

# Digital Inclusion Infrastructure and Innovation Strategy 2025–2030



## Engagement Report

### Appendix

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# 1. Approach to Engagement

This report outlines the results of the public engagement process undertaken to inform the Digital Infrastructure, Inclusion and Innovation Strategy (DIIS).

The engagement ran for six weeks, from 9 September to 20 October and was designed to ensure that the strategy reflects the needs, priorities, and aspirations of residents, businesses, and key stakeholders across the county.

## 1.2. The purpose of this report is to:

- Outline the engagement approach.
- Summarise the engagement.
- Demonstrate how feedback has informed refinement of the DIIS.
- Provide transparency and accountability in the strategy development process.

## 1.3. Raising Awareness of the Engagement

The engagement process was conducted primarily online, using the council's digital engagement platform. Stakeholders and members of the public invited to participate through an open call for feedback, with written responses also accepted upon request to ensure inclusivity for those unable to access digital channels.

A comprehensive communications campaign was implemented to maximise participation and ensure interested parties were informed and able to contribute.

### Key elements of the campaign included:

- Promotion on GCC's website and social media channels
- Promotional videos
- Distribution of hard copies of information
- Press releases
- Features in targeted newsletters and email bulletins

### The campaign specifically targeted:

- County, District and Parish Councils
- Businesses
- Voluntary, Community, and Social Enterprise (VCSE) groups
- The Digital Champions Network
- The Digital Inclusion Strategy Advisory Group
- NHS / Integrated Care Board (ICB)
- Countryside and Community Research Institute
- Collaboration with the University of Gloucestershire

### Outreach activity included:

- Press releases were sent to 25 media outlets and resulted in six pieces of print coverage (from the Gloucestershire Echo, Stroud News & Journal and Wilts & Glos Standard) and two online pieces (Stroud News & Journal and Wilts & Glos Standard).

- 3000 leaflets and posters distributed around the county including all Gloucestershire libraries
- Content in newsletters sent to 20,000 local businesses
- Attendance at a range of meetings and events, including
  - Digital Champions Network
  - Know Your Patch
  - ITSA's Social Value Business Networking Event
  - Patient Participation Group Network
  - Empower the Person Programme Board
  - ICB Digital Inclusion Group
  - Patient Facing Technology Steering Group
  - Gloucestershire Health and Care NHS Foundation
  - Integrated Care System Digital Executive Group

#### 1.4 Breakdown of Results

The insights presented below are drawn from 63 submissions received through the online engagement process. A thematic analysis was applied to the qualitative data from questions one to thirty-seven examining the submissions to identify recurring themes, ideas, and concerns raised by participants. For each question, the main themes have been listed in order of prominence, reflecting the relative frequency and emphasis given by respondents.

## 2. Overview of Engagement Findings

*A written summary of key themes, insights, and overall sentiment from the engagement*

The engagement responses provide valuable insights into the current state of digital connectivity, confidence, and readiness across Gloucestershire, as well as perceptions of the proposed Strategy.

### 2.1. Connectivity and Coverage

- **Broadband:** Most respondents rate broadband positively, with **42 out of 63 (67%)** rating it *Good* or *Excellent*. Only **3 respondents (5%)** reported *Poor* service, and none reported *No coverage*.
- **Mobile Signal:** Mobile coverage is more mixed. While **27 respondents (43%)** rated it *Good* or *Excellent*, **19 respondents (30%)** rated it *Poor* or *No coverage*, highlighting a significant gap compared to broadband.

### 2.2. Internet Usage

- Internet is primarily used for **work/business (49)** and **social media/communication (47)**, followed by **streaming (38)** and **education (34)**. Healthcare services (22) also feature prominently, underlining the importance of reliable connectivity for essential services.

### 2.3. Digital Confidence and Barriers

- **Confidence:** A strong majority feel digitally capable, with **46 respondents (73%)** *very confident* and only **5 (8%)** *not very confident*.
- **Barriers:** The most cited barriers are **poor connectivity (23)** and **lack of digital skills (17)**, followed by **cost (15)**. Notably, **23 respondents reported no barriers**, suggesting a digitally mature segment alongside those facing persistent challenges.

## 2.4. Skills Development

- **Need for Skills:** Over half (31) believe they, or someone they know, would benefit from digital skills support, reinforcing the need for targeted inclusion initiatives.

## 2.5. Organisational Readiness and Attitudes

- Most identify as **fast followers (19)** or **early adopters (15)**, with only **3 sceptical**.
- While **failure to adopt new technology is widely seen as a threat (47 agree/strongly agree)**, only **15 respondents** feel their organisation is not responding quickly enough, suggesting confidence in current trajectories.

## 2.6. Support Needs for Digital Adoption

- Top priorities include **funding/grants (26)**, **expert advice (23)**, and **training/upskilling (19)**. Peer learning (17) and technical support (19) also feature, indicating a demand for both financial and knowledge-based support.

## 2.7. AI Adoption

- Feedback indicates that AI uptake is still emerging. The most common applications are **machine learning and data analysis** (21 organisations) and **chatbots** (18 organisations). Seven organisations plan to adopt AI in the future, while another seven have no plans at all, highlighting a mixed level of readiness across the sector.

## 2.8. Training Preferences

- Respondents were asked to rate their preference on a scale of 1 to 5, where 1 indicates the highest preference and 5 the lowest. Respondents prefer **online webinars/courses (ranked 1.91)** and **face-to-face workshops (2.08)**, with one-to-one consultancy and peer mentoring less favoured.

## 2.9. Perceptions of the Digital Strategy

- **Clarity and Information:** Majority agree the strategy explains *why* investment is needed and roles of partners (over 70% agree/strongly agree), but fewer feel it provides enough detail on **delivery mechanisms (only 28 agree)** and **progress monitoring (25 agree)**.
- **Priorities:** Strong consensus on:

- **Gigabit broadband and 4G/5G rollout (43 agree/strongly agree)**
- **Reaching rural/underserved communities (51 agree/strongly agree)**
- **Expanding mobile coverage and using council assets (50+ agree/strongly agree)**
- **Inclusion:** High support for:
  - **Libraries as digital hubs (45 agree/strongly agree)**
  - **Support for protected groups and affordability (47 agree/strongly agree)**
  - **Device recycling (42 agree/strongly agree)**
- **Innovation and Future Readiness:** Overwhelming agreement that **digital innovation is essential for economic growth (46 agree/strongly agree)** and that **advanced digital skills development is vital (47 agree/strongly agree)**.

### 3. Feedback on Digital Infrastructure

*Responses and insights specifically related to infrastructure, access, and connectivity.*

#### **Question 4 - What improvements would you like to see in digital infrastructure in your area?**

We received 50 comments (some covering multiple themes) and 13 people did not provide a response. All comments were analysed and themed. The most common themes were:

#### **3.1. Broadband Coverage (33 mentions)**

Broadband access was the most common theme, with most responders citing the importance of fast and reliable broadband service across the county, particularly to support remote working. There was acknowledgement that while full fibre gigabit capable coverage existing locally, significant gaps persist, particularly in rural areas. There was also frustration that newer housing estates have gigabit capable coverage while older parts of villages do not and respondents want gigabit capable coverage extended to underserved areas to ensure equal access. Concerns were also raised about limited consumer choice in locations served by only a single gigabit-capable operator.

#### **3.2. Mobile Signal Coverage (24 mentions)**

Responses highlights widespread concerns about poor mobile signal, the impact of 3G switch-off, a desire for improved 4G reliability and increased 5G availability. Responders also mentioned the importance of reliable mobile coverage for accessing essential services like the NHS and emergency support, especially in response to Openreach's switch-off of the old Public Switched Telephone Network (PSTN).

#### **3.3. Digital Inclusion & Support for Vulnerable Groups (6 mentions)**



Several comments emphasised the need for training and infrastructure for elderly, disabled, and low-income residents and that a lack of funding and support isolates these groups from essential services.

### **3.4. Public Wi-Fi Access (3 mentions)**

Suggestions included free Wi-Fi zones in town centres, libraries, and parks to support those without reliable home internet and encourage local engagement.

### **3.5. Competition & Affordability (2 mentions)**

Concerns about monopolies driving up prices and limiting choice. Affordability is seen as a barrier to access, especially for younger homeowners.

### **3.6 Infrastructure Delivery Oversight (2 mentions)**

Requests for better regulation and enforcement around broadband installation and roadworks, particularly where poor patching has occurred after trenching.

### **3.7. General Satisfaction (2 mentions)**

A few respondents indicated they were satisfied or had no issues with current services, suggesting some areas are well served.

## **4. Feedback on Digital Inclusion**

*Views on accessibility, support for digitally excluded groups, and inclusion priorities.*

### **Question 8: What Would Help Communities Feel More Included in the Digital World?**

We received 47 comments (some covering multiple themes) and 16 people did not provide a response. All comments were analysed and themed. The most common themes were:

### **4.1. Digital Skills and Confidence Building (18 comments)**

The most common theme was the need for digital skills training. Respondents called for informal, accessible learning opportunities, including drop-in sessions, community-based workshops, and tailored support for older people and those with disabilities. There was also interest in advanced skills development, such as AI awareness, alongside practical help with everyday tasks.

### **4.2. Community-Based Support (10 comments)**

People want local, trusted support hubs and outreach services, including home visits for those unable to travel. Suggestions included Digital Champions in surgeries and libraries, social learning hubs with refreshments, and better promotion of existing services beyond social media channels.

### **4.3. Inclusive Service Design and Choice (9 comments)**

Respondents emphasised the importance of maintaining non-digital alternatives such as face-to-face appointments, telephone lines, and printed materials. They also called for digital services to be designed with accessibility in mind, considering real-life scenarios like power outages and limited mobile coverage.

#### **4.4. Connectivity and Infrastructure (8 comments)**

Reliable digital infrastructure remains a fundamental requirement for inclusion. Respondents called for affordable, high-speed broadband, faster fibre rollout, and improved mobile coverage, particularly in rural areas such as the Cotswolds. Poor connectivity was reported even in some town centre locations, creating frustration and limiting access to essential services.

#### **4.5. Awareness and Engagement (6 comments)**

Comments focused on the need to raise awareness of existing digital tools and services, including AI, and to involve communities in shaping digital solutions. Respondents also suggested creating localised content in plain language to make services more relevant and accessible.

#### **4.6. Safety and Trust Online (5 comments)**

A recurring concern was fear of scams and online fraud. Respondents suggested workshops on digital safety, data protection, and scam awareness to build confidence and encourage more people to engage online without fear.

#### **4.7. Access to Devices and Technology (4 comments)**

Several respondents highlighted the need for affordable or subsidised devices, as well as ensuring apps and services work on older models of phones and computers.

## **5. Feedback on Digital Innovation**

*Ideas, expectations, and concerns around innovation, emerging technologies, and future readiness.*

**Question 16: Please tell us what you hope this strategy will achieve for you, your organisation, or your community. Are you looking for better connectivity, support for digital skills, help accessing devices and services, or new opportunities through digital innovation?**

We received 36 comments (some covering multiple themes), and 27 respondents did not respond. All comments were analysed and themed. The most common themes were:

#### **5.1. Digital Skills and Confidence Building (14 comments)**

A significant number of responses focused on improving digital skills for individuals, businesses, and communities. Suggestions included entry-level upskilling, AI



awareness for businesses, accessible training for all ages, and targeted support for those who feel left behind. Respondents also highlighted the importance of helping organisations overcome the fear of technology.

### **5.2. Connectivity and Infrastructure (12 comments)**

Many respondents emphasised the need for faster, more reliable broadband and mobile coverage, particularly in rural areas and villages. There were calls for inclusive connectivity solutions, not leaving provision solely to the market, and for investment to fill gaps in non-urban settings.

### **5.3. Digital Innovation and Economic Growth (10 comments)**

Respondents expressed hopes for the strategy to foster innovation, entrepreneurship, and collaboration across sectors. This included creating opportunities for startups, supporting advanced skills in areas like AI and cybersecurity, and enabling new digital tools to tackle social challenges such as unemployment and mental health.

### **5.4. Inclusive Service Design and Equality (6 comments)**

Several comments stressed the need for inclusive services that meet people where they are, ensuring no one is excluded due to age, income, disability, or geography. Respondents also called for evidence-based approaches to reduce digital inequality and design services that reflect real user needs.

### **5.5. Community Capacity and Collaboration (5 comments)**

Respondents highlighted the importance of investing in voluntary and community sector organisations to deliver grassroots solutions. Building partnerships and networks was seen as key to creating a united Gloucestershire and amplifying local strengths.

### **5.6. Access to Devices and Services (4 comments)**

Several respondents wanted support for affordable broadband and devices, particularly for low-income households. Others mentioned options for replacing outdated equipment and improving access to cloud-based services.

### **5.7. Realism and Delivery (3 comments)**

A few respondents raised concerns about funding and implementation, urging the strategy to be bold but realistic. They stressed the need for timely delivery and access to grant and investment funds to make ambitions achievable.

## 6. Other Comments and Suggestions

*Any additional feedback that doesn't fit neatly into the above categories.*

### **Question 37- Do you have any further comments that you would like to make about the Digital Infrastructure, Inclusion and Innovation Strategy?**

We received 26 comments (some covering multiple themes), and 37 respondents did not respond. All comments were analysed and themed, below listed in order they appear in the strategy and not prominence.

#### **6.1. Digital Infrastructure**

There was strong support for supporting delivery of improved digital infrastructure to address inconsistent access to broadband, especially in town centres, and concerns about affordability and pricing. There were questions about how the strategy will address future data capacity needs and future development of technologies, for example, the development of new generations of mobile networks.

#### **6.2. Digital Inclusion**

There was broad support for digital inclusion training and initiatives to improve accessibility for all, with particular emphasis on vulnerable and older populations. Some responses called for funding to support outreach and the need for dedicated support and training, especially where funding had previously been withdrawn. Several respondents also emphasised the need for non-digital options in essential areas like health, welfare, and finance, stating that some people either lack the ability, but moreover the desire to be digitally active.

#### **6.3. Digital Innovation**

AI was mentioned in a number of responses, with a call for a dedicated delivery unit to update the strategy as technology evolves. Concerns were also raised about the environmental impact of AI technologies, particularly how it aligns with zero carbon goals and asking how increased energy demand will be addressed. There was also a call for collaboration between universities, local businesses, and public services.

#### **6.4. General**

Some responses highlighted that the strategy risks being outpaced by technological advancements particularly relating to AI but also connectivity, such as future generation of mobile networks, and emphasising the need for an agile approach. There were some requests for more information about how outcomes will be monitored and measured. Several respondents raised questions about the practicalities of implementing the strategy, for example, where was funding will come from, who will be responsible, and how resources will be allocated. Another expressed a desire to celebrate digital success stories and promote engagement through community events, awards, and media.

## 8. Appendix B Online and Paper Questionnaire

### Digital Infrastructure, Inclusion and Innovation Strategy and Engagement Questions

#### Introduction

The purpose of the **Digital Infrastructure, Inclusion and Innovation Strategy (2026–2030)** is to set out Gloucestershire County Council's vision and priorities for improving digital connectivity, inclusion and innovation across the county. It outlines how the Council will fund and work with partners to expand access to gigabit-capable broadband and mobile networks, support digital skills development, and ensure that all residents and businesses can benefit from the opportunities of a connected society.

This strategy is a key part of Gloucestershire's ambition to create a more inclusive, resilient, and economically vibrant county. It builds on existing initiatives and responds to the growing importance of digital access in everyday life—from education and employment to health, wellbeing, and community engagement.

The public engagement is open from **Monday 8<sup>th</sup> September** to **Sunday 19<sup>th</sup> September 2025**.

Subject to any material changes required in response to the feedback received during this consultation period, a second consultation may be held to finalise the strategy.

The aim is for the updated **Digital Infrastructure and Inclusion Strategy** to be adopted by **Gloucestershire County Council's Cabinet** in **December 2025**.

#### Before we start

Please see below Gloucestershire County Council's **Digital Infrastructure, Inclusion and Innovation Strategy**.

### 1. Which of the following best describes you?

*(Please select all that apply)*

- Gloucestershire resident
- Local business owner or representative
- Private sector.
- Voluntary, Community or Social Enterprise (VCSE) organisation
- Public sector organisation (e.g. NHS, education provider, emergency services)
- District/City/Borough Council
- Parish/Town Council
- Neighbouring local authority
- Infrastructure provider (e.g. broadband, mobile, digital services)
- Digital skills provider or trainer
- Local politician or political candidate
- Planning consultant or agent
- Developer or land promoter
- Other (please specify): \_\_\_\_\_

2. Would you like to receive a response from Gloucestershire County Council regarding any issues raised in your feedback, or be kept informed about future consultations related to the Digital Infrastructure and Inclusion Strategy?

If so, please provide your contact details below:

- Name:
- Email address:

Roughly how many people work for your organisation in Gloucestershire:

- I work on my own
- 2-10 people work for my organisation in Gloucestershire
- 11-50 people work for my organisation in Gloucestershire.
- 51- 500 people work for my organisation in Gloucestershire.
- 500+ people work for my organisation in Gloucestershire

Question		Question	Format of response
<b>Your Digital Experience and Aspirations</b> If this section isn't relevant to your situation, you can simply click 'Next' to continue.			
1		How would you rate home or business broadband in your area?	<ul style="list-style-type: none"><li>• Excellent</li><li>• Good</li><li>• Fair</li><li>• Poor</li><li>• No coverage</li></ul>
2		How would you rate mobile phone signal coverage in your area?	<ul style="list-style-type: none"><li>• Excellent</li><li>• Good</li><li>• Fair</li><li>• Poor</li><li>• No coverage</li></ul>
3		What do you primarily use your internet connection for? (Select all that apply)	<ul style="list-style-type: none"><li>• Work or business</li><li>• Education or learning</li><li>• Healthcare services</li><li>• Social media and communication</li><li>• Streaming or entertainment</li><li>• Other (please specify)</li></ul>
4		What improvements would you like to see in digital infrastructure in your area?	Free text
5		How confident do you feel using digital devices and online services?	<ul style="list-style-type: none"><li>• Very confident</li><li>• Somewhat confident</li><li>• Not very confident</li></ul>

			<ul style="list-style-type: none"> <li>• Not at all confident</li> </ul>
6		What are the main barriers you or others in your household/ workplace face in accessing or using digital services? (Select all that apply)	<ul style="list-style-type: none"> <li>• Lack of digital skills</li> <li>• Cost of devices or internet</li> <li>• Poor connectivity</li> <li>• Accessibility needs</li> <li>• Lack of interest or perceived need</li> <li>• Other (please specify)</li> </ul>
7		Would you or someone you know benefit from digital skills	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> <li>• Not sure</li> </ul>
8		What would help you or your community feel more included in the digital world?	Free text

## Your Business's Digital Landscape and Future Aspirations

If this section isn't relevant to your situation, you can simply click 'Next' to continue.

Please only answer the questions below if you are employed and understand how your organisation uses technology

9		Which of these statements best describes your organisation?	<ul style="list-style-type: none"> <li>• Early adopter – embraces new technology as soon as available</li> <li>• Fast follower – adopts once benefits are clear</li> <li>• Cautious adopter – waits for proven success</li> <li>• Sceptical – adopts with support or necessity</li> <li>• Resistant – adopts only when essential</li> </ul>
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10		I am concerned that my organisation is not responding to technological change quickly enough	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
11		Failure to adopt new technology could be a real threat to the future of Gloucestershire's economy.	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
12		What support would help your organisation adopt new digital technologies?	<ul style="list-style-type: none"> <li>• Funding or grants</li> <li>• Training or upskilling</li> <li>• Expert advice or guidance</li> <li>• Technical support</li> <li>• Peer learning or case studies</li> <li>• Other (please specify): _____</li> </ul>
13		Is your organisation currently using any of the following AI technologies? Improved Checkbox Options:	<ul style="list-style-type: none"> <li>• Chatbots</li> <li>• Machine learning / data analysis</li> <li>• Speech recognition</li> <li>• Robotic process automation</li> <li>• Natural language generation</li> <li>• Virtual agents (e.g. for customer service)</li> <li>• Deep learning / neural networks</li> <li>• Not currently, but plan to use in future</li> <li>• No plans to use AI technologies</li> </ul>

			<ul style="list-style-type: none"> <li>Other (please specify):</li> </ul>
14		<b>How do you prefer to access training or support?</b> <i>If poss (Please rank in order of preference)</i>	<ul style="list-style-type: none"> <li>Online webinars or courses</li> <li>Face-to-face workshops</li> <li>Peer mentoring</li> <li>One-to-one consultancy</li> <li>Other (please specify):</li> </ul>
15		<b>Would your business be willing to offer peer-to-peer support for SMEs or startups?</b>	<ul style="list-style-type: none"> <li>Yes</li> <li>No</li> <li>If yes, please specify:</li> </ul>

## Understanding the Strategy

If this section isn't relevant to your situation, you can simply click 'Next' to continue.

16		<p>What are your expectations of the Digital Infrastructure and Inclusion Strategy (2026–2030)?</p> <p>Please tell us what you hope this strategy will achieve for you, your organisation, or your community. Are you looking for better connectivity, support for digital skills, help accessing devices and services, or new opportunities through digital innovation? Your feedback will help shape a strategy that is inclusive, forward-thinking, and responsive to local needs.</p>	Free text
17		<p>Do you agree with the following statement:</p> <p>The strategy provides sufficient information on why Gloucestershire County Council is investing in digital connectivity, inclusion and innovation and how it plans to deliver these improvements?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>

## Delivery

18		<p>Do you agree with the following statement:</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> </ul>
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		The strategy clearly outlines the roles of Gloucestershire County Council and its partners in delivering digital infrastructure and inclusion initiatives?	<ul style="list-style-type: none"> <li>Strongly disagree</li> <li>Don't know</li> </ul>
19		<p>Do you agree with the following statement:</p> <p>The strategy provides sufficient information to explain the differences between digital infrastructure (e.g. broadband, mobile networks) and digital inclusion (e.g. skills, access, support)?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>

## Digital Infrastructure

If this section isn't relevant to your situation, you can simply click 'Next' to continue.

20		<p>Do you agree with the following statement:</p> <p>The strategy provides sufficient information about how GCC intends to support the delivery of digital infrastructure and inclusion initiatives (e.g. grants, partnerships, subsidies)?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>
21		<p>Do you agree with the following statement:</p> <p>Gloucestershire County Council should prioritise the delivery of gigabit-capable broadband and 4G and 5G mobile networks across the county?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>
22		<p>Do you agree with the following statement:</p> <p>It is important that digital infrastructure improvements reach rural and underserved communities?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li></li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>
23		<p>Do you agree with the following statement:</p> <p>Gloucestershire County Council should support the expansion of mobile coverage across the county?</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>
24		<p>Do you agree with the following statement:</p> <p>Gloucestershire County Council should make use of its assets (such as council-owned buildings and infrastructure) to</p>	<ul style="list-style-type: none"> <li>Strongly agree</li> <li>Agree</li> <li>Disagree</li> <li>Strongly disagree</li> <li>Don't know</li> </ul>

		support the expansion of mobile and Wi-Fi coverage across the county?	
<h2>Digital Inclusion</h2> <p><b>If this section isn't relevant to your situation, you can simply click 'Next' to continue.</b></p>			
25		<p>Do you agree with the following statement:</p> <p>The strategy provides sufficient information on how Gloucestershire County Council will support residents, businesses, and communities to improve digital skills and confidence?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
26		<p>Do you agree with the following statement:</p> <p>The strategy provides a clear and realistic approach to addressing digital exclusion in Gloucestershire?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
27		<p>Do you agree with the following statement:</p> <p>The strategy recognises the important role of the Voluntary, Community and Social Enterprise (VCSE) sector in delivering digital inclusion support, and outlines appropriate ways to fund and collaborate with these organisations?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
28		<p>Do you agree with the following statement:</p> <p>Libraries play an important role in delivering digital inclusion support across Gloucestershire, and the strategy makes effective use of them as trusted, accessible spaces for digital skills development and support?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
29		<p>Do you agree with the following statement:</p> <p>It is important that the strategy prioritises support for individuals with protected characteristics, ensuring that digital access and inclusion efforts are equitable and inclusive?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
30		<p>Do you agree with the following statement:</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> </ul>

		Ensuring affordable internet connectivity for financially disadvantaged individuals and households is a vital part of delivering digital inclusion in Gloucestershire?	<ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
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## Digital Innovation

If this section isn't relevant to your situation, you can simply click 'Next' to continue.

31		<p>Do you agree with the following statement:</p> <p>Gloucestershire County Council should prioritise the development of Smart Places—starting with urban centres and expanding to rural communities—by investing in future-proofed digital infrastructure (e.g. AI, IoT, neutral host models) to support climate resilience, innovation, and equitable access to digital services?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
32		<p>Do you agree with the following statement:</p> <p>Digital innovation is essential for Gloucestershire's long-term economic growth and should be actively supported through investment in infrastructure, skills, and partnerships?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
33		<p>Do you agree with the following statement:</p> <p>Supporting residents and businesses to develop advanced digital skills and access career opportunities is a vital part of Gloucestershire's digital future?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
34		<p>Do you agree with the following statement:</p> <p>The Smart People, Smart Gloucestershire, Smart Futures, and Smart Sustainability themes—covering AI, digital ecosystems, and climate innovation—are essential to Gloucestershire's long-term strategy?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>

## Monitoring and Evaluation

If this section isn't relevant to your situation, you can simply click 'Next' to continue.

35		Do you agree with the following statement:	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> </ul>
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		The strategy provides sufficient detail on how progress will be monitored and measured?	<ul style="list-style-type: none"> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
36		<p>Do you agree with the following statement:</p> <p>Digital tools and platforms should be used to strengthen civic participation and make it easier for residents to engage with Gloucestershire County Council's decision-making processes?</p>	<ul style="list-style-type: none"> <li>• Strongly agree</li> <li>• Agree</li> <li>• Disagree</li> <li>• Strongly disagree</li> <li>• Don't know</li> </ul>
37		Do you have any further comments that you would like to make about the Digital Infrastructure and Inclusion Strategy.	Free Text