

# Digital Inclusion for Covid Recovery

Workshops

 @LOTI\_LDN

 [www.lotlondon.org.uk](http://www.lotlondon.org.uk)

#LOTI

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## Background



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## Background for this work

**Digital exclusion - where residents are unable or unwilling to access online technologies - has long been an issue of concern for London boroughs. The Covid period has increased the extent and severity of this problem. Virtually every aspect of life is now expected to be conducted online, from work to socialising, and from education to shopping. Those who are not online are more disadvantaged than ever.**

Digital exclusion presents itself in many different ways. Someone may be excluded because of one or more of the following factors:

- Lack of a device (or *enough* devices if shared with others)
- Lack of connectivity - e.g. through access to wifi or a mobile data allowance
- Lack of digital skills and/or confidence in using digital tools

Other forms of exclusion may also be exacerbated online:

- Those in economic hardship may have reduced options for benefitting from some online content
- Unbanked individuals struggle to transact online
- Language barriers hinder the use of online services
- Different physical and mental disabilities can hinder online engagement

Addressing these problems can be complex. Information about which cohorts experience one or more of these issues can be hard to find. Boroughs often lack resources to help all those in need, while central government support has been limited. Even where resources are available, knowing how to reach specific individuals within a cohort can be difficult.

## What LOTI is planning to do about it

**The London Recovery Taskforce is committed to tackling digital exclusion through a number of initiatives. LOTI plans to work closely with the Taskforce, ensuring that boroughs' knowledge, ideas and resources are aligned with this process to make the greatest positive impact for Londoners.**

Our view is that digital exclusion is a massive and multi-faceted issue that cannot be addressed in one go. Instead, we need to find specific aspects where we have the influence and ability to make change happen.

With our bias for action, we propose applying our [outcomes-based methodology](#) to identify specific, achievable outcomes that we can work towards with boroughs, the GLA and other partners. This is likely to entail identifying specific cohorts whose needs we can aim to understand and address.

We propose starting this process with two workshops to understand where we are now; what outcomes we wish to enable, what barriers stand in our way, and what we can collectively do about them. In advance, we propose grounding our thinking in evidence by working with boroughs to crowdsource answers to the following questions:

- What do boroughs already know about the state of digital exclusion?
- Whose needs have grown / become more urgent in the wake of Covid?
- What data do they use / have on the extent of the problem?
- What are boroughs already doing to address digital exclusion?

<b>Introductions and Context</b>	10mins
<b>Workshop 1 Recap</b> <ul style="list-style-type: none"><li>• Presentation of desired outcomes and main problems identified during Workshop 1.</li></ul>	15mins
<b>Exercise 4: Ideas for solutions</b> <i>(This might benefit from splitting into groups to consider different outcomes)</i> <ul style="list-style-type: none"><li>• What ideas do we have about how things could be done differently?</li><li>• What role can technology and data play in enabling our desired outcomes?</li><li>• Beyond technology and data, what's needed to achieve our desired outcomes?</li></ul>	40mins
<b>Exercise 5: Reflection and Prioritisation</b> <ul style="list-style-type: none"><li>• Which solutions feel most doable?</li><li>• Which solutions, if implemented, would yield the greatest results?</li><li>• What would success look like?</li></ul>	30mins
<b>Next steps - moving to action</b> <ul style="list-style-type: none"><li>• Agree which areas to take forward</li><li>• Identify boroughs and partners willing to work on each issue</li></ul>	25mins

<b>Introduction and Context</b>	5mins
<b>Group 1: solutions being tested/used in boroughs</b> Show & Tells (3-5 boroughs presenting) <ul style="list-style-type: none"> <li>• Showcase the solution (pitch)</li> <li>• Explain how an officer can use it (adaptability)</li> <li>• Answer any questions (validation)</li> <li>• Offer contact details</li> </ul>	15mins
<b>Feedback</b> <ul style="list-style-type: none"> <li>• Invite boroughs on stage to share learnings</li> <li>• Explain next presentations</li> </ul>	10mins
<b>Group 2: solutions being used in boroughs</b> Show & Tells (3-5 boroughs presenting) <ul style="list-style-type: none"> <li>• Showcase the solution (pitch)</li> <li>• Explain how an officer can use it (reusability)</li> <li>• Answer any questions (validation)</li> <li>• Offer contact details</li> </ul>	15mins
<b>Close (GLA &amp; LOTI)</b> <ul style="list-style-type: none"> <li>• Which solutions feel most doable?</li> <li>• Which solutions, if implemented, would yield the greatest results?</li> <li>• Inform attendees of where they can access all content shared</li> <li>• Invite boroughs and partners willing to work on each issue</li> </ul>	10mins



## **Workshop 1:** ***Where are we now and what would we like to be different?***



## Workshop Objectives:

To identify which specific people (or cohorts) we'd like to help in what specific ways.

**Workshop 1:** Defining outcomes, understanding problems

**Workshop 2:** Developing solutions



## **To contribute to this workshop:**

1. Use the 'raise a hand' function if you'd like to speak
2. Please take your hand down once you've spoken
3. Get ready to add your own ideas into this slide deck using the link the in the invitation
4. Use the chat function to add a comment if you can't edit the slides

**LOTI was established in July 2019 to help boroughs bring the best of digital, data and innovation to improve public services and outcomes for Londoners.**



#### Borough members:

- Barnet
- Brent
- Camden
- Ealing
- Greenwich
- Hackney
- Hammersmith and Fulham
- Hounslow
- Kensington and Chelsea
- Kingston
- Lambeth
- Newham
- Southwark
- Sutton
- Tower Hamlets
- Waltham Forest
- Westminster

 LOTI Core Boroughs  
 Other London Boroughs

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Ordnance Survey, 100032216 GLA

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# LOTI Outcomes-Based Methodology

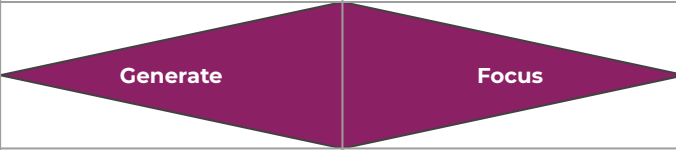
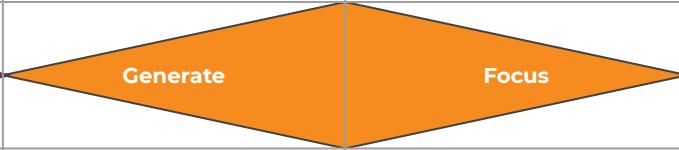
Start here ↓

## OUTCOMES

### 1 - Direct

What  
real-world  
outcomes  
do we want  
to enable?

(This is **not** the  
solution, tech or  
data.)

	PROBLEMS		SOLUTIONS	
	2 - Discover	3 - Define	4 - Develop	5 - Deliver
Phase				
Key Question	What problems currently prevent our desired outcomes?	What specific problem(s) will we try to solve?	What hypotheses do we want to test by prototyping?	Which prototypes perform best?
Tech & Data	What problems relate to technology and data?		What role can technology and data play in enabling the desired outcomes?	
People & Process	What problems relate to people, processes and conditions?		Beyond technology and data, what's needed to achieve the desired outcomes?	

## Workshop 1: Where are we now and what would we like to be different?

<b>Introductions</b>	5mins
<b>Context</b> Theo Blackwell: What we currently know about the scale and extent of digital exclusion in London	10mins
<b>Exercise 1a: Outcomes</b> <ul style="list-style-type: none"> <li>Whose needs have grown as a result of Covid?</li> <li>Which specific people (or cohorts) will be better off in what specific ways because we acted?</li> </ul>	30mins
<b>Exercise 1b: Reflection and Prioritisation</b> <ul style="list-style-type: none"> <li>Distilling and prioritising outcomes (aim for 3-5)</li> </ul>	30mins
<b>Exercise 2: Problems and Barriers</b> <i>For each desired outcome:</i> <ul style="list-style-type: none"> <li>What's preventing our desired outcome from being realised now?</li> <li>What problems relate to technology and data?</li> <li>What problems relate to people, processes and conditions?</li> </ul>	10mins
<b>Exercise 3: Choosing problems to tackle</b> <ul style="list-style-type: none"> <li>Which specific problems should we aim to address?</li> <li>What's within our sphere of influence to change?</li> <li>Which problems, if addressed, would yield the greatest results?</li> </ul>	30mins
<b>Next steps</b>	5mins



# Context

Theo Blackwell



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# DIGITAL ACCESS FOR ALL - LONDON'S CONNECTIVITY

## London's Infrastructure

Most of London's internet is provided through **old copper connections** from the telephone network. Copper worked well for telephones, but **data sent over copper is slower** and also degrades, resulting in poor connection quality.



### 5% Copper Only Connection

Approximately 5% of London has a connection that uses copper all the way from the telephone exchange to the cabinet and then to the household connection.

**Fibre connections use light to transfer data**, which can travel much faster, and loses much less signal.



### 95% Fibre To The Cabinet (FTTC)

FTTC uses fibre from the telephone exchange to the cabinet that sits on the street, and then **copper connections to the household** connection point.

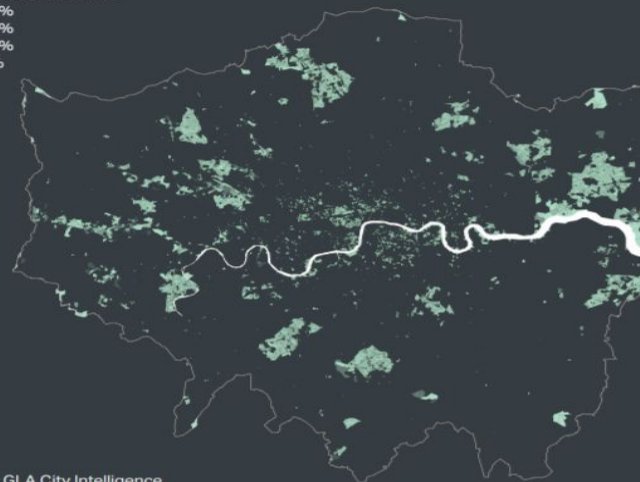
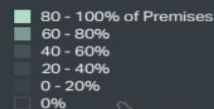


### 15.3% Fibre To The Premises (FTTP)

There are areas of London (see map) that have full-fibre connections to the household, meaning there is **fibre from the telephone exchange, to the cabinet and to the household**.

## 15.3% of London has FTTP coverage

Map shows **percentage of premises** that have coverage from a service, known as Fibre To The Premises (FTTP)



Graphic by GLA City Intelligence  
Source: <https://maps.london.gov.uk/connectivity/>

# DIGITAL ACCESS FOR ALL - DIGITAL EXCLUSION & SKILLS

## Mobile & 5G Connectivity

The availability of full fibre in London streets is needed to deploy **next generation 5G in the future**.



**If you are poor, you have less chance of being online.**

The likelihood of having access to the internet from home increases along with income.

**Only 51% of households** earning between **£6000 - 10,000** had home internet access compared with **99%** of households **with an income of over £40,001**



## Pandemic demand for connectivity

**55% of London's civil society organisations** reported an increase in demand for digital connectivity from the people they support during COVID-19.



## 10% do not possess smartphones

Ofcom estimates that **10% of Londoners** do not possess smartphones – devices which enable Londoners to access more advanced applications and services.

## Basic Skills

**At least 9% of Londoners do not possess ANY of the seven foundational digital skills**, including being able to open an internet browser and connect to a Wi-Fi network.

9%

However, **18% of Londoners lack one or more** basic digital skills.

18%

## Advanced Skills

It is forecast that **90% of all jobs** will require some form of digital knowledge in the next 20 years.



## Ethnicity in the Tech Workforce

**Only 15% of the UK's tech workforce** are from **Black, Asian and Minority Ethnic** backgrounds.



## Gender in the Tech Workforce

**Only 19% of the UK's tech workforce** are **women**.



# Digital Access for All

***Every Londoner to have access to good connectivity, basic digital skills and the device or support they need to be online by 2025.***

**Examples of the sorts of projects that might deliver this mission:**

1. **Understanding how digital exclusion affected Londoners** during the pandemic, and how local councils and the voluntary sector responded to the problem.
2. **Making full fibre broadband available in areas with poor coverage**, such as social housing.
3. Making it easier for Londoners to **access free Wi-Fi outside their home** by identifying spaces – such as libraries – where it possible to work online for free.
4. Training all adults, including job seekers, in **basic digital skills**.
5. Targeting the most vulnerable – such as schoolchildren, learners and those shielding – with the **devices or data allowance** they need to lift them out of digital exclusion, while ensuring they stay safe online.





# Digital Access for All

## *Key issues & questions*

1. London has established a network, programme, infrastructure & support funding to improve fibre and mobile connectivity – through the GLA/TfL **Connected London Programme**.
2. A basic **digital skill entitlement** for Londoners with no digital skills, delivered through the GLA Adult Education Budget starts September 2020.
3. **High-level** - No co-ordinated ‘non-infrastructure’ (skills, ‘basic access’) network for London, sharing of good practice is limited, data not particularly granular.
4. **Local** - Digital exclusion picked up by VCS and councils during first pandemic response - how does London triage & support?
5. **Local** – how to work with VCS/corporate initiatives?



# Digital Access for All

## ***Key issues & questions***

1. Now – Build & structure ‘coalition of transformation’
2. Stakeholder and public engagement plan
3. Short, medium & longer term outputs
4. Consider new innovative tools e.g. citizens juries or open innovation calls
5. Metrics for measuring success
6. Advocacy and communications/media plan

## Workshop 1: Where are we now and what would we like to be different?

<b>Introductions</b>	5mins
<b>Context</b> What we currently know about the scale and extent of digital exclusion in London	10mins
<b>Exercise 1a: Outcomes</b> <ul style="list-style-type: none"> <li>Whose needs have grown as a result of Covid?</li> <li>Which specific people (or cohorts) will be better off in what specific ways because we acted?</li> </ul>	30mins
<b>Exercise 1b: Reflection and Prioritisation</b> <ul style="list-style-type: none"> <li>Distilling and prioritising outcomes (aim for 3-5)</li> </ul>	30mins
<b>Exercise 2: Problems and Barriers</b> <i>For each desired outcome:</i> <ul style="list-style-type: none"> <li>What's preventing our desired outcome from being realised now?</li> <li>What problems relate to technology and data?</li> <li>What problems relate to people, processes and conditions?</li> </ul>	10mins
<b>Exercise 3: Choosing problems to tackle</b> <ul style="list-style-type: none"> <li>Which specific problems should we aim to address?</li> <li>What's within our sphere of influence to change?</li> <li>Which problems, if addressed, would yield the greatest results?</li> </ul>	30mins
<b>Next steps</b>	5mins


## Exercise 1a



## Persona-Based Outcomes: What do we want to be different and for whom?


- Whose needs have grown / become more urgent in the wake of Covid?
- Which specific people (or cohorts) will be better off in what specific ways because we acted?
- What can they currently not do that we want to make possible?

### AS IS - How things are now (Problems)



- Who is this person?
- Where are they?
- What is it that they **cannot** do?

### TO BE - How we'd like things to be (Desired outcome)



- Who is this person?
- Where are they?
- What are they **now able** to do?

## Exercise 1a - Outcomes: Whose needs have grown as a result of Covid

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Whose needs have grown and in what way?	How will they be better off because we acted?
Parents with young children and limited access to childcare - ability to physically attend training or services (there's still a need even if courses are online due to looking after responsibilities)	Able to access services and/or training
Those in care homes because they are older and can't use the internet, and often staff cannot either.	We've given Chromebooks to care homes, with links to our how-to content and are also hooking the staff in with our digital buddies scheme
Those who live alone without immediate community ties	Being able to reach out to their friends and family - or community (e.g. nextdoor) to access help or assistance that they need in their day-to-day lives.
Business owners whose businesses are not set up to trade online	Ability to advertise their business online and trade locally via digital solutions, such as setting up a online ordering and delivery process.
Some BAME communities whose English is not their first language	Provided devices and access to online services and access to English classes
Those who are medically limited	They are reassured, their mental health is improved because their medical needs are met (contact with health professionals and either resolution or progress on medical level is being made/met)
Those without friends and family who are entirely isolated as nobody is able to help them	We are trying to reach them by promoting our how to guides and buddies scheme in offline marketing, so they can at least be aware of the help available

## Exercise 1a - Outcomes: Whose needs have grown as a result of Covid

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Whose needs have grown and in what way?	How will they be better off because we acted?
Those that are disabled, with particular learning needs	Providing specific training and devices. First a better understanding of this group is needed
Older generation and volunteers who don't have the equipment to access digitally or the know how.	Providing the right tools and equipment to support them and gain valuable information
Low income or unemployed - not able to access welfare forms or job applications	Provided entry level devices and basic training skills, ensuring tackling the root issue first
Newly unemployed people	Access to suitable devices to apply for work online and able to use online tools eg Zoom interviews
'Narrow users' of the internet (the extent to which residents can use devices)	Able to fully transact online
Residents who don't have access to a PC but have a smartphone	Ensuring digital process are built mobile first so that completing transactions online are simple and easy to do on a phone.
Those with small businesses as they cannot open and are also mainly financially impacted; they tend to run with lower profit/ cash flow	They are helped to either provide their service online or reach out to their customers online to keep them notified. Help could be limited in some cases though.
People who have large households but only limited access to computers, tablets or smartphones - wifi not supporting heightened use or not enough data.	They will have more than one device between them that is adequate access to fully participate in school-work and remote working

## Exercise 1a - Outcomes: Whose needs have grown as a result of Covid

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Whose needs have grown and in what way?	How will they be better off because we acted?
Because everyone's online there are issues with connectivity and bandwidth.	Installing super fast broadband.
Workforce working from home, who have previously always been in the office.	Faster broadband. Digital skills.
Refugees and Asylum seekers - no recourse to public funds	Enabling and empowering these communities to find opportunities for better living by increasing access to online services and information
Healthcare for old people unable to visit GP	Video capability to carry out telehealth care?
Where services have totally moved to online only	Confidence to do things online that would previously would not? Trust
Those without strong English, especially if they are isolated and can't ask friends and family for help	Provided how-to guides re how to change the settings on your browser to your language, how to translate a webpage or transcript, how to change the language of certain apps
School children who lack devices	Supplier will provide free Chromebooks



## Exercise 1a - Outcomes: Whose needs have grown as a result of Covid

25

Whose needs have grown and in what way?	How will they be better off because we acted?
School children - social value in procurement (asking for devices in contracts)	

## Exercise 1b: Reflection and Prioritisation



Personas	Summary of main desired outcomes
<b>A - People in care homes</b>	<ol style="list-style-type: none"> <li>1. Connect with family and friends</li> <li>2. Access health and wellbeing services remotely / improved health / wellbeing</li> </ol>
<b>B - Socially and/or physically isolated</b>	<ol style="list-style-type: none"> <li>1. Connect with family and friends</li> <li>2. Access health and wellbeing services remotely / improved health / wellbeing</li> </ol>
<b>C - Digitally excluded business owner</b>	<ol style="list-style-type: none"> <li>1. Ability to trade online / increase or maintain sales</li> <li>2. Contact / advertise to customers via online channels</li> <li>3. Improved business efficiency</li> </ol>
<b>D - Newly Unemployed</b>	<ol style="list-style-type: none"> <li>1. Access job market</li> <li>2. Equipped with new skills for remote working</li> </ol>
<b>E - No recourse to public funds</b>	<ol style="list-style-type: none"> <li>1. Access to services and information</li> <li>2. Connect with family, friends and community</li> </ol>
<b>F - English not first language</b>	<ol style="list-style-type: none"> <li>1. Access to services</li> <li>2. Skills to translate services delivered in english</li> </ol>
<b>G - Low Income / Unemployed</b>	<ol style="list-style-type: none"> <li>1. Access online services</li> <li>2. Access to training, new skills</li> <li>3. Access to jobs market</li> </ol>
<b>H - School students</b>	<ol style="list-style-type: none"> <li>1. Access learning resources</li> <li>2. Participate in remote working</li> </ol>
<b>I - those with accessibility needs</b>	<ol style="list-style-type: none"> <li>1. Meeting <a href="#">GDS accessibility criteria</a> (fitness of websites/ digital stuff)</li> <li>2. Access to all online digital services</li> </ol>





## Exercise 2a: Problems and Barriers




**For each persona, what's preventing our desired outcomes from being realised now?**


Below, you'll find two slides for each persona to  
add problems and barriers  
(please see slide title for each)


<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of skills of staff	Staff having the time to fit in 'learn the Internet' alongside their day job
Bandwidth available on the connection	Number of simultaneous devices that can be supported
This cohort would really benefit from face to face approach re skills	Can't go inside care homes - can we do an 'outdoor' f2f event for staff?
Lack of access to other family members: skills, equipment	Care home users need assistance and there is no enough time for the staff to help or skills to best teach/ assist the care home user
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Availability and affordability of connection	No mechanism for providing connections beyond those on Universal Credit (provided by operators, BT/VM)
Language barrier for those English not first language	
	Different definitions of who is digitally excluded - cf: DfE devices for young people scheme
	


<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of skills and lack of skills sometimes of the customer ie lack of knowing where to go to access these small businesses	
Lack of knowledge of online tools to help a business set itself up online	Signposting and tool kits of resources available.
Lack of skills	Identifying them
Connectivity	We have more influence around housing stock etc but it's hard to get operators to build network in lots of high streets for example
	Ability to communicate with business owners - many boroughs lack email addresses. (See Waltham Forest's approach to running business e-newsletter)
	





<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of device - might have used devices from work and no longer have access	????We can link with JCP and own employment services
New skills - eg online tools and access to practise etc	
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Engaging with Food Banks to identify individuals who have needs	
Havering receive data from Trussell Trust to get relevant data on specific cohorts, some of which have no recourse to public	
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of devices, connectivity	Hard to reach population with council communications
Lack of skills	Harder to engage and do good learning when language is an additional barrier
	Havering engage with chairs of community forums Have mapped different communities (needs) and languages to ensure all languages are captured
	Lack of appetite using devices in a different language - peer support to convey key messages, newsletters monthly. Using all the tools available to engage communities.
	Newham - Covid champions
	Translating
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of device, confidence and connectivity	Need direct immediate support on certain issues such as welfare and then ongoing digital support beyond giving access to a device. This can take many weeks of intervention and need trusted people in the community to provide this
	Digital champions work with them directly
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Lack of devices	Might not be eligible (or believe they are eligible) for support because their family does have a device, but it might not be fit for purpose or multiple people are sharing one device.
Lack of devices and data	We weren't consulted on the DfE provision which has caused multiple problems and has costs far more than us providing the equipment ourselves. The problem is still not solved.
	Definitions are not consistent on who is in need
	

<b>Persona's context</b> (e.g. their lack of skills, device, connectivity etc.)	<b>Limits in our ability to respond</b> (e.g. we don't know who they are / we lack resource / we don't know what support is available / we're not consulted on policy, etc.)
Commercial sites harder to use for those with special needs	Using social media etc. is a stepping stone for many people to become more advanced users of online services, but the bar is higher for some with accessibility requirements.
	

## Exercise 2b: Reflection and Prioritisation



Personas	Summary of key problems and barriers
<b>A - People in care homes</b>	<ol style="list-style-type: none"> <li>1. Bandwidth availability - number of simultaneous devices that can be supported</li> <li>2. Staff skill limits and time constraints</li> <li>3. Residents would respond best to face to face training</li> </ol>
<b>B - Socially and/or physically isolated</b>	<ol style="list-style-type: none"> <li>1. Affordability of connectivity and devices</li> <li>2. Language barrier for some in this cohort</li> </ol>
<b>C - Digitally excluded business owner</b>	<ol style="list-style-type: none"> <li>1. Councils identifying which business owners are excluded</li> <li>2. Business owners unaware of tools or services that could support them</li> <li>3. Availability of connectivity in some high streets</li> </ol>
<b>D - Newly Unemployed</b>	<ol style="list-style-type: none"> <li>1. No access to devices</li> <li>2. No opportunity to practice new skills for new working environment</li> <li>3. Councils should be better connected with existing support services e.g JCP</li> </ol>



Personas	Summary of key problems and barriers
<b>E - No recourse to public funds</b>	<ol style="list-style-type: none"> <li>1. Councils can struggle to identify individuals through usual challenges, requires engaging with other support services such as food banks</li> </ol>
<b>F - English not first language</b>	<ol style="list-style-type: none"> <li>1. No access to devices or data</li> <li>2. A hard to reach group for councils</li> <li>3. Additional challenges for training / service delivery</li> <li>4. Communities may not know services and information are available in their language</li> </ol>
<b>G - Low Income / Unemployed</b>	<ol style="list-style-type: none"> <li>1. Lack of confidence in using technology</li> <li>2. Access to devices and data</li> <li>3. Interventions require trusted delivery partner, who should be consistent over a long term period</li> <li>4. Ongoing support required</li> </ol>
<b>H - School students</b>	<ol style="list-style-type: none"> <li>1. Access to devices and data</li> <li>2. Students may not know they are eligible for support / devices</li> <li>3. Councils not engaged adequately by central government</li> <li>4. Definitions for who is eligible are inconsistent</li> </ol>
<b>I - Those with accessibility needs</b>	<ol style="list-style-type: none"> <li>1. Commercial sites/ social media not always accessible - using these sites is a gateway to building digital skills</li> </ol>

## Workshop 2: Finding solutions to enable Digital Inclusion



**To contribute to this workshop:**

1. Use the 'raise a hand' function if you'd like to speak
2. Please take your hand down once you've spoken
3. Get ready to add your own ideas into this slide deck using the link the in the invitation
4. Use the chat function to add a comment if you can't edit the slides

<b>Welcome</b>	5mins
<b>Bridging the Digital Divide - Hackney Council</b>	10mins
<b>Workshop 1 Recap</b> <ul style="list-style-type: none"><li>• Presentation of desired outcomes and main problems identified during Workshop 1.</li></ul>	15mins
<b>Exercise 4: Ideas for solutions</b> <i>(This might benefit from splitting into groups to consider different outcomes)</i> <ul style="list-style-type: none"><li>• What ideas do we have about how things could be done differently?</li><li>• What role can technology and data play in enabling our desired outcomes?</li><li>• Beyond technology and data, what's needed to achieve our desired outcomes?</li></ul>	50mins
<b>Exercise 5: Reflection and Prioritisation</b> <ul style="list-style-type: none"><li>• Which solutions feel most doable?</li><li>• Which solutions, if implemented, would yield the greatest results?</li><li>• What would success look like?</li></ul>	5mins
<b>Next steps - moving to action</b> <ul style="list-style-type: none"><li>• Agree which areas to take forward</li><li>• Identify boroughs and partners willing to work on each issue</li></ul>	5mins

**LOTI was established in July 2019 to help boroughs bring the best of digital, data and innovation to improve public services and outcomes for Londoners.**



#### Borough members:

- Barnet
- Brent
- Camden
- Ealing
- Greenwich
- Hackney
- Hammersmith and Fulham
- Hounslow
- Kensington and Chelsea
- Kingston
- Lambeth
- Newham
- Southwark
- Sutton
- Tower Hamlets
- Waltham Forest
- Westminster

 LOTI Core Boroughs  
 Other London Boroughs

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Ordnance Survey, 100032216 GLA

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# Bridging the Digital Divide: Hackney



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# Bridging the digital divide TOGETHER

Digileaders 14/10/20

When you start looking at the digital divide:

- The digital divide is not a new problem
- It's been around as long as the Internet
- There's a LOT of research and stats on it
- Tendency to admire the problem?





We're all coming up with similar solutions:

- How-to guides
- Buddies programmes
- Face to face lessons
- Refurb'ing devices
- Boosting connectivity



But we're doing it separately, let's:

- Join forces
- Share resources and advice
- Save time, energy and money



We need to find each other:

- Google search
- [Pipeline](#)
- [Local Gov Slack](#)

Let's use the Internet to bridge the divide!



Let's make it even easier  
by:

1. Identifying the best solutions
2. Shouting about them
3. Prepping them for reuse



## How are we going to do this?

- Join forces with London Office Technology & Innovation (LOTI)
- Attend [LOTI Dragons' Den: Bridging the digital divide together](#) at DigiLeaders on 14 October 12-2pm
- Resources available afterwards for reuse

## The pitch

We're asking pitchers to explain:

1. What's the thing?
2. Why should I 'reuse' it?
3. How can I get it?



# THE PITCHERS



Register [here](#) for DigiLeaders

[digitalskills@hackney.gov.uk](mailto:digitalskills@hackney.gov.uk)

[susan.mcfarland-lyons@hackney.gov.uk](mailto:susan.mcfarland-lyons@hackney.gov.uk)

Bridging the digital skills divide [weeknotes](#)

Register [here](#) for DigiLeaders

<b>Introductions and Context</b>	5mins
<b>Bridging the Digital Divide - Hackney Council</b>	10mins
<b>Workshop 1 Recap</b> <ul style="list-style-type: none"> <li>Presentation of desired outcomes and main problems identified during Workshop 1.</li> </ul>	15mins
<b>Exercise 4: Ideas for solutions</b> <i>(This might benefit from splitting into groups to consider different outcomes)</i> <ul style="list-style-type: none"> <li>What ideas do we have about how things could be done differently?</li> <li>What role can technology and data play in enabling our desired outcomes?</li> <li>Beyond technology and data, what's needed to achieve our desired outcomes?</li> </ul>	40mins
<b>Exercise 5: Reflection and Prioritisation</b> <ul style="list-style-type: none"> <li>Which solutions feel most doable?</li> <li>Which solutions, if implemented, would yield the greatest results?</li> <li>What would success look like?</li> </ul>	30mins
<b>Next steps - moving to action</b> <ul style="list-style-type: none"> <li>Agree which areas to take forward</li> <li>Identify boroughs and partners willing to work on each issue</li> </ul>	20mins



## Workshop 1 Recap



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# LOTI Outcomes-Based Methodology

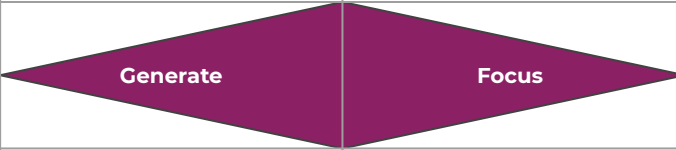
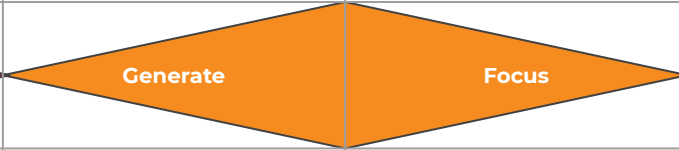
Start here ↓

## OUTCOMES

### 1 - Direct

What  
real-world  
outcomes  
do we want  
to enable?

(This is **not** the  
solution, tech or  
data.)

	PROBLEMS		SOLUTIONS	
	2 - Discover	3 - Define	4 - Develop	5 - Deliver
Phase				
Key Question	What problems currently prevent our desired outcomes?	What specific problem(s) will we try to solve?	What hypotheses do we want to test by prototyping?	Which prototypes perform best?
Tech & Data	What problems relate to technology and data?		What role can technology and data play in enabling the desired outcomes?	
People & Process	What problems relate to people, processes and conditions?		Beyond technology and data, what's needed to achieve the desired outcomes?	

Personas	Summary of main desired outcomes
<b>A - People in care homes</b>	<ol style="list-style-type: none"> <li>1. Want to connect with family and friends</li> <li>2. Want to be able to access health and wellbeing services remotely / improved health / wellbeing</li> </ol>
<b>B - Socially and/or physically isolated</b>	<ol style="list-style-type: none"> <li>1. Want to connect with family and friends</li> <li>2. Want to access health and wellbeing services remotely / improved health / wellbeing</li> </ol>
<b>C - Digitally excluded business owner</b>	<ol style="list-style-type: none"> <li>1. Want to have the ability to trade online / increase or maintain sales</li> <li>2. Want to contact / advertise to customers via online channels</li> <li>3. Want improved business efficiency</li> </ol>
<b>D - Newly Unemployed</b>	<ol style="list-style-type: none"> <li>1. Want access job market</li> <li>2. Want to be equipped with new skills for remote working</li> </ol>
<b>E - No recourse to public funds</b>	<ol style="list-style-type: none"> <li>1. Want to access services and information</li> <li>2. Want to connect with family, friends and community</li> </ol>
<b>F - English not first language</b>	<ol style="list-style-type: none"> <li>1. Want to access services</li> <li>2. Want to have the skills to translate services delivered in english</li> </ol>
<b>G - Low Income / Unemployed</b>	<ol style="list-style-type: none"> <li>1. Want to access online services</li> <li>2. Want to access to training, new skills</li> <li>3. Want to access to jobs market</li> </ol>
<b>H - School students</b>	<ol style="list-style-type: none"> <li>1. Want to access learning resources</li> <li>2. Want to participate in remote working</li> </ol>
<b>I - those with accessibility needs</b>	<ol style="list-style-type: none"> <li>1. Councils need to meet <a href="#">GDS accessibility criteria</a> (fitness of websites/ digital stuff)</li> <li>2. Want to access to all online digital services</li> </ol>



Personas	Summary of key problems and barriers
<b>A - People in care homes</b>	<ol style="list-style-type: none"> <li>1. Bandwidth availability - number of simultaneous devices that can be supported</li> <li>2. Staff skill limits and time constraints</li> <li>3. Residents would respond best to face to face training</li> </ol>
<b>B - Socially and/or physically isolated</b>	<ol style="list-style-type: none"> <li>1. Affordability of connectivity and devices</li> <li>2. Language barrier for some in this cohort</li> </ol>
<b>C - Digitally excluded business owner</b>	<ol style="list-style-type: none"> <li>1. Councils identifying which business owners are excluded</li> <li>2. Business owners unaware of tools or services that could support them</li> <li>3. Availability of connectivity in some high streets</li> </ol>
<b>D - Newly Unemployed</b>	<ol style="list-style-type: none"> <li>1. No access to devices</li> <li>2. No opportunity to practice new skills for new working environment</li> <li>3. Councils should be better connected with existing support services e.g JCP</li> </ol>

Personas	Summary of key problems and barriers
<b>E - No recourse to public funds</b>	<ol style="list-style-type: none"> <li>1. Councils can struggle to identify individuals through usual challenges, requires engaging with other support services such as food banks</li> </ol>
<b>F - English not first language</b>	<ol style="list-style-type: none"> <li>1. No access to devices or data</li> <li>2. A hard to reach group for councils</li> <li>3. Additional challenges for training / service delivery</li> <li>4. Communities may not know services and information are available in their language</li> </ol>
<b>G - Low Income / Unemployed</b>	<ol style="list-style-type: none"> <li>1. Lack of confidence in using technology</li> <li>2. Access to devices and data</li> <li>3. Interventions require trusted delivery partner, who should be consistent over a long term period</li> <li>4. Ongoing support required</li> </ol>
<b>H - School students</b>	<ol style="list-style-type: none"> <li>1. Access to devices and data</li> <li>2. Students may not know they are eligible for support / devices</li> <li>3. Councils not engaged adequately by central government</li> <li>4. Definitions for who is eligible are inconsistent</li> </ol>
<b>I - Those with accessibility needs</b>	<ol style="list-style-type: none"> <li>1. Commercial sites/ social media not always accessible - using these sites is a gateway to building digital skills</li> </ol>

## Exercise 4: Ideas for solutions



**For each problem, we'd like to explore with you:**

- **What solutions will be desirable to the persona?**  
(individual, carer, council staff etc.)
- **How feasible / practical are they?**  
(doable and impactful)
- **How do these solutions fit in the ecosystem?**  
(for example, your individual borough context)


Personas	Summary of key problems and barriers
<b>A - People in care homes</b>	<ol style="list-style-type: none"><li>1. Bandwidth availability - number of simultaneous devices that can be supported</li><li>2. Staff skill limits and time constraints</li><li>3. Residents would respond best to face to face training</li></ol>



## Exercise 4a - Solutions: People in care homes (1)


65

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
<p>Utilise community links for skills-based volunteering to train staff and/or residents. Also consider the upskilling as on-the job training for staff.</p>	<p>Large corporations in the UK have commitments of staff volunteer days. Training budgets such as apprenticeship levy are existing tools that can be used to provide staff with new skills benefiting themselves and residents.</p>
<p>1: fibre is being installed throughout London boroughs by Media companies, maybe see if they can provide this as a social/ charity provision for free? Good PR for them “ Virgin...connecting the generations/ making sure your parents are cared for”. Could also be provided by any large companies based in your borough or with whom you have large contracts - added social value</p>	<p>Our Business connection team/ contracts to facilitate and organise this: MPs/ Councillors/ Famous residents to lend weight to this.</p>
<p>Working with VCS organisations who might already support this group of residents eg Age UK who really understand the 'hooks'</p>	<p>LA arrangements with the VCS and VCS orgs own volunteering programmes etc (in Brent, working with Age UK to use their volunteering programme to help people with digital skills; they're knowledgeable about their needs; can provide tailored service (a specific device to meet needs). Issues with reaching the right people. Lambeth - new or re-purposed equipment (for all-age groups) re-joining the offer to ASC</p>
<p>2: digibuddies: train/ organise volunteers to visit and train care home staff (so they can support residents too) and residents - creating a care support network</p>	<p>We would need to find out what training these people need, what they want to do. Then through Covid we have really developed a good network of volunteers who we could reach out to train and develop - there might be something we can commission through similar possibly to the group we commissioned to support the DfE device users (Children) but face-to-face. Work with Age UK to understand best ways of developing training/ maintaining knowledge amongst residents</p>
<p>Give Care Staff time to learn about digital - see this as a value add for the organisation as a whole to improve digital capabilities across the Council</p>	<p>Work with volunteers who have already helped us through Covid and who can support care staff and residents to improve their digital skills. Start same eg setting up facetime call.</p>


<b>What ideas do we have about how things could be done differently?</b>	<b>Where and how do these solutions fit within the wider ecosystem?</b>
Tailored approach to collaborating with the VCS - joined approach	
20% of contracts asking for social value element (maybe	
	

Personas	Summary of key problems and barriers
<b>B - Socially and/or physically isolated</b>	<ol style="list-style-type: none"><li>1. Affordability of connectivity and devices</li><li>2. Language barrier for some in this cohort</li></ol>

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Look at translation tools in the marketplace, such as reciteme to provide online translation services. Although perhaps not 100% perfect is a good start.	Part of accessibility directive and making technology inclusive to all.
More granular data to help us target support	Pulling from existing data sets
Subsidise / gift devices and connections to those most in need - engagements with the market on their offer as it's different to what they normally provide eg service wrap	Lots of different schemes are springing up as things have had to be put in place quickly, so some map of this would help
2: LGfL have some really good offers with great price points that we are considering - this offer is only open to Schools or LAs, not VCS as far as i am aware	We offer this link out to schools
Crowdsourcing costs of goods or services to overcome funding constraints	It would create funding otherwise not available and potentially help overcome limitations or barriers in what we are able to provision if enough funding is obtained.
Set up of Digital Hubs both geographical and outreach to provide residents with basic level devices and training..The training to be delivered through already trusted community volunteers (Digital Champions)	This would be a holistic service using devices to then get the most vulnerable residents to access other services within the borough to reduce isolation. Delivered through VCS and community organisations

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
<p>It is also crucial here that we think about the Green effect - especially in relation to eh recently released DEFRA Digital and ICT strategy around Greening Government - carbon neutral ambition by 2050</p>	<p>This links to both a Digital Strategy (tech) as well as any Digital Strategy (social and economic focus) - we are considering supply chains, carbon footprint, waste tracking and sustainable procurement and the reporting of these to evidence the net gain or benefit of our work, in addition to reuse. So is affordability everything?</p>
<p>Use of IOT and more edge technologies</p>	
<p>Use existing data (social care, NHS, shielding, charities) to obtain consent, use common language to identify those in need. Categorise short list of appropriate tools (e.g prefers to use library / owns a tablet / would like to use a limited functionality tool</p>	<p>Establish common language and, if consent is given, build data into profiles (this can be given even if single view isnt possible), such as establishing preferred contact with care / nhs / local gov. Build different models into local gov website. Brent have worked with Citizens online (to look at indicators) for who might be more digitally excluded at ward level (heat map). More granular on both people and places At Islington, working with Microsoft and Hitachi (a bolt on to CRM) putting in triggers to call people, using data from CRM</p>
	

Personas	Summary of key problems and barriers
<b>C - Digitally excluded business owner</b>	<ol style="list-style-type: none"><li>1. Councils identifying which business owners are excluded</li><li>2. Business owners unaware of tools or services that could support them</li><li>3. Availability of connectivity in some high streets</li></ol>

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Work with community engagement teams to understand what are some of the barriers for local businesses in getting their business online	Provide community engagement teams with ability to capture contact details via tablets and run through scripts of advice. Follow up with tool kit to signpost business as to what's available to them
Digital training for local businesses to go online & LA to support them in cyber security threats and maybe commerce platforms	LA could hold/ broker sessions between suppliers that are crown commercial vetted to support them
	LA should/ could be extending out offer to digitally excluded Adults out to our small businesses with not too much development - worth investigating
Target high streets using grant funded full fibre broadband roll outs	Review Local Full Fibre Network funding and Strategic Investment Pool buildings lists (Grant funded programmes so LB have access to)?
Could we develop some generic comms material targeting businesses that each LA could tailor and use it's own channels to disseminate?	
1: Schedule an online meeting chaired by LA cabinet member for business to gather issues. Work with teams already engaged with small businesses: business partnering team, licensing, BID (Business Investment Districts).	This could help meet point 2. and find out how widespread point 3 is.
	

Personas	Summary of key problems and barriers
<b>D - Newly Unemployed</b>	<ol style="list-style-type: none"><li>1. No access to devices</li><li>2. No opportunity to practice new skills for new working environment</li><li>3. Councils should be better connected with existing support services e.g JCP</li></ol>



## Exercise 4a - Solutions: Newly Unemployed (1)

73


What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Provide internship e.g. <a href="https://local.gov.uk/return-to-work-ict">https://local.gov.uk/return-to-work-ict</a>	Hold suppliers to account (social value clause) - suppliers would be willing to take on unemployed or grads as interns for experience or full-time employment
Setting up an online assessment process to review skills and options guiding to signpost to where support and education is available	Signposting to existing return to work offers and training available.
London-wide agreement with Job Centre Plus on roles etc so we don't just signpost people back and forth	Work with <a href="#">BEAM</a> (model of crowdfunding to support homeless people back into work, with real human impact stories )
Devices to borough employment services to pass on to people needed them to job search	Similar arrangement in place for some LA adult education services
Digital hubs on housing estates to support this cohort/ run training session with current digi skills suppliers VCS and small local training businesses	Housing services and our Digital Strategy (tech) would develop and deploy this - to be managed by Housing with input from ICT and Digital Services
Working with existing training networks, such as adult learning services to provide courses online and access to lectures online.	Re-skilling and retraining residents
Utilise circular economy initiatives to provide access to secure, working laptops/tablets. As part of lending out devices offer users training (from basic usage to advanced cyber security - more complex training can be offered by skills-based volunteering)	Central government funding announced last week for approved devices circular economy. Part of safe free wifi initiatives & safe internet usage. <a href="#">DEFRA Green Economy Digital Strategy</a> (Local based solutions); these are guides (who's got a 2030 deadline)

## Exercise 4a - Solutions: Newly Unemployed (2)


74

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Employment support workshops where groups have access to devices and specialist support. Run out of VCS, community settings and libraries	

Personas	Summary of key problems and barriers
<b>E - No recourse to public funds</b>	<ol style="list-style-type: none"><li>1. Councils can struggle to identify individuals through usual challenges, requires engaging with other support services such as food banks</li></ol>

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
This group has been identified more through the Covid response teams and able to keep engaged through the food hubs	
Through our Covid support we referred many new people to our food banks - some were new NRPF candidates, others in need but this data is a starting point. This said there was a national bulge in NRPF claimants so this data needs to be verified before used.	Make it a standing agenda item on regular contact meetings with charities/ VCS
This is a data issue but (based on experience) this group is likely less willing to provide consent to be identified due to mistrust of state. An engagement model on an anon basis using regional/digital hub (charity, foodbank, library), then use ward-level data for policies	<p>Using existing hubs and use the macro data.</p> 

Personas	Summary of key problems and barriers
<b>F - English not first language</b>	<ol style="list-style-type: none"><li>1. No access to devices or data</li><li>2. A hard to reach group for councils</li><li>3. Additional challenges for training / service delivery</li><li>4. Communities may not know services and information are available in their language</li></ol>


What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Work with community groups already delivering ESOL classes, provide them with devices and training to form part of these groups	Intergenerational sessions to also engage young people to support these sessions
Building on existing courses targeting this group delivered by Adult Ed services where they might be already accessing different types of training eg ESOL	Adult Ed Services
Laptop loan schemes	Our Adult Ed Service has one in place which a colleague will be talking about at the Digi Leaders event
Identify and connect through schools; at the school gates where parents bring their kids. Can identify community contact groups as well as individuals then develop courses	Adult education services
Use existing data (social care, NHS, shielding, charities) to obtain consent, and identify who these people are - use common language to identify those in need. Categorise short list of appropriate tools (e.g prefers to use family members as translator / is part of english language education / is isolated and needs wider support	Use data for wider services Incorporate digital training in english language Incorporate language / digital skills in care plan 

Personas	Summary of key problems and barriers
<b>G - Low Income / Unemployed</b>	<ol style="list-style-type: none"><li>1. Lack of confidence in using technology</li><li>2. Access to devices and data</li><li>3. Interventions require trusted delivery partner, who should be consistent over a long term period</li><li>4. Ongoing support required</li></ol>


What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
How might our solutions be different here to those for the Unemployed and visa versa - the solutions could be interchangeable	
DWP run tech literacy courses - LA to support by creating a page of useful links to free training - this cohort would need basic skills training to access this	Any area that connects with DWP currently
Previously used a loan system for devices with this group but through testing the model devices are now given out to keep and residents commit to remain engaged with services. An immediate need identified such as completing social welfare forms and the digital aspect is addressed through this need	The council are now supporting VCS organisations and libraries by purchasing devices to be given out
Index of free online training material to boost confidence	
Signpost to training services - no fees for courses if unemployed	
Offered my support for online schooling. Laptops were given out however not everyone knew how to use them or how to get access some of the homeschooling tools.	Work with Schools and VSOs to support those residents struggling to get online for home schooling. Improving their digital skills will in turn support the students.



Personas	Summary of key problems and barriers
<b>H - School students</b>	<ol style="list-style-type: none"><li>1. Access to devices and data</li><li>2. Students may not know they are eligible for support / devices</li><li>3. Councils not engaged adequately by central government</li><li>4. Definitions for who is eligible are inconsistent</li></ol>

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
Better engagement with Headteacher groups to better understand demand, problems and requirements and how can we better provision and meet requirements.	
Again, would a generic comms pack to promote awareness help if students don't know they're eligible?	
While the need for wifi (+data) was expressed, once provided, use of this has been very low. The need needs to be more carefully examined before a solution provided	
LOTI have been extremely useful in engaging the DfE, getting our voice heard and effecting change.	
Engage VCS organisations working with young people they believe to be eligible to help sign post?	

Personas	Summary of key problems and barriers
<b>I - Those with accessibility needs</b>	<ol style="list-style-type: none"><li>1. Commercial sites/ social media not always accessible - using these sites is a gateway to building digital skills</li></ol>

What ideas do we have about how things could be done differently?	Where and how do these solutions fit within the wider ecosystem?
<p>There was a pilot i saw around using Alexa in a care home setting that we are looking to consider , this is with our AT colleagues though so i don't know how far this has progressed - look useful with good case studies</p>	<p>Assistive Tech team in Adults Social Care (Lambeth)</p>
<p>We have a sign language app that we use in the customer centre to help staff engage with customers - it links to a BSL interpreter.</p>	<p>IT enabled for Residents Services/ customer centre (Lambeth)</p>
<p>We have been building capacity within VCS disability groups by providing them with devices and training to better support their groups - Newham (supporting staf</p>	
<p>Ensure that accessibility needs aren't automatically given the same services as elderly. Data sources already exist on accessibility need - ensure, if consent is given that this data is shared across the system so customer journey doesnt repetedly involve explaining their needs, ensure call centres have access to data and have accessibility included in data governance models.  Portsmouth council uses payment data to notify social care of non-usage - this model works automatically.  Brent care act card is a model that allows flexibility.</p>	

## Exercise 5



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**We've tried to summarise some of your key ideas for solutions on the next few slides.**

- Which solutions feel most doable?
- Which solutions, if implemented, would yield the greatest results?
- What would success look like?

Ideas

A - People in care homes

- 1. Partner with VCS organisation and private sectors orgs with expertise in training care home staff and residents in digital skills
- 2. Leverage wayleave agreements and CSR to roll out fibre to care homes

B - Socially and/or physically isolated

- 3. Map schemes that can provide free or subsidised devices and support, so we can see what is available for which cohort and where there are gaps
- 4. Use existing data to identify those in need, understand where additional data is required
- 5. Use already available commercial/consumer translation tools
- 6. Create community/ local digital hubs to provide devices and deliver training tailored to specific groups/communities

C - Digitally excluded business owner

- 7. Enable community engagement teams to better capture data from businesses and provide a tool kit of support
- 8. Target high streets with a funded full fibre roll out
- 9. Collate information from teams engaged with small businesses to understand scale and nuances of needs
- 10 . Create generic materials aimed at business for each LA to tailor for their own channels
- 11. Digital skills training

D - Newly Unemployed

- 12. Mapping of available services and reaching agreements with partners with roles strongly defined to deliver effective signposting
- 13. Use emerging funding avenues such as circular economy and green economy digital to provide devices to individuals and employment services
- 14. Work with existing services and create digital hubs in communities.

E - No recourse to public funds

- 15. Use in person hubs to provide services and collect data anonymously that can be used in policy making, leverage relationship with VCS to enable this.

Ideas

**F - English not first language**

- 16. Use existing data to identify this cohort, including working with schools
- 17. Through adult education services provide laptop/device loans
- 18. Work with community groups providing language support, provide these groups with devices.

**G - Low Income / Unemployed**

- 19. Provide devices for free
- 20. Effective signposting to available support and services

**H - School students**

- 21. Understand need - engage with school, head teachers and VCS to do this
- 22. Generic comms pack

**I - Those with accessibility needs**

- 23. Build capacity with the VCS
- 24. Ensure accessibility needs of citizens are shared across the council (with consent) to improve the user experience and ensure the right services are offered
- 25. Offer alternative channels - for example Alexa, Sign language app





## Next steps



loti

## Workshop feedback

Please complete this form to let us know how we can improve





**Thank you!**



**loti**