Let's Get Digital!

Empowering communities
with digital inclusion

What IS digital inclusion?

An Enabler?

"Approaches to digital inclusion can benefit from recognising it as an intermediate policy outcome rather than an end in itself."

British Academy Digital Inclusion Policy Brief

A Utility?

"If Internet access is a precondition of managing one's healthcare and maintaining social and economic participation, then it should be reclassified as an essential utility."   Careful

Trouble Digital inclusion: from sticking plasters to sustainable progress

A Living Standard?

"We define a Minimum Digital Living Standard as the basket of "digital goods, services and skills" that facilitate an individual's digital capabilities to effectively live a life they value."

Minimum Digital Living Standard (MDLS)

Our digitally excluded nation

- 18m people have 'low' or 'very low' digital skills

- 54% of the workforce cannot complete all the digital skills tasks deemed essential for work

- 27% of households with children have parents without the skills for understanding and managing digital risk.

- £63bn = the amount digital skills shortages cost the UK each year: digital inclusion is the gateway to digital skills.

Digital Unite

What does supporting digital inclusion look like?

Everyone can play a part!

Build capacity to Champion it!

Externally: digital inclusion as customer service

Champion DI in every interaction with customers and service users

Trusted places, trusted faces + MECC models

Internally: digital inclusion awareness across your organisation

Champion DI In the design and delivery of all services

Whole organisation learning – part of compliance

Scale
Across teams and services

Measure and iterate
What works, what doesn't

Sustain
Recognise, reward, celebrate – everyone!

Local authorities

> It's about taking things away from facts and figures and putting a bit of life and reality into the situation.
>
> And that uncovers the real challenges and barriers that people are facing.
>
> It was that more in-depth research, having conversations with residents, with people working with them. It's so worthwhile and it changed our perspective.

Chloe Johnstone, Deputy Lead, Digital Kent

DU
Digital Unite

Libraries

"We have given all staff in branch libraries access to digital champion training so they can build up their confidence and knowledge and give day to day support for customers.

It is working!

Catherine Clark, Cumberland Libraries

Health

"

Including Champions as part of our strategy has been very helpful. Champions help to extend reach, bring diverse perspectives and skills, grow our capacity for supporting people in our communities. It has helped us equip staff as well as volunteers to make every contact count for digital inclusion and support as part of other roles.

Digital Health Champions project supported by NHS England 2023

Housing and VSCE

We recruit Champions at a local level via volunteer centres, libraries, community organisations and national websites like do-it and CharityJobs.

Many of our Digital Champion volunteers have gone on to find work and further training opportunities as a result of this transformative programme.

Steph Noyce, Head of Money and Digital at Clarion Futures (social housing provider)

Educators: HE

❝ Our students will encounter significant digital changes in healthcare delivery over their professional lives.

It is crucial that they not only develop their own digital competencies but also acknowledge those who might face digital exclusion and understand its potential impact on an individual's health and well-being.

Dr Claire Stapleton, Programme Director, MSc Physiotherapy, Keele University

Corporates

At Capgemini we want social value to make a real difference.

Our Let's Get Digital projects support local community groups to help others with digital motivation, confidence and skills.

We are committed to helping bridge the digital divide. We know how impactful our long-term approach to digital inclusion can be to communities in the UK.

Sally Caughey, UK Head of Digital Inclusion

DI hopefulness and the Bigger Picture

"Britain will not fully benefit from the social and economic potential of science and technology without government leading by example.
So, DSIT is to become the centre for digital expertise and delivery in government, **improving how the government and public services interact with citizens**.

We will act as a leader and partner across government, with industry and the research communities, to boost Britain's economic performance and **power up our public services to improve the lives and life chances of people through the application of science and technology**."

Peter Kyle MP, Sec of State, DSIT (bold is mine)

Defining DI: DSIT's Four Pillars

Access

Access to sufficient, affordable and reliable internet connectivity and devices that are suitable for people's lives.

Skills

Adequate knowledge, skills and access to appropriate support on an ongoing basis to support individual needs, including how to stay safe.

Services

Accessible digital services that are easy to use, save people time and/or money, with appropriate and well supported exception pathways.

Confidence

An understanding of how being online can benefit you; trust in privacy and security; confidence to find support when you need help, including at a local (offline).

DSIT's Four Pillars: YOU define them!

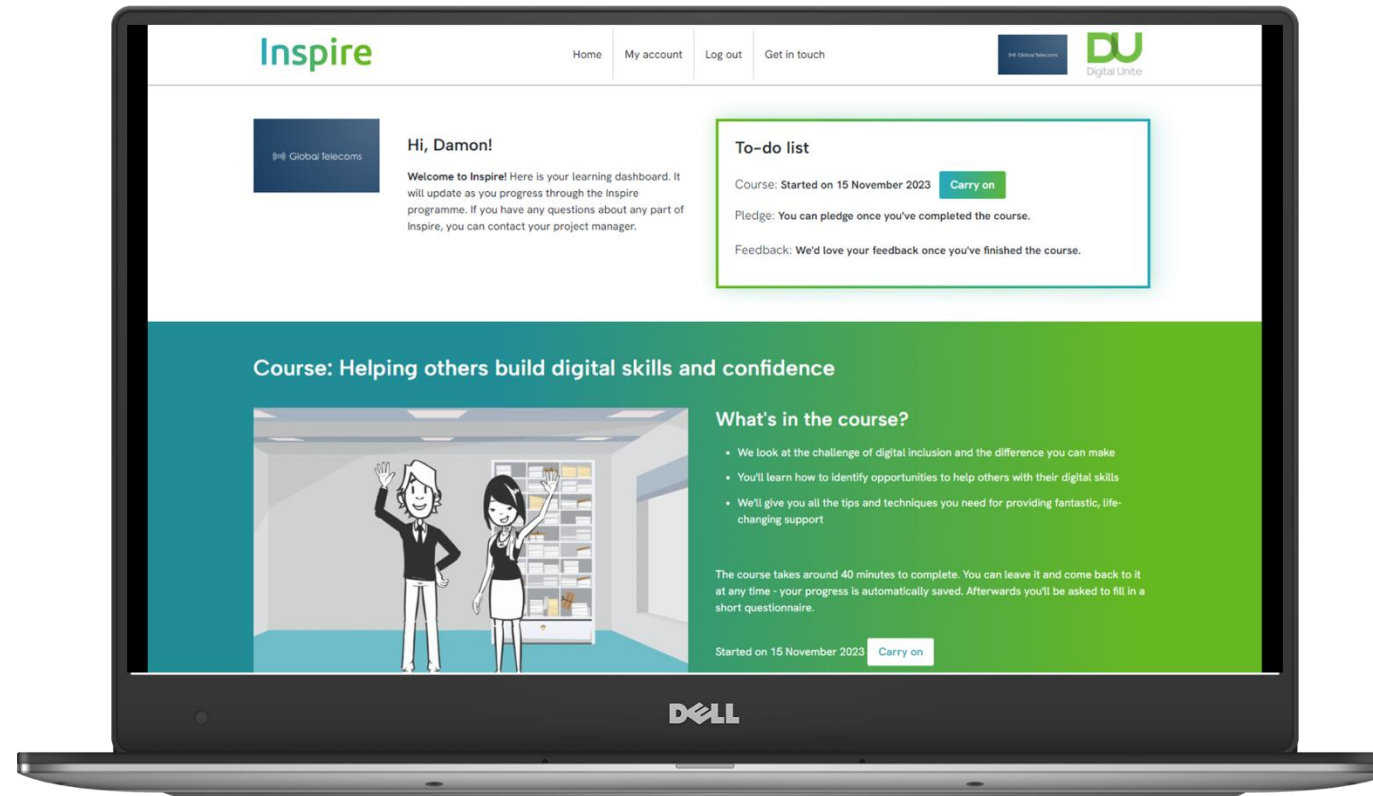| Access	Skills	Services	Confidence
What could it look like?	What could it look like?	What could it look like?	What could it look like?
How would it work?	How would it work?	How would it work?	How would it work?
(Who needs what?)	(Who needs what?)	(Who needs what?)	(Who needs what?)

Let's Get Digital models

'Fireside chat' - learn, share, ask … join!

Inspire training delivered by Capgemini

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