100% Digital Leeds

Digital for all: Building a connected digital inclusion ecosystem in Leeds

Amy Hearn, Digital Inclusion Manager.

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#JoiningTheDots

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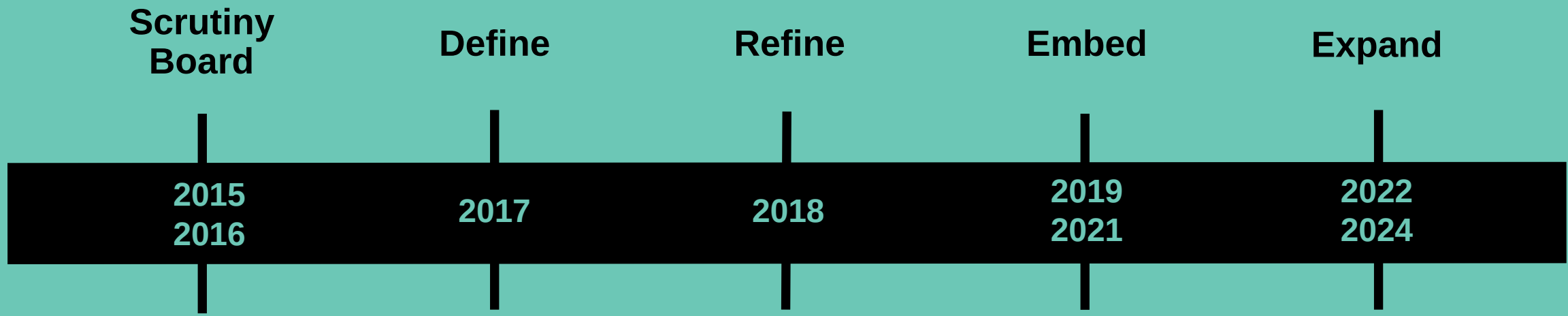
The development of 100% Digital Leeds

Building a cross-sector, citywide digital inclusion programme.



- Inquiry launched into digital inclusion.
- 3 x sessions to gather evidence.
- Report with recommendations and desired outcomes.

- Define the challenge.
- Set out the ambition.
- Business case and options appraisal.

- Team in place.
- Temporary funding.
- Start 100% Digital Leeds programme activity.

- Develop the approach.
- Build the programme.
- Digital Inclusion team is core funded.

- New structure for expanded team.
- Evidence of impact across multiple strategic priorities.
- Digital Inclusion West Yorkshire.

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The 100% Digital Leeds ambition

Everyone in Leeds has equal opportunity to use digital tools, technology and services in the right way for them.

Objectives:

- Build a coordinated and connected digital inclusion ecosystem across Leeds.
- Increase the capacity of organisations across the city to deliver digital inclusion in a sustainable way.
- Increase awareness and understanding of the digital inclusion agenda and influence systems-level change across the city.

Outcomes:

- **For communities:** Ensuring better digital access to support people's independence and ability to make informed choices.
- **For partners:** Enhancing service offers and improving efficiencies.
- **For the city:** Enabling the delivery of council/city/regional/national priorities and strategies.

Our approach – 100% Digital Leeds (digitalinclusionleeds.com)

Digital foundations

Whilst we have significant ambitions for digital services and technologies in Leeds, it is also important that we get the basics right.

These foundations set the baseline for which the rest of the strategy is built on and will ensure that our ambitions are grounded, achievable and inclusive.

Data management, use and access

Better collection, management, and use of data that facilitates the delivery of improved, personalised services

Connectivity and infrastructure

The delivery of 21st century connectivity and infrastructure that provides the backbone for world-class service delivery

Digital inclusion

Digital inclusion is complex, we will continue to work with people to ensure equal opportunity to develop skills and access digital tools, technology and services that are the right for them

Digital skills

Life-long learning that ensures people continually have the right skills to get online, access digital services, and do their job effectively

Digital and data ethics

Scrutiny and sense checking to ensure that any use of data or introduction of new technology or digital service is sound, and 'the right thing to do'

Digital Strategy 2022 to 2025 (leeds.gov.uk)

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Why we care about digital inclusion

We support digital inclusion because digital is an enabler.

Digital inclusion is social inclusion.

Those who would most benefit tend to be those who are least likely to be online.

Everyone in Leeds should have equal opportunity to use digital tools, technology, and services in the right way for them.

Everyone should be able to make an informed choice. This means:

- **Motivation:** understanding the personal relevance of digital to their lives and how using digital tools, technology, and services can benefit them.
- **Confidence:** feeling confident in their ability to engage with digital, safely.
- **Connectivity:** having access to the equipment they need to get connected.
- **Skills:** having access to the resources they need to be able to develop their digital skills.

Our approach

- Culture change
- Champion
- Convene
- Coordinate
- Collaborate
- Commission
- Create

In practice

Lead by example, culture change at all levels, build digital leadership, confidence and resilience.

Help everyone to promote the benefits of digital to improve outcomes and support colleagues.

Bring people together to identify and understand needs, work together to achieve shared priorities.

Take a whole city approach, identify and fill gaps, make best use of resources and capacity.

Work with a wide range of stakeholders to co-design and deliver meaningful solutions.

Make best use of support from partners or suppliers to meet identified need more effectively or efficiently.

Support, resources, and interventions designed to meet identified need.

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Support available from 100% Digital Leeds

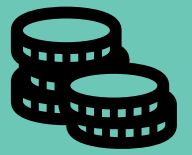
Asset-based community development to support digital inclusion.

Advising on and supporting the development of partners' digital inclusion offers.

Supporting partners to develop their digital skills and confidence so they can support others.

Forming strategic cross-sector partnerships to address specific digital inclusion issues.

Supporting partners to access funding and resources.



Supporting partners to understand digital inclusion and have positive conversations.

Supporting digital inclusion to be embedded across council, city, and regional strategies.

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Taking a community-based approach

Co-designed, embedded, sustainable.

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Taking a community-based approach

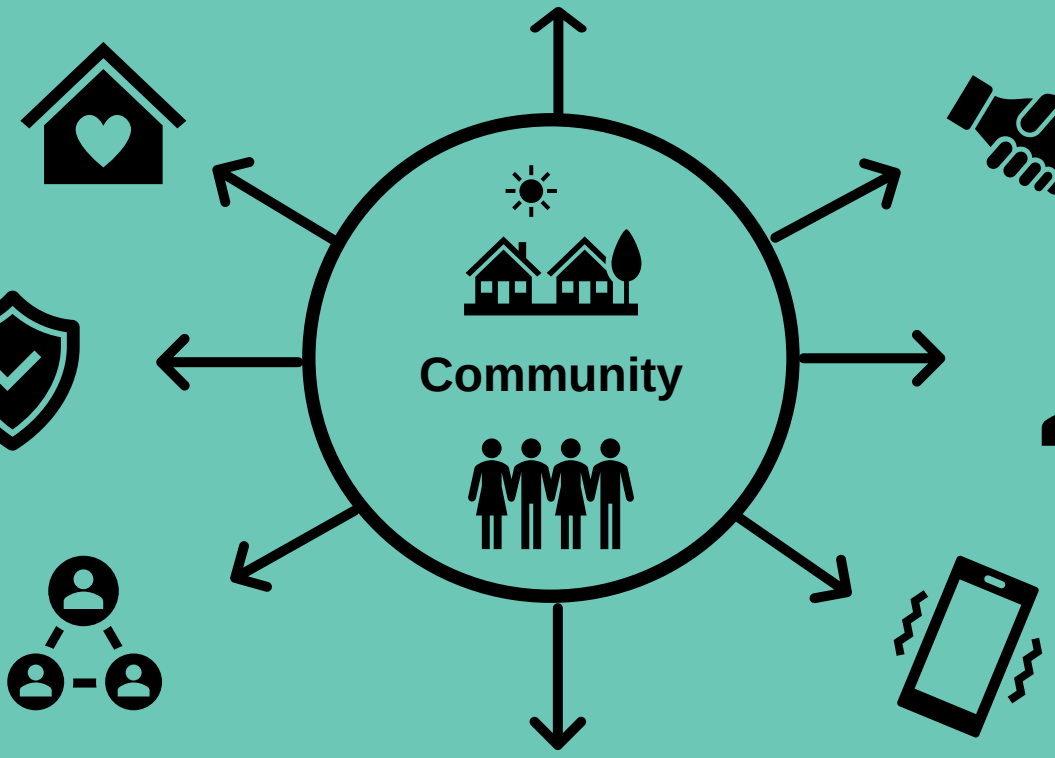
Putting the right support in the right place, to meet specific need.

Designed by experts to meet the specific needs of the community

Embedded within the services people already use.

Utilising existing trusted relationships and specialist training.

Working in partnership to share learning and resource, and maximise impact.



Embedded into person-centred, holistic interventions.

Understanding complex need and able to assess risk.

Digital as an enabler, addressed in the context of individual motivators.

Ongoing and sustainable

Supporting digital access and skills in a holistic, person-centred way.

Service user, Hamara Centre

“The NHS app has saved me time when booking doctor's appointments for my wife, and with the help of Hamara I found a job as well. Being able to get online has reduced my stress and helped me to access the information I need.”

Informal networks: organisations supporting particular communities.

- Each partner uses its strengths and assets to play its part in the solution.
- Each of those parts comes together to form a collaborative whole offer.
- Each organisation supports the partnership in a way that is mutually beneficial.
- Each partnership works to shared objectives, for the good of the community they support.

Care settings

Women and families

Financial resilience

Housing and homelessness

Tech sector capacity

Prison leavers

Refugees and asylum seekers

Formal Digital Inclusion Networks

Older People's Network

In partnership with Leeds Older People's Forum, bringing together organisations supporting older people.

Autism and Learning Disabilities Network

In partnership with Pyramid, bringing together organisations supporting adults with learning disabilities and autistic adults.

Arts and Culture Network

In partnership with the LCC Culture Team, bringing together arts organisations with a focus on digital inclusion for arts participation.

Digital Health Hubs Networks

In partnership with Local Care Partnerships (NHS), place-based networks bringing together organisations supporting digital inclusion, with a focus on health participation.

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Externally funded specialist roles

In addition to a team of five core staff based at Leeds City Council we matrix manage a number of external roles supporting more specific outcomes.

Learning disabilities and autism

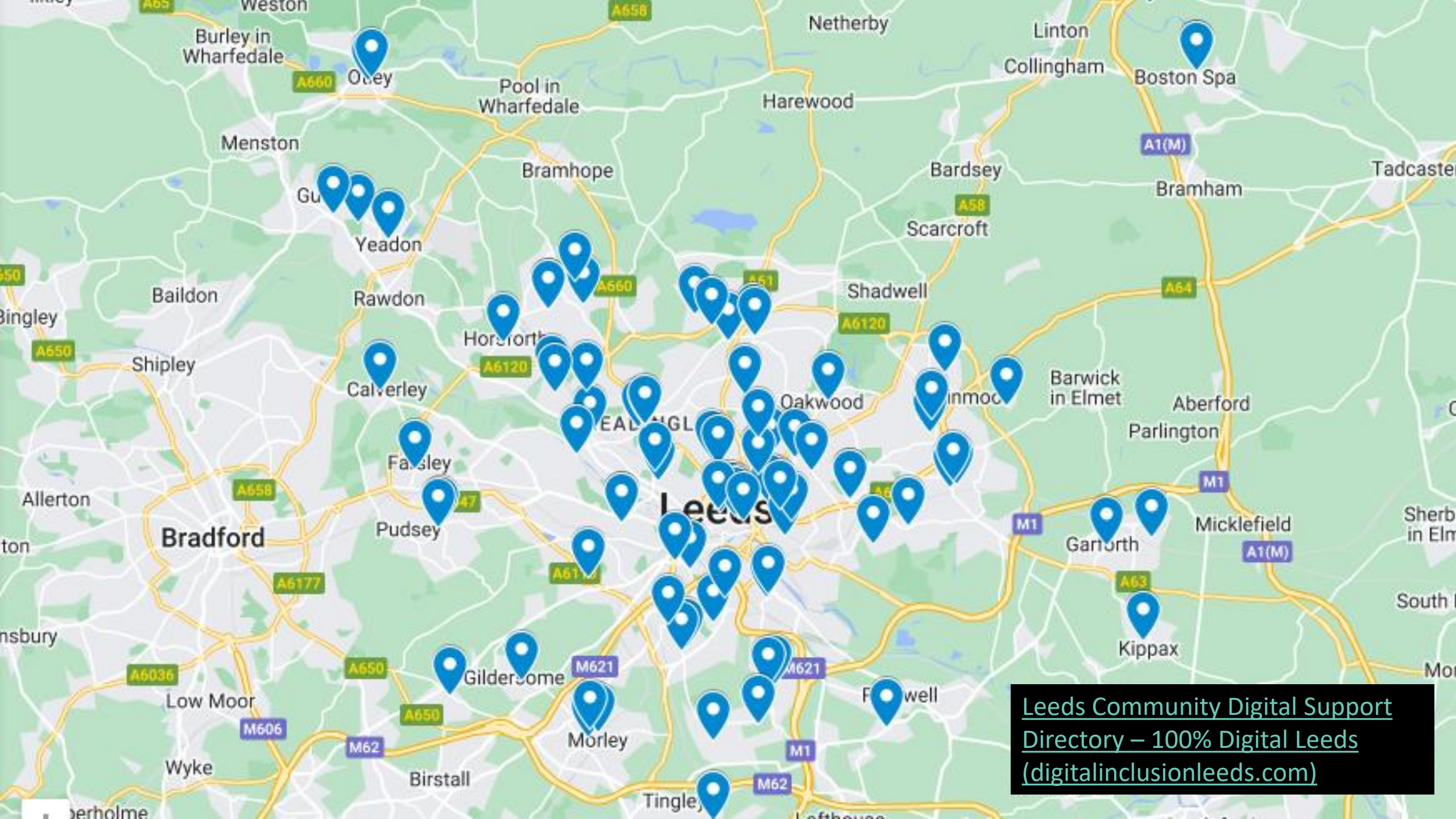
- Specialist role based at Pyramid.
- Supporting ALaDDIN network.
- Previously funded by Public Health to support health participation, now funded by UK SPF to support financial resilience.

Place-based health participation

- Two specialist roles based at local charities (1 year).
- Supporting the development of Digital Health Hub Networks.
- Funded by NHS Health Inequalities funding to support improved health outcomes.

Older people (brand new post)

- Specialist role based at Leeds Older People's Forum.
- Supporting the Older People's Network.
- Funded by UK SPF to support financial resilience.


Leeds Community Digital Support Directory – 100% Digital Leeds (digitalinclusionleeds.com)

Model for a community-based approach to digital inclusion.

We developed our tried and tested cross-sector collaboration approach into a model for a community-based approach to digital inclusion, funded by Local Government Association.

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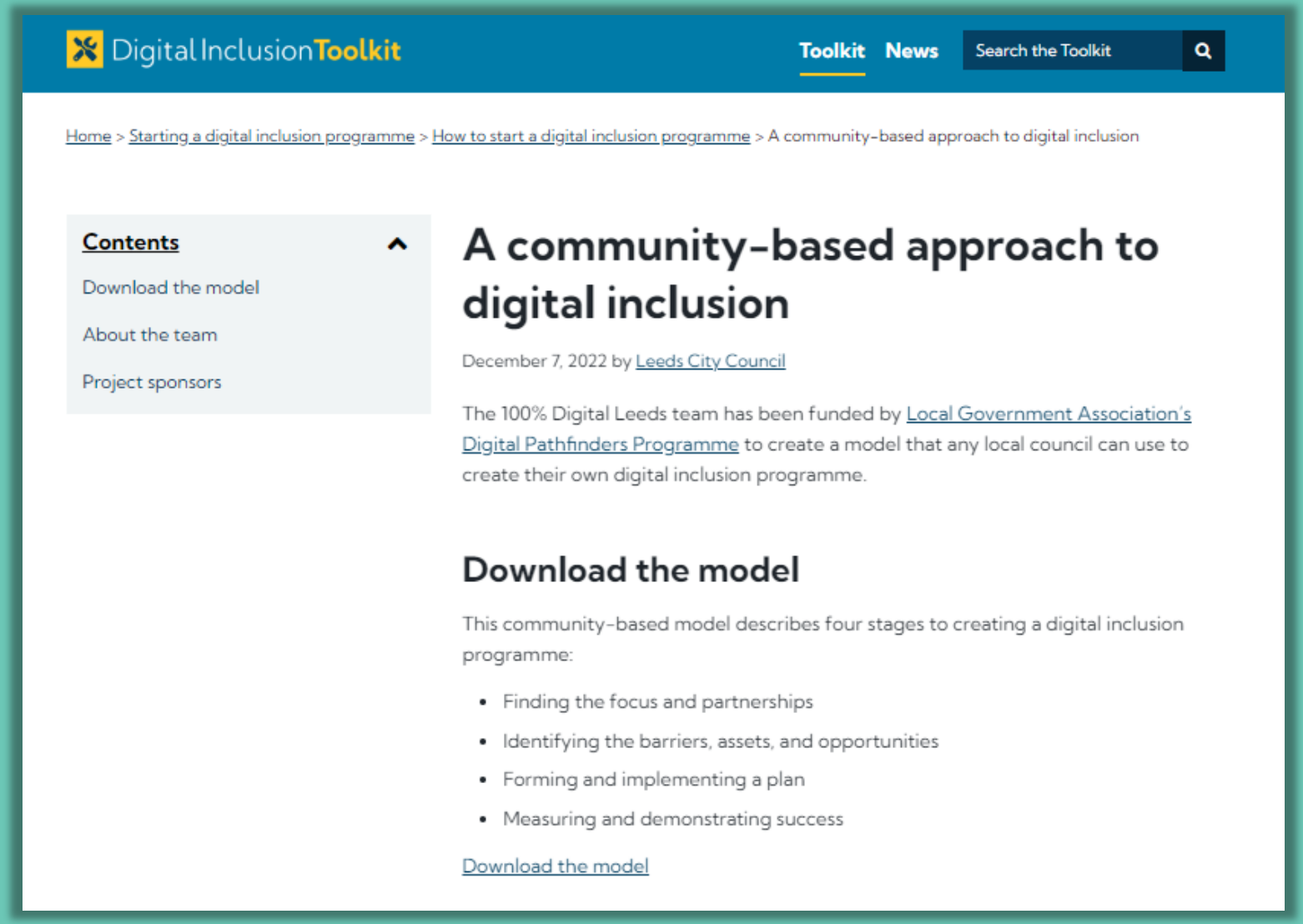

A model for a community-based approach to digital inclusion – 100% Digital Leeds (digitalinclusionleeds.com)

Workshopping the model with five other local authorities

Laura Waller, Digital Services and Inclusion Lead, Coventry City Council

"The approach has enabled the insightful and effective conversations required to develop strong partnership working to deliver digital inclusion initiatives that meets the community's needs. The key advantage of the model is that it provides flexibility within its structure to allow us to work in a person centred and holistic manner with different communities."

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Digital Inclusion West Yorkshire

Leading digital inclusion across the region.

A unified approach, supporting people and communities across the region

- Building on the success of 100% Digital Leeds community-based approach.
- West Yorkshire Combined Authority secured £746,000 for digital inclusion.
- Delivering the priority actions in the West Yorkshire Digital Skills plan.
- Supported by Tracy Brabin, Mayor of West Yorkshire.

Working with existing Regional Inclusion Leads plus, a newly recruited Digital Inclusion Coordinator for each Local Authority in the region:

- Bradford City Council.
- Wakefield City Council.
- Kirklees Council.
- Calderdale Council.

Supporting digital inclusion across West Yorkshire

Tracy Brabin, Mayor of West Yorkshire

"We’re taking the 100% Digital Leeds model – widely recognised as one of the most advanced and successful digital inclusion programmes in the country – and applying it flexibly to other areas, with funding for Leeds to share their resources and expertise to accelerate the work across the region.”

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Evaluating the impact of our work

Understanding the impact of digital inclusion interventions at different levels.

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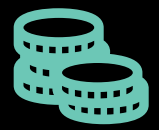
Understanding the scale of potential digital exclusion

Digital inclusion and exclusion cannot be easily measured, and is not static, but we can look at figures that indicate which people are more likely to be digitally excluded to get a sense of the scale of exclusion in Leeds.



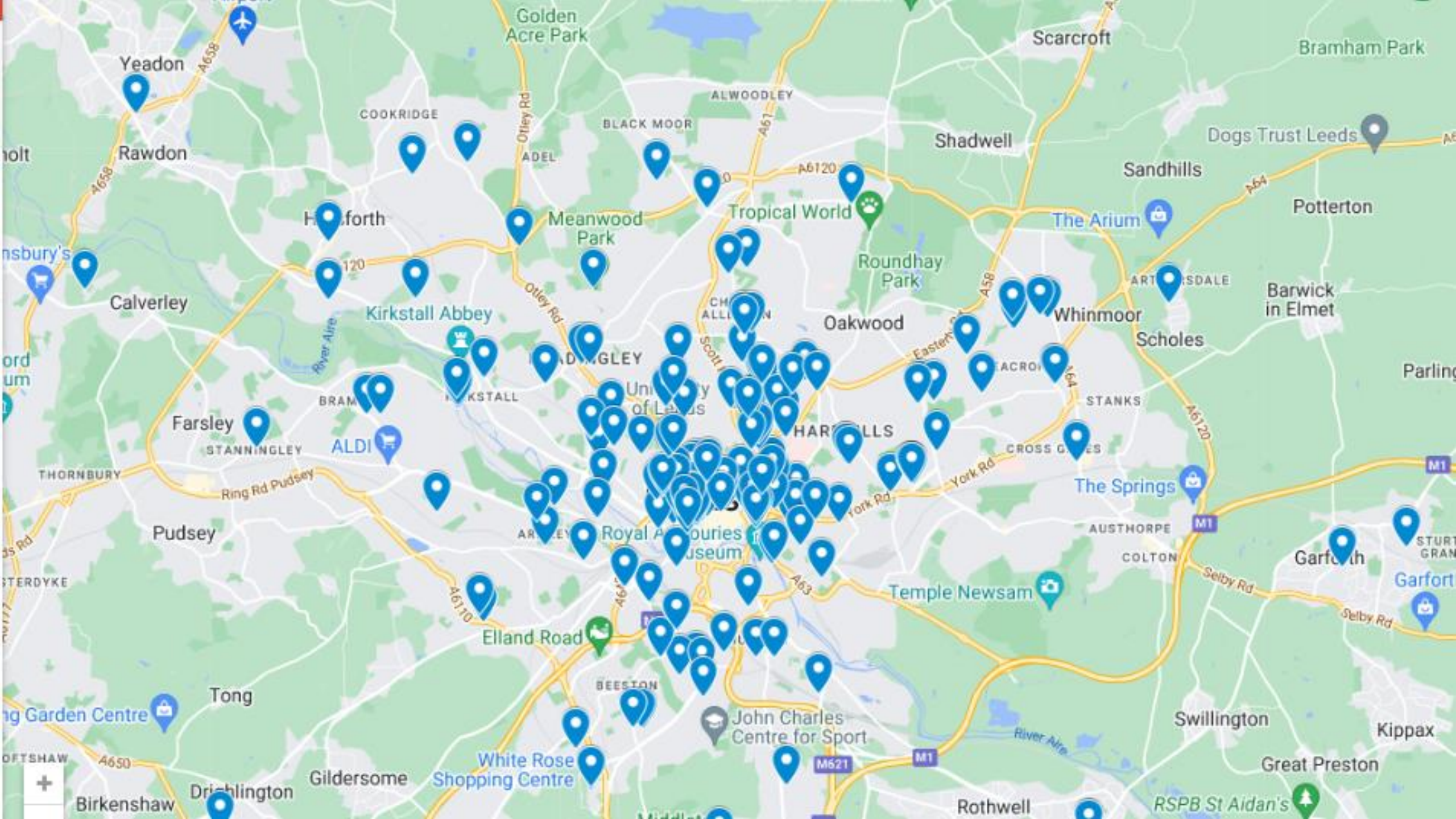
178,630 people in Leeds are living in poverty.

14,400 people of working age in Leeds are unemployed.

89,833 people in Leeds are aged 70 or over.

135,681 people in Leeds have a disability.

46% of people living in deprived areas of Leeds have multiple long-term conditions.



Golden Acre Park
Scarcroft
Bramham Park
Yeadon
A658
COOKRIDGE
ALWOODLEY
BLACK MOOR
Otley Rd
A61
Shadwell
Dogs Trust Leeds
Rawdon
ADEL
A6120
Sandhills
A64
Potterton
Meanwood Park
Tropical World
The Arium
Roundhay Park
Calverley
Kirkstall Abbey
Oakwood
Whinmoor
Barwick in Elmet
Scholes
River Aire
STANKS
Farsley
STANNINGLEY
ALDI
THORNBURY
Ring Rd Pudsey
York Rd
The Springs
M1
Pudsey
AUSTHORPE
COLTON
Selby Rd
Temple Newsam
A63
Elland Road
BEESTON
Tong
John Charles Centre for Sport
Swillington
Kippax
White Rose Shopping Centre
M621
Great Preston
A650
Gildersome
Birkenshaw
Rothwell
RSPB St Aidan's

More digital inclusion support is available in the community.

Over the last 12 months 100% Digital Leeds has increased the capacity of community organisations to support digital inclusion.

247 teams, services and organisations as partners.

519 professionals trained in Digital Inclusion Awareness.

1,800 people attended 100% Digital Leeds events.

2,451 subscribers to the 100% Digital Leeds newsletter.

£817,355 funding secured for community organisations.

Supporting organisations to embed meaningful digital inclusion across their service

Wellbeing Development Manager, Springfield Care Villages.

“Having the support of 100% Digital Leeds has been fantastic for our care homes. Not only support but also encouragement and excitement to use more digital resources in creative ways. This benefits not only residents’ connections with the community and their families, but also digital inclusion for staff, increasing their motivation and confidence with digital resources."

More Leeds residents can access digital inclusion support.

100% Digital Leeds asked partners how many people they had supported in the last 12 months.
15% of our partners shared their numbers with us.

Over 20,000 people supported across the sample.

5,087 people received one-to-one digital skills support.

3,634 people received digital skills support in a group.

11,792 people received SIM cards with free data.

1,042 people borrowed or were gifted a digital device.

Strengthening the place to empower the person.

Jo Horsfall, CEO at Cross Gates and District Good Neighbours Scheme.

"People were coming to our food pantry again and again. We got fed up with just giving people what's essentially a sticking plaster. We weren't getting to the root cause, so we started our cost of living sessions. One lady got £19,000 back in housing benefits after we helped her with her emails."

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Current academic partnerships

Robust evaluation of impact at a workstream level.

Theory of Change and evaluation framework for local authority-led, citywide digital inclusion programmes.
Leeds Beckett University, Centre for Health Promotion Research.

Do community-based digital health inclusion programmes contribute to tackling health inequalities in disadvantaged groups?
National Institute for Health and Care Research, School for Primary Care Research.

A hybrid future? A mixed-methods study to explore how voluntary and community sector organisations could combine in-person and digital service delivery for adults with learning disabilities and/or autism.
Leeds Beckett University, Centre for Health Promotion Research.

Developing a Theory of Change

Co-producing a Theory of Change and evaluation framework for local authority-led, city-wide digital inclusion programmes, in partnership with Leeds Beckett University and #CovConnects.

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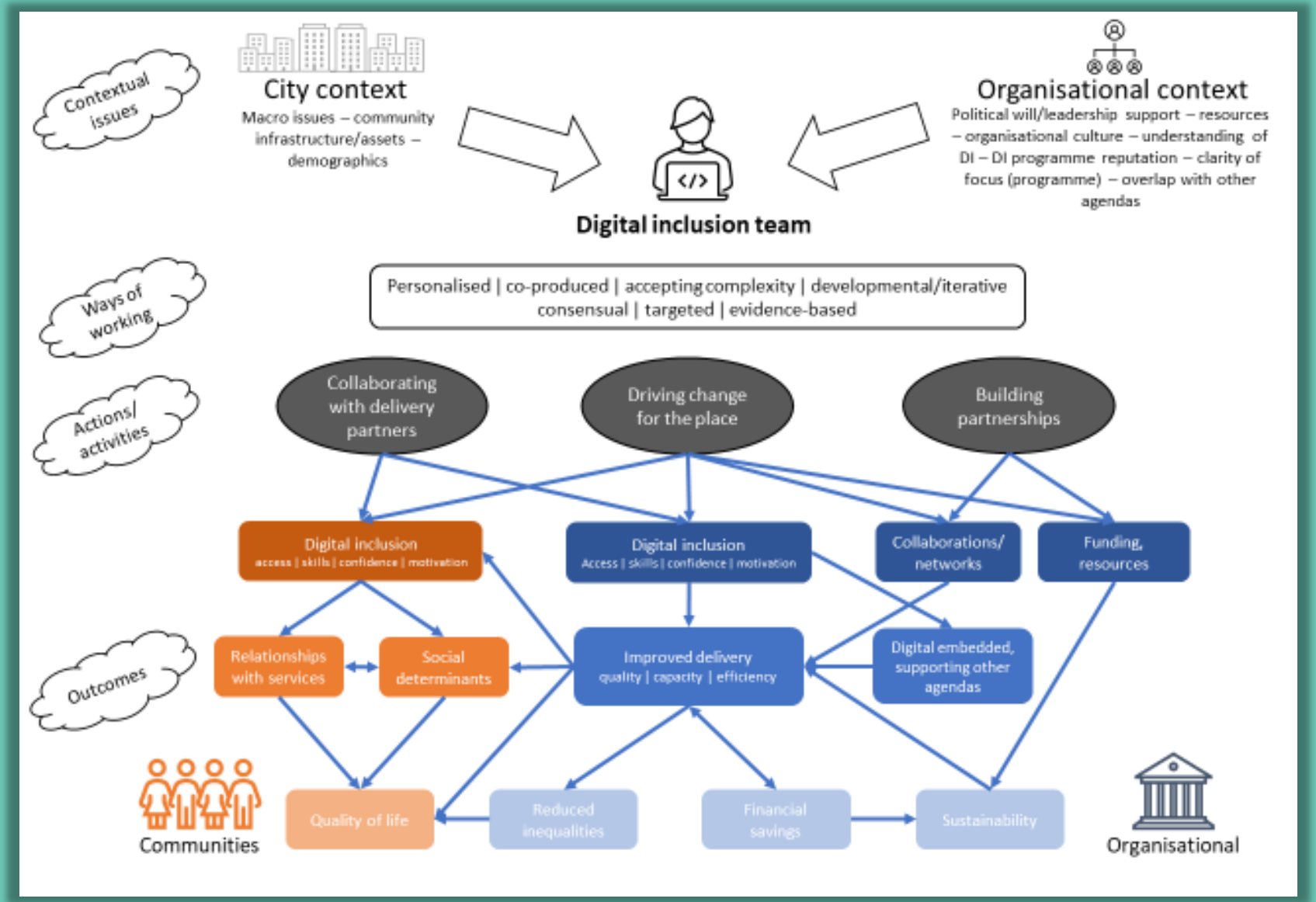

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