

Digital Inclusion Innovation Programme

Workshop 1: Establishing where we are

20 April 2pm

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The Digital Access for All Mission has set a goal for:

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

As part of this mission, the GLA and LOTI are launching The Digital Inclusion Innovation Programme (DIIP).

Working with partners in the public, third and private sectors, our goal is to use innovation methods to discover, design, develop and scale initiatives that support digitally excluded Londoners who have been left particularly vulnerable during the Covid pandemic.

This work is expected to start in June 2021 and last for 2 years.

Headline desired outcomes

Here's what we want to be different by the end of this work in 2 years' time:

- ★ **For residents:** A “minimum access package” that provides a menu of options to meet individuals’ essential device, data and skills needs will be available to all digitally excluded Londoners.
- ★ **For public servants / VCS:** Practitioners who work with digitally excluded Londoners will be easily able to access quality information, resources, services and peer support on digital inclusion to aid their users. The evidence base on what works - and the range of mature interventions that can be scaled - will be more extensive.
- ★ **For corporates:** The evidence base on the exact need in London will be more easily accessible and understood. There will be greater awareness about the impact of moving to online-only channels on digitally excluded Londoners.

The Digital Inclusion Innovation Programme aims to deliver more specific outcomes in three core areas:

Understanding needs

How can we identify the people and places that are digitally excluded and understand what they need?

Innovating in supply

How can we maximise the provision of devices, data, skills training, funding and other sources of digital inclusion support?

Connecting people with the help they need

How can we get the right support to the right people at the right time?

Understanding needs

How can we identify the people and places that are digitally excluded and understand what they need?

We wish to:

- ★ Develop a deep understanding of the specific digitally excluded groups in London and have better insights on their needs. The aim is to focus on those who have been left particularly vulnerable during the Covid pandemic.
- ★ Identify the highest priority groups based on practitioner insights and spot geographic hotspots for particular aspects of digital exclusion, quantifying the level of need.
- ★ Have these insights available perennially, not just as a moment in time snapshot.
- ★ Understand more about those who are partially digitally excluded (e.g. those who can afford pay-as-you-go for part of the month, have only very slow connections or share device) - and the gap between what they have and what's required to meet their real needs.

Innovating in supply

How can we maximise the provision of devices, data, skills training, funding and other sources of digital inclusion support?

We wish to:

Devices:

- ★ Maximise the number of devices that are available to digitally excluded Londoners, for example by increasing the volume of upcycling of retired corporate devices, and enhancing the use of Social Value and other contract provisions to fund the purchase of devices.

Data & connectivity

- ★ Explore innovative models for providing connectivity to digital excluded Londoners - e.g free wifi / reuse of council offices / libraries.

Skills

- ★ Making existing skills training provision more easily accessible to practitioners working with digitally excluded Londoners.

Connecting people with the help they need

How can we get the right support to the right people at the right time?

We wish to:

- ★ Identify which groups are most able to be supported by different sources, e.g. from corporate philanthropy vs VCS vs council services.
- ★ Develop sustainable service models that meet the digital inclusion needs of specific communities.
- ★ Take the weight off front line practitioners by equipping them with the digital inclusion skills and resources they need to train or support their end users.

What we won't do

The **Digital Inclusion Innovation Programme** isn't the only piece of work that aims to fulfil the Mission's goals. Two other initiatives - Connected London and Digital Skills - are already underway and are well funded. We will therefore **not** focus on connectivity infrastructure issues or developing skills programmes that are already covered by these.

Initiative	Digital Inclusion Innovation Programme	Connected London	Digital Skills/AEB
Key Focus	Working with partners in the public, third and private sectors, to use innovation methods to discover, design, develop and scale initiatives that support digitally excluded Londoners who have been left particularly vulnerable during the Covid pandemic.	Removing barriers to commercial rollout of full-fibre. Funding local govt to support rollout and grant-fund activity to tackle not-spots where investment is unlikely.	Using Adult Education Budget to fund free digital skills training. Work with FE/private sector to match skills to employer needs, increase uptake and standards.
Funding	£1.362 million	£41 million	£100 millions
Start & duration	Starts June 2021, lasts 2 years	Started August 2017 - ongoing	Started 2019 - ongoing

LOTI Outcomes-Based Methodology

Start here ↓

	PROBLEMS		SOLUTIONS		OUTCOMES
Phase	2 - Discover	3 - Define	4 - Develop	5 - Deliver	1 - Direct
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?	 <p>What real-world outcomes do we want to enable?</p> <p>(This is not the solution, tech or data.)</p>
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?		

Working Principles

A vast amount of amazing work has already been done by boroughs, VCS and private sector organisations in our three areas of interest.

As we seek to design and deliver specific projects as part of this Programme, we will focus on projects that:

- ✓ Aim to achieve outcomes that will substantially benefit digitally excluded Londoners
- ✓ Clearly add value to what already exists
- ✓ Build on and create strong evidence through effective design and evaluation
- ✓ Have a credible route to large-scale adoption and financial sustainability

Initial programme activities

The early stages of this work will focus on the following four steps:



Sense Making

Understand what's already been / being done to tackle digital exclusion in London so we can build on, and complement existing work.



Generating Ideas

Take inspiration from global best practice and knowledge of opportunities and barriers in London's existing work to generate ideas bank of potential project ideas.



Prioritising projects

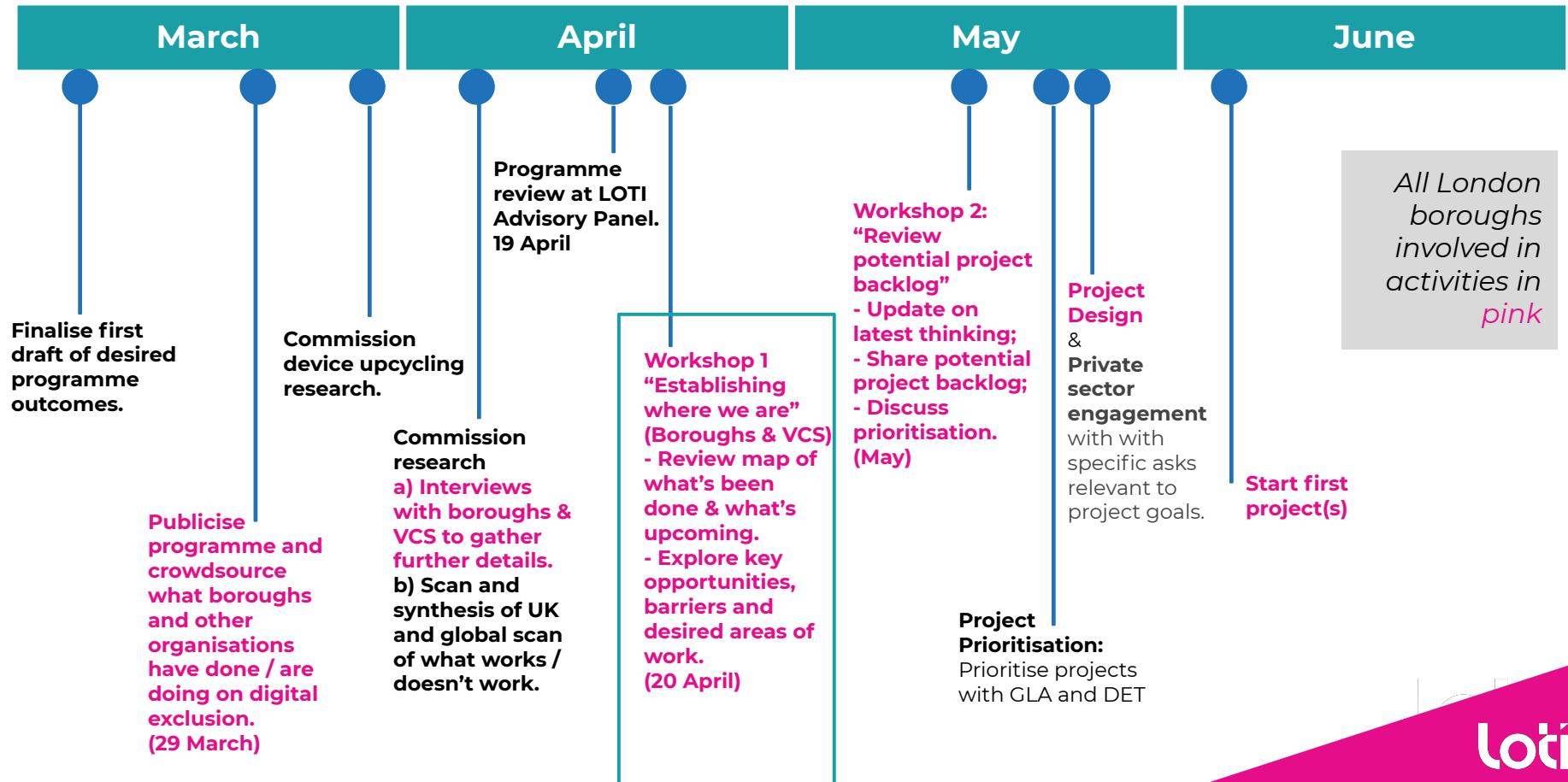
Turn ideas bank into backlog of specific project ideas, prioritised based on assessment of their feasibility, desirability and viability.



Executing projects

Form collations of delivery partners to design and execute projects that fulfil the programme's desired outcomes.

Indicative Timeline



Questions?

Exercise 1: Mapping Existing Activities



What's been done? What projects are upcoming / in planning

Type of initiative	Project in one sentence	Who benefits from project/initiative?	Borough
Provision of devices, connectivity, skills and training	Tackling digital exclusion of job seeking residents	Job seekers	Camden
	Skills training for vulnerable residents	Older / vulnerable residents	Brent
	Upcycling of council owned devices	School children and vulnerable adults	Barnet and Capita
	Greenwich Community Champions Digital Inclusion project	Isolated and/or shield at-risk communities; Elderly and lacking confidence; disabled; low income/on benefits; social housing residents; community centre users; non-English speaking or reading; low digital skills/digital literacy;	DG Cities (Greenwich)
	Using a web-based learning platform to enhance users' digital skills	Library users	VCS: Digital Unite (Waltham Forest) 

What's been done? What projects are upcoming / in planning

Type of initiative	Project in one sentence	Who benefits from project/initiative?	Borough
Provision of devices, connectivity, skills and training	Device upcycling	All digitally excluded Londoners	VCS: ComputerAid INternational (London-wide)
	Skills/training provision and device upcycling	Digitally excluded residents	Islington, Camden, Hackney, Haringey and CoL)
	Digital inclusion programme including support into employment	Children and young adults Elderly residents, socially disadvantaged and those with additional needs Small & medium enterprise (SME) businesses	Hammersmith and Fulham
	Digital Skills Strategy	Residents and workers	City of London (CoL)
	Offering access to devices, connectivity and training	Digitally excluded residents	Bromley libraries
	Every Child Online initiative	Pupils	Tower Hamlets



What's been done? What projects are upcoming / in planning

Type of initiative	Project in one sentence	Who benefits from project/initiative?	Borough
Provision of devices, connectivity, skills and training	Gigabit connectivity to council owned homes	All council tenants	Barnet Council, Barnet Homes
	A programme to ensure no one is left offline.	People with multiple disadvantages The elderly Careleavers Traveller groups Organisations in the borough TRA halls and community centres Staff Unemployed people People living in digital not spots Sheltered housing	Southwark
	Better broadband programme	Digitally excluded residents, especially those experiencing financial hardship	Hackney
	Digital inclusion learner guide	Residents lacking the skills, confidence and motivation to access online resources	Croydon



What's been done? What projects are upcoming / in planning

Type of initiative	Project in one sentence	Who benefits from project/initiative?	Borough
<p>Provision of devices, connectivity, skills and training</p> <p>AND</p> <p>Setting up a service to directly support residents or connect residents with the right support</p>	Provision of devices and training	Residents lacking connectivity and skills	Kingston
	Device lending, training and support	Vulnerable, isolated and Clinically Extremely Vulnerable Merton residents	Merton
	A 12 month programme	All digitally excluded residents	Hounslow
	Connecting Redbridge programme	All digitally excluded residents	Redbridge
	Holistic support provision	Long term unemployed residents facing multiple barriers such as: language, low income, low confidence, older people, women	VCS: SKills Enterprise (Newham)
	Digital Access Programme	All digitally excluded residents	Lambeth



What's been done? What projects are upcoming / in planning

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Type of initiative	Project in one sentence	Who benefits from project/initiative?	Borough
<p>Provision of devices, connectivity, skills and training</p> <p>AND / OR</p> <p>Setting up a service to directly support residents or connect residents with the right support</p>	Digital Buddies Scheme	Older residents and those lacking devices	Hackney
	Digital Inclusion Network	All digitally excluded residents	Hackney
	Digital Inclusion Toolkit	Public sector and VCS staff	Croydon and Leeds



You can see a complete list of initiatives we're aware of so far at:

<https://airtable.com/shr2EFnGLlylbGI0Z>

Please help us understand what else is underway in London. Add details of projects / initiatives in your borough by completing the LOTI survey.

Please complete the form at:
bit.ly/LOTI_DIIP

Mapping Digital Inclusion Projects in London

Please help us understand what's already been / being done to tackle digital exclusion in London so we can build on, and complement existing work.

Which organisation(s) are involved in delivering this initiative? *

Please provide the name of a contact who can answer further questions about the initiative. *

(This will not be shared publicly)

Please provide the email address for this contact. *

This will not be shared publicly

Please select the sectors of the organisations involved in this initiative. *

- Public
- Third
- Private

Exercise 2a: Reflections - what works



We're keen to hear from you about your experience in delivering digital inclusion support to residents over the past few months.

We want to learn about what elements make this kind of project successful.

- What's gone particularly well?
- What's been easier than expected?
- What key factors contributed to this?

(If you can't edit these slides directly, please add your comment in the chat)

Group 1: Summary - What's gone well / been easier than expected?

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What's gone well?	Why?
Crowdfunding, sourcing and Upcycling devices	Met an urgent need for devices for children home schooling. Galvanised the community and business around the issue.
Creating channels for residents to access service and register their needs	
Taking a whole systems approach - and funding it	
Creating internal networks for addressing Digital Inclusion across the council	Coordinating an approach, cut across silos, keep DI high on the agenda
Creating and expanding digital champions network and skills for library staff	Position libraries as hubs for building digital skills and providing access to devices / connectivity
Funding and upskilling VCS partners	
Libraries as primary channel for reaching those in need (but challenges with libraries having been closed for many months of the last year)	



What's gone well?

High level of support from other departments / colleagues / leadership / orgs in tackling this issue

Good response from network operators / mobile phone suppliers in helping. Potential for community fibre

Willingness to start new projects / try new things

Having flexibility in the types of devices that can be offered to residents

Working with the VCS

Effective in identify those most in need by working with specific services who know their users





Exercise 2b: Reflections - the challenges



We're keen to hear from you about your experience in delivering digital inclusion support to residents over the past few months.

We want to understand what you've found most difficult to see if we can help reduce those barriers as part of this programme.

- What didn't go as well as expected?
- What's been harder than expected?
- What key factors contributed to this?

Group 1: Summary - Exploring the challenges?

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What's been harder?	Why?
Identifying need - who needs devices/skills training	
Contacting residents with needs	
Funding device purchases	
Sustainability of DI approaches - securing long term funding from partners/corporate/DfE moving beyond small pots and pilots	
Understanding if our interventions have worked	
Unable to provide face to face support to those with the biggest skills needs due to COVID	
Low uptake of dongles in many areas	Dongles too complex to use for digitally excluded
Understanding device needs in academies that do not need to share this data with the council	



Group 2 Summary: Exploring the challenges?

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What's been harder?	Why?
Collaboration is inherently hard and can sometimes slow things down	
Getting a single view of all the different initiatives that might help a resident - risk of duplication and hard to point people to where they can help	
No one good solution for connectivity	
Challenge of tackling digital exclusion when it has to be done remotely / digitally!	
Hard to get residents to engage with evaluations of schemes - how can we show that they're effective	
Challenging to define roles when there's lots of new projects to create and run	
Keeping interest going	Marketing restrictions, not wanting just to keep repeating as people start to ignore the campaign



Exercise 3: Opportunities



Where do you see opportunities for collaborative working to add value?

Make access to wifi across london consistent

Campaigning and leveraging collective force to lobby for change and leverage more CSR where actually needed

A joined up approach for working with MNOs/broadband providers for providing connectivity (MiFis, dongles, fibre etc.) to ensure better value for money and a range of options for residents

Shared digital champion/ support model that can be replicated, train the trainer etc.

Common framework and standards to potentially prevent 33 boroughs 'inventing the wheel' - seems like a lot of this is already there, just needs someone to pull it all together (LOTI :)

Consistent access to wifi across London would be welcome supported by an offline comms campaign to raise awareness. Taking advantage of economies of scale in terms of device purchases / data / connectivity.

Doing as much together once - e.g. if legal review is required actually have ONE legal team review it, and not then have inputs across each borough

Prototype 'digital access service offer' as one that is integrated across services and local providers (not council delivery alone)

Prevent duplication of effort and creating one portal that services all residents and businesses with how to access the support they need rather than each of us creating our own local portals

Lobbying as a collective with both quantitative and qualitative evidence on the digital inclusion need, for example - dedicated digital inclusion funding similar to the way connectivity has been funded

Where do you see opportunities for collaborative working to add value?

Collective impact evaluation of digital inclusion initiatives across london - what works, what's needed, what difference does it make. Help make the case for a future sustainable model of support (currently feels ad hoc and based on individual interest/ good will and energy of individuals who have taken on this brief

Campaign for mandatory broadband in temporary accommodation

Aggregate procurement opps. Being centrally run (maybe by GLA) that provides contracts that any borough can call off

A Pan London digital skills support helpdesk/provider that could assist with technical issues experienced by digitally excluded residents

CCS to help run aggregate opportunities

Equivalent wifi of EDUROAM for all primary/secondary schools with students & workers having access to this. Can also put this into libraries and other public buildings

Shared understanding and knowledge of funding pots

large scale purchasing of eg. dongles devices cross London

Pan london network - digital inclusion coordinator function - delivery level, share and support learning, link up locally.

Digital narrative - why digital is a good thing (not focusing on the negatives of exclusion)

Campaigning for more broadband offers for those on benefits - similar to other JSA schemes



The opportunities for collaborative working to add value are...	I would be disappointed if this programme did not cover...
Sharing resources with those who have completed similar projects (I would love to see Asha's getting online doc!)	Suitable long-term solutions to connectivity for those who need it
Taking advantage of links that have already been built with broadband providers to provide internet for those who can't afford it	Supporting everyone in understanding how to complete basic tasks on a device - video calls, writing a letter, browsing internet, applying for jobs
A device for each child of school age in the borough/London/UK(!)	
As mentioned we'd like to work on getting disadvantaged residents back to work and would welcome collaboration with other LAs	Digital training/literacy
Working with health colleagues and housing providers.	Specific groups more likely to be excluded such as those with learning disabilities and disadvantaged pupils
Working with adult education providers	Addressing individual motivations to go online as well as barriers like devices and connectivity
Working with corporates to acquire devices as I think there will be a long term need in this area	
Widening collaboration with other providers	Those most at need of digital inclusion and training for recipients

The opportunities for collaborative working to add value are...	I would be disappointed if this programme did not cover...
Long term plan for funding the people that work directly with those who are digitally excluded. Not sure core council budgets can fund more than initial pilots to test impact.	Supporting those digitally excluded who also have language barriers (e.g. huge Eastern European population in Brent, Barnet & Harrow area).
Working closely with the NHS who attend our digital inclusion meetings and coordinate their funding with ours as almost all the digitally excluded clients are common to both NHS and council, and their similar concerns to ours	A grant funding programme for devices for those extremely vulnerable
Exploring the potential of digital hotspots that our residents can access for perhaps an agreed period of time to help with homeschooling, accessing benefits, signposting to other services etc...	Set benchmarking standards for what success looks like
Data protection issues because we want to identify and record digital needs individually and by exactly where they live. Then we want to record what device and connectivity we gave them, and the confidence/skills/safety, and then making sure they are sustainable and keep using and growing in confidence. Working across NHS, Council, VCS partners	Device accessibility for older people as well as those of school age (where it must be a device for child not for family!)
How to work collaboratively and influence private rented sector / HMO housing so that people living here aren't excluded by default.	A shared metric for measuring digital inclusion outcomes and a shared definition of digital inclusion
How to influence private sector housing to be inclusive of people with disabilities	The ability to have effective dialogue with the private sector



Next steps



What the LOTI team will do to keep you updated

- 1. We'll share a summary note of the main discussion points.**
- 2. We'll be thinking about the methods / tools for ongoing engagement with boroughs, VCS and other interested organisations.**

How you can help / be involved

- 1. Please help us understand what else is underway in London by completing the form via this link: bit.ly/LOTI_DIIP.**
- 2. We'll be arranging interviews in the coming weeks with colleagues who've consented to this.**
- 3. Workshop 2 in May (date tbc) will focus on prioritising an initial set of projects that benefit from a collaborative effort.**



Thank you!



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