

MAYOR OF LONDON

A DIGITAL INCLUSION STRATEGY FOR LONDON



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Photographer: Olu Ogunbanjo at the MiCommunity Digital Clinic, 2012

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FOREWORD FROM THE MAYOR

If London is to remain competitive in the global economy, and bolster our reputation as the greatest city on earth, we need to ensure every Londoner is able to access the very best digital connectivity. My *Digital Inclusion Strategy*, along with the *Infrastructure Plan*¹ and *Smart London Plan*², sets out how I will bring together the digital community to ensure that London has the infrastructure in place to stay ahead of our competitors while enabling businesses and residents to take full advantage of its benefits.



There have already been considerable achievements.

Last year I launched the Smart London Plan. This sets how we can use the creative power of new technologies to serve London and improve Londoners' lives. The plan will harness London's technical prowess to help the capital work even better as a city, support growth and help our infrastructure, and services to be more responsive to Londoners and business needs. I am working with academia, industry, and many other partners to help identify the innovation opportunities within our city, help London companies take advantage of these opportunities, and allow them to grow and develop in London.

I have set up the Connectivity Advisory Group with Internet companies, including Virgin Media, British Telecom and Telefonica. I want to use this forum to improve connectivity and deliver fast and universal access to the Internet from both mobile and fixed devices. I want London to remain one of the best cities in the world to live, work and do business in.

Through Super Connected Cities I am working to get major tourist attractions, like museums, Wi-Fi enabled. These museums have a combined footfall of thirty million. Already the National Gallery and the National History Museum have free Wi-Fi for Londoners to enjoy.

This year I launched the second generation London Datastore (LDS II). This resource provides better data search and management tools, making it more user-friendly for Londoners and technical developers, and can easily be updated.

¹ <https://www.london.gov.uk/priorities/business-economy/vision-and-strategy/infrastructure-plan-2050>

² http://www.london.gov.uk/sites/default/files/smart_london_plan.pdf

However, I recognise that there are some Londoners who are digitally excluded. This makes it harder for them to access Government services, cheaper shopping options, social media, training, employment and other opportunities. The challenges we face in addressing the barriers require a partnership approach with Government, the voluntary sector, housing associations and corporate partners in an effort to galvanize Londoners and provide avenues for them to get online.

Building on the work that I am already developing, solutions to digital exclusion can range from the provision of flexible and affordable connectivity offers, to increasing training provision and challenging the fear some groups experience around internet security.

This strategy is a rallying call to get the commitment and support from partners to collectively tackle the root causes of digital exclusion and progress on a plan of action.

A handwritten signature in black ink, appearing to read 'Boris Johnson', with a long horizontal flourish extending to the right.

Boris Johnson
Mayor of London

EXECUTIVE SUMMARY

This strategy outlines why digital exclusion is an issue for London and how the Mayor can work with partners to address the barriers people face to getting online. It provides data on the numbers and groups of people that are digitally excluded. It then explains the cost of digital exclusion to the individual, society and the economy. The Mayor is keen to use his office to work with partners to ensure as many Londoners who want to get online, have the opportunity to do so.

Section 2 looks at the definition of digital exclusion and what we mean by digital skills.

Section 3 provides data on the rates of digital exclusion in London and the groups that are not online. One in ten Londoners have never used the internet and this is made up, primarily, of older people, disabled people and people in social housing.

Section 4 looks at the impact of being digitally excluded for individuals. This includes social isolation and not being able to apply for employment and training opportunities. Further, it estimates the financial benefits for society if people who are digitally excluded got online.

Section 5 reviews the barriers people face to getting online. These are divided into three areas: (i) the high cost of kit and connectivity (ii) not having access to training and (iii) not being interested or not understanding the benefits of being online.

Section 6 examines what is currently being done to address digital exclusion. We look at the work of our partners including central Government, local authorities, housing providers, the voluntary sector as well as reviewing our own work in this area. There is significant good work being done but it is often difficult to sustain without ongoing funding. We also highlight the efforts of housing providers who are seeking to get affordable connectivity offers from internet providers to meet the needs of residents.

Section 7 looks at what the Mayor will do to tackle digital exclusion. This includes supporting partners in their efforts to get internet providers to develop flexible connectivity options; supporting the provision of training of older people and using his office to bring key organisations together to tackle digital exclusion.

If you have any questions on any aspect of this strategy, please email:

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1 INTRODUCTION

London is a global tech capital and its population is among the most connected and digitally-savvy in the world. Nevertheless, not all citizens have been included in this success with currently one in ten Londoners³ being digitally excluded. There is no single reason for people being digitally excluded. Often it is a combination of many reasons including: people being unable to afford the kit or the cost of connectivity; lacking the basic skills; not being able to access appropriate training or not understanding the benefits of being online.

This Digital Inclusion Strategy sets out the London picture on digital exclusion, identifies the barriers people face in getting online, provides an overview of the current activity in this area and identifies a multi-agency approach to address this issue.

The GLA held a number of roundtable discussions with groups that experience digital exclusion. This included housing associations, older people, disabled people, local authorities and migrant and refugee groups. These meetings informed the development of this strategy and helped determine where the Mayor should focus the efforts of partners.

Given the expertise and knowledge across London, any interventions to address digital exclusion must be undertaken in partnership with organisations familiar with the barriers impacting excluded groups. The work going forward will be done in this spirit.

³ Labour Force Survey 2013, Q1, ONS

2 WHAT WE MEAN BY DIGITAL EXCLUSION

The definition of digital exclusion for the purposes of this strategy will be people who are unable to get online or who lack the basic digital literacy skills to make best use of the opportunities of being online. This includes regularity and range of use of the internet.⁴

The BBC commissioned Ipsos MORI to conduct research to look at the number of people in the UK who are under the basic digital skills threshold⁵. The definition of basic digital skills threshold was identified as being able to send and receive emails, use a search engine, browse the internet, and fill out an online application form.



⁴ Digital Exclusion, A research report by the Low Incomes Tax Reform Group of The Chartered Institute of Taxation, April 2012 http://www.litrg.org.uk/Resources/LITRG/Documents/2012/05/digital_exclusion_-_litrg_report.pdf

⁵ <http://www.bbc.co.uk/learning/overview/research.shtml>

3 THE RATES OF DIGITAL EXCLUSION IN LONDON AND THE GROUPS THAT ARE NOT ONLINE

The rates of digital exclusion in London

In 2013, around 10 per cent⁶ of adult Londoners had never used the internet; this translates into 1 in 10 adult Londoners. It is estimated that 18 per cent of Londoners (nearly two million) do not have basic online skills⁷. The groups statistically most likely to not be online include older people, disabled people and people in social housing.

“In 2013, 1 in 10 adult Londoners had never used the internet.”

Older people

Only 39 per cent of people aged over 75 have used the internet, whereas 99 per cent of all 16 to 19 years have used the internet⁸. The proportion of people who have never used the internet begins to rise steadily with age with significant increases from age 50-54 years (11 per cent) onwards, 60-64 years (14 per cent), 65-74 years (32 per cent) and 75+ (61 per cent). Due to natural changes in

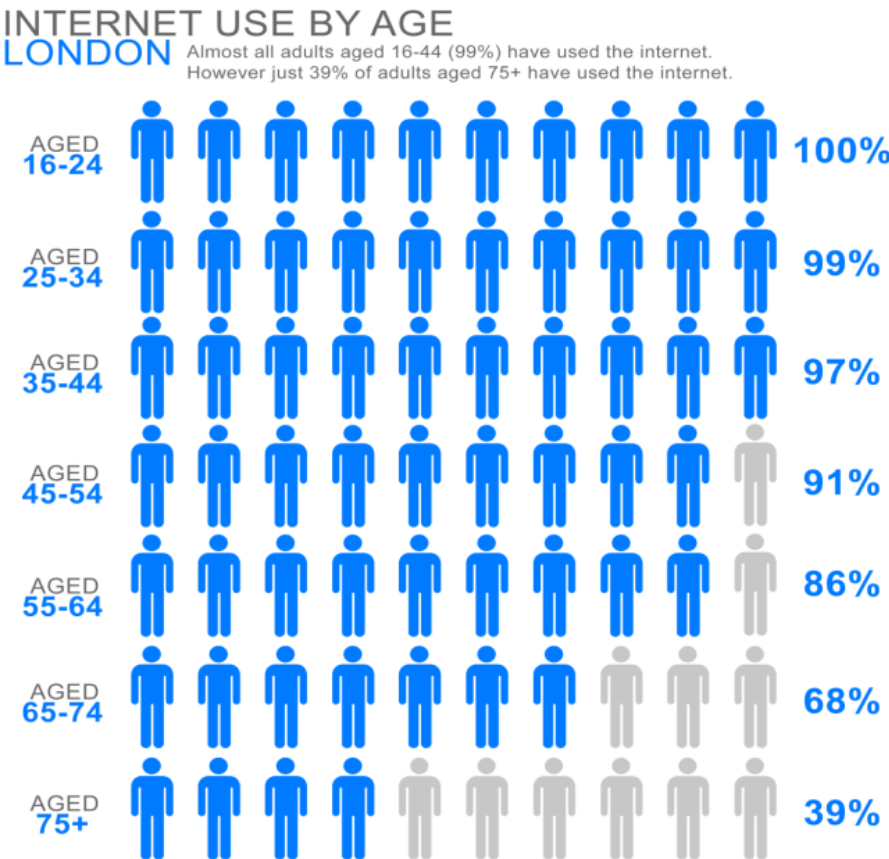
⁶ Labour Force Survey 2013, Q1, ONS

⁷ Ipsos Mori & BBC Nov 2014 Media Literacy: Understanding Digital Capabilities follow-up

⁸ Labour Force Survey 2013, Q1, ONS

demographics, since 2011, the proportion of adults aged 75 years and over who have never used the internet has decreased by 17 per cent percentage points⁹.

“Only 39 per cent of people aged over 75 have used the internet, whereas 99 per cent of all 16 to 19 years have used the internet.”



Source: Labour Force Survey 2013 Q1, ONS

Disabled people

Disability is a significant factor as to whether an individual has ever used the internet. Table 2 shows that in 2013, 29 per cent of disabled people had never used the internet in London, compared to 6 per cent of non-disabled adults¹⁰.

“29% of disabled people had never used the internet in London, compared to 6% of non-disabled adults.”

⁹ Labour Force Survey 2013, Q1, ONS

¹⁰ Labour Force Survey 2013 Q1, ONS.

Table 2

	2013			
	number	per cent	number	per cent
Ever used the internet				
Disabled according to the Equality Act definition.	826,000	71	339,000	29
Work-limiting disabled only	142,000	92	12,000	8
Not disabled	4,713,000	94	292,000	6

Source: Labour Force Survey 2013 Q1, ONS

Housing tenure

Housing tenure is an indicator of whether an individual has ever used the internet. Table 3 indicates that in 2013, 20 per cent of Londoners who had never used the internet were in social housing. The other group who experience similar levels of digital inclusion are those people who own their housing without a mortgage: 18 per cent of these people had never used the internet¹¹. These are more likely to be older people who have paid off their mortgage but may still be struggling financially, living on a pension. They may not see the benefits of being online or cannot afford the connectivity or kit.

“In 2013, 20 per cent of Londoners who had never used the internet were in social

Table 3

Housing tenure	London			
	Ever used		Never used	
	number	per cent	number	per cent
Owned outright	1,106,000	82	245,000	18
Owned with mortgage or loan	1,954,000	97	62,000	3
Social rent	1,019,000	80	259,000	20
Private rent	1,616,000	95	86,000	5
All 16+	5,695,000	90	651,000	10

Source: Labour Force Survey 2013 Q1, ONS

It should also be noted that there is often an overlap amongst these excluded people so those digitally excluded are often over 75, disabled and in social housing. To make a dent in tackling digital exclusion, these groups must be engaged and brought online.

¹¹ Labour Force Survey 2013 Q1, ONS.

4 WHAT IS THE IMPACT OF BEING DIGITALLY EXCLUDED?

Impact on children

The impact of digital exclusion cannot be underestimated. The e-Learning Foundation estimates that 800,000 of the most disadvantaged school children in the UK lack home access to the internet. Given that lessons and revision material are all online, being digitally excluded makes it much harder for children from low income families to access the same learning opportunities as their peers.

A PWC report published in 2009¹² found that if the 1.6 million children in the UK who live in families which do not use the internet got online at home, it could boost their total lifetime earnings by over £10 billion through improved educational attainment.

**“Around 72% of employers say they would not interview an entry level candidate without basic ICT skills.”
(ICM UK: 2013)**

Economic impact

In adult life, being digitally excluded decreases a person's opportunities in employment and beyond. Around 72 per cent of employers say they would not interview an entry level candidate without basic ICT skills¹³. People with good ICT skills earn between 3 per cent and 10 per cent more than people without such skills¹⁴. Unemployed people who get online could increase their chances of getting employment with an estimated lifetime benefit of over £12,000 for every person moved into employment.¹⁵

¹² PWC (2009) Champion for Digital Inclusion. The Economic Case for Digital Inclusion, available at http://www.digitalbirmingham.co.uk/downloads/pwc_report.pdf

¹³ ICM/UK Online Centres Survey 2013

¹⁴ PWC 2009 Champion for Digital Inclusion

¹⁵ PWC 2009 Champion for Digital Inclusion

However, the impact of digital exclusion extends far beyond the individual and to the wider economy because higher productivity leads to greater output potential. Research has found that “had the UK achieved *digitisation* – which includes, but is more than, getting people online – it could add £63 billion to its annual GDP”¹⁶. The financial impact of being digitally excluded is significant both for the individual and for the wider economy.

**“People with good ICT skills earn between 3 per cent and 10 per cent more than people without such skills.”
(PWC: 2009)**

Social impact

Age UK London have reported¹⁷ that there is growing concern that older people are being left behind from the advances in digital technology and are at risk of being “excluded from mainstream society”. The “digital by default” agenda will mean that many Government services will be online which will impact older people disproportionately as they are more likely to be disabled and suffer ill-health.

“Being digitally compounds the social isolation older people experience.”

Older people are also more likely to have a mobility impairment which makes it difficult to travel. Being online provides an opportunity for them to keep in contact with friends and family via social media. Being digitally excluded makes these things a lot harder and compounds the social isolation they experience.



¹⁶ GO ON UK and Booz and Co “This is for Everyone: The Case for Universal Digitisation”, 2012

¹⁷ Age UK London, 2010, “We Just Clicked!” Connecting Communities through Digital Inclusion: an Independent Programme Evaluation of the MiCommunity Project – Final Evaluation Report

5 THE BARRIERS PEOPLE FACE TO GETTING ONLINE

To better understand the challenges people face in getting online, the GLA carried out research and held roundtables with groups representing housing associations, migrant and refugee communities, disabled people, older people and local authorities. Broadly, the barriers to exclusion can be divided into the following categories: cost; sustainable access to training and a lack of interest.

Cost

The cost of kit and connectivity stops people from getting online. Research from the Low Incomes Tax Reform Group¹⁸ and Policy Exchange¹⁹, as well the feedback we received from the roundtables, highlighted this as an issue. Given the level of financial exclusion people from low incomes face, they are often faced with a choice between buying food or connectivity.

Finding affordable and flexible methods of connectivity is very difficult. Currently, for many excluded groups, the additional cost of line rental is a barrier. Discussions at the roundtables also indicated that purchasing a dongle which can be “topped-up” with 4G access would be an affordable way to get online.

Finding cheap, reliable equipment is extremely difficult and it makes buying in bulk a challenge for groups wishing to provide this for their users or residents. In addition, committing to a long term internet contract is a barrier for both individuals and SMEs. Moreover, while leased lines are available for high speed connections anywhere in London, this is not affordable for SMEs, so availability is intrinsically linked to affordability.

**“Purchasing a dongle which can be
“topped-up” with 4G would be an
affordable way to get online.”**

¹⁸ Digital Exclusion; a research report by the Low Incomes Tax Reform Group, 2010

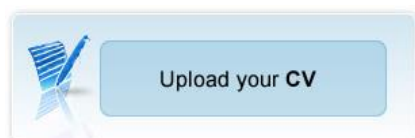
¹⁹ Policy Exchange, Simple Things, Done Well: Making practical progress on digital engagement and inclusion 2012

Access to support and training

It continues to be a challenge to find, retain and develop volunteers with good IT and communication skills to provide training beyond basic levels. There is also the added concern of working with vulnerable people if trainers are going into the homes of housing association residents. In such cases specialist training and additional safety checks are required.

Moreover, for those people with literacy barriers, digital literacy is particularly difficult to manage. Again, digital literacy compounds the existing exclusion a person faces. This issue was particularly pertinent for migrant and refugee groups.

Following the introduction of welfare changes in April 2013 and the Government's 'Digital by Default' strategy, benefit advice and advocacy service providers had reported an increase in the demand for support with completing online benefit applications. This had put an additional strain on already stretched resources. The Government's own Digital Inclusion Strategy²⁰ and associated efforts has sought to address this, with a call for partners to take action, but the need is such that the demand has been more than the supply. These factors have meant that digitally excluded people are not being able to access to the appropriate training to get online.



Some people may be able to access social media such as Skype to communicate or Facebook, however, this masks the fact that many lack basic ICT skills, including how to operate MS Office, set up folders and upload CVs. Lacking digital skills makes it harder for a person to access employment and training opportunities or apply for jobs which require basic ICT skills. Not having these basic skills compounds the levels of financial and other exclusion a person faces and it makes it particularly challenging to break out of this cycle.

“Digital exclusion compounds the financial and social exclusion a person faces.”

Interest

Many people who are not online may not necessarily see the benefits for them. These people are also anxious about their online security and this is a reason for their digital exclusion. These additional barriers need to be addressed if we are to engage particularly marginalised groups.

²⁰ <https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy>

However, this strategy recognises that there will always be some level of exclusion because some people will not have an interest in getting online.

Often groups that are excluded face multiple barriers. Effective Initiatives tackling digital exclusion need to consider how these barriers overlap i.e. the cost of kit and access to appropriate training. This will ensure the needs of digitally excluded people are addressed in a sustainable way.



6 WHAT IS CURRENTLY BEING DONE TO ADDRESS DIGITAL EXCLUSION?

A number of organisations are working in this area from Government and local authorities, to housing associations and the community and voluntary sector. Some activities reach the most excluded groups but cannot be maintained once funding has ended. An overview of the current landscape will help to identify where the Mayor can add value.

Government

The Government launched its Digital Inclusion Strategy in 2014²¹ alongside a Digital Inclusion Charter²² which organisations can sign up to. The Charter sets out principles for a cross-sector partnership working towards a 25 per cent reduction in the number of people who are offline by 2016. This will continue every two years. The ambition is that “by 2020 everyone who can be digitally capable will be.” This is clearly a very ambitious target and goes hand-in-hand with the drive for more services to go digital by default.

GO ON UK

Go ON UK²³ is a cross-sector digital skills charity established by Baroness Martha Lane-Fox in 2012, with representation from Age UK, Argos, BBC, Big Lottery Fund, E.ON, EE, Lloyds Banking Group, Post Office and TalkTalk on its board.

²¹ <https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy>

²² <https://www.gov.uk/government/publications/government-digital-inclusion-strategy/uk-digital-inclusion-charter>

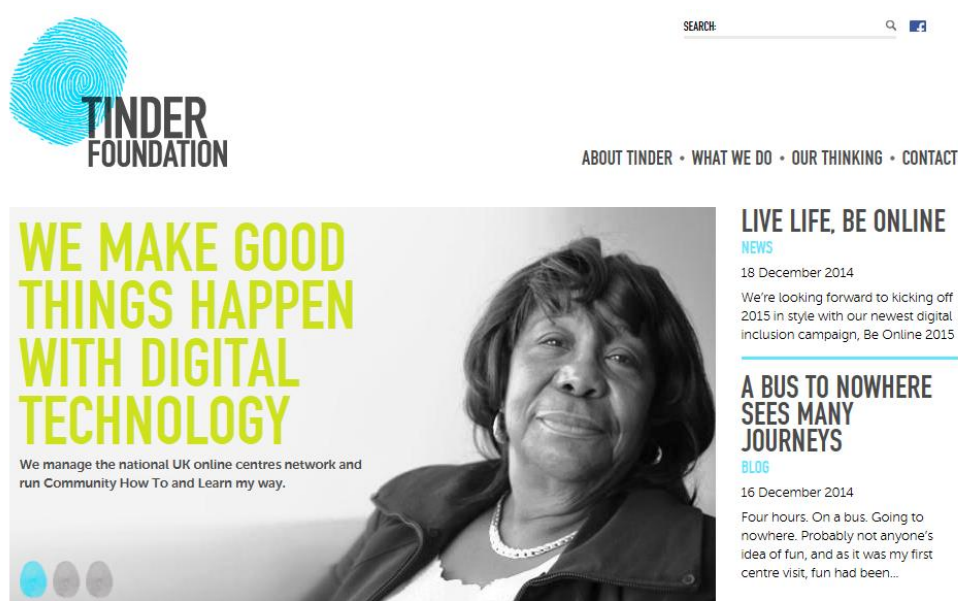
²³ <http://www.GOON.co.uk/>

Key activities undertaken by Go ON UK include:

- Launching a digital skills programmes in three UK regions (North West, North East & Northern Ireland), with the goal of reducing by 25 per cent the number of people without basic digital skills. A programme of work will be developed in London.
- Creating the digitalskills.com web platform, which hosts a wide range of tools, ideas and resources to assist volunteers in helping others take their first steps online.
- Hosting a digital skills summit to look at how to address the issue of digital exclusion.
- Ongoing work with their nine board partners to look into effective digital skills initiatives.

Tinder Foundation

Tinder Foundation is a not-for-profit social enterprise working in the area of digital technology. It supports a network of 5,000 local community partners and works with hundreds of national organisations. Tinder Foundation's objective is to support community partners to be smarter in how they use digital technology through:



- *The Community How*²⁴ website. This website provides a forum for groups to review case studies, rate tools, leave comments and join discussions with community peers. All of which seeks to encourage more effective use of digital technology.
- *The UK online centres network*²⁵. The network is made up of 3,000 Centre partners, and 2,000 Access Points that bring digital inclusion to the heart of communities. The centres operate in libraries, community venues, leisure centres, pubs, cafes and mosques. They seek to increase digital inclusion and help the hardest to reach. Tinder's findings indicate the benefits of the

²⁴ <http://www.tinderfoundation.org/what-we-do/community-how>

²⁵ <http://www.tinderfoundation.org/what-we-do/uk-online-centres>

centres: 88 per cent of learners coming through the network having improved self-confidence; 66 per cent experiencing employment progression and 74 per cent progressing to further learning. In addition, they provide grant funding, training, marketing, learning products and advocacy to centres within the UK online centres network.

- *Learn My Way*²⁶ is an online learning platform, where learners can try the free online courses at home or go to their local UK online centre for some help and guidance.
- Funding from the Department for Business, Innovation and Skills is channelled into the network in grants to support specific programmes of digital inclusion activity.

Mayoral activity

The Greater London Authority has been allocated £25 million from Government to deliver a focused digital connectivity plan for London. The GLA's Superconnected Cities Programme (SCCP) has two strands:

- (i) offering micro-grant vouchers towards the connection costs incurred by businesses that make high speed broadband accessible to Small and Medium Enterprises (SMEs) to support economic growth and
- (ii) a public-building Wi-Fi hotspot scheme.

The SME Connection Voucher Scheme

The voucher scheme will subsidise the provision of micro-grant vouchers to eligible SMEs to pay for capital costs incurred for taking high speed broadband services from commercial broadband service providers. As the up-front costs of high speed broadband connections (e.g. fibre or wireless infrastructure installation) have been highlighted as a barrier to take-up by service providers.

The Museums Scheme

The public-building Wi-Fi scheme will facilitate the provision of free 'indoor' Wi-Fi services in public sector owned and operated buildings, with a focus on free-entry museums and at libraries. In total the organisations which will have this have a footfall of over thirty million people. The wave 1 phase includes nine museums all of have now almost completed their network installation works. Wave 2 includes 72 institutions (museums and libraries), all of which have confirmed completion of all the required installation works by the end March 2015.

²⁶ www.learnmyway.com



The buildings which will have free Wi-Fi by the end of this project will include: Bruce Castle Museum, Greenwich Heritage Centre, Imperial War Museum, The National Gallery, National Portrait Gallery, Natural History Museum, The Horniman Public Museum and Public Parks Trust, Valence House, Eastbury Manor House, Redbridge Museum and Libraries, Royal Airforce Museum, The Stephens Collection (Finchley), UCL, Waltham Forest Library Service and Vestry House Museum, Guildhall, (City of London Public Libraries), British Museum, Haringey Library Service, Merton Library Service, Brent Council, Tate Britain and Tate Modern, Barking and Dagenham Libraries. By November 2014 free wifi had been set up in the National Gallery and the National History Museum.

Additional work in this area can be found in the Mayor's Smart London Plan.²⁷

"There is now free wifi access at the National Gallery and the National History Museum."

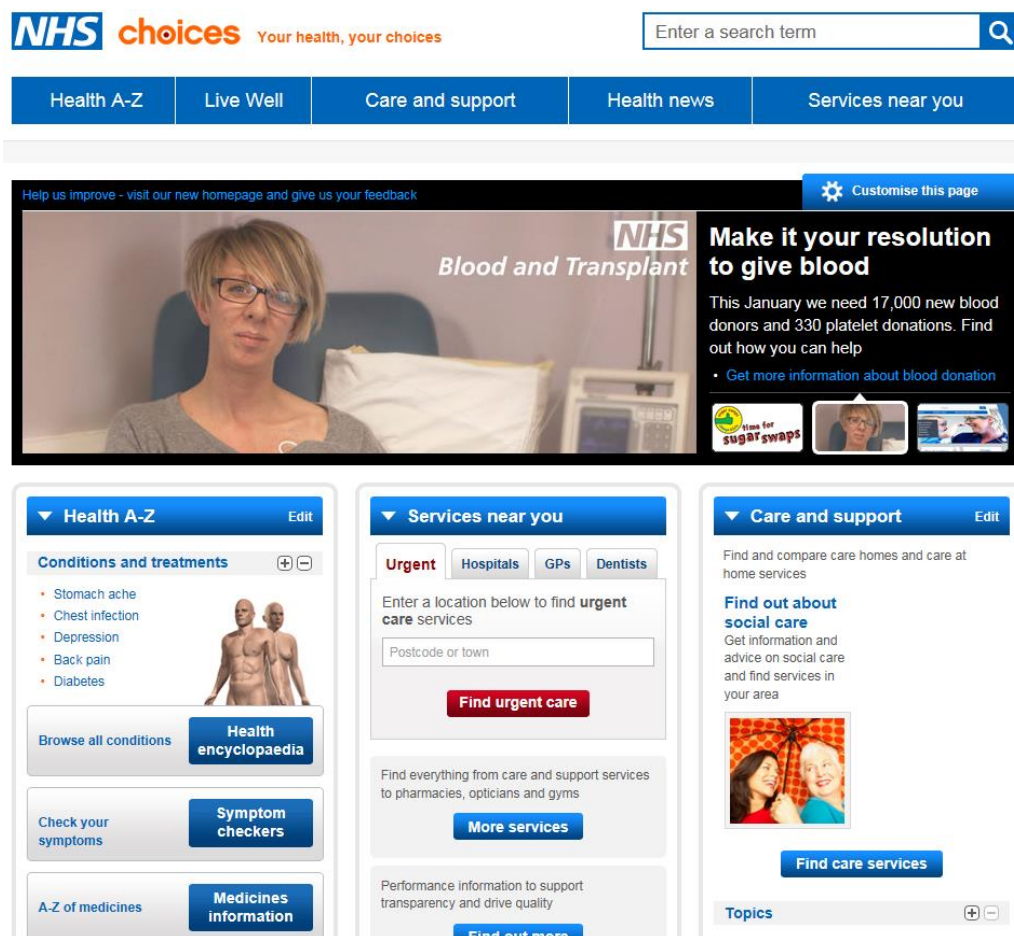
²⁷ http://www.london.gov.uk/sites/default/files/smart_london_plan.pdf

NHS England

NHS England is looking at innovative ways to increase access to healthcare information and services. One of the ways it is seeking to do by increasing the information available online so people are able to access health and well-being tools, make appointments and prescription requests online and access information on health and well-being.

To ensure these services meet the needs of the groups most likely to need them, such as older people, disabled people and people on low incomes, work has been undertaken to increase digital skills amongst some of the most excluded groups.

Tinder Foundation, the delivery partner, has so far trained 120,000 people through local training in UK Online Centres using an online training package²⁸. A number of grants have been given to local organisations to increase digital skills²⁹. Flagship centres across the UK upskill local residents. In London, the centre is in Bromley-By-Bow, an area of particularly high deprivation. The aim is to teach digital skills so people are able to make informed decisions about their health and well-being.



²⁸ <http://www.learnmyway.com/what-next/health>

²⁹ https://www.youtube.com/watch?v=O9_vyeM0rHM

Local authorities

There are a number of innovative activities being undertaken by local authorities in London to support residents to get online.

The Department for Local Communities and Government has compiled a database of over 200 case studies on ways to help people get online.³⁰

Many boroughs have Digital Inclusion Strategies, including Camden³¹ and Hackney³², which looks at how technology can support jobs and growth. Camden's *Volunteering Strategy*³³ seeks to help people develop IT skills as well as a Digital Innovation Fund to tackle digital exclusion. Other boroughs have undertaken a mapping exercise to better understand the state of digital inclusion within the borough (e.g. LB Southwark).

Overall many boroughs have noted barriers such as access to affordable broadband provision for people who are digitally excluded. Some of the good practice that boroughs are engaged in includes estate based ICT support from housing providers (e.g. LB Hackney) supporting digitally excluded groups such as the older people to get online.

Housing associations

There is some very good work being undertaken by housing associations. However, given the extent of the problem, internet providers need to work with the sector to provide innovative, flexible, affordable and sustainable options to enable residents to get online. People have various options to pay for their energy usage, such as an electric key that can be topped up; a similarly flexible approach is required to tackle digital exclusion.

“People have various options to pay for their energy usage, such as an electric key that can be topped up; a similarly flexible approach is required to provide connectivity.”

The Mayor has supported the efforts of housing associations to increase access to affordable broadband provision and hosted the Connected Housing Initiative³⁴ event at City Hall on 19 September 2014³⁵. The event brought together housing organisations, London and UK wide, with

³⁰ <http://dclgapps.communities.gov.uk/diginclusion/digitallocalism.html>

³¹ http://www.camden.gov.uk/ccm/cms-service/download/asset?asset_id=3166771

³² <http://mginternet.hackney.gov.uk/documents/s24094/item%205b%20Draft%20Digital%20Inclusion%20Strategy.pdf>

³³ http://www.camden.gov.uk/ccm/cms-service/download/asset/?asset_id=3222875

³⁴ <http://www.24dash.com/news/housing/2015-01-12-Connected-Housing-Intiative-speaks-out-on-the-fight-against-digital-exclusion>

³⁵ <http://www.housingnet.co.uk/news/details/68725>

internet providers to look at opportunities to work collaboratively to make broadband provision affordable, accessible and sustainable for residents. This approach seeks to facilitate a dialogue between internet companies with experts in the area to connect with this vast market.

The Connected Housing Initiative produced a business plan (see appendix 1) to demonstrate the market opportunity for providers. It suggests housing providers can “act as trusted intermediaries with residents; we support and understand the needs of our residents and we can help to design effective solutions that balance business sustainability with real impact on our residents’ lives.”

Housing associations have invested in this area but the need is such, especially concerning affordable home internet, that it cannot be met with their efforts alone. Whilst they have piloted a number of initiatives to increase digital inclusion, more creative and sustainable solutions are required by internet providers to ensure the issues of affordability and access are addressed.

Some of the activities being led by housing providers include:

Amicus Horizon

Get Connected is Amicus Horizon’s digital inclusion project to help residents get online. This approach is working with the Digital Champions Network for Housing to recruit, train and support ‘Digital Champions’ to help people get online in their communities. Digital Champions show customers how using the internet can benefit them and become part of their lifestyle.

Amicus Horizon is also working with Community Development Teams to set up local computer drop-in sessions where customers can come along and receive support and guidance from the team and Digital Champions. This project is available to all customers and takes place throughout the areas Amicus Housing cover.

CASE STUDY **Orbit Group**

Orbit Group supports customers through delivering Wi-Fi in communal areas in twenty of their Sheltered and Supported schemes. To date, over 250 customers have signed up to the Wi-Fi service and over 100 people indicating that it is their primary means of getting online.

In addition, Orbit fund and support community organisations and charity partners to deliver local digital skills activities. Key activities include work with major contract holders to support community investment activities, including digital skills support; work with community partners to support Digital Champion Volunteers locally and through the Digital Champions Network for Housing website; providing intensive support to individuals where they face major barriers to getting online and grants to local organisations to help them provide more access for the community.

The Hyde Group

The Hyde Group's digital inclusion strategy prioritises building the digital skills of its residents over providing internet access to individuals. Digital skills are provided in two ways, to high need residents who need intensive support by a specialist contractor who delivers one to one sessions in the home and by volunteer digital champions in community settings to those who need less intensive support. Since July 2014, 360 people have been supported to get on-line. The Hyde Group have also invested in providing equipment and free wifi at all our community centres for public use and in providing mobile internet technology to be moved between our sheltered schemes to allow for group sessions.



The Hyde Group working with residents ©Giles Babbidge

CASE STUDY L&Q

L&Q's digital inclusion project aims to provide basic computer skills, a PC and internet access for 300 residents of working age that are claiming benefits. 30 five week courses were run between Jan - May 2014 in 12 venues across London; mainly L&Q Offices and Community Centres but including UKonline Centres, like Feltham Library.

L&Q residents who attended the basic ICT skills training courses also received a travel allowance each day of attendance, support to set-up and use an email address, advice and support on setting up an internet connection at home. Residents who completed the course received a free recycled PC with Windows 7 and Microsoft Office and a free dongle which provides 12 months internet access.

Voluntary sector

The voluntary sector has been working in this area to increase digital skills but funding has proven to be a barrier to sustainability. Some examples of the good work include:

Age UK London

Age UK London is a charity working with older Londoners; they have offices across London and undertake a range of activities with local older people. Age UK London does excellent work to increase digital skills amongst older Londoners. Some of their initiatives include:

- Funded by the GLA, the MiCommunity³⁶ project brought together young people to train older people in digital skills. This addressed the digital exclusion faced by older people and was valuable work experience for younger people. It also proved to be an excellent intergenerational project: breaking down barriers and increasing understanding between groups.
- Age UK London runs a variety of techie tea parties from tablet tasters to gadget clinics giving older people 1:1 support encouraging them to gain confidence in going online and learning digital skills. Older Londoners can find out how to access public services online, how to use their local council website, how to feed into local consultations online, fill in online forms, shopping online and keeping in touch with family and friends. These sessions really make a difference to someone's confidence in using equipment that many of us take for granted.

Through the Fit 4 Purpose programme, Age UK London currently trains older peoples' organisations in a variety of ways including:

- Digital democracy workshops e.g. accessing public services, mailing or tweeting MP/Mayor/MEP;
- Introduction to social media workshops;
- Facebook as a website workshops for groups with no online presence helping them to promote activities and encourage participation;
- Free resources online workshops demonstrating the use of Eventbrite, Survey Monkey and a variety of helpful websites e.g. Small Charities Coalition and the Guardian Voluntary Sector Network

Age UK London has also published extensive research on Digital Inclusion entitled "Wealth of the Web: Broadening Horizons Online" (<http://www.ageuk.org.uk/london/news--campaigns/wealth-of-the-web>) and is working with a network of stakeholders to ensure that older people across London gain the digital access they deserve

³⁶ <http://www.ageuk.org.uk/london/our-services/micommunity-project/>



MiCommunity project, Age UK London 1

Digital Unite

Digital Unite³⁷ has been providing products and services to support digital skills learning since 1996. Their Digital Champions Network for Housing (DCN4H) was launched in September 2013. It is a managed online solution to create, train and support Digital Champions³⁸ in local communities. This fast growing network currently has 21 member organisations including 19 housing providers and over 600 Digital Champions.

The DCN4H provides comprehensive and practical support to staff, volunteers and residents who are already digitally active and can help others to get online. This includes self-study courses to broaden knowledge and develop effective teaching techniques, a friendly, moderated Digital Champion community forum and hundreds of resources and guides for the essential Digital Champion toolkit.

³⁷ www.digitalunite.com

³⁸ www.digitalchampionsnetwork.com



Martine Ekango, Digital Champion 1

CASE STUDY

A Digital Champion in action

Martine Ekango, 35, has been a Digital Champion for The Hyde Group for the past four months. She helps 16 learners at her local community centre in Brent every Tuesday with a range of tasks from handling a mouse and keyboard to sending emails and using Skype. Martine said: “I’ve recently had to take some time off work due to health reasons so I was very keen to find a way to keep active and focused and to give something back to my local community. Becoming a Digital Champion was the perfect way to do this.

“I enrolled with Hyde and completed the Quick Start course on the Digital Champions Network for Housing. This was a great way to get started as it gave me a wealth of information and extra support. Many of the people I help every week have never used a computer and just doing something like a Google search can be difficult. My role is to guide them through it and help boost their confidence.

“It is so rewarding to see the smiles on people’s faces and to see the way they change over time, becoming less afraid to try new things and being able to accomplish their own personal goals. One lady was so happy when I helped her to upload her CV and apply for a job online for the first time and it was a terrific feeling to know I’d made a difference.”

7 HOW WILL THE MAYOR MAKE A DIFFERENCE?

Given the complexity and the multiple barriers people face to getting online, any intervention will require a partnership approach and will have to address the issue of kit, connectivity and training, often, simultaneously. The Mayor recognises that the work will have to build on existing good practice and we will, therefore:

- support others;
- coordinate activity;
- undertake specific interventions and
- measure success.

Support others

- We will advertise opportunities to volunteer as Digital Champions on the Team London site. This will include a range of volunteering opportunities working in housing and other settings to train people to become digitally literate.
 - Through the Connected Housing Initiative, we will continue to encourage dialogue between housing associations and internet providers so internet providers can develop affordable, flexible and sustainable options for kit and connectivity for social housing residents.
 - We will signpost Londoners to resources to tackle digital exclusion on the GLA website, thus raising awareness of digital skills amongst local groups and Londoners.
 - We will support national activities to increase the provision of Wi-Fi in all public libraries in London. This will provide connectivity in some of the most deprived parts of London.
 - We will support London-wide activities to tackle the barriers to digital exclusion faced by older Londoners by supporting others to train older people to learn digital literacy skills to enable them to get online.
-

Coordinating activities

- Through the work of the Connectivity Advisory Group, we will support borough wide initiatives for affordable connectivity working with internet providers, local authorities and housing associations. This will highlight best practice.
- We will continue to bring partners who have specialist knowledge in this area together to address the barriers to digital inclusion in London.

Undertake specific interventions

- Following the successful Connectivity Summit convened by the Mayor in September, we will offer leadership and ambition by bringing together internet providers and those organisations working in this area as part of the new Connectivity Advisory Group. Digital Inclusion will form one of their key work areas to ensure this issue is championed and addressed at the highest level.
- The Mayor will ask Government to review Ofcom's powers in ensuring affordable broadband availability across London and the UK, and ask them to review line rental costs and arrangements.
- We will implement the LEP Growth Deal Digital Skills Programme³⁹, which aims to improve digital skills education and training, improve access to employment and help address the skills gap in the industry. This will also reduce the incidence of digital exclusion for future generations.

Measuring success

- We will produce annual updates on digital exclusion rates across London facing different groups of Londoners. This information will inform GLA policy formulation and be a resource for external partners

³⁹ <https://www.gov.uk/government/publications/london-growth-deal-2014>

8 CONCLUSION

This strategy highlights a number of overlapping factors which are barriers for people to get online. It indicates that there is a market opportunity for internet providers to develop connectivity offers which are flexible, affordable and sustainable. An innovative approach can go a long way in getting excluded people online.

This strategy also provides a positive story on the many efforts undertaken by Government, local authorities, housing associations and beyond to provide avenues and opportunities to train people to get online.

The Mayor will continue to support these efforts alongside his own initiatives such as free Wi-Fi in public places to increase opportunities for digital inclusion for those Londoners most in need. There is a benefit to the individual, society and the economy to get more people trained and online.

APPENDIX

Connected Housing Initiative business case



Connected Housing Initiative:

Market Opportunity 2014

Overview

The UK Government's move towards Digital by Default is generating a large new market opportunity for organisations offering affordable and flexible internet access and hardware to customers living in social housing.

The Connected Housing Initiative (CHI) is a group of twelve national housing associations⁴⁰ working collaboratively with the Mayor of London's office and digital skills provider, Digital Unite, to highlight this opportunity and work with emerging and existing organisations to take advantage of this new market.

The Scale of Digital Exclusion in Social Housing

The social housing sector provides accommodation for 18 per cent of British households⁴¹ equating to 5 million people. The Government's Digital Inclusion Strategy states that 37 per cent of social housing tenants are likely to be digitally excluded.⁴² This equates to around 1.35 million people. Evidence from current CHI members alone shows that on average 30 per cent of people do not have access to the internet, equating to 110,000 people.

For housing associations, supporting residents to get online is a priority and many are committing significant funds to projects which offer internet skills training. However, Housing Associations are unable to supply residents with devices, IT hardware or long-term internet access. They also cannot act as the permanent intermediary customer between providers and their clients, due to the financial outlay associated with this position.

⁴⁰ Housing associations are independent not-for-profit social businesses set up to provide affordable homes for people in housing need.

⁴¹ ONS Housing Report published in 2011

⁴² <https://www.gov.uk/government/publications/government-digital-inclusion-strategy>

Helping Social Housing tenants get online would benefit many businesses as well as the Government and we would like to work in partnerships with those who can offer solutions for affordable connectivity and kit.

Our Three Goals for Social Housing

- Connectivity – An internet connection wherever you live, both mobile and residential
- Affordability – Internet access for everyone's budget and lifestyle
- Sustainability – Flexible and affordable payment options

Our housing associations provide homes for people across England. We support communities in cities, towns and villages. We are keen to work with partners who can help provide solutions that give the same opportunities to people, regardless of whether they live in rural or urban areas.

Our Commitment to Collaborative Working

There is significant collaboration around digital inclusion within the social housing sector, both through joint funding bids and sharing knowledge and expertise. Housing Associations nationwide are committing significant money and effort to this agenda:

- 40 per cent of housing associations plan to negotiate affordable internet connectivity in the next financial year to support their residents
- 84 per cent plan to deliver communal premises with internet connection and computers in the next financial year
- 28 per cent plan to invest between £25,000 and £75,000 in internet activities over the next three years, 27 per cent plan to invest £75,000+.

The Opportunities

The potential for cost-effective, flexible internet access and related products goes beyond those residents who are currently offline. Social housing providers are seeing more of their younger residents using mobile-only internet access and for some it is currently the only viable option.⁴³

Affordable home and community internet access providers could tap into markets of existing internet users who may wish to switch providers to save money or because 'pay as you go' internet access suits their lifestyles better.

⁴³ Ofcom also reports that internet access via smartphone is most important for 19% of socio-economic group DE households, the highest level for all socio-economic groups

Regional opportunities: The Smart London Plan

The Mayor of London launched the Smart London Plan in 2013. This is the overarching strategy which seeks to utilise the creative power of new technologies to serve London and improve Londoners' lives.

The Plan sets out how Londoners can drive innovation as much as technologists, investors or policy agendas to make London an even greater city. But the Mayor has recognised that there are many Londoners who will be left behind if we do not tackle the issue of digital exclusion. Those digitally excluded people are less able to access jobs and training opportunities, access social media or make savings online. There is therefore, within The Plan, a commitment to delivering a pan-London digital inclusion strategy to address the many barriers digitally excluded people face.

Research from the Prince's Trust shows that a lack of employment related digital skills could affect one in ten young people. Social housing providers are directly engaged in helping all of our residents, young and old, to get online and make the most of the opportunities it brings.

The Benefits

Housing associations act as trusted intermediaries with residents; we support and understand the needs of our residents and we can help to design effective solutions that balance business sustainability with real impact on our residents' lives.

- We can work with technology providers to develop pilot programmes to test new products and services.
- We can support new business models by providing insight into customer needs and workable revenue models.
- We can work with technology providers to develop better risk assessment procedures for prospective new customers and generate more reliable information on customers who currently do not use online services.
- We can provide opportunities to promote products and services to our residents by working in partnership with suppliers who are committed to meeting our residents' needs.

If you are interested in exploring the opportunities of working with the Connected Housing Initiative to change lives in the social housing sector, we look forward to meeting you. Please contact our Chair, Ed Wallace at Viridian Housing (Ed.Wallace@viridianhousing.org.uk) and Deputy Chair Sarah Furness at Sovereign Housing Association (Sarah.Furness@sovereign.org.uk).



MAYOR OF LONDON



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Chinese

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Hindi

यदि आप इस दस्तावेज की प्रति अपनी
भाषा में चाहते हैं, तो कृपया निम्नलिखित
नंबर पर फोन करें अथवा नीचे दिये गये
पते पर संपर्क करें

Vietnamese

Nếu bạn muốn có văn bản tài liệu
này bằng ngôn ngữ của mình, hãy
liên hệ theo số điện thoại hoặc địa
chỉ dưới đây.

Bengali

আপনি যদি আপনার ভাষায় এই দলিলের প্রতিলিপি
(কপি) চান, তা হলে নীচের ফোন নম্বরে
বা ঠিকানায় অনুগ্রহ করে যোগাযোগ করুন।

Greek

Αν θέλετε να αποκτήσετε αντίγραφο του παρόντος
εγγράφου στη δική σας γλώσσα, παρακαλείστε να
επικοινωνήσετε τηλεφωνικά στον αριθμό αυτό ή ταχυ-
δρομικά στην παρακάτω διεύθυνση.

Urdu

اگر آپ اس دستاویز کی نقل اپنی زبان میں
چاہتے ہیں، تو براہ کرم نیچے دئے گئے نمبر
پر فون کریں یا دیئے گئے پتے پر رابطہ کریں

Turkish

Bu belgenin kendi dilinizde
hazırlanmış bir nüshasını
edinmek için, lütfen aşağıdaki
telefon numarasını arayınız
veya adrese başvurunuz.

Arabic

إذا أردت نسخة من هذه الوثيقة بلغتك، يرجى
الاتصال برقم الهاتف أو مراسلة العنوان
أدناه

Punjabi

ਜੇ ਤੁਹਾਨੂੰ ਇਸ ਦਸਤਾਵੇਜ਼ ਦੀ ਕਾਪੀ ਤੁਹਾਡੀ ਆਪਣੀ ਭਾਸ਼ਾ
ਵਿਚ ਚਾਹੀਦੀ ਹੈ, ਤਾਂ ਹੇਠ ਲਿਖੇ ਨੰਬਰ 'ਤੇ ਫ਼ੋਨ ਕਰੋ ਜਾਂ ਹੇਠ
ਲਿਖੇ ਪਤੇ 'ਤੇ ਰਾਬਤਾ ਕਰੋ:

Gujarati

જો તમને આ દસ્તાવેજની નકલ તમારી ભાષામાં
જોઈતી હોય તો, કૃપા કરી આપેલ નંબર ઉપર
ફોન કરો અથવા નીચેના સરનામે સંપર્ક સાધો.