

Digital Innovation & Efficiency Committee

Item No.

Report title:	Digital Inclusion action plan
Date of meeting:	11 July 2018
Responsible Chief Officer:	Tom McCabe - Executive Director, Community and Environmental Service
Strategic impact Ensuring the residents of Norfolk are digitally included has the following strategic impacts <ul style="list-style-type: none">■ Improving people's economic and life chances – through employment, education, saving money, creativity and entrepreneurialism■ Supporting health and social progress – healthy lifestyles, communicating and connecting, leisure and entertainment, democratic and civic participation■ Supporting social inclusion and equality	

Executive summary

The Norfolk County Council Digital Innovation and Efficiency Committee agreed the Digital Inclusion Strategy at its meeting on 6th March 2018

The vision and strategy is set out below;

Every Norfolk resident has ability to take full advantage of the opportunities and benefits of accessing online services and harnessing internet technology.

- Prioritise activity that will have the highest impact, both for individual outcomes and NCC cost avoidance
- Improve communication and co-ordination of activities related to digital inclusion
- Focus on initiatives that will reduce barriers to digital exclusion by harnessing the motivations of digitally excluded individuals
- Work with partner organisations, both public and private sector, to agree local priorities and maximise impact

This report gives committee members an update on work carried out since March to promote digital inclusion in Norfolk

Recommendations:

Members are asked to note progress with the strategy and approve the proposed action plan.

1. Proposal

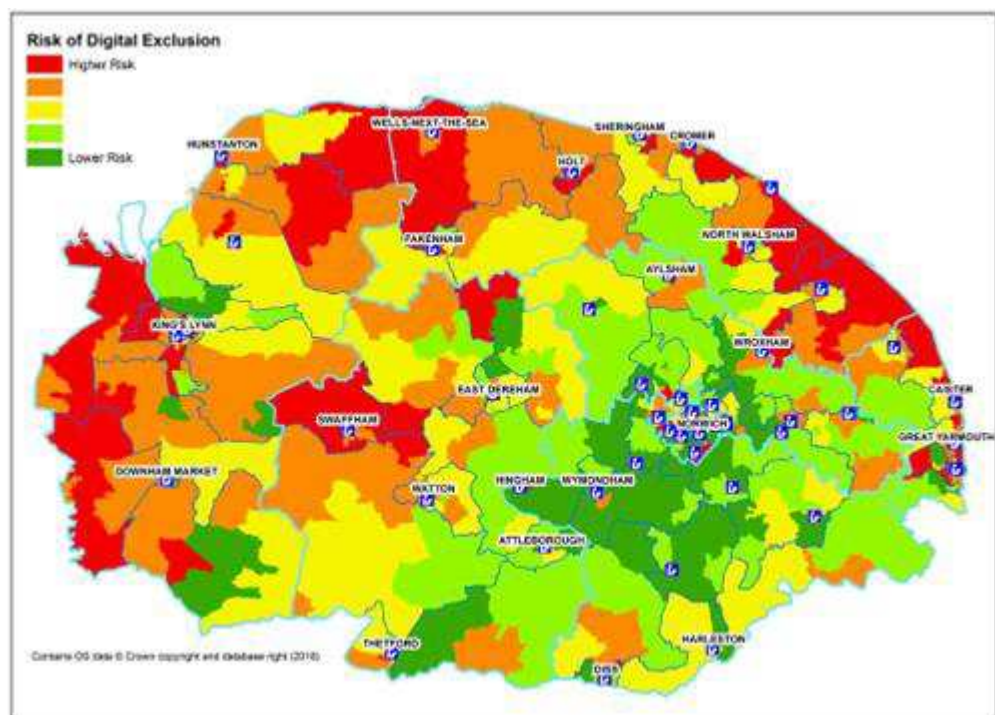
- 1.1. This report sets out progress and proposed actions in relation to the Digital Inclusion Strategy, as agreed at committee in March 2018. Section 1.3 provides detailed information on the breakdown of the digitally excluded population of Norfolk, which will be provided in more detail as a presentation to Members.

- 1.2. **Prioritise activity that will have the highest impact, both for individual outcomes and NCC cost avoidance.**

The strategy set out that we would aim to work with disadvantaged groups where the returns will be greatest, not just for the individuals concerned, but also in terms of return on investment for Norfolk County Council.

In response to Members' requests for a more detailed understanding of digital exclusion at a neighbourhood level the Insight Team developed a 'heat map' to identify areas at higher risk of being digitally excluded. Based on nationally published data, each Norfolk neighbourhood (LSOA) has been ranked against six risk indicators (older age, low income, disability, low adult skills, unemployment and poor broadband speed). A combined ranking (based on 'rank of average rank') presents an overall Norfolk picture.

- 1.3. The heatmap suggests that there are communities located throughout Norfolk at high risk of digital exclusion, in both rural and urban areas. Much of North and West Norfolk appear to be at particularly high risk, with additional pockets in the more urban areas. The highlighted areas are places where households 'do the least digital' which means that many households in the area will be active online and already use online banking, pay for utilities, use Facebook, own a smart phone and use the internet. The factors such as age, income, skill levels, social isolation etc may create a barrier to digital inclusion.



- 1.4. To make the biggest impact, the digital inclusion work carried out by the County Council will concentrate on areas highlighted in red. Please see associated presentation for more detail.
- 1.5. **Improve communication and co-ordination of activities related to digital inclusion**

The second element of the digital inclusion strategy is related to better co-ordination of provision, progression and referral routes for digital skills. There is no county wide approach of branding of digital services and limited information is provided to citizens around current access and skills training availability. We have already made progress in co-coordinating our Library and NCLS offers, and plan to extend this to other organisations and partners. A survey has been distributed to VCSE and public sector organisations to gain information to help us provide a coordinated and cohesive approach to digital inclusion across Norfolk.

Within Norfolk County Council we plan to provide opportunities for Norfolk County Council staff and members to develop their wider digital skills and potential to become digital champions.

- 1.6. A marketing and communications plan is in preparation. We have also diverted resource to create a short term, designated role, within the Library and Information Service to progress this strategy. The recruitment of this role is currently underway.
- 1.7. Initial conversations with district councils have been positive and we have an agreement in place with Breckland Council where they will provide digital skills support in libraries, at allocated times, for individuals impacted by the rollout of universal credit. Early conversations have also taken place with South Norfolk and Kings Lynn and West Norfolk Council.
- 1.8. **Focus on initiatives that will reduce barriers to digital exclusion by harnessing the motivations of digitally excluded individuals**
In March, we identified a number of innovative actions that can be progressed quickly to support digital inclusion in the county. Highlights from the period can be found at appendix 1 and progress including a detailed action plan can be found at appendix 2.

2. Evidence

- 2.1. The evidence in relation to digital inclusion for Norfolk is set out in the associated presentation

3. Financial Implications

- 3.1. There are no additional financial implications in relation to the digital inclusion strategy at this time. Planned activity will be delivered from existing revenue budgets or through grant funding where applicable.
- 3.2. 2 successful small grant applications in relation to this programme have been made and include:
Norfolk Library and Information Service (NLIS) is one of six organisations that have been awarded a place on the Carnegie Trust “#NotWithoutMe Accelerator” programme, which includes a £3000 grant, to develop cyber safety work with vulnerable young people. The project will focus on working with care-experienced young people.
NLIS has also been successful in its application for a grant from the Good Things Foundation to deliver “Voicebox Cafes” – a women’s democracy project aimed at excluded women aged 18 – 30 which involves elements of activity to promote digital inclusion.

4. Issues, risks and innovation

- 4.1. None.

5. Background

- 5.1. The background to this paper is contained in the original committee paper recommending the Digital Inclusion Strategy for Norfolk, March 2018.

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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Appendix 1

Highlights from the period include:

Google Digital Garage in conjunction with Post Office Broadband

Post Office broadband commissioned a study into digital enablement and found that 20% of the UK do not feel digitally confident and 73% said they would like some digital support to upskill and boost their confidence. They are joining forces with Google Digital Garage, hosting events across the UK this summer to help support those wanting to build their digital confidence.



There will be six Digital Drop-Ins in the cities that we found were the least digitally confident: Plymouth, Cardiff, Leeds, **Norwich** and Belfast and Southampton covering the following topics:

First steps: Build your online confidence with support for everything from sending emails to all things internet

Safety online: All the basics on how to protect you and your family online.

Device advice: Bring your devices or borrow ours for hands on support to get the most from your phone, laptop, tablet and more.

The event will be at the Norfolk and Norwich Millennium Library on the 17th August

#Not without Me

Norfolk Library and Information Service has been awarded £3,000 from the Carnegie UK Trust #NotWithoutMe digital inclusion programme and has been given a unique opportunity to gain valuable 'start-up' support from industry experts helping to design and refine our project idea. Our idea is aimed at supporting cyber safety amongst care leavers.

Only six initiatives across the UK were selected for the highly competitive Carnegie #NotWithoutMe programme, which supports the development of new and engaging digital inclusion projects. At the end of this process, the project will have an opportunity to apply for a further £40,000 funding and ongoing support.

As a society, technology and digital skills are now a fundamental part of everyday life. However, we must not assume that just because young people have grown up in the digital age that they automatically have the skills and confidence to navigate the digital world effectively. Many young people need support to develop their skills, to take advantage of the many benefits that technology can bring while also managing the risks. Removing barriers and creating opportunities to facilitate digital inclusion will have a positive impact on our society as a whole.

Cisco Networking Academy

Norfolk Library and Information Service now provides access to the CISCO Networking Academy, which has developed a range of courses aimed at people wishing to build their skills or seek a career in the IT profession. Sign Ups are now being welcomed

Women's Vote Centenary Grant 2018 – The Good Things Foundation

Since the Representation of the People Act and the Parliament (Qualification of Women) Act came into effect in 1918, women have been voting and standing in elections. The centenary is an opportunity to celebrate 100 years since women gained the right to vote. Voicebox Cafés is an innovative England-wide democracy project, aimed at encouraging excluded women to understand, celebrate and participate in democracy and public life. The project offers a range of digital learning opportunities for excluded groups

Our project will focus on engaging women aged 18 - 30 who have traditionally not engaged in democracy, particularly:

- Women from BAME groups, especially female migrants who have the Right to Stay
- Women with low levels of educational attainment.

In Norfolk the Voicebox Cafes will take place at Great Yarmouth Library, King's Lynn Library and the Norfolk & Norwich Millennium Library.

£2,700 has been received from the Good Things Foundation via the Government Equalities Office Women's Vote Centenary Grant Scheme.

Donation

Following on from the successful introduction of micro:bits and code-a-pillars in libraries, Norfolk based **Learning Resources UK** have recently agreed to donate a number of Botleys for use in creative digital sessions in libraries. This is part of a developing strategy to encourage children, young people and families to develop digital skills, with plans to deliver a children's Festival of Tech in early 2019.

<https://www.learningresources.co.uk/product/botley-coding-robot-kit.do>