



DIGITAL INCLUSION STRATEGY UPDATE

11 JULY 2018



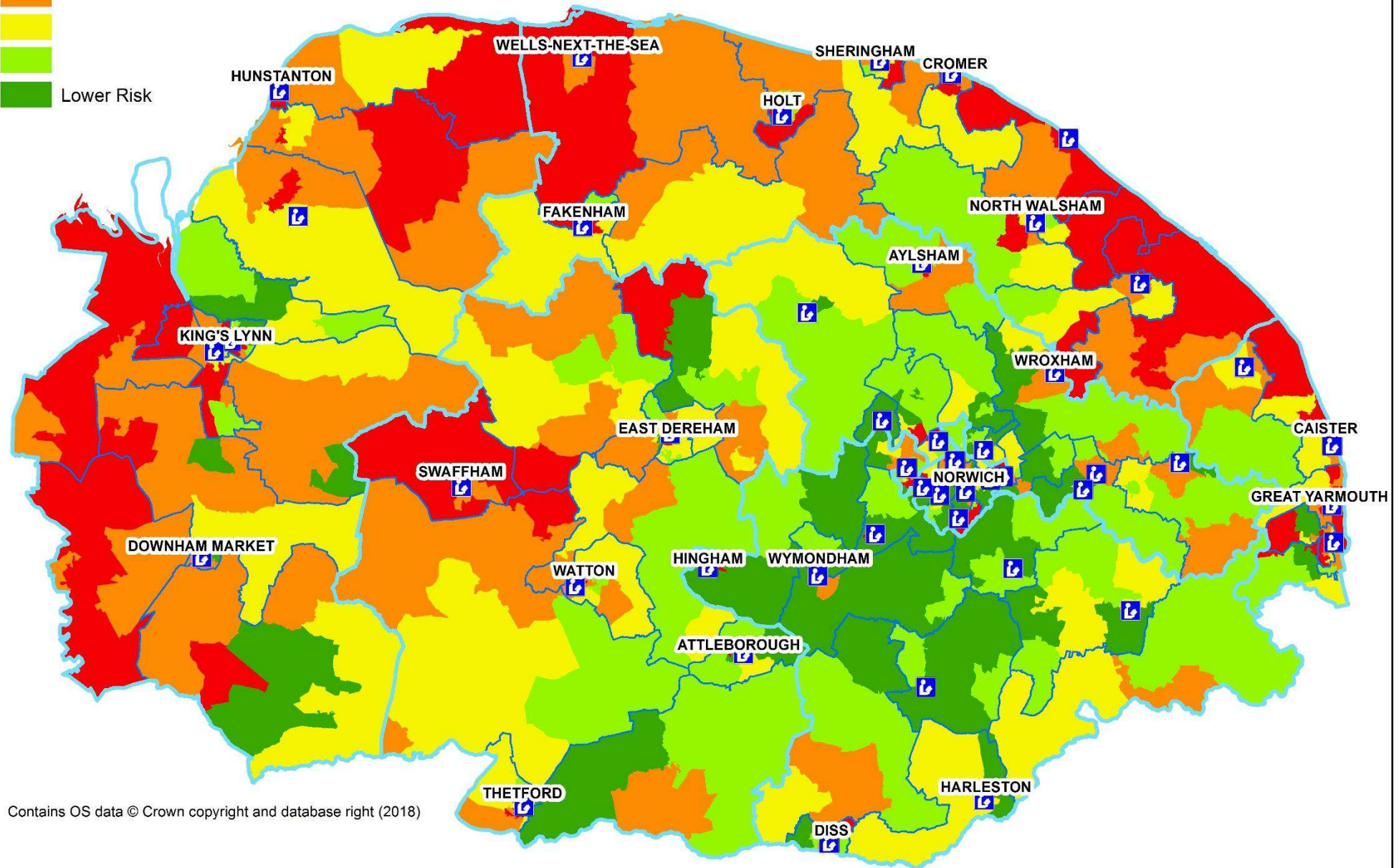
DIGITAL INCLUSION STRATEGY

- The Norfolk County Council Digital Innovation and Efficiency Committee agreed the Digital Inclusion Strategy in March 2018.
- The strategy defines digital exclusion as:
 - ‘people who are unable to get online, or who lack basic digital literacy skills to make the best use of opportunities of being online’***
- Four key groups have been identified as being the most disadvantaged by digital exclusion:
 - Job seekers
 - Low income families
 - Older people
 - People with disabilities

UNDERSTANDING DIGITAL EXCLUSION IN NORFOLK

- While it is impossible to identify specific households that are 'digitally excluded' we can (as other local authorities have done) identify areas on a map where these types of people are more likely to be located.
- Based on nationally published data, each Norfolk neighbourhood (LSOA) has been ranked against **six risk indicators**:
 - **Older Age** – percentage of the population aged 65+ (2016 mid-year estimates, ONS)
 - **Disability** – percentage of the population with a long-term health problem which limits day-to-day activities (ONS Census, 2011)
 - **Income** – Income Deprivation domain (IMD 2015)
 - **Employment** – Employment deprivation domain (IMD 2015)
 - **Broadband Connection speed** – percentage of connections receiving under 2 Mb/s (Ofcom, 2017)
 - **Adult Skills** – (Adult Skills Deprivation domain (IMD 2015)
- A combined ranking (based on 'rank of average rank') presents an overall Norfolk picture. The risk ratings (bands) shown on the map split the neighbourhoods into quintiles, i.e. five groups with approximately equal numbers of neighbourhoods in. Therefore the red areas show the 20% of neighbourhoods at highest risk of digital exclusion, based on the indicators selected.

Risk of Digital Exclusion

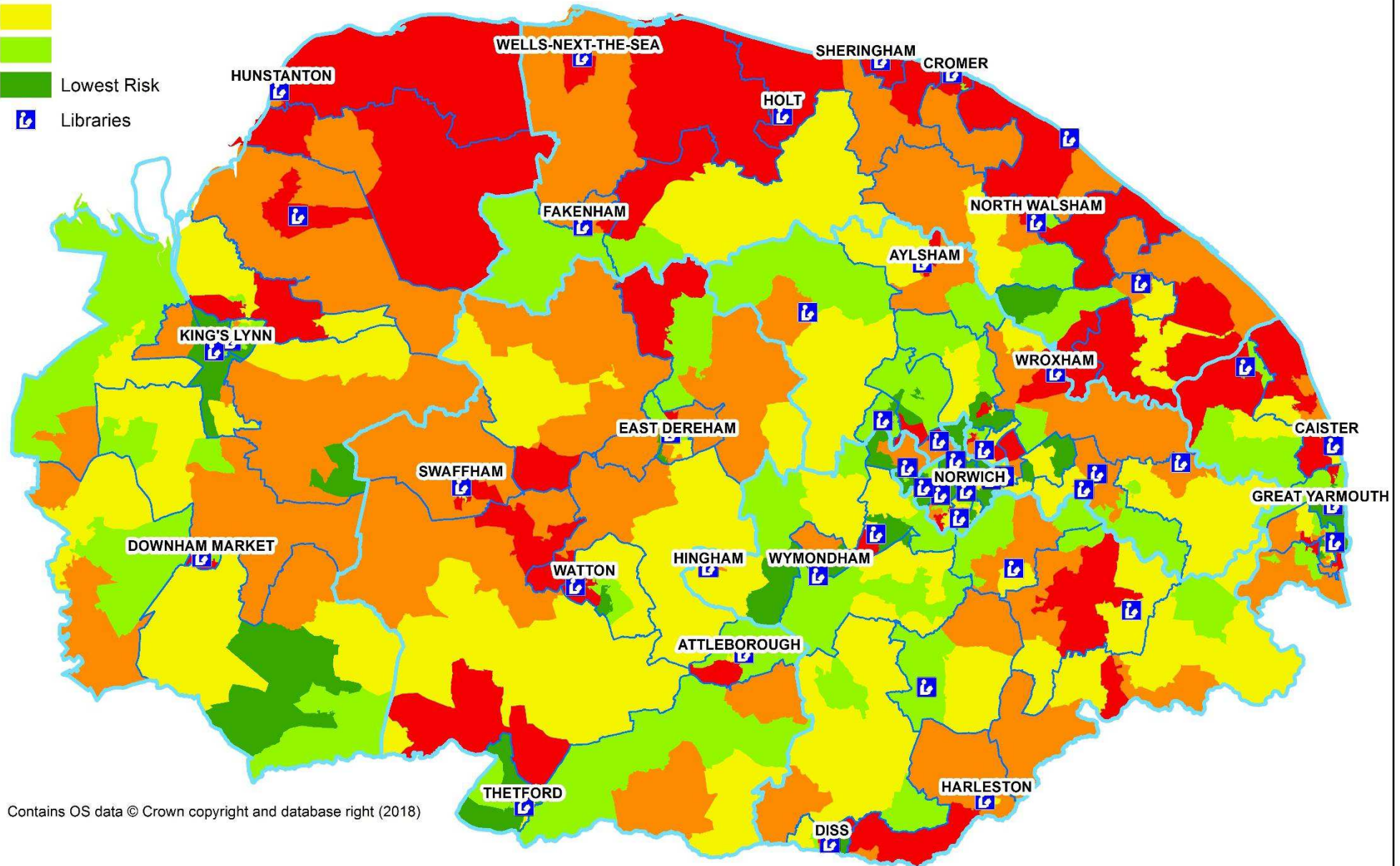
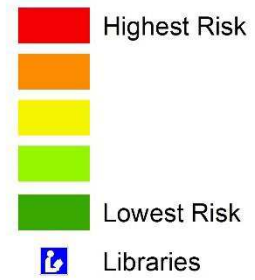


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INDIVIDUAL RISK FACTORS

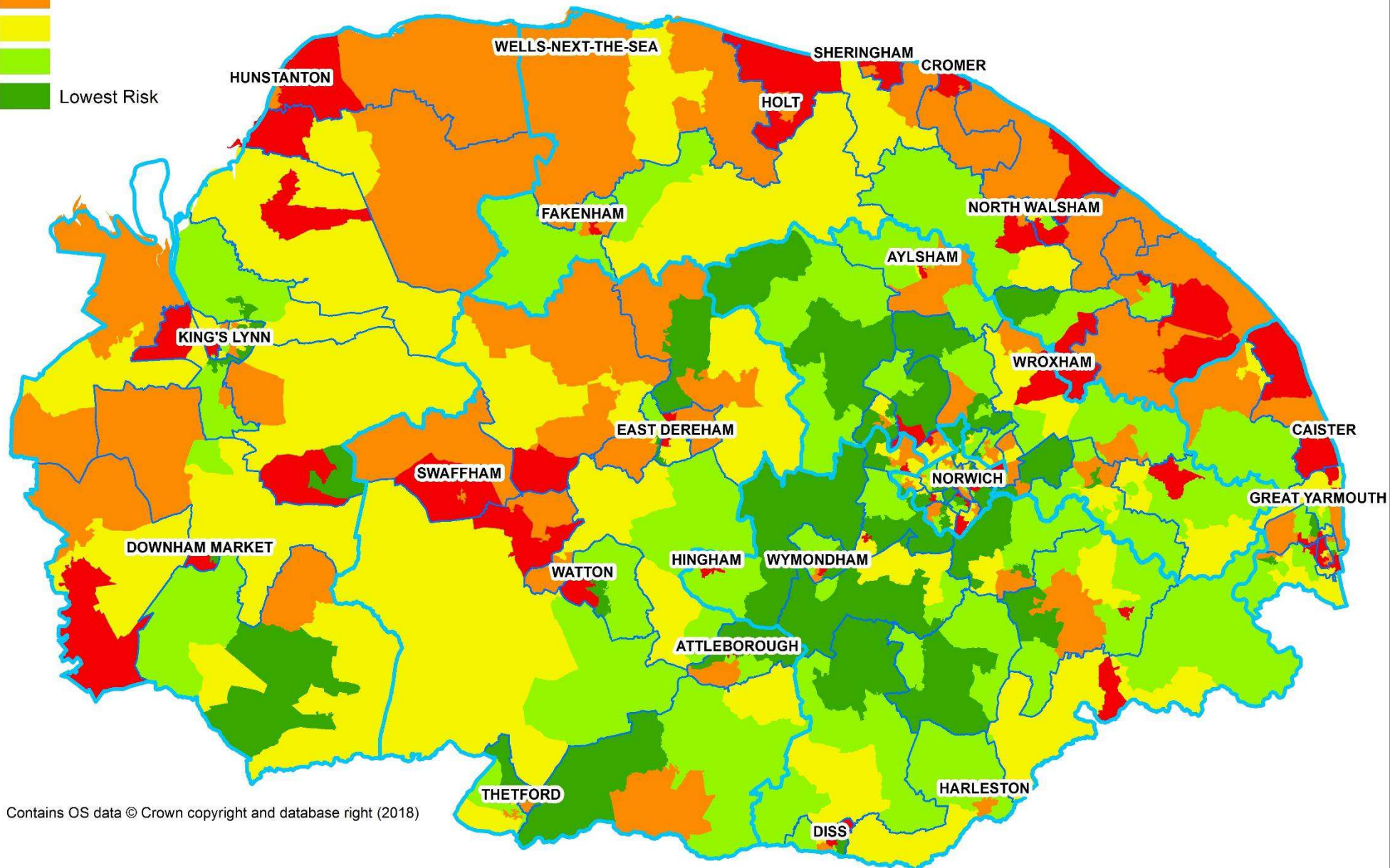
- Each of the individual indicators has a different distribution; examples are included on the next few slides.

Age Indicator



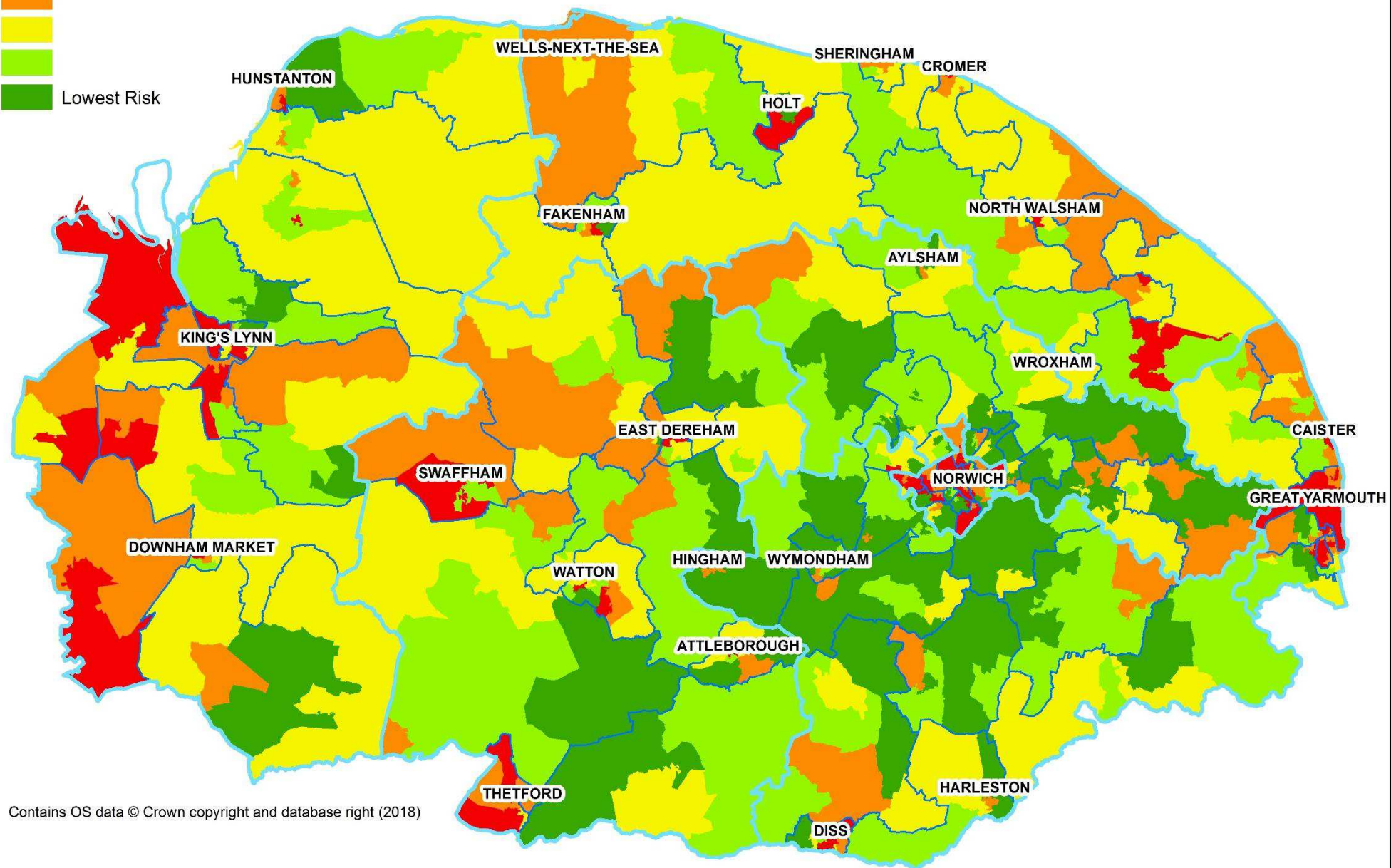
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Disability Indicator



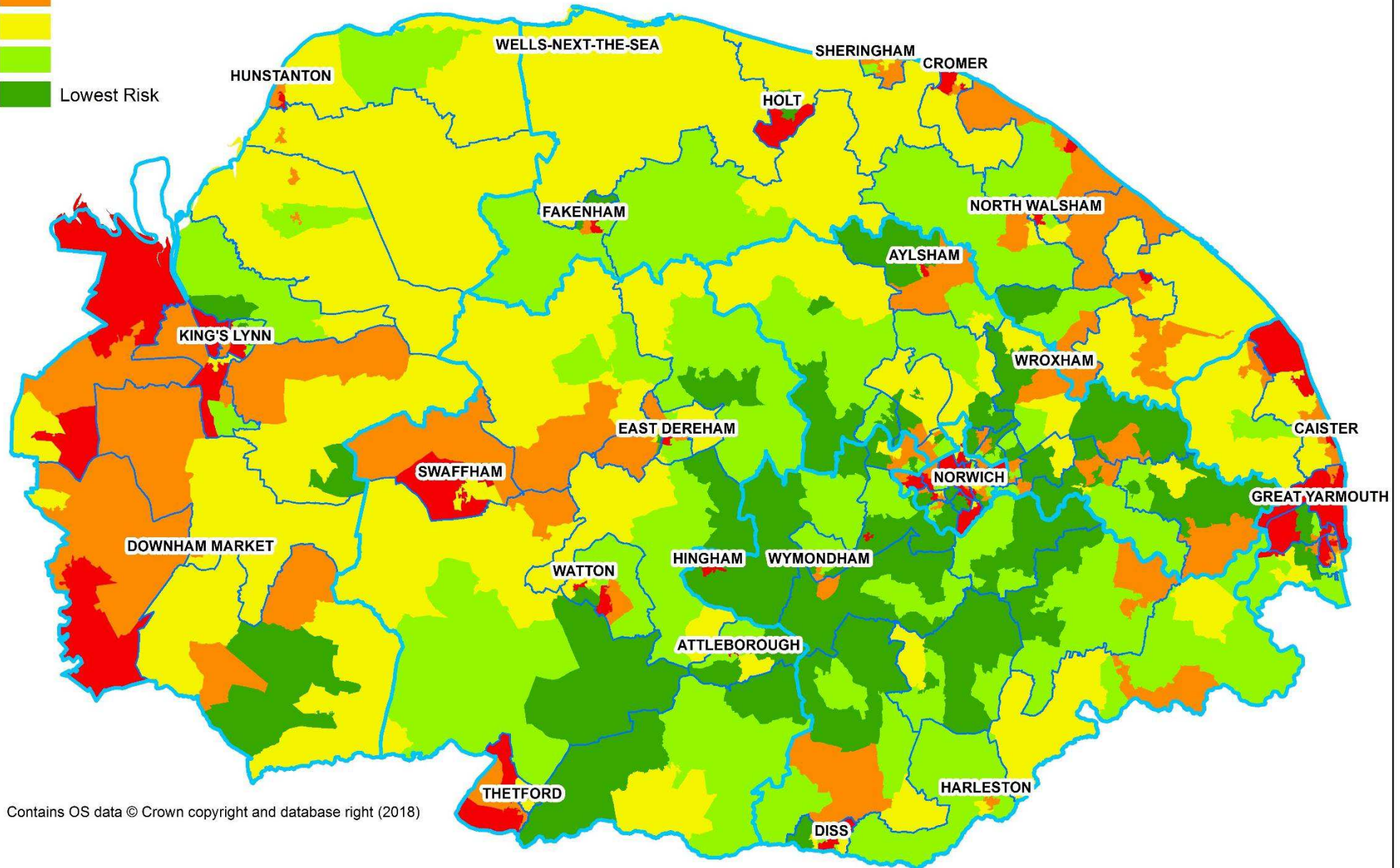
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Income Indicator



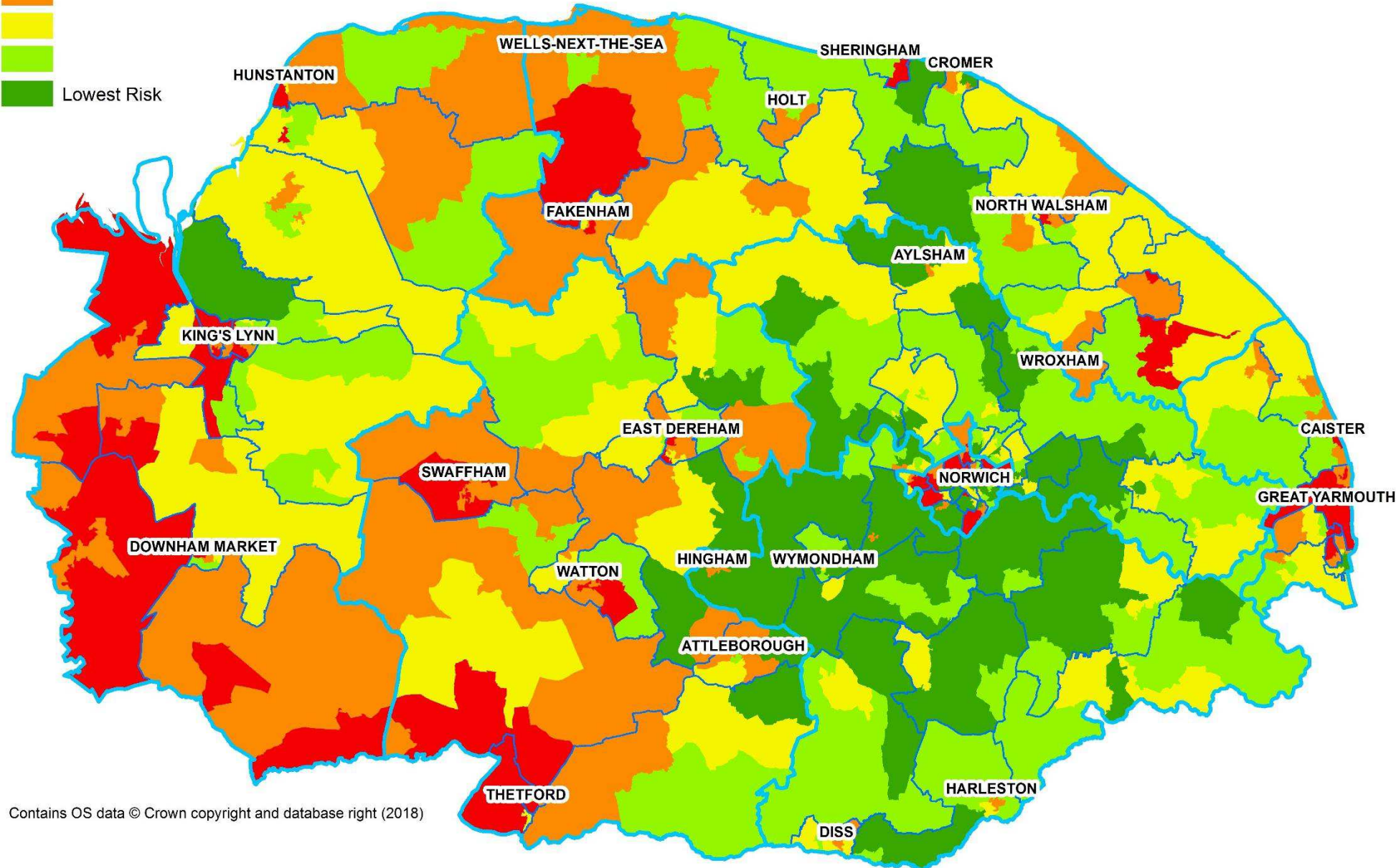
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Employment Indicator

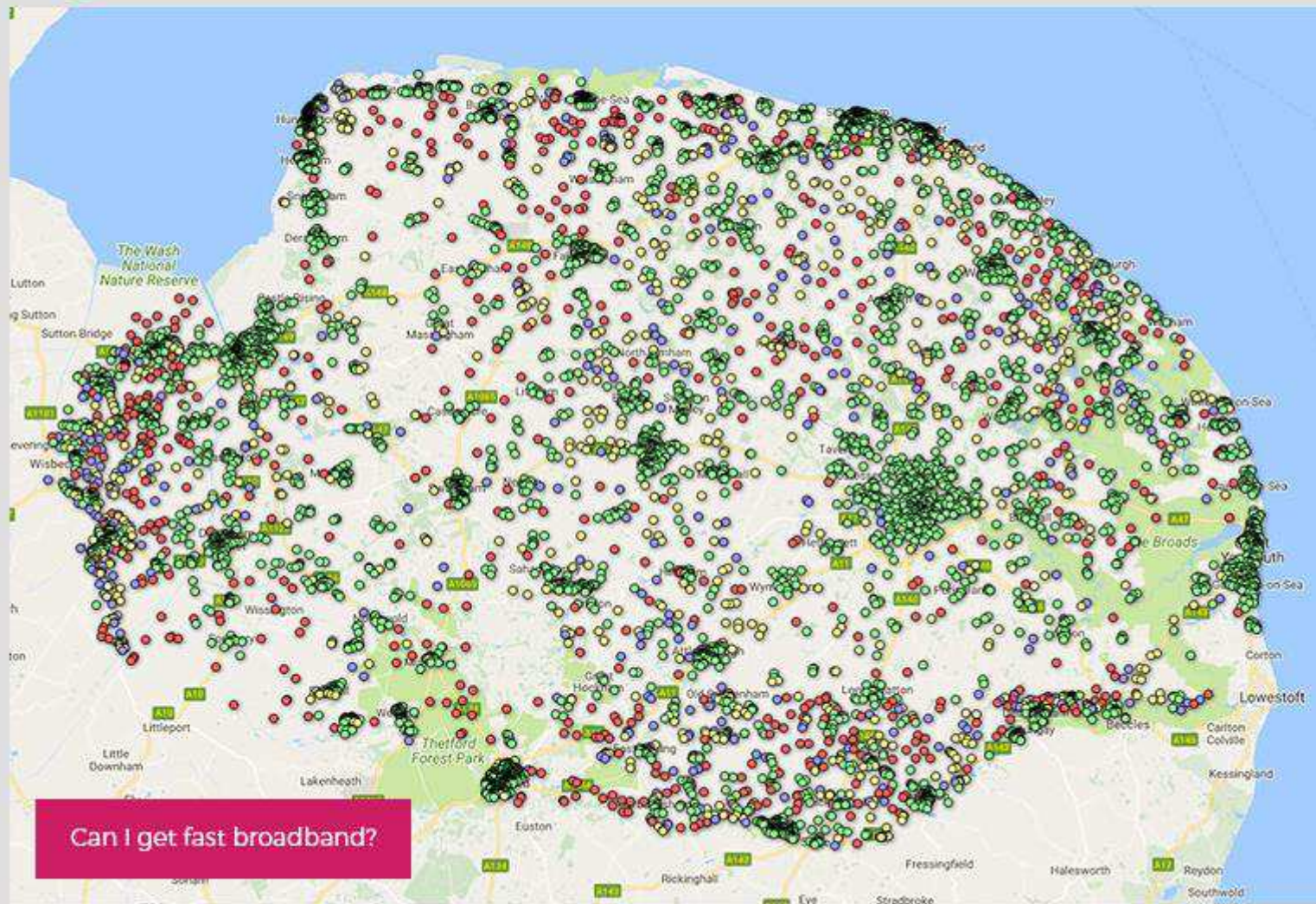


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Adult Skills Indicator



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90.99%

of properties in Norfolk can
access fast broadband

24Mbps+

Figure from the independent website
labs.thinkbroadband.com/local

QUANTIFYING THE RISK OF DIGITAL EXCLUSION

- The previous maps are based on nationally available government data
- An alternative way of identifying where the risk of digital exclusion is likely to be greatest is to look at Experian's Mosaic Digital dataset. This is a population segmentation database which divides the UK population into 11 Groups. It provides insights into UK consumers' digital loves, their attitude to new technology, device ownership and online competency.
- The following Mosaic Digital Groups have been identified as the most likely to be at risk of being digitally excluded, based on their population characteristics and online competence:
 - "Online Escapists"
 - "Mobile City"
 - "Tentative Elders"
 - "Beyond Broadband"
 - "Savvy Switchers"

LOW INCOME / JOBSEEKERS

Online Escapists

- Council tenants and renters
- Frequently visit and post on social media
- Household income <£15k
- Around half receive Jobseeker's



Mobile City

- Challenged neighbourhoods
- Prefer to be contacted by mobile phone
- Few employment options
- Prefer to shop in store than online



OLDER AGE

Tentative Elders

- Low internet competency
- Unlikely to own modern devices or use social media
- Ancestry and hobby sites
- Landline or postal channels only



Beyond Broadband

- Remote locations
- Intermittent mobile coverage and lowest internet speeds
- Likely to use a PC
- Traditional contact channels



LOW INTERNET COMPETENCY

Savvy Switchers

- Suburban homeowners
- Prefer traditional channels
- Visit cashback sites
- Research discount vouchers online
- Likely to benefit from education to increase confidence in the skills they already have
- Link to channel shift element of Customer Service Strategy



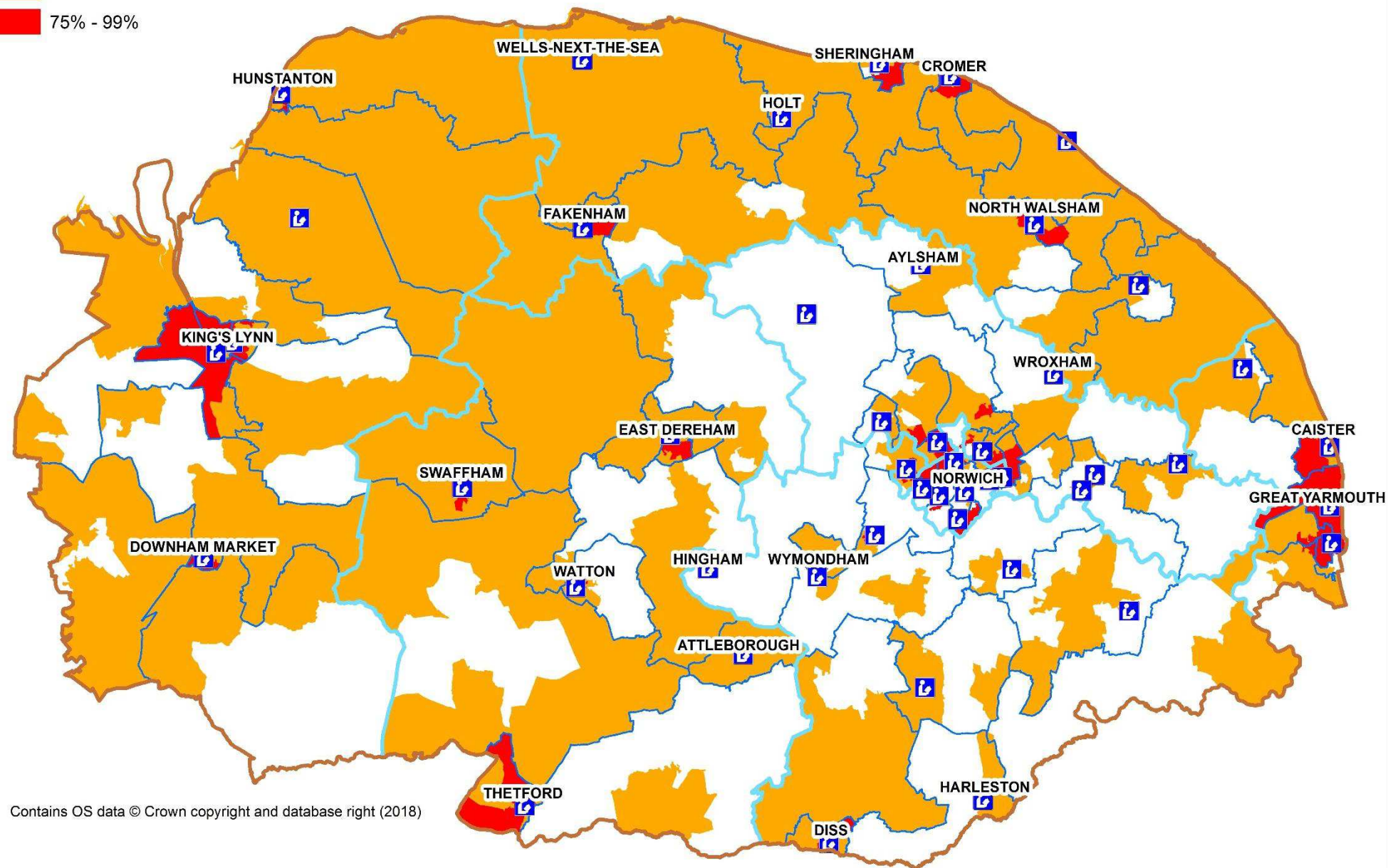
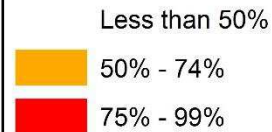
QUANTIFYING THE RISK OF DIGITAL EXCLUSION

- Each Mosaic Group consists of a number of households that have similar characteristics. The data can tell us the 'penetration' of particular characteristics among the Groups to give an idea of scale
- For example, 73% of the Tentative Elders group and 49% of the Beyond Broadband group are aged 65+. This equates to approximately 92,000 households across Norfolk
- These Mosaic Groups are explained in more detail over the next three slides...

| Mosaic Digital Group | Population characteristic | No. households with risk factor |
|---|----------------------------------|---------------------------------|
| <ul style="list-style-type: none">• Online Escapists• Mobile City | Low income families / jobseekers | 21,000 |
| <ul style="list-style-type: none">• Tentative Elders• Beyond Broadband | Older households | 92,000 |
| <ul style="list-style-type: none">• Savvy switchers | Not internet savvy | 6,000 |

This shows where the concentrations of these Mosaic Groups are highest, as a proportion of the overall number of households.

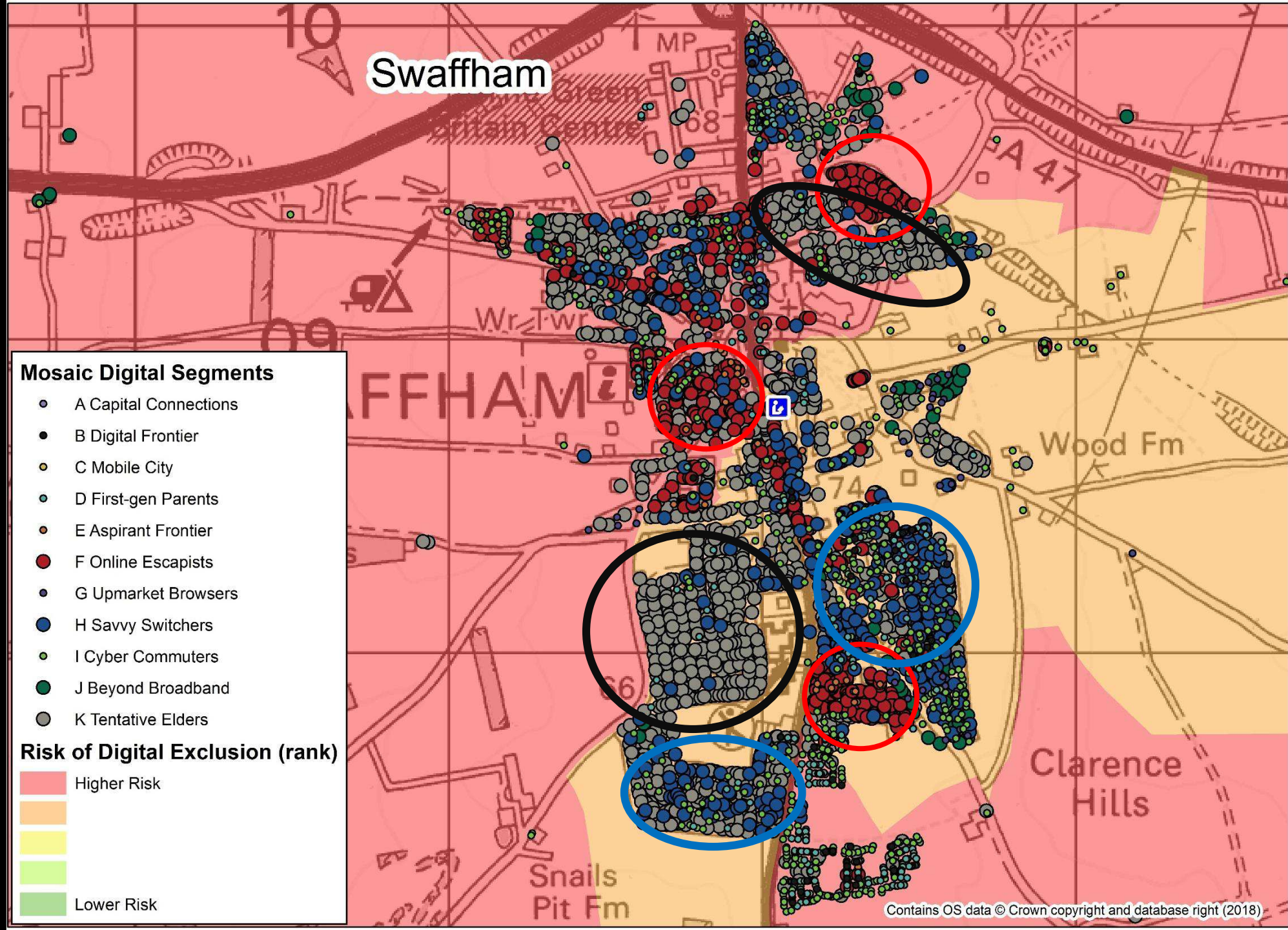
Percentage of Households at risk of Digital Exclusion



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CASE STUDY - SWAFFHAM

- The data shows clear areas of overlap between the government data and the household segmentation data so we can be confident that the areas to focus on are the right ones
- One of the areas highlighted on both maps is Swaffham.
- The following map has the Mosaic Groups overlaid by household; there are some clear areas that are likely to include clusters of each of the three key population groups at risk of digital exclusion.
- This information can be used to target campaigns for specific interventions at particular populations.
- This approach can be applied elsewhere to identify localised areas for project delivery



○
Lower
income
HHS

○
Older
HHS

○
Low online
competen
cy HHS

SWAFFHAM I-CONNECT OFFER

- **Open Libraries:** extended access to public PCs, 69 hours open including Sundays, free wifi
- **Digital Buddy:** one to one skills building (Thursday and Friday afternoons) free help with jobs, UC, online shopping. Breckland Council UC support
- **Learn My Way:** a range of basic online courses supported by computer buddies including using devices, using the internet, online safety, finding a job, improving health, managing money, public services
- **Micro:bits:** borrow and take home to explore further. Micro:bit inventor kits
- **Code Club:** for children and families
- **Festival of Tech:** February 2019: exploring creative technologies for Children in Libraries
- **Stay Safe Online:** workshop sessions for families
- **Lap-top lending:** Swaffham will be the pilot location for the lap top lending scheme
- **CISCO Net Academy:** available online
- **NCLS digital offer:** woven into Swaffham as it develops