

Digital Inclusion Innovation Programme

Workshop 2: Review potential project backlog

25 May 10am

 @LOTI_LDN

 www.lotlondon.org.uk

#LOTI

In today's workshop, we'd like to:

1. Share with you potential project ideas.
2. Invite your feedback on these projects and ask if you'd like to be involved.
3. Hear your ideas and suggestions for other projects.

Objectives of today

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).

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.

- ★ **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.

Understanding needs

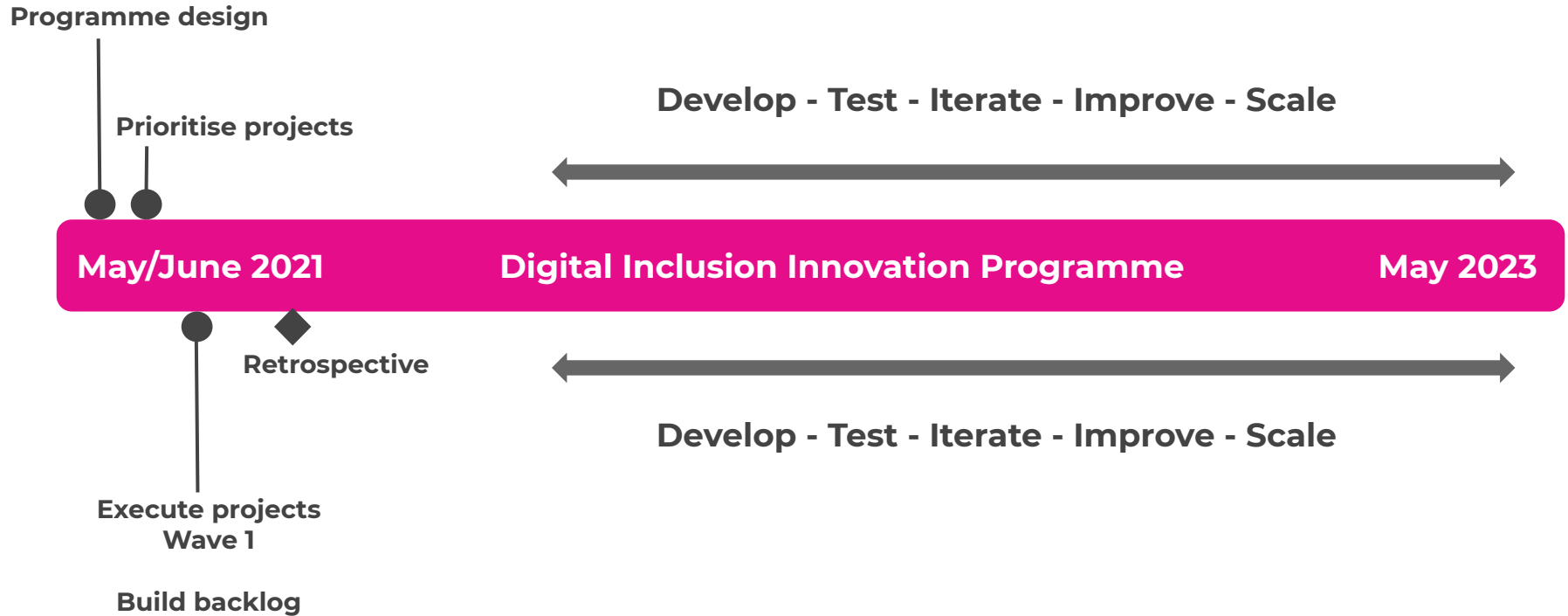
How can we identify the people and places that are digitally excluded and understand what they need?

Innovating in supply

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

Designing Services

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



Questions?

Ways of working



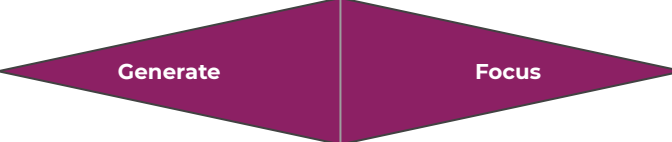
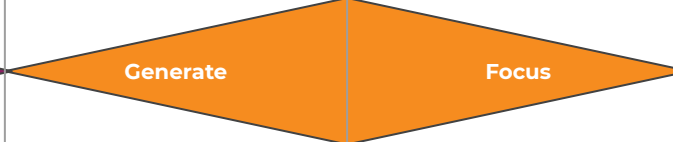
Start here ↓

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?	

Reminder of Programme Principles

10

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

The suggested list of projects was inspired by:

Crowdsourced projects (you can view the full list [here](#))

Airtable

Public View

Use this data

Hide fields

Filter

Group

Sort

	Organisations involved	Sector	Location	requiring ongoing ...	A single or collection of ...	Type of initiative	Name and description o...	Problem it solves	Which groups or individ...
17	London Borough of Hammersmith & Fulham	Public Third Private	London Borough of Hammersmith & Fulham		Part of a collection of di...	Identifying digital exclud...	The H&F Digital Inclusion programme supports our ...	The digital inclusion strategy at Hammersmith and ...	Children and young adults...
18	LB Barnet & Capita	Private	Barnet		Single initiative / project	Provision of devices	Community laptop scheme - The Council recycles c500	Supports residents with equipment to get online...	Our first target groups were school children, to support ...
19	City of London Corporation	Public Third	City of London		Part of a collection of di...	Identifying digital exclud...	Digital Skills Strategy - aims to combat digital exclusion.	Digital exclusion - currently working on providing peopl...	The City of London's residents and workers.
20	Bromley Libraries	Public	Across all Bromley Libraries		Part of a collection of di...	Provision of devices	Public Libraries provide access to PCs, printing and...	Supporting all members of the community to access ...	All members of the community
21	Ealing Council / Citizens Online	Public Third	Ealing		Part of a collection of di...	Identifying digital exclud...	We are working with Citizens Online to...	Helps us as a local authority consider ho...	The scheme has been promoted widely across th...
22	London Borough Tower Hamlets	Public	Idea Stores		Single initiative / project	Setting up a service(s) to...	Digital Hubs and Digital Support Service	for digitally excluded they can have low level support ...	People with barriers due to literacy, language, disability...
23	LB Haringey	Public	Haringey Libraries		Single initiative / project	Provision of devices	Digital Buddy - Working in partnership Haringey ...	Enabled residents to meet with GPs and other hospita...	residents that require medical assistance but do ...
24	Southwark Council, Hyperoptic, Community Fibre	Public Third Private	London Borough of Southwark		Part of a collection of di...	Provision of devices	Our digital inclusion programme covers 6 pillars...	We're committed to the strategic objective of nobo...	People with multiple disadvantages...
25	Barnet Council, Barnet Homes, Community Fibre	Public Private	Council owned properties - borough wide		Part of a collection of di...	Identifying digital exclud...	Gigabit Broadband Programme - The Council i...	The project solves a number of the commonly ...	Through the Gigabit Broadband Programme, we...

- **Workshop 1: Challenges and Opportunities**
- **Pan-London Digital Inclusion Leads**
- **Device Upcycling Research**
- **Digital Inclusion Research**

Highlights from digital inclusion (DI) project crowdsourcing

12

Based on responses from 28 boroughs.



Digital Inclusion Projects

57 projects across 28 boroughs



Groups Supported

Digitally excluded, older and vulnerable residents



Devices and Connectivity

The majority of projects focused on these two key areas



Partnerships

40% of initiatives are cross-sector partnerships



Digital Skills

The next most popular projects focused on improving digital skills



Programmes underway

68% of initiatives are part of a wider programme

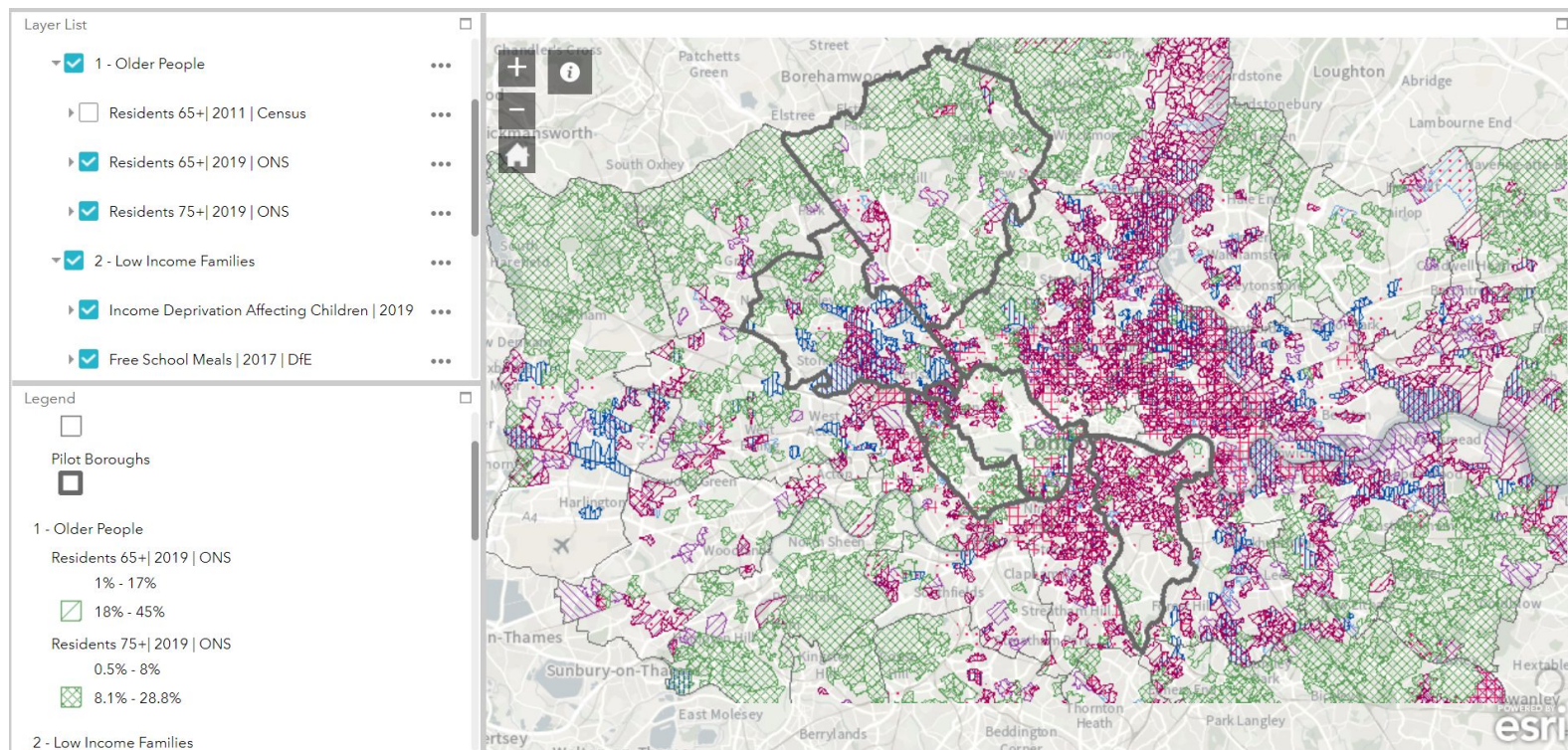
Potential Project Ideas



Potential Projects	Status	Understanding Needs	Innovating in Supply	Developing Services
1. Mapping Digital Exclusion	In progress	✓		
2. Acting on insights from Digital Exclusion Map	Not started	✓		✓
3. Device Upcycling	In progress		✓	✓
4. Digital Inclusion in Temporary Accommodation	Not started	✓	✓	
5. Supporting Dementia Carers	Not started	✓		✓

1. Mapping Digital Exclusion

15



[Digital Exclusion Map - WIP v3](#) | [Candidate Data set](#)

1. Mapping Digital Exclusion with Data

Desired Outcome:

To enable boroughs and their partners to design and target digital exclusion interventions, services and support more effectively.

The Problem: Understanding where and how people are digitally excluded across London.

Proposed Solution: To develop an interactive demographic map of user needs to tackle digital exclusion in London.

Barnet, Brent, Kensington and Chelsea, Southwark and Westminster are working together to build a publicly available map on the London DataStore that will help boroughs identify areas of digital exclusion, the key groups affected, and the types of needs they may have.

The map will be published alongside a toolkit and methodology to enable other boroughs to understand the mapping and validation process and replicate the analysis for their own local geographies.

Deliverables:

1. Public Map of Digital Exclusion across London
2. Mapping Methodology
3. Quantitative Analysis in to softer aspects of digital exclusion
4. Qualitative research into interventions for key groups
5. Digital Inclusion Persona Bank
6. Digital Exclusion Mapping Toolkit – how to map digital inclusion and what the data can tell you about the spatial distribution and needs of key groups and personas

WIP Outputs:

- [Digital Exclusion Map - WIP v3](#)
- [Candidate Data sets](#)
- [Covid Innovation Fund: Data Project](#)

Get Involved:

1. Provide feedback on the plan and available outputs
2. Test the map locally with data in your borough
3. Tell us what's missing

2. Acting on Insights from Digital Exclusion Map

How can we best use and further develop the outputs from the Digital Exclusion Mapping project to support boroughs in tackling Digital Exclusion in London?

Proposed Ideas:

- Using the map for measuring the impact of DI interventions over time.
- Supporting boroughs to use the data and insights generated from this project to design and target services that meet resident needs.
- Iterating the map to include new data sets and continuing to test their validity in explaining the spatial distribution of digital exclusion.

Share your ideas:

- What data blind spots do you still experience?
- What additional insights would support your work?
- If you had more data what would you do differently to better support your residents?

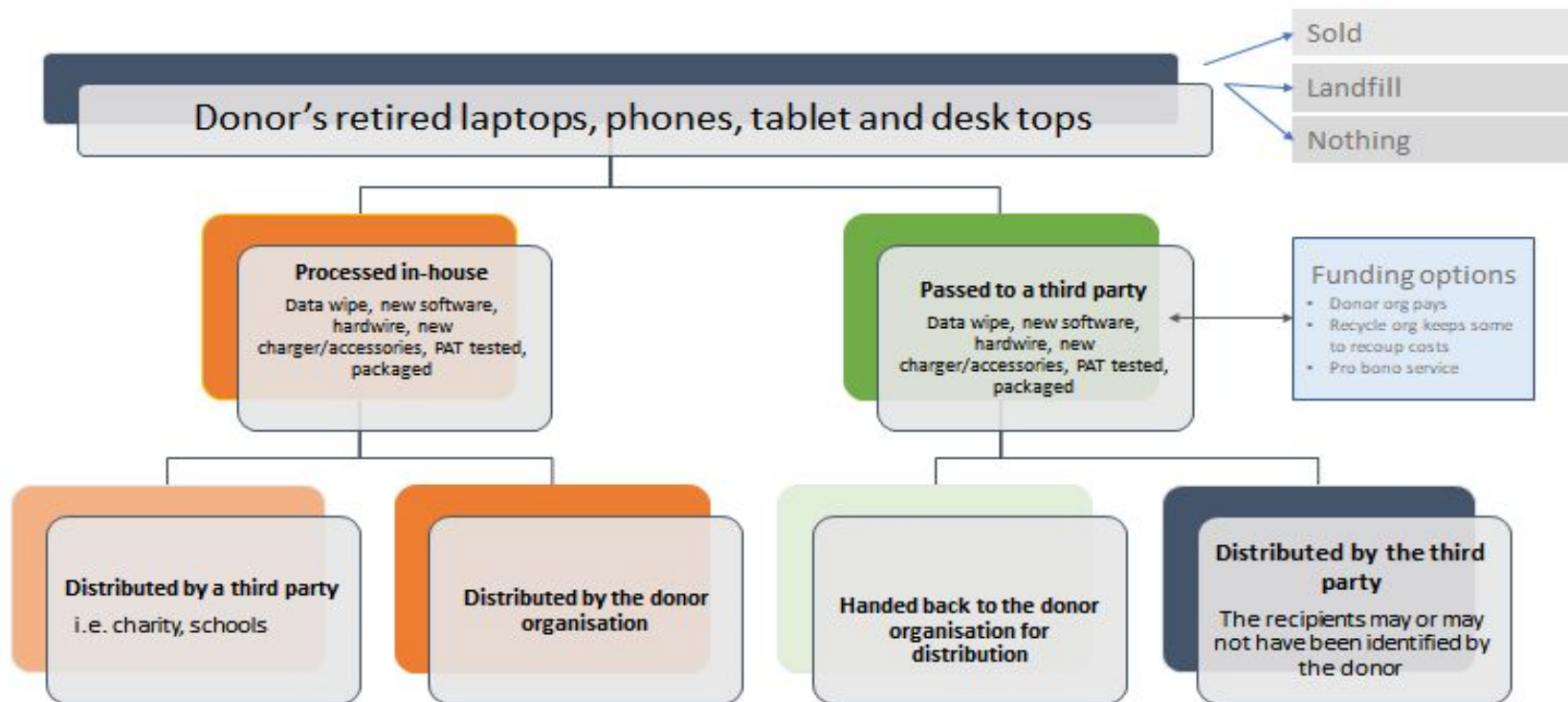
Would you like to be involved in: Acting on Insights from Digital Exclusion Map

Borough
Hammersmith & Fulham Council
Royal Borough of Greenwich
Islington and neighbouring boroughs
London Borough of Barnet (Libraries)
Royal Borough of Kingston
LB Havering
London Borough of Waltham Forest
Westminster City Council
London Borough of Hounslow

Would you like to be involved in: Acting on Insights from Digital Exclusion Map

Borough
London Borough of Croydon
London Borough of Redbridge
London Borough of Kingston

3. Device Upcycling



Desired outcome: To increase the number of devices available to digitally excluded Londoners by reducing the barriers to upcycling of retired devices from corporates and public sector organisations.

The problem - demand: During the pandemic boroughs reported that a large number of residents were digitally excluded with lack of devices being a major contributing factor. Recent national schemes such as the DfE laptop scheme has sought to equip school children with useable devices. This was great for filling an urgent gap in provision for a specific group, but we know that other Londoners may still be digitally excluded.

The problem - supply: We're aware that large public and private sector organisations have a regular cycle of retiring devices that could in principle be repurposed to meet existing needs. Further work is needed to clarify whether this is doable and if so whether the upcycling market can cope with additional demand for upcycling of devices.

Proposed solution:

1. Finalise the research on device upcycling:
 - a. Practices in the public and private sectors
 - b. Journey and potential barriers to repurposing devices
 - c. Market and their potential to support an increase in demand for their services
2. Conduct an exemplar project - prototype the upcycling of donated devices by testing the device journey and insights from the research.
3. Run a campaign sponsored by the GLA, to encourage private sector organisations to donate devices.

Outputs/deliverables:

- Device upcycling research report
- Exemplar project for upcycling of devices
- An increased pool of devices that could be repurposed

Would you like to be involved in: Device Upcycling

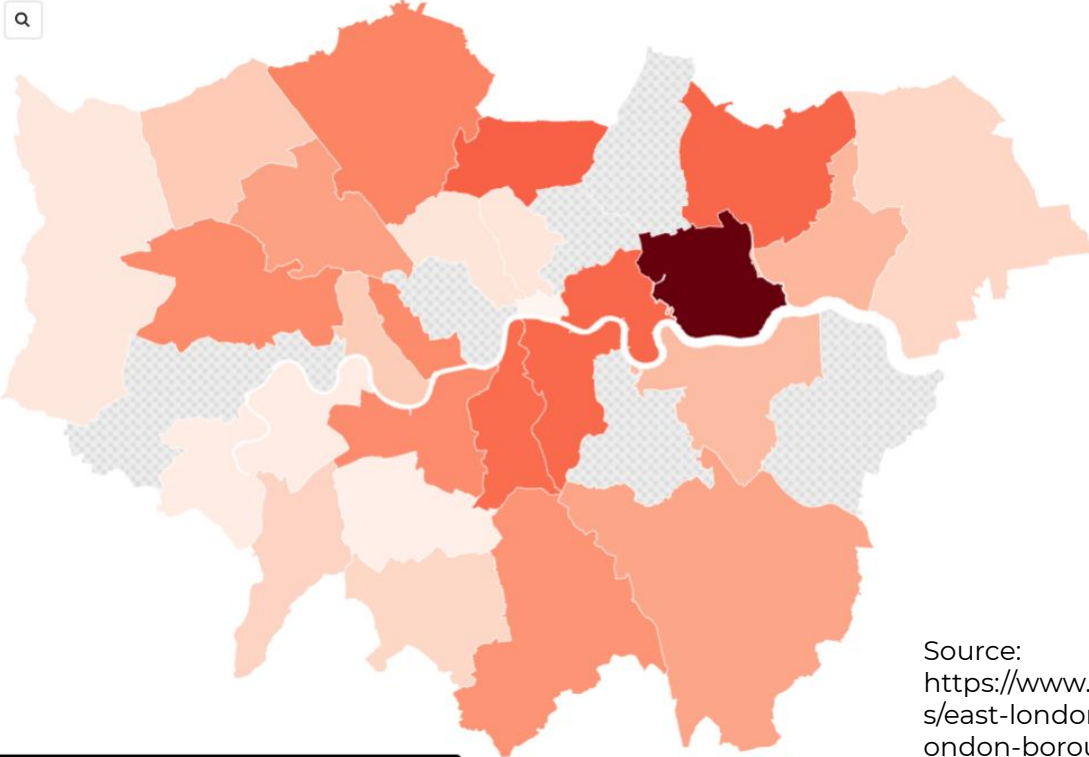
Borough
Royal Borough of Greenwich
Islington and neighbouring boroughs (mainly North London)
Hammersmith & Fulham Council
London Borough of Redbridge
London Borough of Havering
London Borough of Croydon
London Borough of Hounslow

4. Digital Inclusion in temporary accommodation

23

London homelessness levels October to December 2020

10 5664



Source:
<https://www.mylondon.news/news/east-london-news/map-shows-london-boroughs-most-20641932>

rs-40-overwhelming-memories/2/?utm_source=t&utm_mediu...

Desired outcome: To ensure that no Londoner is digitally excluded as a result of living in temporary accommodation.

The problem: Temporary accommodation buildings, e.g. hostels often lack connectivity and residents lack the financial resources to purchase individual data packages and devices. This prevents them from accessing vital services such as applying for benefits, completing homework or looking for work.

Proposed solution:

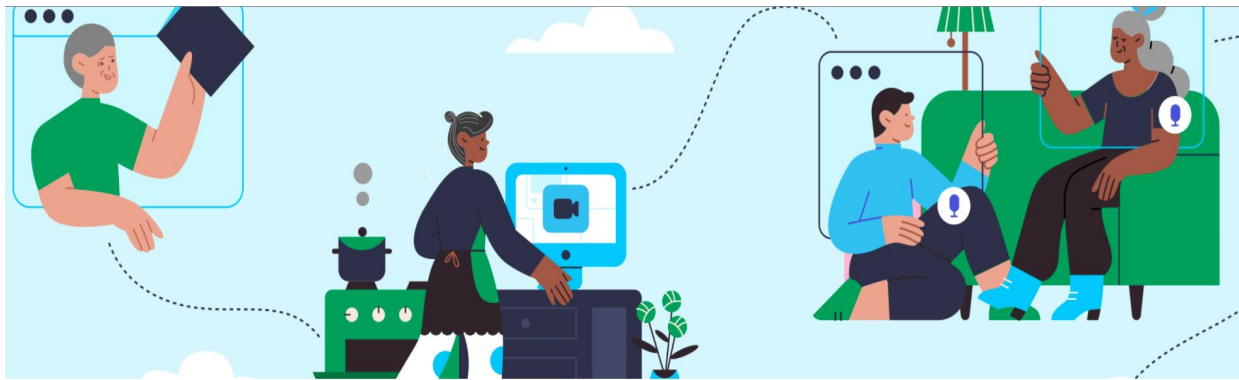
1. Conduct a discovery:
 - a. Into the extent and nature of the problem in the temporary housing provision in London, by engaging with Housing Directors and temporary accommodation providers. Aim to better understand the needs and circumstances of those who are digitally excluded and what sets of interventions might help.

Outputs/deliverables:

- A discovery report and recommendations leading to practical pilots.

Would you like to be involved in: Digital Inclusion in temporary accommodation

Borough
London Borough of Havering
Islington and neighbouring boroughs
Royal Borough of Greenwich
London Borough of Hounslow
GLA
London Borough of Redbridge
London Borough of Croydon
Westminster City Council



Community Makers

Welcome to Community Makers. We are a network of community groups supporting people affected by dementia to reconnect during the COVID-19 related isolation and beyond.

We are exploring the role of technology in helping groups get connected, and creating a knowledge exchange [network](#) to share [experiences](#) and [advice](#).

A network of community groups supporting people affected by dementia to reconnect during Covid 19 related isolation and beyond.

Click on the image to access the website.

5. Community Makers

Desired outcome: To equip community support groups with the right skills and knowledge to provide digitally inclusive services to people affected by dementia (including carers).

The problem: People affected by dementia have been [hit particularly hard](#) by the pandemic and many have been left without vital support from family, friends, carers and community groups. Lack of devices, support, connectivity and skills has made it difficult for many in this demographic to engage online. Even when in-person community / support services resume, many are apprehensive about re-engaging in person.

Proposed solution:

1. Develop a 'Community Makers Network and Hub' - designing and promoting a hybrid model for community support that makes the most of digital and face-to-face interactions.
2. Co-design techniques, building on the digital engagement knowledge gained from the pandemic, to reach the most isolated people in the community.

Outputs/deliverables:

- Creative, co-design approach, building on Community Makers' nationwide pandemic experiences and working with London boroughs and people affected by dementia to design services for post COVID digital inclusion.
- Further develop our online toolkit to reflect changes post lockdown (<https://communitymakers.co>)
- Monthly knowledge exchange forum for participating groups (online)
- Number of isolated newly connected residents across London routinely taking part in digital engagements.

Would you like to be involved in: Community Makers

Borough
Havering
London Borough of Hounslow
Royal Borough of Greenwich

Other project ideas for discussion



A summary of opportunities from Workshop 1

Sharing & collaboration

- Sharing of resources, in one place.
- Preventing duplication - avoiding developing services 33 times!
- Working together to engage in national initiatives.
- Collaborating on procurement.

Training and awareness

- Providing basic skills training to those who need it.
- Addressing individual motivations for going online.
- Better collaboration with internal council services for the provision of training.

Connectivity

- Finding long-term solutions to the connectivity problem.
- Installing consistent Wi-fi across London
- Installing wifi in temporary accommodation.

Working with private sector

- Taking advantage of relationships with private sector to secure broadband and devices.
- Lobbying providers for better broadband offers for those on benefits.
- Using Social Value provision of contracts to support digital inclusion.

Three ideas we'd like to further discuss

Preventing vulnerable residents from reaching crisis

By identifying and offering digital inclusion support when residents make first contact with other services.

Using Social Value

Using Social Value clause of large contracts to fund digital inclusion devices and support.

Mapping existing provision in London

Signposting staff and the residents they serve to relevant digital inclusion support services.

In groups, please discuss the following:

1. How do these three ideas align with your boroughs' aspirations for and approaches to digital inclusion?

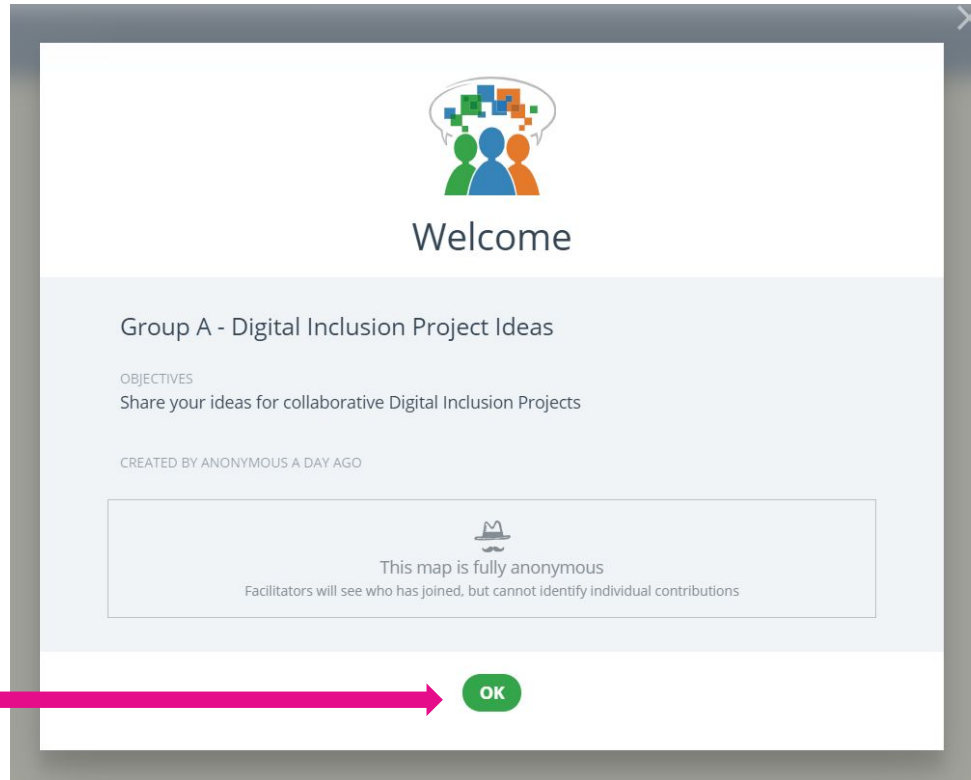
Open discussion

2. What ideas do you have for other future projects we should consider for this programme?

Use GroupMap

Click 'OK'.

**You don't need to enter
any personal information
and you can comment
anonymously.**



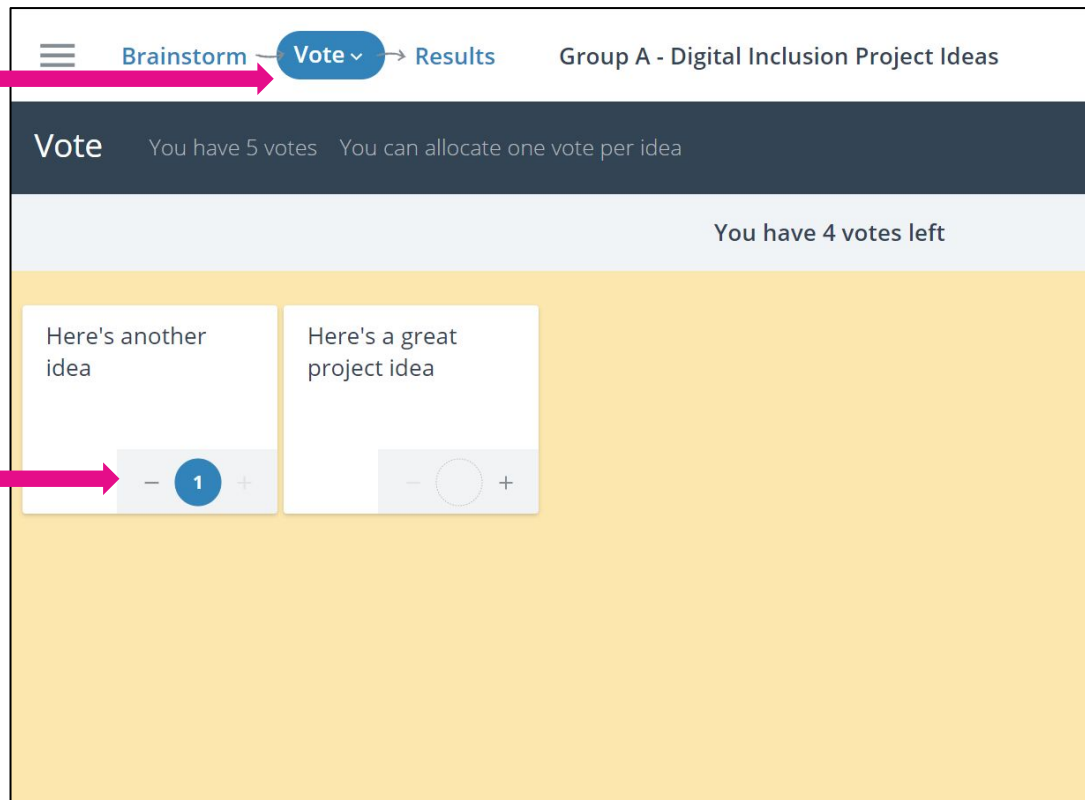
**Type your project idea
then press “Enter” on
your keyboard.**

**Add as many ideas as
you like.**

The screenshot displays the GroupMap interface for a project titled "Group A - Digital Inclusion Project". At the top, there is a navigation bar with a hamburger menu icon, a "Brainstorm" button with a dropdown arrow, and links for "Vote" and "Results". Below this, a dark blue header section contains the word "Brainstorm" and the text "Everyone can add Brainstorming collaboratively". The main area is a light yellow canvas where ideas are added as cards. A pink arrow points to a large, empty yellow card on the left, which has a small grey "+" icon in its top-left corner. To its right are two smaller white cards with yellow borders; the first contains the text "Here's another idea" and the second contains "Here's a great project idea".

When asked to by your facilitator, click to move to the 'Vote' stage.

Add a vote to up to 5 ideas that you think are most important.



Please wait to be assigned to a breakout room

In groups, please discuss the following:

1. How do these three ideas align with your boroughs' aspirations for and approaches to digital inclusion?

Open discussion

2. What ideas do you have for other future projects we should consider for this programme?

Use GroupMap

Feedback from groups



- Join the Basecamp space, to hear the latest on the overall programme of activities.
- We will be in touch with next steps on each specific project.

Next steps



Thank you!



loti

Preventing Vulnerable Resident reaching crisis

- Help us more intelligently design services
- Communities and networks needs to be included
- VCS need additional data to support digital exclusion more effectively
- Embed Digital skills amongst staff so that digital inclusion support becomes part of everyday service delivery across the business
 - E.g. staff can't give advice on avoiding cyber scams if they don't understand digital well

Social Value

- We need to communicate our needs to suppliers
- Our needs are dynamic and suppliers need to keep up
- Collectively agree the borough ask from suppliers in relation to master wayleaves
- Build on the work boroughs such as WCC have already done here

Mapping Existing Provision

- A number of boroughs are building portals to map out the DI services and support on offer
- A London view of this would be helpful for individual boroughs to feed into
- Online portals are helpful for council / library / VCS / family / carers / friends
 - Suitable for those who have some digital skills but want to further improve

- **Working with VCS:** Andrew Parsons: Using local, library and faith groups to reach out to digitally excluded people and support them
- **Using leaflets** to reach people who are not online is a good approach - too much stuff is only accessible online!
- **Libraries as a hub:** Can we get local libraries to be the first port of call for people to get online? If so, what support do they need? Are there examples of training for librarians? Funding for training would be helpful to ensure this can be consistently and at scale.
- **Digital Essentials Skills Funding:** non means tested / anyone can apply. Something LOTI should look into.
- **Joining up national / local initiatives:** Need to combine all these different schemes to make them more accessible to residents.
- **People can be scared of searching for DI support:** People are fearful that they have to get online before they can access any support. They are scared they don't know what a legitimate service or website looks like.
- **Scams:** How do we get people online for the first time and not leave them completely exposed and vulnerable to scams or simply getting locked out of their most vital accounts / services.
- **Language:** Normal people don't call it digital exclusion!
- **Long term support:** Support is the most important factor in success and it has to be long term.
- **Social Value:** Not clear what boroughs want - is it just devices or other forms of support? Can we create a framework for organisations like BT so they can provide the support they need.
- **Digital switchover** is going to be very important for digital exclusion.