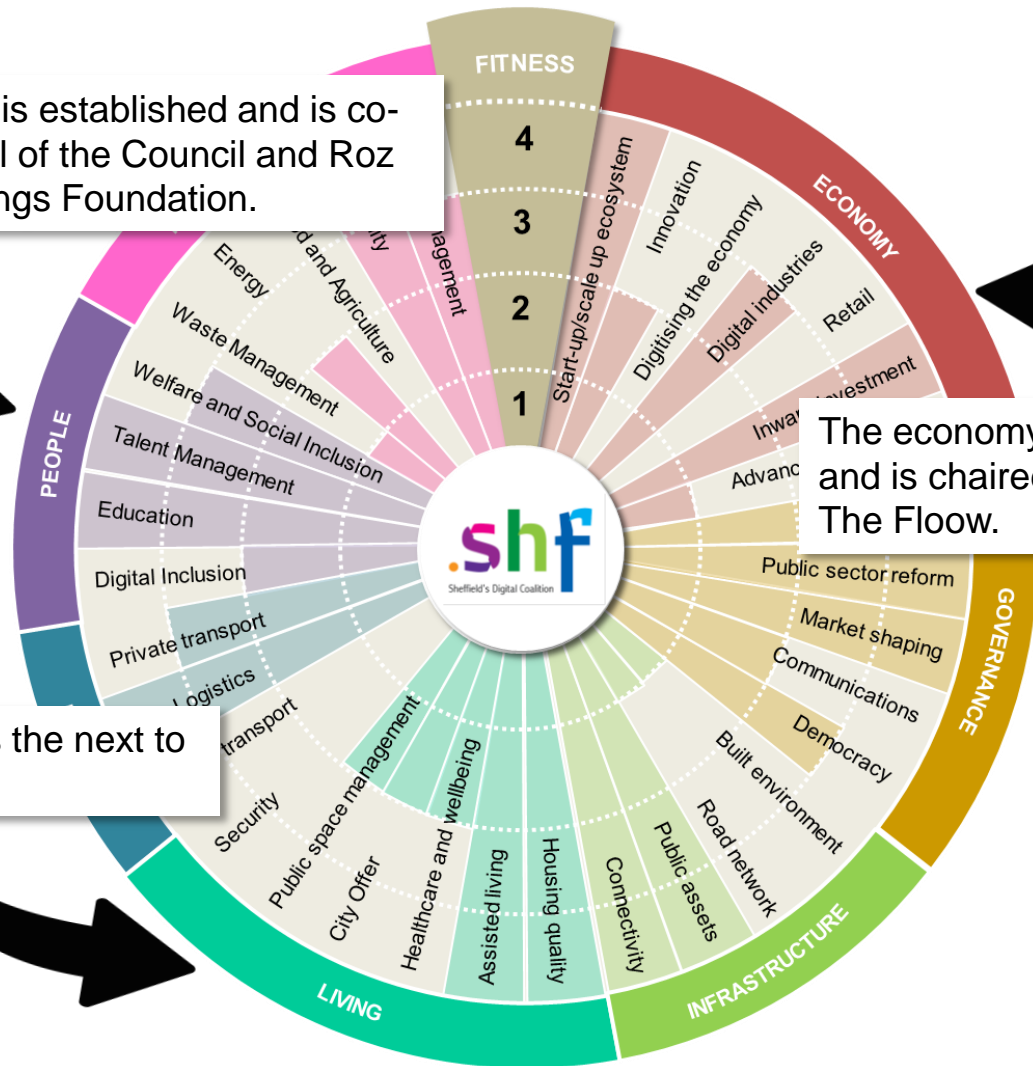5. Living
6. Mobility
7. Resources

Sheffield's Digital Coalition

Sheffield's Domain Model

The people domain is established and is co-chaired by Greg Fell of the Council and Roz Davies of Good Things Foundation.

The economy domain is established and is chaired by Dr Sam Chapman of The Floow.

The living domain is the next to be established.

Note: This sub-domain 'assessments' on this version are illustrative only.

FITNESS

ECONOMY

GOVERNANCE

INFRASTRUCTURE

LIVING

PEOPLE

4
3
2
1

Start-up/scale up ecosystem
Innovation
Digitising the economy
Digital industries
Retail
Investment
Inward
Advanced
Public sector reform
Market shaping
Communications
Democracy
Built environment
Road network
Public assets
Connectivity
Housing quality
Assisted living
Healthcare and wellbeing
Public space management
City Offer
Security
Transport
Logistics
Private transport
Digital Inclusion
Education
Talent Management
Welfare and Social Inclusion
Waste Management
Energy
and Agriculture
agement

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Sheffield's Digital Coalition

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Sheffield's Digital Coalition

Domain Challenge Questions

How do we work together to help Sheffield thrive as the most resource literate (and efficient) city in the UK (and the World)?

How do we harness the City's social and digital knowhow to tackle social injustice?

How do we use the available infrastructure, data, local talents and technologies to track and model mobility and inform policy?

How would you digitally enhance the Olympic Legacy Park?
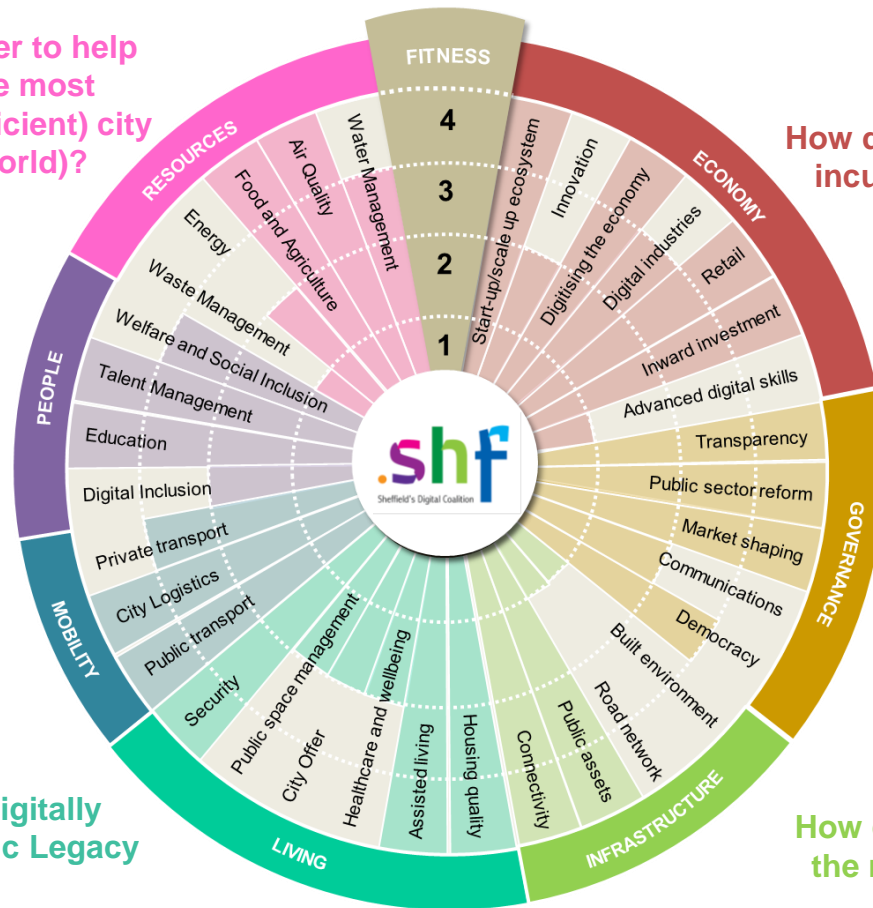
How do we create sustainable incubators/accelerators in Sheffield?

How do we unleash the power of the City's data to help Sheffield thrive?

How could Sheffield become the most connected city in the UK?

FITNESS

4
3
2
1

RESOURCES
Air Quality
Water Management
Food and Agriculture
Energy
Waste Management

PEOPLE
Welfare and Social Inclusion
Talent Management
Education
Digital Inclusion

MOBILITY
Private transport
City Logistics
Public transport
Security

LIVING
Public space management
City Offer
Healthcare and wellbeing
Assisted living
Housing quality

ECONOMY
Start-up/scale up ecosystem
Innovation
Digitising the economy
Digital industries
Retail
Inward investment
Advanced digital skills

GOVERNANCE
Transparency
Public sector reform
Market shaping
Communications
Democracy

INFRASTRUCTURE
Built environment
Road network
Public assets
Connectivity

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Sheffield's Digital Coalition

About This Board

What is this board for?

What are the columns?

What are the cards?

What do the colours mean?

What other boards are there?

Can you please add me to the board?

💬 3

Board Chat

Add a card...

Key Challenges

Conference challenge #1: How do we create sustainable incubators/accelerators in Sheffield?

💬 1

Conference challenge # 2: We provide support for companies wanting to relocate to Sheffield, what support is available to indigenous businesses?

SLJ

Conference challenge question #3: Should we support Sheffield businesses to trade in Bitcoin?

Add a card...

[New Suggestions]

Produce a quarterly update briefing on the local digital economy and city digitisation.

💬 1   SLJ

Hold more outward-facing events (e.g. with Yorkshire Digital Catapult, Tech North)

💬 1   SLJ

Increase comms around digital

💬 1   SLJ

Investigate potential for more digital businesses to get Made in Sheffield mark

Add a card...

[Being Evaluated]

Hold a digital jobs fair

💬 1

Investigate options to improve RISE graduate scheme to improve recruitment to graduate developer jobs

💬 1   SLJ

Add a card...

[In Progress]

Investigate demand for space for digital businesses and potential actions

LociPay / The Sheffield Pound

💬 1

Encourage large digital businesses based outside the city centre to relocate to the city centre

💬 1

Add a card...

Why this approach?

- We felt it was important to be holistic and inclusive and cover all aspects of the digital economy.

- We want to exploit our existing assets and amplify what we have as much as we can.

- Technology clearly has a role but it must improve the lives of citizens, businesses and visitors, otherwise it is just gadgetry – we don't want that.

- No single body 'owns' the Strategy – it is the Coalition's Strategy.

- It was important for us that we built the Coalition from the ground up rather than have a beautifully written top down strategy that has no collective buy in.

- The strategy is not to have a formal strategy but rather to bring people and organisations together to solve city problems and grow the economy.

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Sheffield's Digital Coalition

So what have we done so far?

From a standing start, we think we've made good progress (with no funding):

- **Engaged the communities**: hosted a number of Digital Policy Conflabs to engage and connect the digital communities across domains.
- **Held Inaugural Digital City Conference:** ran a city-wide Digital Conference to bring the Coalition and sub-communities together to meet and present the current initiatives and progress across the domains. The second one is in planning for the autumn.
- **Published Trello Boards:** Crowdsourced public Trello Boards have been published and the first Domain groups have met to prioritise and progress initiatives .
- **Established Domain Groups:** the Economy and People groups have been established. Living is next, alongside a citywide data/operations platform.
- **Digital Leaders 100:** We were nominated for DL100 Award as best cross-sector collaboration.
- **Website Launched:** it's at www.wearedotshf.org.uk
- **5G bid:** dotSHF has provided the platform for us to have the courage to bid for this. We didn't win but we are starting to be seen on the same basis as other leading digital cities.

Sheffield's Digital Coalition

Role of the Public Sector

- Anchor institutions – key role.

- Set smart city priorities.

- Market shaping.

- Infrastructure investment.

- Exploiting assets.

- Building a sustainable digital ecosystem.

- Showing the way and clearing the way but not doing or owning it all.

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Sheffield's Digital Coalition

Sheffield City Council