

# What is Inspire?

Inspire is a **learning experience that raises awareness of the importance of digital** your organisation and in your local community. It supports you to know how you inclusion thinking into your organisation and with your friends, family and local

## How is Inspire delivered?

- Online – 40-minute e-module accessible on any device.
- Workshop – virtual or face to face. Facilitator resources are available for you to deliver in house, or you can request a facilitator for a fee.

## Inspire has wrap-around support and monitoring

- Resources and training to get you started.
- Organisational uptake, pledge and outcome reporting, plus the ability to trace outcomes by role.
- Visual dashboards to explore the data.

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- 91% likely
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# What is digital exclusion?



# What percentage of the UK population lack the digital skills they need to be digitally included?

- 17%
- 20%
- 29%
- 45%



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**31%**

Can't do all the tasks covered by Digital Skills for Life



**55%**

Can't do all the tasks covered by Digital Skills for work



**13 million**

People live in households with a mix of connectivity, devices and confidence

# Who is most likely to experience digital ex

- Aged 65+
- Those living in rural areas
- On low wages or in receipt of benefits
- People with a disability
- Struggling with the increased cost of living
- Minority ethnic groups



# What are the impacts of being digitally excluded?



# Benefits of being digitally included

## Financial

30–50 year olds save on average **£649** per year by being able to shop online and use online comparison tools

People with high digital skills are saving three times as much (up to **£1,100** a year) more than people with low digital skills

**45%** of people who improved their digital skills since the pandemic increased their savings.

## Work

**82%** of all jobs require digital skills

**£897** on average higher annual salary for full time worker who has full EDS (in the North West this is **£4863!**)

**76%**

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# How do you think your organisation can proactively support digital inclusion?

Keeping the human touch – if you are changing any of your systems to become digital, can you keep a human touch option available too?

Can you clearly signpost local support and free device schemes?

Is your website accessible to those with visual or motor impairments? How about your social media and LinkedIn content?

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**Today we  
will ask  
you to  
make a  
pledge...**



## **Could you...**

- Explore what digital inclusion looks like in your design?
- Help colleagues with their digital skills?
- Help customers/clients/service users with their digital skills?
- Help friends or family with their digital skills?
- Volunteer in your community?
- Use Inspire to engage our board and staff on the topic of digital inclusion?