

# LGA Cyber, Digital Technology Programme Connectivity Support

Tom Denman

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Politically-led, cross-party organisation that works on behalf of councils to ensure local government has a strong, credible voice with national government

Aims to influence and set the political agenda on the issues that matter to councils so they are able to deliver local solutions to national problems.

#### Our improvement offer

The LGA has a range of practical support available, on a free of charge and/or subsidised basis, to enable local authorities to exploit the opportunities that this approach to improvement provides.



Available to all councils:

Leadership programmes, corporate or finance peer challenges, communications support, productivity programmes, service based support, shared best

practice, facilitated networking

#### Bespoke support:

Working alongside councils providing tailored support to help them deal with specific local challenges – particularly governance, finance and organisational performance

Intensive and dedicated support:
For councils facing the most significant budgetary or
governance challenges



### **Digital Connectivity Programme**



Facebook Ads results from the duration of the campaign Link clicks **Impressions** Reach 230,945 77,457 7,057 Cost per click Click through Cost per 1,000 (CPC) rate (CTR) impressions (CPM) 3.1% £0.18 £5.52

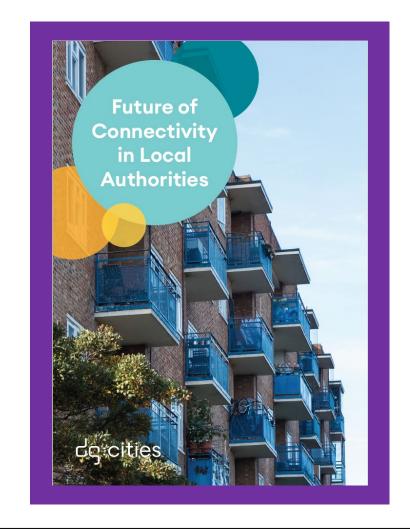
https://www.youtube.com/watch?v=Bo8IQIYerPQ

https://www.local.gov.uk/case-studies/lga-digital-connectivity-programme-2021what-full-fibre-campaign-evaluation



### **Digital Connectivity Programme**



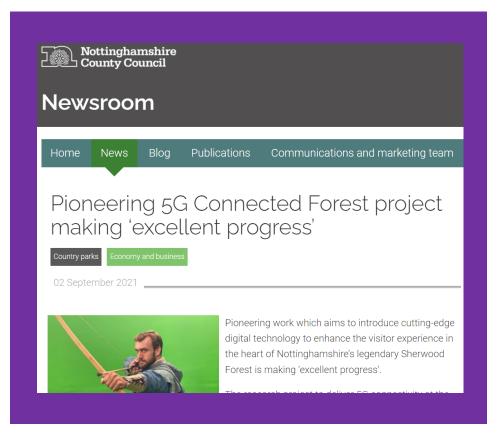




## **Digital Connectivity Programme**









### Digital Pathfinder Programme



#### Tom Denman

Digital Innovation, Security and Behavioural Insights Adv... 1d • •

Our Pathfinders Programme is up and running! Thanks to the 75 councils for taking the time out to apply to the fund this year, it was a difficult selection process. The team and I are looking forward to working with the 9 successful councils over the next year. For more info on the projects we have funded this year see below:



LGA awards funding for councils as part of Digital Pathfinders Programme

local.gov.uk • 2 min read

(2) Rebekah Wilson and 26 others

1 comment

- 75 Applications
- 3 Challenge Areas
- 11 Successful Councils

- Digital Connectivity:
  - Rochdale Council
  - Dorset Council
  - Nottinghamshire CC



### Get in touch:

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### Webpage:

https://www.local.gov.uk/our-support/efficiency-and-income-generation/digital