

Cymru Arlein On-line for a Better Wales

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National Assembly for Wales





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Why is ICT important?

First class Information & Communications Technology in Wales:

- essential to reversing slide in economic performance
 - more jobs
 - greater prosperity
- exceptional social and cultural benefits
 - bilingual population
 - geographically dispersed



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ICT - A key factor

- World wide evidence that ICT is a key factor for societies and regions that have successfully transformed themselves.
- The challenge is social, cultural and managerial, not technical.
- Cymru Ar-lein is the Cabinet's Information Age Strategic Framework.



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Five key areas for Action

- Our businesses, whatever their size or location, need to have access to and are encouraged to exploit ICT to expand markets, innovate and grow;
- Our citizens and communities must have affordable access for education, communication, entertainment, use of public services, and for combating social exclusion;



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Five key areas for Action

- The public sector needs to be innovative and determined in making services available electronically, especially health, education, social services, tourism and media. Also a key role in stimulating demand.
- To develop and retain skilled people, Wales needs to be at the forefront of the transformation ICT will bring to Education, offering students access to global services, as well as tailoring new e-services to Welsh needs;



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Five key areas for Action

- We need to have access to world class infrastructure to support us, especially broadband communications.





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Rural Wales - Case examples

- Farmyard Nurseries - Carmarthen
 - Worldwide customer base
 - Staff up from 14 to 27
 - Turnover up 97% in first eight months
 - Visitors up 25%
- Rachel's dairies - Aberystwyth
 - Turnover up from £2.2million to £3.4 million in twelve months
 - contracts with major supermarkets



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Rural Wales - Case examples

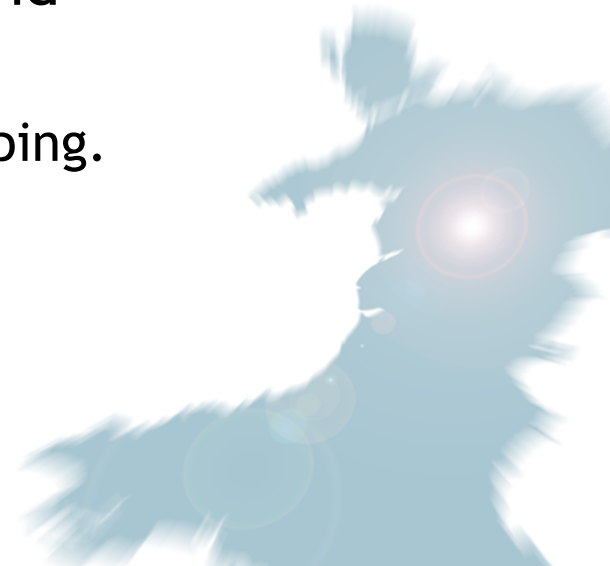
- North Wales Holiday Cottages
 - 21% new and 10% all customers access via Web
 - ROI in three months
 - Wider customer base
 - improved last minute bookings take up
- Penryndaedraeth
 - On-line village
- Llwybr - Pathway
- MARAN
- JIGSAW



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Benefits of ICT in Rural Areas

- Takes the distance out of doing business.
- Individuals can learn, work, communicate and be entertained regardless of location.
- Improved services availability and accessibility:
 - telemedicine, IACS, banking, shopping.





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Challenges for ICT in Rural Areas

- Developing understanding of opportunities and Benefits
 - Committee review
- Training & retaining skilled people
- Providing access
 - individuals, public access locations
 - infrastructure