

Introduction to the Digital Inclusion Initiative



- Local and national services continue to migrate to online
- Breckland Council's Customer Access Strategy calls out the intention to make all services online and its intention to have 50% of residents engaging with it via online channels
- Danger that not all residents will want, or be able to engage online, leading to isolation
- The Digital Inclusion strategy mitigates against this danger

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Digital Inclusion Initiative



Most at risk sections of our communities

These can be split in 4 Categories

- **Job Seekers** - 18% of UK adults claiming benefits have low or no digital capability at all
- **Low income families** – Households earning £40,000 per year are 47% more likely to have full basic digital skills
- **Older people** – 28% of those over 60 are not online, 84% of this group say 'nothing could motivate them to get online'
- **People with disabilities**- People with a registered disability are four times as likely to be offline*

However the single biggest barrier to digital inclusion is motivation

2

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What is the risk of Digital Exclusion in Breckland

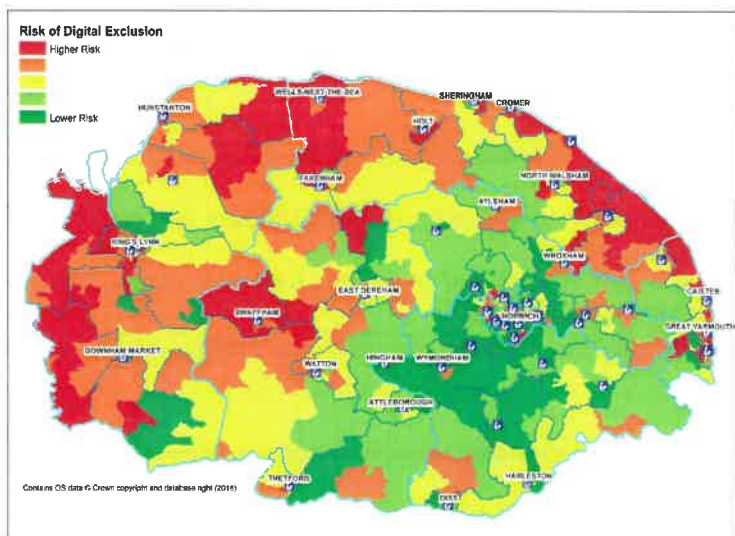
- In order to quantify the number of digitally excluded households the Breckland residents have been characterised into the following Mosaic segments:

Population characteristic	Mosaic Digital Segment	All Breckland households in this segment	Main risk factor	No. Breckland households with risk factor
Low income families / jobseekers	<ul style="list-style-type: none"> Online Escapists Mobile City 	9,168	Low income (HH income <£15k) (Consumer View)	2,898
Older households	<ul style="list-style-type: none"> Tentative Elders Beyond Broadband 	23,375	Age 65+ (Consumer View)	15,141
Not internet savvy	<ul style="list-style-type: none"> Savvy switchers 	5,490	Not very internet savvy (You Gov)	763

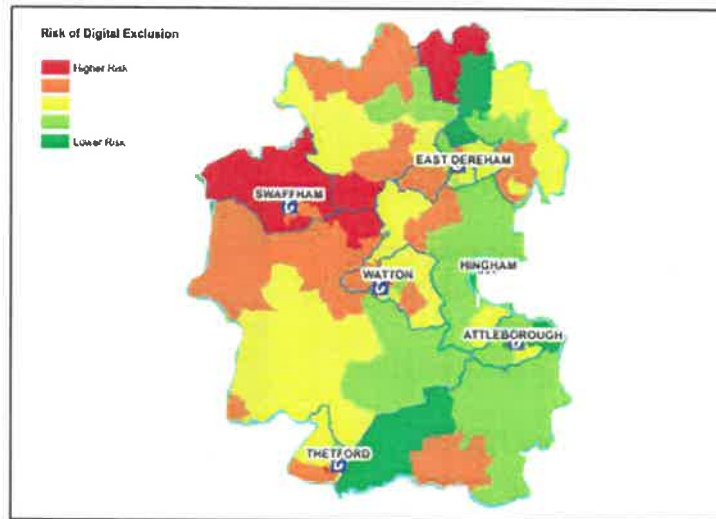
19,000 households at risk of digital exclusion in Breckland



Digital Exclusion Across all of Norfolk



Digital Exclusion Across Breckland

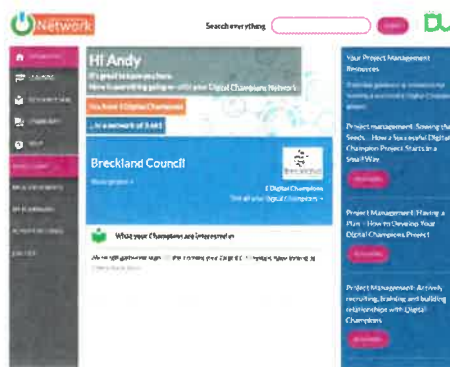


The Digital Inclusion Initiative in Breckland

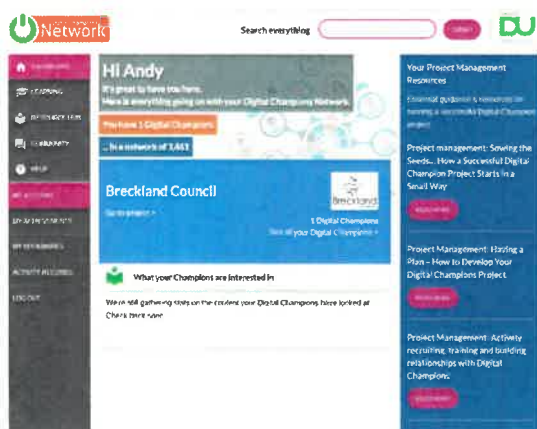


Working in the community to improve digital inclusion

- Bespoke events held in rural locations
- Focused on helping residents get online and improving their digital skills
- Creating and co-ordinating self help groups
- Working with other groups with similar remit i.e. NCC and Voluntary Norfolk
- Creating the Breckland Digital Champions portal
 - Developing a network of Digital Champions who can help us help residents



What is the Breckland Digital Champions Network?



Digital Champions Courses



Digital Inclusion Initiative



Revised Library Timetable

Monday	10am – 1pm, Watton Library 2pm – 5pm, Attleborough Library
Tuesday	10am – 5pm, Swaffham Library
Wednesday	10am – 1pm, Watton Library
Thursday	10am – 1pm, Attleborough Library

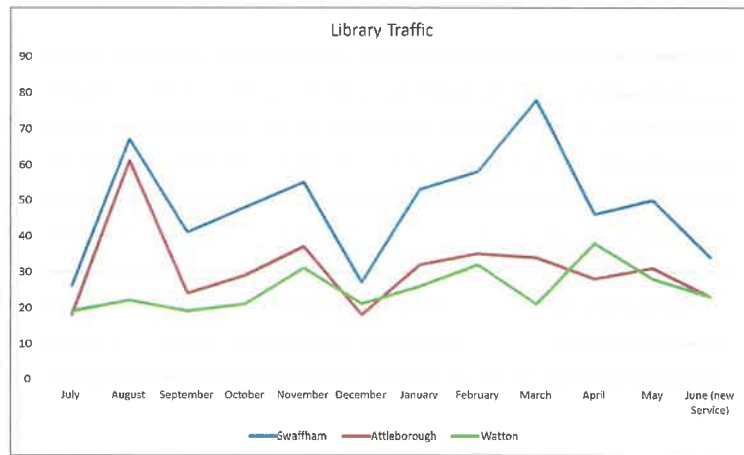
Frees up the time to run the Digital Inclusion initiative whilst still maintaining the service at peak times



Digital Inclusion Initiative



Visitors to Breckland 'Library Service'



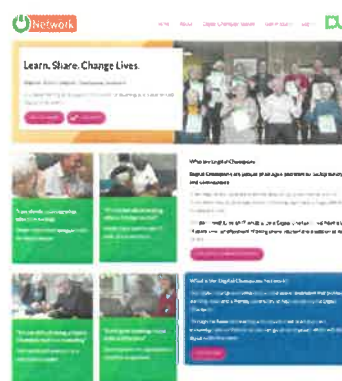
Attending relevant community events

Attleborough Community Hub Launch



How can you help?

1. We need locations to run Digital Inclusion sessions
2. We need to know about residents that need our help
3. We need people to sign up as Digital Champions



The Digital Champions Network has the complete set of tools to help you at every phase of your Digital Champion journey



Digital Inclusion Initiative



Meet the team

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Questions