

# Appendix 6

## Digital Sector Strategy April 2021 Update

	Key questions	Key answers	Key interventions
<b>To the CPCA Digital Sector</b>	How can the CPCA Digital Sector continue to access high-quality, diverse talent?	Collaborate on high-quality digital training for young people and teachers, and reskilling for adults. Develop a region-wide culture of employer engagement in education.	-Digital businesses to engage with existing STEM skills development and career guidance programmes.
	How can Digital Sector businesses innovate and grow in a post-Covid CPCA?	Much of CPCA's success in innovation is based on its culture of networking. Access to networking is essential for idea-sharing, inspiration, customer acquisition, hiring and encouraging investment.	-When social distancing guidance relaxes, digital businesses to engage in large-scale networking activities that promote knowledge transfer and customer acquisition, e.g. Cambridge Tech Week.
<b>To CPCA</b>	Is CPCA digital infrastructure fit to deliver a world-class digital sector? Is the digital infrastructure fit for a post-Covid world?	CPCA must guarantee internationally competitive networks that combine the speed and security needed to work from home. Covid-19 has changed the use of telecommunications networks, and while they have coped they are not yet world-class. High Performance Computing (HPC) resource is in high demand and an area in which CPCA is lacking.	-Target 1GB/s broadband speeds across the region by 2022. -Prevent any future housing or infrastructure project to take place without the installation of ultra-fast internet connectivity. -Commit to an HPC Roadmap to retain CPCA's primacy in fields such as supercomputing and AI.
	How can CPCA produce high-quality, diverse talent that meets the needs of the digital sector?	Ensure high-quality digital training for young people and teachers, and reskilling for adults. Develop a region-wide culture of employer engagement in education. Attract talent into the region with affordable housing and high quality local amenities.	-Ensure high quality digital education and training opportunities, ranging from digital literacy, advanced programming skills up to doctorates, as well as reskilling programmes, are available and accessible for young people, teachers and adults throughout the region.
	How can a thriving, local digital sector enable a prosperous community across the whole of CPCA?	A thriving digital sector has complex supply chain demands that can be met by local businesses, if potential customers are aware.	-Fund opportunities for digital businesses to meet local suppliers through face-to-face networking and intra-regional programmes, e.g. Cambridge Tech Week.
	How can CPCA become the best place to start and grow a digital business?	Starting and growing a business requires an idea, talent, space, finance, suppliers, customers - to name a few! Such things are present in the region to a degree, but CPCA needs to improve signposting, access and quality.	-Develop high-quality, supportive business premises across the region for start-ups. -Establish a CPCA Digital Innovation Fund with a particular focus on convergence activities and businesses setting up outside of Cambridge. -Increase the visibility and accessibility of financial information throughout the region.
	How can the digital sector deliver good jobs and greater earning power for more CPCA citizens?	While the digital sector grows, other industries are also digitalizing their processes. Encouraging the adoption of digital technologies in key sectors for CPCA such as life sciences, manufacturing and agriculture will increase the number of skilled jobs in the region.	-Establish Leadership Councils for Technology in Manufacturing, Logistics and Agriculture. -Establish "Launchpads" (sector-specific business premises) for the development and trial of digital technologies in key sectors. -Fund high-impact networking and knowledge transfer activities between the digital sector and industry, e.g. Cambridge Tech Week. -Expand on projects such as "Digital Manufacturing on a Shoestring" which support the uptake of digital manufacturing among SMEs.
<b>To the UK Government</b>	How can the UK Government apply CPCA's strengths to its goals of becoming an innovative economy?	The City of Cambridge is the most innovative city in the UK, producing almost three times the number of patent applications per capita than any other city. The UK Government must support CPCA in promoting this attractive brand overseas.	-The UK Government must position the CPCA brand as a global innovation powerhouse to encourage inward investment by technology companies into the country.
	How can the UK Government capitalize on CPCA's strengths in digital to meet the Grand Challenges?	The UK Government must look to CPCA for leadership on Artificial Intelligence. The City of Cambridge is already home to the world's foremost Artificial Intelligence departments – Amazon, Microsoft, Samsung - as well as innovative AI start-ups.	-Coordinate the energies of the public and private sector to cement CPCA as a global centre of expertise in Artificial Intelligence.