

# Tackle Digital Discussion: Highlights from the Toolkit

*Sport Wales*  
25/05/2023



# Agenda

## Sport Wales and Emyrean Digital



**Introductions** - name & organisation

### **Agenda:**

1. Ice breaker
2. The aim of Tackle Digital and its outcomes
3. Case study: Considering a project from initial stages to completion
4. Highlights from the Tackle Digital resources
5. Retro

# Icebreaker

## Tackle Digital Discussion 7

What is the best piece of sporting advice you've been given?

# What we were hoping to achieve

## Aims of Tackle Digital

Through the delivery of a toolkit of materials aimed at key digital areas and creation of a forum where sport partners can support each other and share digital knowledge, Tackle Digital aimed to:

Help sports leverage digital to the fullest



Increase digital confidence



Create a learning community to support partners



Help understand more about digital strategy and delivery



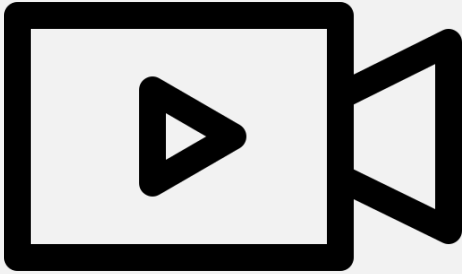
# What we've covered in the series

## Outcomes of Tackle Digital

1. Discovery and digital requirements
2. Ensuring effective delivery using Agile
3. Delivering digital in house
4. Finding a digital supplier
5. Cyber security
6. Creating a digital strategy and roadmap
7. Making the most out of your digital tools

# Case Study: Carmarthenshire County Council

Considering a project from initial stages to completion



This live case study will be recorded. Please turn off your camera if you do not want to be filmed.

# 1 // Discovery and digital requirements

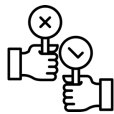
## Highlights

### Discovery Phase



When is Discovery complete?

When you've decided whether or not you want to move on to Alpha!



How do you make this decision?

Is there a viable service that you could build that would make it easier for used to do the thing they need to do?

Is it cost effective to pursue the problem?



It is **not a failure** to stop the project at the end of Discovery, if that's what your research shows.

# 2 // Ensuring effective delivery using Agile

## Highlights

Agile methodology is a way to manage a project a project by breaking it up into several phases:



Increased efficiency



Short development cycles



Iterative



High quality final product



# 3 // Delivering digital in house

## Highlights

### Creating a Team

#### Agile

the team is resourceful and adaptable and looks for continuous improvement and feedback



#### Continuous improvement

you should aim to keep your product or service current and show users that you are evolving to meet their needs

#### User centred

putting users at the centre of design and development, taking into account the user's requirements, objectives, and feedback



#### Collaboration

working together as a team, with the wider organisation, external suppliers and with users to give the best possible outcomes and user experience

#### Embrace diversity



the team should be able to go beyond the obvious and engage with and embrace people who have different ideas. Increasing diversity encourages innovation.

# 4 // Finding a digital supplier

## Highlights

### Engaging suitable digital partners



### Evaluating proposals from potential suppliers



# 5 // Cyber security

## Highlights

### *What you should do if there is a security incident*

Identify the issue



Verify the issue



Fix the problem



Assess the damage



Inform relevant parties



# 6 // Creating a digital strategy

## Highlights

### Your digital strategy



An introduction setting the context for your strategy



Principles of your approach - an overview of the process used to create your strategy



High level plans for delivery of the digital transformation goals



Success measures or KPIs - which you can use to measure progress against



Your roadmap set against timescales

# Retro

## Looking back at the tackle digital series

Went Well	Even better if	The future of Tackle Digital
The Toolkit is informational and something that could help save time and resource	It would have been great to have done some sessions in person	
The dialogue between partners around sharing experiences in the discussions has been great		
Key areas for resources were identified at the outset and we were able to provide content for all the areas, which is being used by partners	Varying attendance in the discussion sessions was frustrating Partners would be better able to support each other if attendance was more consistent	
Built a great brand that needs to be developed and continued	More detailed and targeted topics	Sessions on more focused areas – this is a great forum and I wish there were more people here

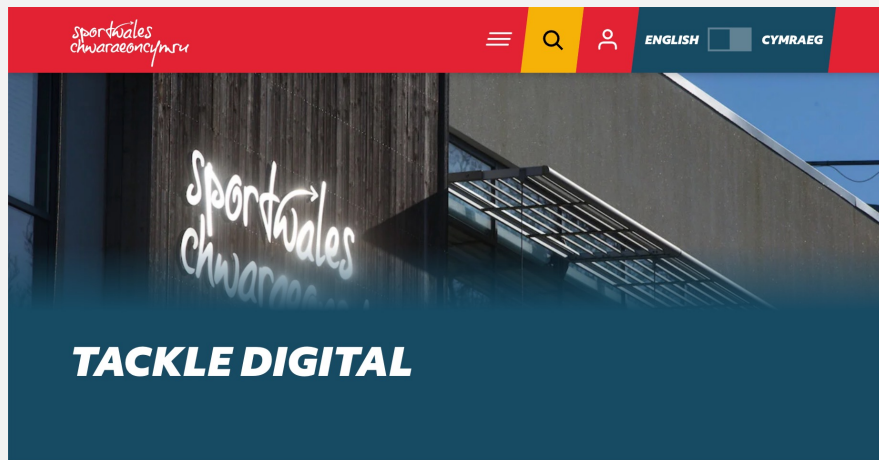
# Retro

## Looking back at the tackle digital series

Went Well	Even better if	The future of Tackle Digital
The resourced that have been produced are available for people to use now as and when required	Improved buy in for the discussions could have improved attendance	The forum should continue. Tackle Digital should not be isolated and should be part of what Sport Wales is doing with partners
Broad overview of digital balanced with knowledge and awareness and case studies to bring the topic alive	There needs to be real value to give up the time – the topics weren't focused enough Broken down into targeted topics e.g Tackle Cyber Essentials, membership systems, digital implementation	Recognising that digital is part of everything we are doing
Structure of the delivery of topics – releasing the content in alignment with the discussions	A Teams channel was created which hasn't taken off – would like to make this work	Drilling into the detail of the topics

# Further information on Tackle Digital

Visit CLIP



## INTRODUCTION

Through partnership conversations and workshops, 'digital' has emerged as a key area that many of Sport Wales' partners are working on. There is an ambition to leverage 'digital' to the fullest and grow in digital confidence. In response to these needs, Sport Wales has appointed Empyrean Digital to develop a support package to help.

During a discovery session with a small group of Sport Wales' partners, within which a variety of digital confidence levels existed, we discussed goals and barriers to digital, as well as what good support looks like. Consistent themes emerged from the discussion around accessing a toolkit of support materials on digital as well as the desire to share experiences of digital across the Welsh sport sector.

[Click here to log into CLIP and access the Toolkit.](#)

[Click here to access Wales' Digital Service Standard](#)

[Click here to access the GDS Service Manual](#)



*Thank you*