



Digital Inclusion & Social Value

Agenda



What is digital inclusion?



What role does digital have in your day-to-day life?



Why is this agenda more important now more than ever before?



The impact of digital exclusion on our communities



MCC Coordinating a response to tackle digital exclusion



Impact made over the last 12 months



The Manchester Digital Inclusion Action Plan and priorities for 2022



Creating interventions to implement the plan and help more people



Opportunities to work together through social value?

What is digital inclusion?

‘Digital inclusion is about having the access, skills and motivation to confidently go online to access the opportunities of the internet.’

*(Department for Digital, Culture, Media and Sport UK
Digital Strategy 2017)*

Reducing exclusion, is about making sure that people have the capability to use the internet to do things that benefit them day to day.

FACTS, STATS AND FIXING THE DIGITAL DIVIDE

UK
DIGITALLY EXCLUDED

10m
LACK THE MOST BASIC
DIGITAL SKILLS

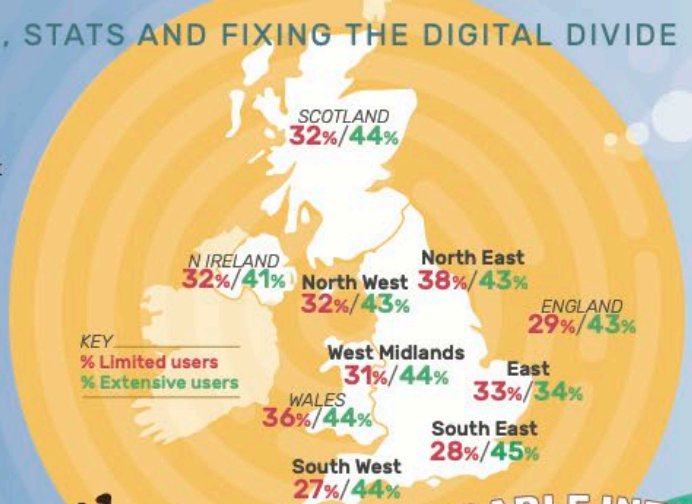
14.9m
VERY LOW DIGITAL
ENGAGEMENT



1.3m
non-users worried about
privacy + security

1.5m
UK households have
no internet access

2m
UK households
struggle to afford
internet access



UK
DIGITALLY INCLUDED

30.8m
HIGHLY ENGAGED

86%
ADULTS USE
THE INTERNET

1.5m
MORE PEOPLE
ONLINE THIS YEAR

Compared to extensive users LIMITED USERS ARE...

4 x more likely
from **low income**
households

8 x more likely
to be
over-65

1.5 x more
likely from
BAME groups

8.7m
employed people
have essential **digital**
skills for **life** but **not**
for **work**

42%
of **over-75s** in
England are digitally
excluded

67%
would improve their
digital skills if they knew
support was available

37%
I don't have
the right
equipment

42%
Not interested
I see **no need**

36%
It's too
expensive

WHY PEOPLE ARE NOT ONLINE

SKILLS

CONFIDENCE

MOTIVATION

ACCESS

AFFORDABLE INTERNET

DIGITAL SKILLS

COMMUNITY SUPPORT

92% of businesses want a
basic level of **digital** skills
from **employees**.

25% of adults in England
registered for the **NHS**
App by end of July 2021

65% **video-called** for
the first time during
the pandemic

35% want **local** digital
skills **support**

24% of
over-75s
in England
increased
internet
use in the
pandemic

BENEFITS OF BEING ONLINE

I'm happier
85% connect better
with friends and
family.

I'm healthier
49% say digital helps
manage and improve
their physical and
mental health.

I'm better off
Manual workers with
high or very high digital
engagement earn **£421**
more per month than
less digitally engaged
peers.

The UK gets good value
It's estimated the UK
benefits by almost **£15**
for every **£1** invested in
helping people acquire
basic digital skills

I get better value
The most digitally
engaged pay **£228** less
on their bills per year
than the least engaged.

The importance of digital inclusion in a digital world

- **Digital skills for life** - Digital technology is reshaping every aspect of our lives and will continue to change how we work, travel, shop, access services, meet people, communicate and are entertained.
- **Digital skills in the workplace** - Being digitally literate is a requirement of most jobs. It is predicted that within 20 years 90% of all jobs will require some element of digital skills.
- GMCA have owned the headline GM figure for those digitally excluded post Covid-19 **as 1.2 million people.**
- **Skills and training** - Government recognising the challenge through skills reforms – DfE **Essential Digital Skills Framework** set to support adults improve 5 basic digital skills through free training.
- Acceleration of Public Sector services and wider societal **digital transformation.**
- Fixing the digital divide to support people to take the lead in navigating their life.

The impact of digital exclusion on our communities

Impact on our communities...

Paying more for life essentials

Becoming financially excluded

Difficulties accessing health and wellbeing services

Lack of reliable news and information

Increased loneliness, social exclusion and social inequality

Increased risk of falling into poverty

Lack of voice and visibility

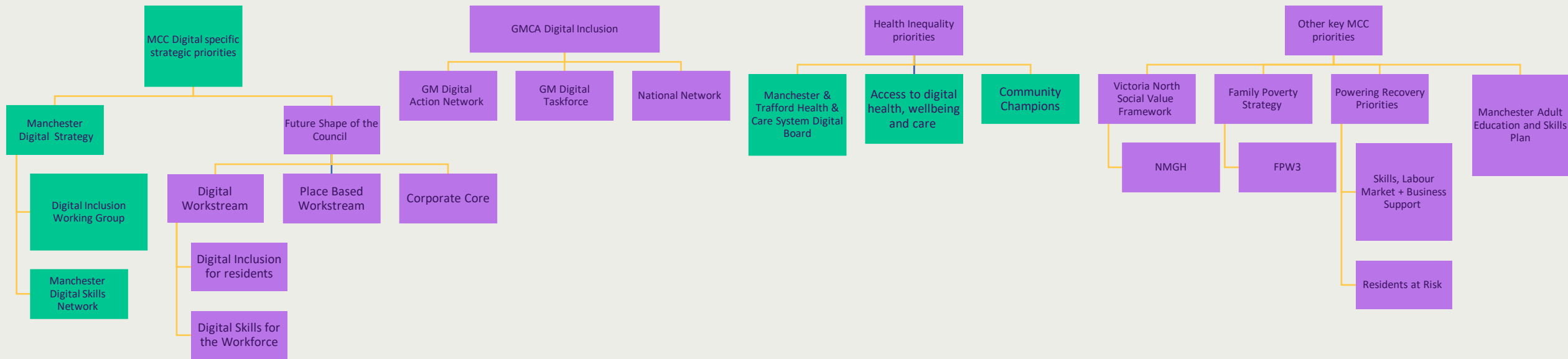
Less access to learning training and work

Who this impact.....

1. **Disabled people** – particularly with links to tech design and accessibility
2. **Older people** – particularly those over 65
3. **People experiencing poverty** – particularly families
4. Communities where **English is not the first language**
5. Key links between **racial inequality** and digital exclusion
6. **Let's not forget the importance of interdependency**

STRATEGIC LANDSCAPE

The diagram maps all the regular working groups, networks and key priority programmes that the Digital Inclusion Action Plan is currently either a member of, informing or reporting into.



	Networks and key meetings the DIT are core members of
	Networks and key meetings the DIT are core members of but also report into

IMPACT & ACHIEVEMENTS SO FAR

Digital device scheme and telephone support service

640 residents given a internet since May 2020

906 residents given a device since May 2020

Supported over 928 residents with skills support - since May 2020, via the telephone support service

417 devices donated through GM Tech Fund for schools and community

Skills support offered in 25 languages

Commissioning of a centralised refurbished devices scheme to start to respond to this challenge

Building resource to deliver action

Raised over 980k for programmes and resource

Digital Volunteers and Champions network

103 Digital Volunteers/ Digital Champions

Virtual Digital Mentoring Course set up with MAES to give all Volunteers confidence, knowledge and IT skills

Manchester Libraries remaining open during the pandemic since July 2020, as they were classed as an essential service, due to offering free Internet to digitally excluded residents

New digital inclusion team with 5 staff

Close Cross-organisational working with CAM, MHCC, Work and Skills and Libraries

Digital Inclusion firmly embedded across 9 internal strategic priority projects

Supporting community organisations and local delivery

32 third sector organisations supported to deliver projects to priority groups through the Covid Impact Fund Programme

12 Digital Inclusion Working Group Meetings – growing the membership to over 60 members

29 MMU students supported 10 Community organisations through the Barclays Digital Eagles

Engaged with over 52 Good Things Foundation

Created Digital Inclusion Index to identify need and risk of DE

Let's Get Digital comms campaign to collectively promote digital inclusion activities

DIGITAL INCLUSION ACTION PLAN OVERVIEW (2022 DRAFT)

Manchester's mission is to ensure that people are supported and enabled to become and remain regular and confident online users.

WORKSTREAM GOALS – <i>what are we trying to achieve?</i>				
1	2	3	4	5
Increase the use of accessible data and research to create and measure digital inclusion initiatives.	Support and work with community organisations and key services to build capacity to address digital exclusion.	Test and scale up more longer-term access to kit, data and skills support initiatives for digitally excluded people.	Raise the profile and support the role of Libraries in delivering digital inclusion and fixing the digital divide.	Strengthen the city council's role in advocating and advancing digital inclusion through key services and programmes.
WORKSTREAM OBJECTIVES - <i>How we will achieve our goals?</i>				
<p>a. Continue to build an evidence base.</p> <p>b. Test the Manchester Digital Exclusion index by using the tool to create interventions.</p> <p>c. Deepen our understanding of the barriers and motivations to becoming and remaining digitally included.</p> <p>d. Agree on a set of SMART desired outcomes.</p> <p>e. Create a performance management tool to collect data that measures progress of our delivery.</p>	<p>a. Deepen our understanding of best practise with community engagement.</p> <p>b. Better identify and promote activity being delivered to address digital exclusion.</p> <p>c. Create a set of resources for VCSE organisations and other key partners who want to advance digital inclusion in the city.</p> <p>d. Continue to convene and facilitate partner meetings to create space for more problem solving, co-design and practice sharing.</p> <p>e. Showcase and celebrate success</p>	<p>a. Support more residents to access the internet through the coordination of data and kit initiatives.</p> <p>b. Build on existing device and data models.</p> <p>c. Trial new and more longer-term approaches to supporting digitally excluded residents.</p> <p>d. Strengthen the network of Digital Champions and Volunteers offering digital skills support.</p> <p>e. Raise awareness of the needs of people to increase inclusive design and improve the accessibility of tech and services.</p>	<p>a. Explore the day-to-day role libraries are playing to reduce digital poverty.</p> <p>b. Better understand what people are accessing library computers for.</p> <p>c. Enhance the digital skills of library staff supporting residents.</p> <p>d. Increase community outreach to support new audiences where the risk of digital inclusion is high.</p> <p>e. Strengthen the links between libraries, learning providers and key community organisations delivering digital inclusion.</p>	<p>a. Raise awareness of digital exclusion across key services, leadership and members.</p> <p>b. Capture current digital inclusion activity and approaches being delivered by front line services across the council.</p> <p>c. Identify additional opportunities for the digital inclusion agenda to be embedded within wider social inclusion strategies.</p> <p>d. Share resident experience of engaging with digital to inform service design and encourage the city council to lead by example.</p>

CROSS-CUTTING THEMES <i>Interdependencies and key drivers</i>	
Digitally excluded people	
People experiencing racial inequality	Communities geographically presenting as at risk of exclusion.
Disabled residents	Health Inequalities
ESOL	Families experiencing poverty
Older people	
Securing Investment	
<ul style="list-style-type: none"> ✓ Raise funds to sustain resource ✓ Improve coordination and increase shared learning across funding streams ✓ Connect with CSR and Social Value offers ✓ Create more sustainable approach 	
Comms	
<ul style="list-style-type: none"> ✓ Raise awareness of the challenge ✓ Promote positives of being online ✓ Improve accessibility of digital inclusion support and existing offers to access ✓ Celebrate best practice 	

Why are interventions needed?



26% of those offline in Manchester still don't understand why they should be online and what they stand to gain.

Motivations for those offline surround questions of accessibility, cost, connectivity, mindset, data, support.

- Lloyds Consumer Digital Index

Importance of interventions



DE	Semi-skilled & unskilled manual occupations, Unemployed and lowest grade occupations	26.05
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DE households are 9 x more likely to only have access to a smartphone at home than AB households

23% of children in DE households lack home broadband and access to a desktop, laptop or tablet

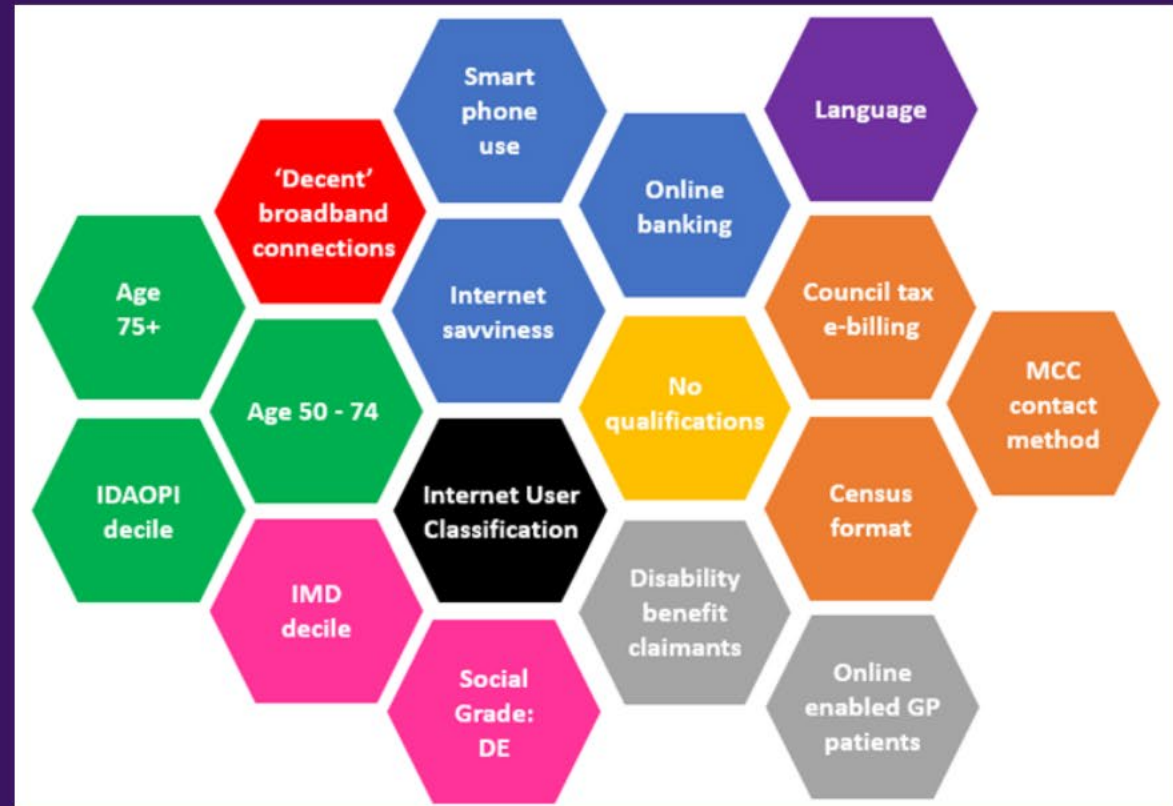
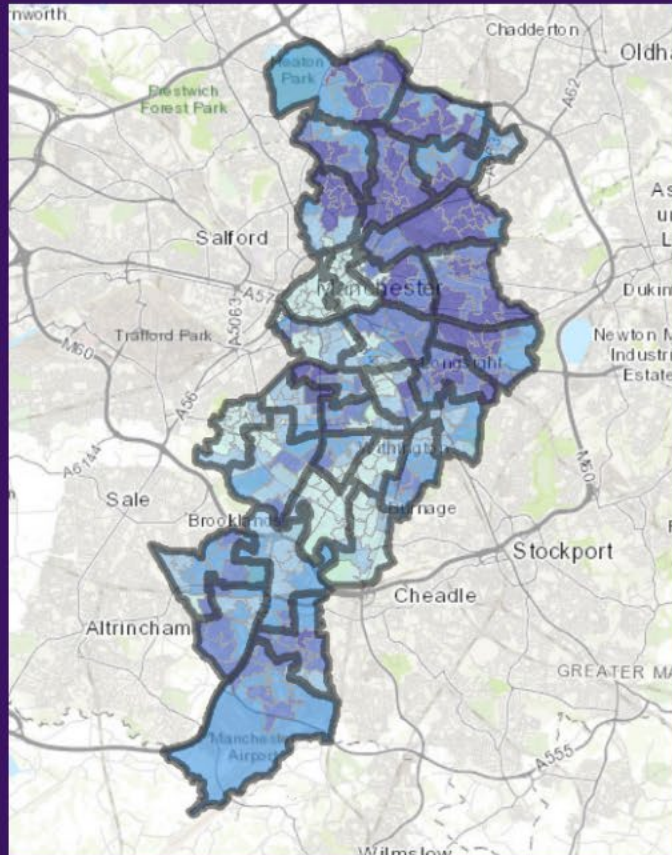
These can severely impact critical engagement

But how?



2.6 million still offline nationally – if they've not been motivated by the pandemic/lockdowns then how can we look to motivate this 'hyper-excluded' group of residents?

Geography/Digital Exclusion Index

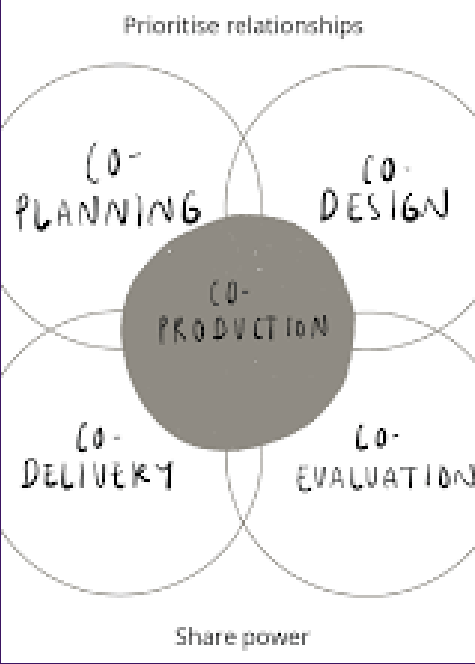


Not all about devices, data and access...



**Need to engage with residents to
encourage motivation & confidence**

Opportunities to do more through social value



CONNECT WITH US HARPURHEY

Manchester Libraries

Wednesday 16th March
@ Harpurhey Shopping Centre
10am-2pm

Blue Projects Ltd | Digital | ARCADIS | MANCHESTER OFFICIALS

A purple poster for a 'CONNECT WITH US' event. It features a hand cursor icon pointing to the text 'Manchester Libraries'. Below, it states the date and location: 'Wednesday 16th March @ Harpurhey Shopping Centre 10am-2pm'. At the bottom, there is an illustration of two hands shaking and logos for 'Blue Projects Ltd', 'Digital', 'ARCADIS', and 'MANCHESTER OFFICIALS'.

LIVES EXPERIENCE FUN WELLBEING SUPPORT

A graphic with five stylized hands in different colors (red, black, red, blue, green) holding up vertical banners. The banners contain the words 'LIVES', 'EXPERIENCE', 'FUN', 'WELLBEING', and 'SUPPORT'. Each hand has a white heart on its palm.

RECYCLE YOUR WANTED I.T EQUIPMENT

I.T Recycling
reuse with a
conscience

0161 476 2...
communitycomput...

A teal poster for an IT recycling event. It features illustrations of a laptop, a smartphone with the 'Digitknow' logo, and a monitor. The text reads 'RECYCLE YOUR WANTED I.T EQUIPMENT' and 'I.T Recycling reuse with a conscience'. At the bottom, it provides a phone number '0161 476 2...' and the website 'communitycomput...'. The 'Digitknow' logo includes the tagline 'Helping Manchester get online'.



Questions?

letsgetdigitalmanchester.com



Get In Touch!

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