

OCTOBER 2020

**THE GREATER
MANCHESTER
DIGITAL
INCLUSION
STRATEGY**

#FixTheDigitalDivide

**GREATER
MANCHESTER**
DOING THINGS DIFFERENTLY



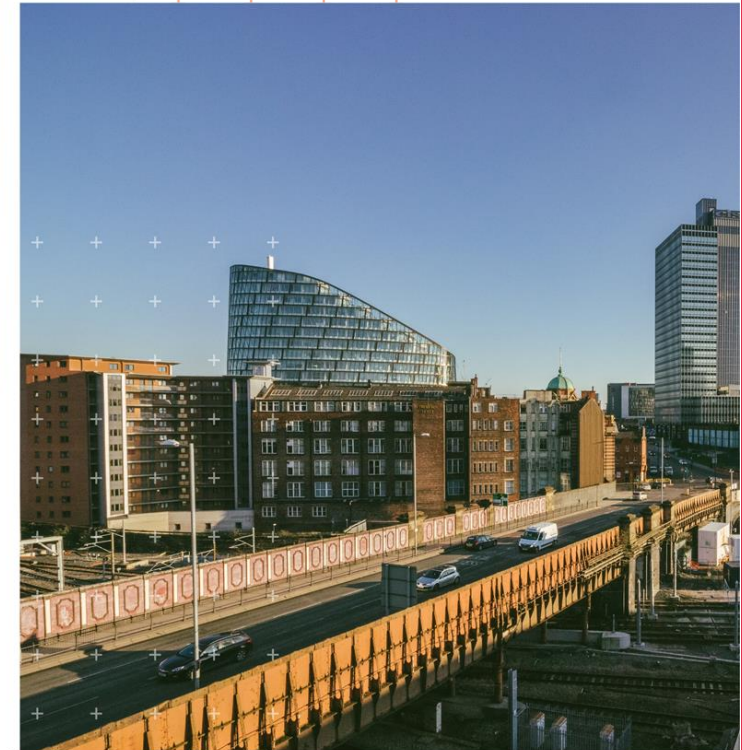
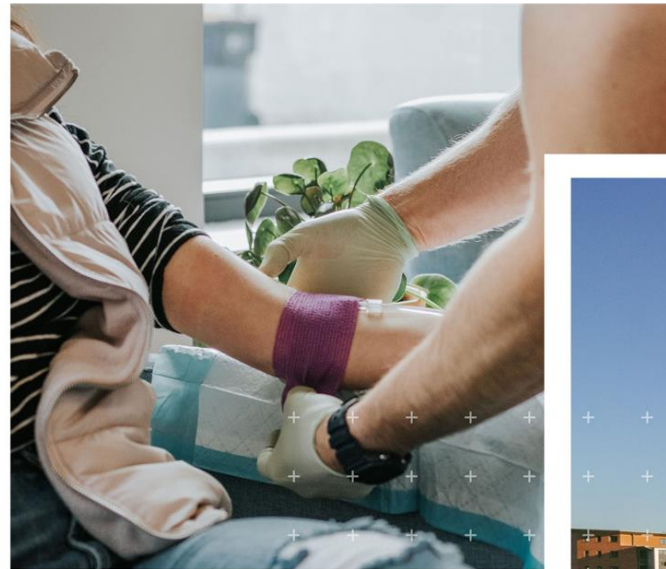
**THIS IS THE PLACE
WHERE DIGITAL CONNECTIVITY MAKES
THINGS BETTER FOR PEOPLE.**

Where a lack of digital skills is never a barrier to social mobility and employment, and public services are intuitive, joined up and available to all.

**THIS IS THE PLACE
WITH A FAST-GROWING £5BN
DIGITAL ECO-SYSTEM.**

Where communities, business, academia and public services work together to create opportunity, innovate and invent; and where growth benefits everybody.

**OUR AMBITION IS FOR GREATER
MANCHESTER TO BE A
TOP FIVE EUROPEAN DIGITAL
CITY-REGION
AND RECOGNISED GLOBALLY
FOR ITS DIGITAL INNOVATION.**



**THIS IS THE PLACE
THAT MAKES THINGS HAPPEN.**

Driven by a clear civic vision, leadership and mandate that fosters collaboration and enables everyone to do well and lead fulfilled lives.

**THIS IS THE PLACE
WHERE BUSINESSES OF ALL TYPES
AND SIZES CAN COME AND THRIVE.**

Benefiting from top-level physical infrastructure, and a highly-skilled, ready-to-go digital workforce.

**THIS IS THE PLACE
THAT DOES DIGITAL
DIFFERENTLY.**

#FixTheDigitalDivide



THE CURRENT LANDSCAPE

Digital exclusion is a national pandemic, with harmful consequences.

The pandemic has highlighted the UK's digital divide, which amplifies the impact of social isolation and loneliness particularly for groups continuing to shield such as older people and those with serious health conditions.

Covid-19 has illustrated that digital inclusion should now be considered a **human right and connectivity as a basic utility.**

Digital marginalisation faces the poorest, most vulnerable communities. Research indicates that people who are digitally-excluded are likely to be disproportionately heavy users of government services.

1.2M residents in Greater Manchester are digitally-excluded

20% of GM residents live in social housing

Households with a single adult are less likely to have a home internet connection

52% of those offline are between 60 and 70

44% of those offline are under 60

40% of benefit claimants have very low digital engagement.

52% those offline can spend £300+ a year on utilities because they don't have capacity to compare prices online.



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Our vision ...

WE WANT EVERYONE IN GREATER MANCHESTER TO HAVE A FAIR AND EQUAL OPPORTUNITY TO ACCESS THE BENEFITS OF OPERATING ONLINE SAFELY AND CONFIDENTLY, REGARDLESS OF THEIR AGE, BACKGROUND OR SITUATION.



The UK Government's Digital Strategy sets out the ambition for the UK to be a world-leading digital economy that works for everyone, and for everyone to have the digital skills, connection and access they need to fully participate in society.

OUR VISION

- > To reach a 100% digitally-enabled city-region by 2023
- > Build a GM Digital Inclusion Network to convene partners across government, businesses and communities, to do more to close this digital divide, once and for all and to make a commitment to supporting everyone to become digitally included
- > A place where Greater Manchester residents and organisations have a fair and equal opportunity to access the benefits of digital, feel safe and confident online and are supported to develop their skills to engage and thrive in life in the city-region, regardless of their background or situation



COLLABORATING TO SUCCEED

We have a legacy of working together as a city-region and this builds a strength and platform for our digital ambitions.

As the Greater Manchester Independent Prosperity Review showed, people and organisations in our city-region get together more than other places in the UK.

This approach dovetails with Greater Manchester's Local Industrial Strategy and the new **One Public Service** model. It builds on the work of the past two years and takes on board what we've learned during that time.

PEOPLE

CREATIVITY

INNOVATION



WE WANT TO CLOSE THE DIGITAL DIVIDE.

**WE BELIEVE EVERYONE SHOULD HAVE A FAIR AND
EQUAL OPPORTUNITY TO ACCESS AND OPERATE ONLINE
REGARDLESS OF AGE, BACKGROUND OR SITUATION.**

**TO ACTIVELY AND COLLECTIVELY ENSURE THAT
NO-ONE IS LEFT BEHIND.**

TOGETHER WE CAN LEAD THE WAY.



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FACETS OF DIGITAL EXCLUSION

- > Digital exclusion encompasses a variety of different elements – the reasons for exclusion can be very personal, complex or place-specific. We have categorised digital exclusion using four different, but overlapping, factors:
 - **Connectivity, Access and Affordability** of devices to connect, internet services and mobile data. Research indicated that this is primarily low-income households on benefits, estimations of 100,000 people impacted in Greater Manchester.
 - **Basic Skills and confidence** to explore the digital world safely and confidently. Whilst age remains the biggest indicator of whether an individual is online, it is not the only picture as 44% of those offline are under 60.
 - **Skills and motivation to fully exploit the opportunities that digital access offers.** A lack of digital skills can limit an individual's access to services, especially recently. Low skills are also closely correlated with poverty and deprivation. Aims for residents to have 5 basic digital skills as part of the Essential Digital Skills Framework.
 - **Demographics**, recognising that certain groups are less likely to access digital services, or have the opportunity or motivation to access digital content. This applies particularly to those living in social housing.



ACTION PLAN

Action (Proposed)

Establish a governance framework for delivery

Develop an ecosystem framework of support in the region

Agree a common framework to measure the impact that D.I support has on residents, communities and orgs

Utilise local partnerships to define opportunities for further and higher education

Identify gaps across the region and define opportunities for sharing resources

Increase the number of places people can access free public WiFi



DELIVERY

1

Convening a Greater Manchester Digital Inclusion Taskforce to identify and utilise the current offers in Greater Manchester and develop a framework of delivery

2

Development activity to remove barriers to Digital Inclusion

3

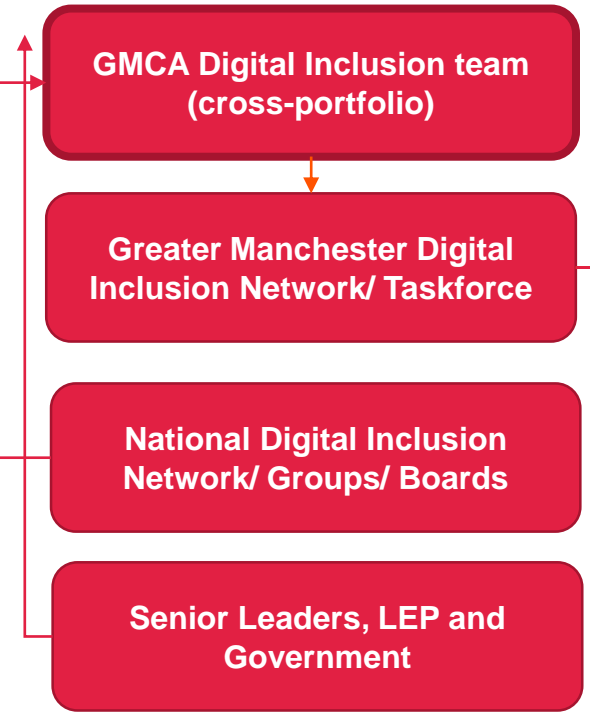
Recommendations to government and a platform for further engagement opportunities



MECHANISMS FOR DELIVERY

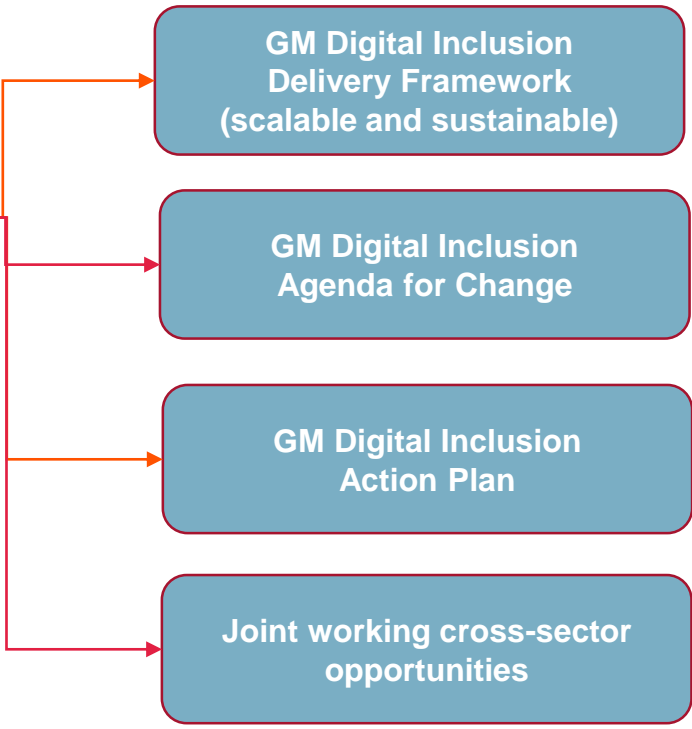
NETWORKS

Locally-mobilised to drive the delivery of the strategy, regionally and nationally.



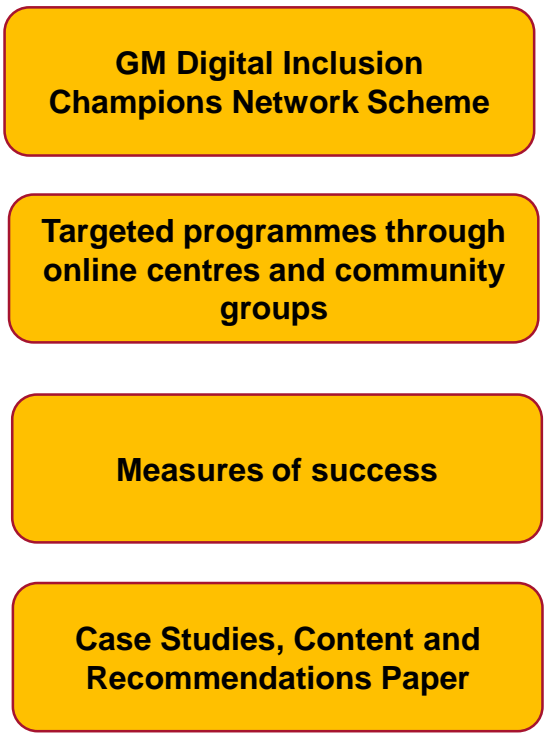
DELIVERABLES

Outputs required to support the delivery and action plan.



OUTCOMES

Expected results of delivering the Digital Inclusion action plan.



Why should industry and businesses get involved?

- A single, clear and co-ordinated mechanism to reach such a cross-sector network across Greater Manchester.
- The opportunity to test an approach which can be rolled out nationally
- A clear and co-ordinated way to contribute to the economic prosperity of Greater Manchester
- Improve their customer base
- Contribute towards local employment and skills
- Are involved in or will benefit from people being online

Why should local councils get involved?

- One single, clear mechanism to share resource, learning and access skills and opportunities
- Focus on capacity building within locality boroughs
- Strengthen and empower communities within the borough
- Improved employment outcomes
- Improved health and prosperity outcomes of residents and access of council services digitally
- Achieve higher rate of resident engagement with 2021 census
- Priority to improve the lives of their residents.
- GMCA has provided each borough some funding to address digital exclusion within their borough. This mechanism provides the conditions to stretch resource and reach more people
- Contribute to levelling up inequalities in the North West



MECHANISMS FOR DELIVERY

GMCA Digital Inclusion team (cross-portfolio)

- **Digital Portfolio** – Beena P, Helen W and John S
- **Work and Skills Team** – Dan C, Jack L and Anna C, Helen Daniels
- **The Ageing Hub** – Jo Garsden
- **The Culture Team** - Julie McCarthy
- **Housing Association** - Esme Davies
- **Humanitarian and Inequalities Commission** - Anne Lythgoe
- **Green Team**
- **GM Health and Social Care Partnership**

Greater Manchester Digital Inclusion Taskforce (incl. but not limited to)

We currently have representation from the following sectors:

- Greater Manchester Networks
- Strategic partnerships, such as:
- Banking:
- Providers
- Public Sector
- Charities and VCSE Sector

A list of some of those identified in the above sectors can be seen on the next slide.

GMCA Committees

Disability People's Panel

The Youth Advisory Group

The Race Equality Panel

GM Older People's Network

Tackling Inequality Board

Bridge GM/ Enterprise Co-ordinator Network

Independent Inequalities Commission

Enablers

GM Tech Fund

Adult Education Budget

The Prince's Trust

Future Workforce Fund

Non-GMCA funded programmes

Shared Prosperity Fund

GMCA Individual Partnerships

- Strategic partnerships with partners to help deliver the digital inclusion strategy

• WHO/ WHAT ELSE SHOULD BE HERE?

GREATER MANCHESTER DIGITAL INCLUSION TASKFORCE

Detailed below are example representations from the various sectors that will form part of the GM Digital Inclusion network

Strategic Partnerships

- GM Digital Champions Network
- GM Health and Social Care Partnership
- GM Bridge Network
- GMCVO Network
- GM Housing Providers Network
- GM Older People's Network
- GM Cyber Advisory Group

Private Sector

- Lloyds Bank
- Barclays Eagles
- Arm
- Google
- The Business Growth Hub

Greater Manchester Networks

- GMCA Digital Inclusion cross-portfolio team
- GMCA Comms and engagement
- GM Digital Inclusion Council Leads
- GM Digital Infrastructure Group

Telecoms Sector

- BT
- Virgin Media
- Vodafone
- Hyperoptic

Public Sector

- DWP / Job Centre Plus
- DCMS
- Care Homes
- NCSC
- BAE Systems
- The National Lottery Fund

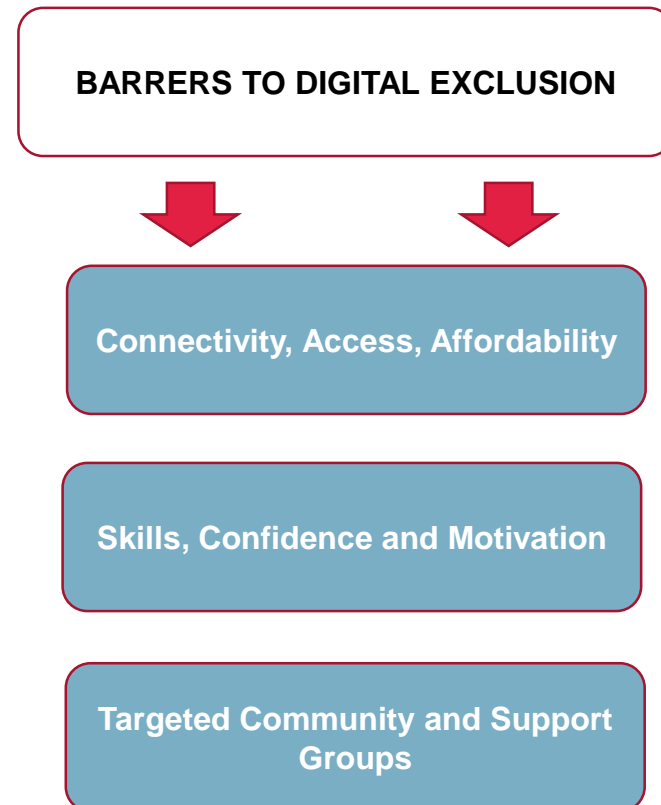
Charities and Voluntary, Communities and Social Enterprise Sector

- Starting Point
- Tech and Tea
- Code Nation
- The Good Things Foundation
- The Prince's Trust

TASKFORCE PRIORITIES

Prioritise the following (proposed):

- **Social Housing Providers-** Subsidised connectivity and skills schemes for people claiming benefits
- **Digital Champion Network** across Greater Manchester
- **Poverty - Connectivity and Access** : Subsidised data packages for those claiming benefits or on pension credits
- **Young Digital Stars Scheme** (subsidised connectivity, data and devices)
- **GM Tech Fund** for vulnerable groups (older people over 65, care leavers) - devices, data and skills through community orgs and
- **Grant Funding** - Capacity building for community groups/ VCSC sector, including asylum-seekers and families, the homeless
- **Disabled People** - connectivity, skills, devices and data
- **Care Homes-** Free/ subsidised WiFi in care homes
- **Research and evaluation**
- **Free/ subsidised public WiFi** in town centres and high streets
- **Free public WiFi on buses and trams**



PRINCIPLES FOR OUR APPROACH

Based on key learnings from digital inclusion pilots locally and nationally, our approach is centred around **localising digital inclusion** so it speaks to and engages local residents; but does so in a way which **maximises efficiency** and **value for money**, **delivering core functions** at a **regional** rather than borough level.

1

Digital inclusion should be embedded into local community sector activity across Greater Manchester

2

Digital inclusion needs to be prominent in the local community

3

Digital inclusion needs strategic championing in each borough



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5 Core Components of Success

Drawing on experience and learning from successful Digital Inclusion projects carried out in Salford, Stockport and Leeds, there are five core components of an effective, sustainable and scalable digital inclusion programme for Greater Manchester:



**WE ARE CALLING ON EVERYONE WHO HAS
A STAKE IN DIGITAL INCLUSION,
OR THOSE THAT BENEFIT FROM RESIDENTS
OR BUSINESSES BEING ONLINE TO JOIN US
IN ADDRESSING AND REMOVING THE
BARRIERS TO DIGITAL EXCLUSION**



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NEXT STEPS...



DIGITAL PRIORITY 1 

EMPOWERING PEOPLE

We want to ensure that everyone in Greater Manchester, whatever their age, location or situation, can benefit from the opportunities digital brings.





EMPOWERING PEOPLE

WE WILL:

- > Offer digital access to public services that is joined up, user-friendly and makes sense
- > Make sure everyone can get online to access public services within their community
- > Help everyone to be confident internet users
- > Help people avoid internet harms like online fraud
- > Give plentiful opportunity to feedback, recognising the importance to people that their voices are heard
- > Invest in the security and privacy of the systems that hold public data – people should have absolute confidence in what’s happening to their information

MAIN PROJECTS

> Early Years Digitisation (GMCA)

> Integrated Digital Healthcare Record (GM Health & Care Partnership)

> GM Digital Platform (GMCA and GM Health & Care Partnership)

> Get GM Digital (GMCA, Councils and partners)

... Plus connecting and enabling activity across the eco-system

> Locality projects and private, not-for-profit and academic initiatives

> Cross-cutting work on skills and infrastructure

GLOSSARY

Terminology	Description
GM Digital Inclusion Delivery Framework	A framework to guide government, public and private sector and community organisations to support greater collaboration, partnerships and joint working
Digital Inclusion Agenda for Change	<p>A statement of intent and a set of principles to go in hand with an action plan.</p> <p>A guide for organisations helping people to go online</p> <p>A guide for businesses that want to operate online</p> <p>A guide for people to achieve 5 essential digital skills</p>
Digital Inclusion Champions Scheme	A mechanism to channel local skills to support organisations that are helping people to get online

JOIN US!



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DOING THINGS DIFFERENTLY

<https://www.greetermanchester-ca.gov.uk/what-we-do/digital/>

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