

**For General Release**

<b>REPORT TO:</b>	<b>CABINET – 20<sup>th</sup> JUNE 2016</b>
<b>AGENDA ITEM:</b>	<b>7</b>
<b>SUBJECT:</b>	<b>Digital inclusion</b>
<b>LEAD OFFICER:</b>	<b>Graham Cadle, Assistant chief executive – customer and transformation</b>
<b>CABINET MEMBER:</b>	<b>Councillor Mark Watson, Cabinet Member for Economy &amp; Jobs</b>
<b>WARDS:</b>	<b>All</b>

**CORPORATE PRIORITY/POLICY CONTEXT/AMBITIOUS FOR CROYDON:**

In the current financial climate it is critical for the council to maximise the use of its resources towards the highest need and highest impact. Ambitious for Croydon outlined the overall need to protect front-line services whilst providing value for money. A key approach to reducing costs in areas where less support is required has been through digital services. Over £6.3m has been saved by the council to date by assisting residents to self-serve and to raise requests for services, bookings and make payments automatically.

However even more importantly digital services provide enormous opportunity for residents and businesses to maintain and increase their independence, to reduce their costs and to ensure they can communicate and be part of the community. We have committed to ensuring Croydon becomes a fairer place for all who live and work here and therefore having access to digital services is key for all. Access to digital services reduces a family's costs, is really important in helping someone find employment and provides huge benefits to assist communicating and feeling part of the community. These are enablers for every person to reach her or his full potential.

As the digital agenda continues to speed up the gap for those unable to access digital services will become larger and in many cases those most in need will be unable to access key support. Therefore working with partners, the community and shaping our own services to support as many people to be able to access wider digital services, whilst supporting those unable to, is a significant priority.

**FINANCIAL IMPACT**

Over £6.3m has been saved to date and further savings of £3.7m and £1.8m are included in the 2016/17 and 2017/18 budget respectively to be delivered through the Digital and Enabling project. There are also a number of improvement and efficiency workstreams across the council where digital services support the solution and future approach.

This report focuses on the element of support provided to ensure services (not just those provided by the council) are accessible to as many residents as possible and that appropriate alternative arrangements are in place where that is not possible.

<b>KEY DECISION REFERENCE NO.: Not a key decision</b>

**The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations contained within this report:**

**1. RECOMMENDATIONS**

The Cabinet is asked to endorse the approach and proposed next steps as detailed in this report.

**2. EXECUTIVE SUMMARY**

- 2.1 The Cabinet paper of 15<sup>th</sup> December 2014 outlined the approach to providing digital services and the principles the council would be taking to maximise digital inclusion and to ensure those unable to access digital services were not left behind.
- 2.2 The paper explained the number of services and number of customers already signed up and using council on-line services (at that time over 120,000 sign-ups) and how we had aligned training and support for those who needed it (for instance our links to training for those visiting Access Croydon).
- 2.3 It committed to continuing to develop those arrangements in line with new services that we being developed and explained support would be focused around 3 areas;
- Digital skills – being able to use computers and the internet
  - Connectivity – access to the internet
  - Accessibility – services will be designed to meet all users’ needs, including those dependent on assistive technology to access digital services.
- 2.4 A further report was brought to Cabinet on 16<sup>th</sup> November 2015 detailing the Go On Croydon digital inclusion program. The program, which is the first such program in London, brings the UK digital skills charity and a number of their partners from across private, public and voluntary sectors to Croydon to promote and develop basic digital skills.
- 2.5 This report now updates on progress and further details next steps;

**3. DETAIL**

- 3.1 The Governments digital inclusion strategy (2014) outlined a number of key statistics with regard to digital inclusion;
- 21% of the British population lack basic digital skills
  - 3<sup>rd</sup> of SME’s do not have a website (rising to 50% when include voluntary, community and social enterprises)

- Households offline are missing out on savings of £560 per year from shopping and paying bills online, or being able to keep in touch with family members and friends
  - 81% of people over 55 say being online makes them feel part of modern society and less lonely.
  - The internet also provides improved job prospects as being digitally capable is critical in finding and securing a job
- 3.2 Since then further surveys and analysis have suggested that given the loss to a family of not being on-line could in fact be nearer £1,000, but it also shows speed with which digital services are progressing and the potential gap could increase further.
- 3.3 The government digital inclusion strategy included a checklist against which to check approaches and actions to improve digital inclusion;
- Start with user needs – not our own
  - Improve access – stop making things difficult
  - Motivate people – find something they care about
  - Keep it safe – build with trust
  - Work with others – don't do it alone
  - Focus on wider outcomes – measure performance

### **GO ON Croydon**

- 3.4 The UK digital skills charity GO ON UK, founded in 2012 by its chair, Martha Lane Fox actively seek out and work with partners across the public, private and voluntary sectors to identify opportunities and develop programs that improve digital skills among people and organization across the UK.
- 3.5 GO ON UK have determined a minimum level of skills someone should expect to have to be seen as digitally literate;

Go ON UK – Basic Digital Skills framework					
	Managing information	Communicating	Transacting	Problem-solving	Creating
<b>Description</b>	Find, manage and store digital information and content	Communicate, interact, collaborate, share and connect with others	Purchase and sell goods and services, organise your finances and use digital government services	Increase independence and confidence by solving problems and finding solutions using digital tools	Create basic digital content in order to engage with digital communities and organisations
<b>Safety</b>	Assess the accuracy of sources of information; use security tools when browsing; regularly update and run virus-checking software; manage parental controls	Understand how to manage your identities; protect yourself from scams; use the right security settings (including parental controls); protect your customer data	Use secure websites for financial transactions; protect your personal data; respect the privacy of others	Use accurate sources of support; avoid malicious websites, scams and pop-up windows	Be aware of copyright law; protect your personal data; respect the privacy of others
<b>Actions for individuals</b>	<ul style="list-style-type: none"> <li>Use a search engine to find the information you need</li> <li>Search for deals on comparison websites</li> <li>Bookmark useful websites and services</li> <li>Store data on a device or in the cloud</li> </ul>	<ul style="list-style-type: none"> <li>Keep in touch using email, instant messaging, video calls and social media</li> <li>Post on forums to connect with communities</li> <li>Communicate with organisations about their products and services</li> </ul>	<ul style="list-style-type: none"> <li>Understand and use marketplaces to buy and sell</li> <li>Order your shopping</li> <li>Book your travel</li> <li>Manage your bank account</li> <li>Set up and manage a Universal Credit account</li> </ul>	<ul style="list-style-type: none"> <li>Teach yourself simple tasks using tutorials</li> <li>Use feedback from other internet users to solve common problems</li> <li>Access support services</li> </ul>	<ul style="list-style-type: none"> <li>Create a social media post</li> <li>Create a text document such as a CV</li> <li>Create and share a photo album</li> <li>Create and share feedback about products and services</li> </ul>
<b>Actions for organisations</b>	<ul style="list-style-type: none"> <li>Store digital information on suppliers and customers</li> <li>Search for new suppliers to find the best deals</li> <li>Understand who uses your website</li> <li>Discover potential growth opportunities for your business</li> </ul>	<ul style="list-style-type: none"> <li>Maintain customer and client relationships</li> <li>Use social media to promote your business and connect with new customers</li> <li>Improve your customer service by providing accessible product information and answers to frequently asked questions</li> </ul>	<ul style="list-style-type: none"> <li>Maximise your selling potential through a website</li> <li>Save time by applying for government business permits and licences</li> <li>Manage invoices and accounts</li> <li>Receive payments or donations</li> <li>Protect yourself from fraud or scams</li> </ul>	<ul style="list-style-type: none"> <li>Save on business travel and be more efficient by using video conferencing</li> <li>Quickly understand which products and services work based on online feedback</li> <li>Interpret simple analytics to improve website performance</li> <li>Get solutions to problems from safe, accurate sources</li> </ul>	<ul style="list-style-type: none"> <li>Create an informational or e-commerce website</li> <li>Create content (pictures, logos, text) to promote your organisation and reach customers</li> <li>Use social media and create communities to engage with customers</li> <li>Create resources to improve employee skill levels</li> </ul>

3.6 Prior to working with Croydon Go On UK had undertaken work mainly in the north of the country. Working with a number of their National partners including Lloyds Bank, Age UK, Argos, Post Office, BBC, Sage and Talktalk alongside local organisations such as Amicus Housing, CVA, various faith groups, and Croydon Tech city a number of opportunities will be provided to the local community.

3.7 The year long program was launched on 9<sup>th</sup> November and includes a number of initiatives;

- Baseline statistics to better understand exclusion and to monitor progress through the program
- Provision of a number of digital zones across Borough
- Development of network of digital champions
- Delivery of a number of deep dives, testing specific approaches to digital services – providing analysis and evaluation for each in order to understand how they can be utilized going forward
- Facilitate a sustainable network of resources and organisations to further develop basic digital skills for all

3.8 The project is overseen by a local partnership board chaired by Croydon council and Go On UK. A number of local and national organisations are represented on the board, which check progress against key targets and identified further working opportunities.

3.9 In April 2016 Go On UK joined Doteveryone, the new organisation established by Martha Lane Fox to “build a brilliant digital Britain – for everyone, by everyone”. The new organisation builds on what Go ON UK had started in terms of digital skills but looks to take that further and wider with a focus as below;

- Digital Skills** - Taking Go ON UK’s expertise even further, to bring digital skills to a host of different people from all walks of life across the UK, from MPs and stay-at-home parents to the over 65s
- Prototyping** - Making tangible solutions is the most effective way of making things happen. Initially focusing on end of life care
- 5050tech** - Working to correct the gender imbalance in Britain’s tech sector within the next ten years, to benefit both our society and economy

3.10 Go On UK have committed that the current Croydon program of work will continue and not be affected by this organizational change. However we are in initial conversations to see how we can align with the new wider scope of support and services offered by Doteveryone and therefore broaden the local support across Croydon. As Doteveryone is still very much in it’s infancy and is currently focused on setting up and bringing in appropriate resources we expect to firm up any opportunities in the next few weeks and months.

## Understanding the Croydon Context

- 3.11 Prior to the current analysis there has been little detailed understanding of the size or nature of the gap in digital inclusion. However in the past few months two pieces of work have given further insight into where focus is required for Croydon. This is being used in alignment with the specific service knowledge and resident support provided directly by the council and its partners;

### Go On UK – Digital Exclusion Heatmap

*Developed with support from BBC, LGA, The London School of Economics and Political Science in association with Lloyds Bank.*

[www.go-on.co.uk/resources/heatmap](http://www.go-on.co.uk/resources/heatmap)

Likelihood of overall exclusion – **LOW**

Infrastructure – 5.4% of households in Croydon do not receive broadband speed of at least 2 megabits per second (Mbps).

Access – 10.3% of adults in Croydon have all five Basic Digital skills

Basic Digital skills used – 34% of adults in Croydon have used all five basic digital skills in the last three months.

### Go On Croydon baseline (Lloyds bank survey)

**85,000** adults in Croydon do not have basic digital skills

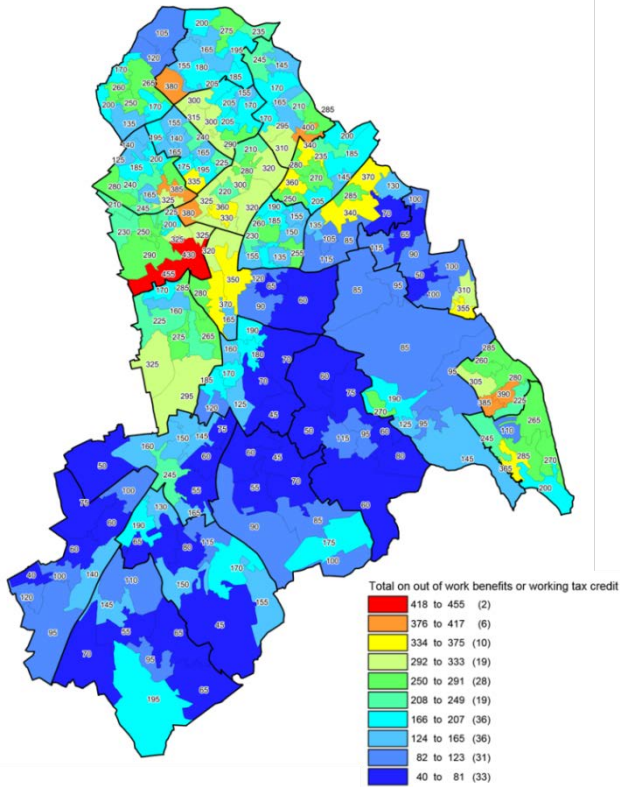
**35%** of C2DE (*skilled working class*; skilled manual workers, *working class*; semi-skilled and unskilled manual workers and *non working*; casual or lowest grade workers pensioners and other who depend on the welfare state for their income.) lack basic digital skills

**40%** of low income households lack basic digital skills (compared to just 8% of high income households)

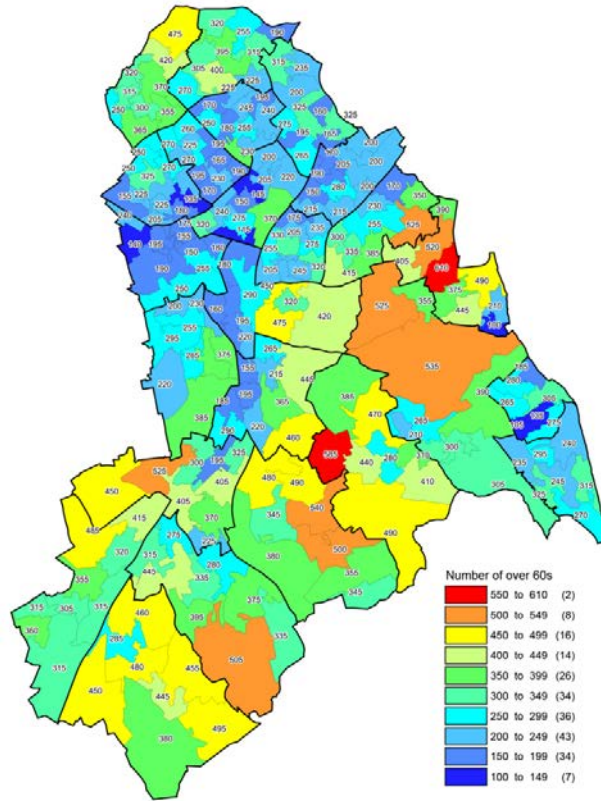
**64%** of over 65's lack basic digital skills.

- 3.12 Whilst this information is still fairly high level we have used it both internally and with our Go On partners to check back with our plans and tailor where appropriate. It has been agreed this will add further focus for older people and low income families. Mapping those customer groups geographically shows as below;

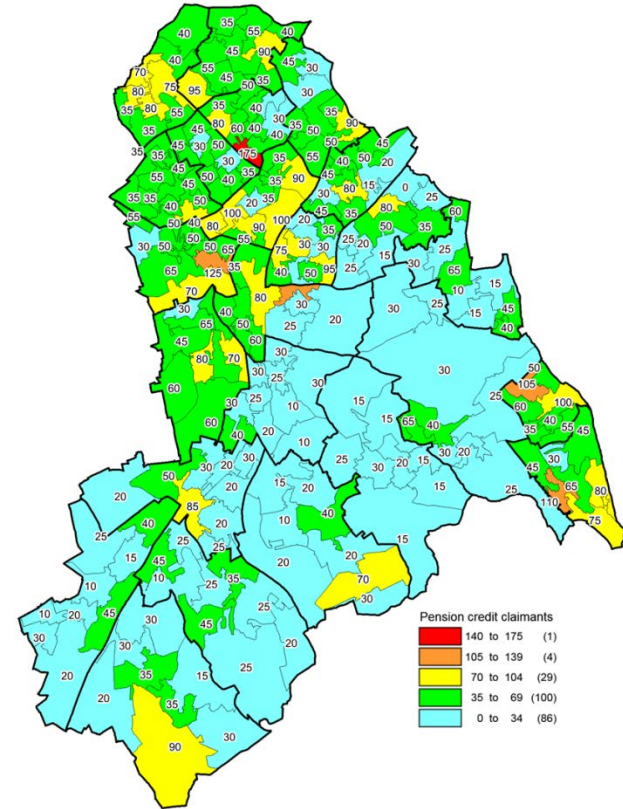
**Low income working age adults**



**Over 60's**



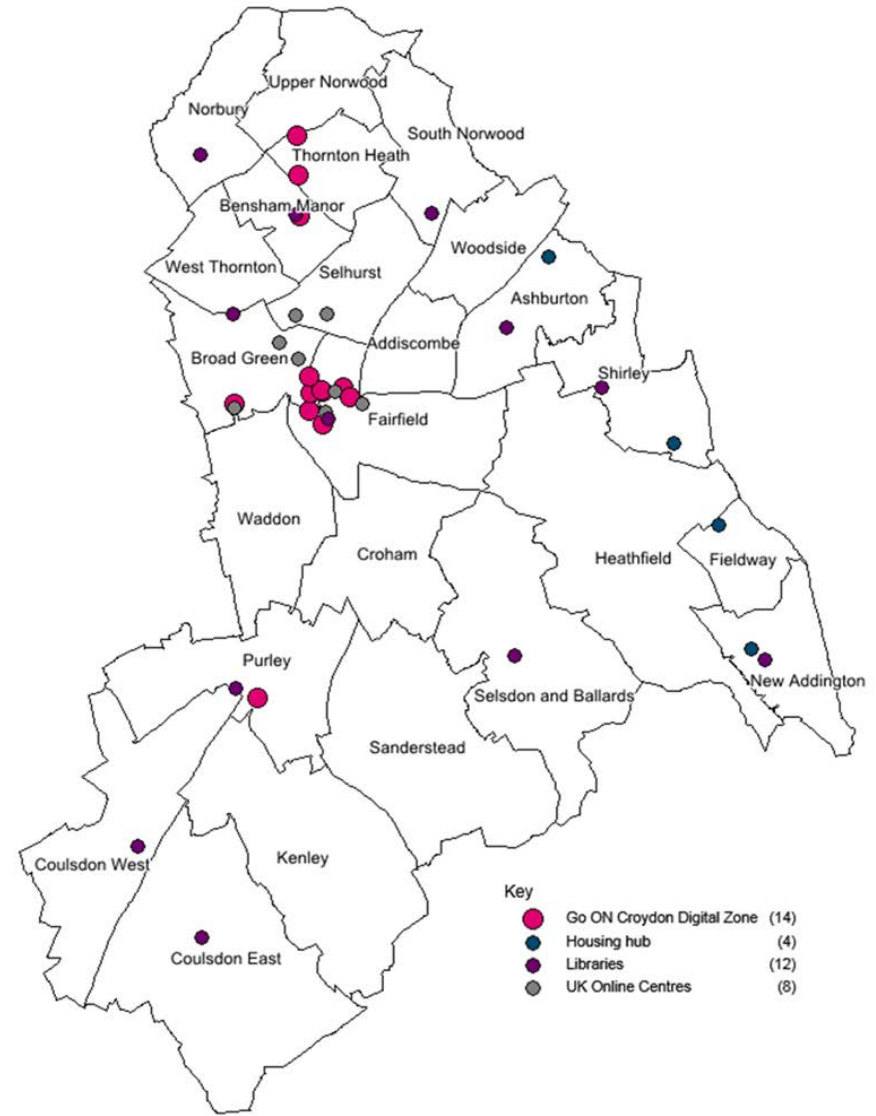
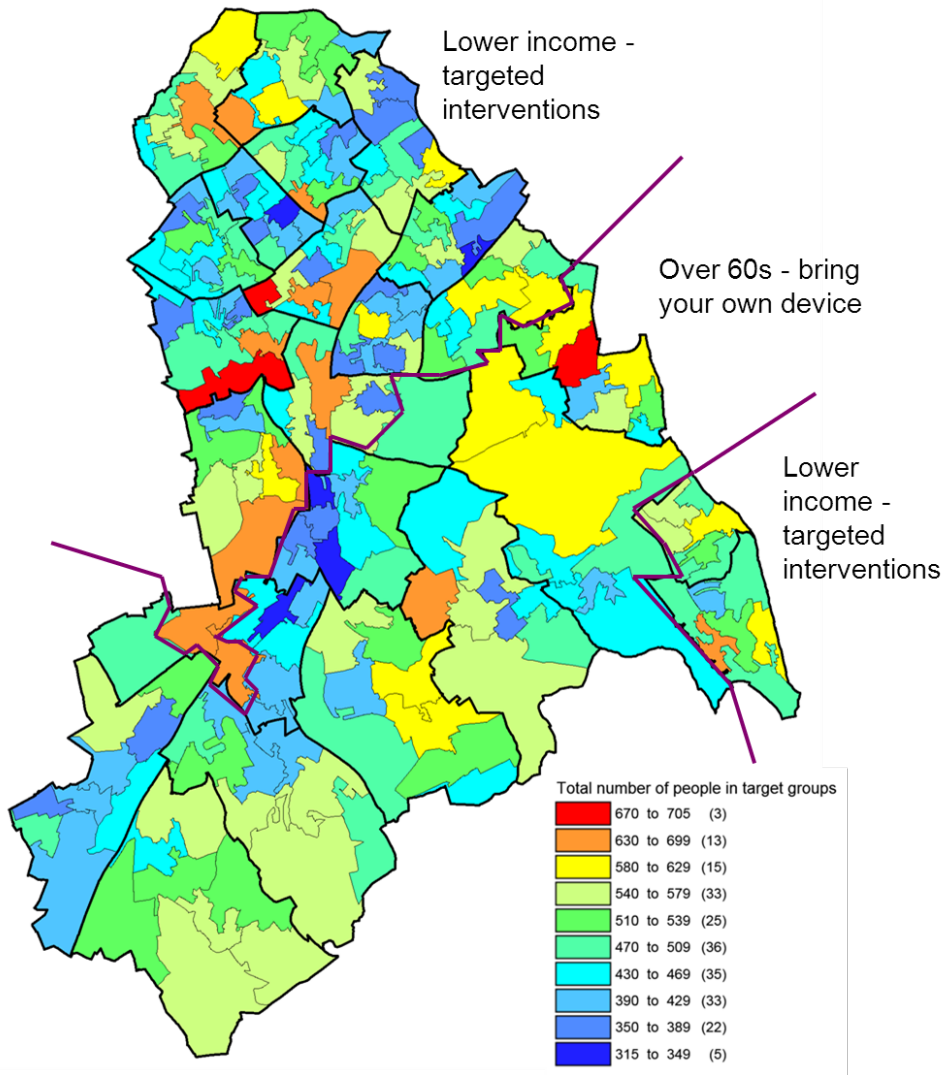
**Pension Credit Claimants**



**All customer groups**

**Digital Service support – Go On Croydon Digital zones**





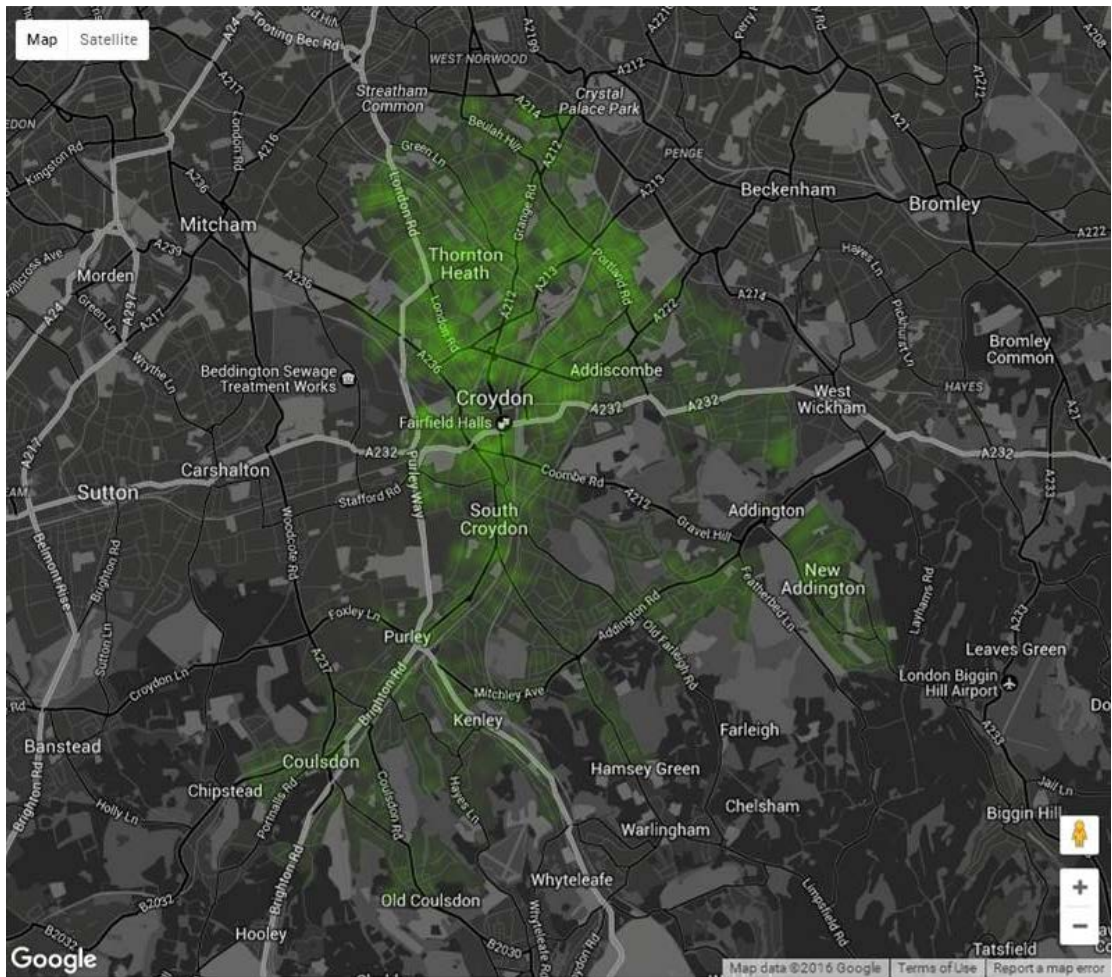


- 3.13 The digital zones shown in the above map and further detailed in Appendix 2 are being delivered as part of the Go On Croydon program through a number of partners. Initially they have been focused where those partners have facilities, but we are now actively seeking further partners in areas where we know there is a specific demand. The Digital Zone in Access Croydon was the first ever such facility and it has been a key way of providing support and assistance to residents generally, but also those accessing council services.
- 3.14 In the coming months a particular pressure will come as a significant number of lower income residents move to Universal Credit. This nationally administered scheme brings together a number of separate financial benefits into a single assessment with claims needing to be made on-line and payments made 4 weekly. The digital zones in Access Croydon and in Job Centre Plus buildings , alongside the council's financial inclusion program and improvements to the Local Credit union provide a level of support through this change. Critically they also have links in to further training, advice and the council's People Gateway service where individuals needs are greater or wider.

### **Council digital service development and take-up**

- 3.15 The council has continued to develop its own on-line services and to deliver significant efficiencies and improved options for engaging and working with residents and local businesses. Some details of take-up and a summary of performance figures to date are given below;

**Heat map of customer sign-ups** (below); shows take-up across the Borough geographically to be generally in line with population



### Age Profile of MyAccount sign-ups

	0 to 17	18 to 24	25 to 39	40 to 64	65 +	TOTAL
Age Profile of MyAccount sign-ups	435	5,497	37,409	47,110	8,708	99,159
Population for Croydon for 2016	94,768	28,450	89,885	121,888	49,886	384,877
% of sign up as proportion of pop.	0.5%	19.3%	41.6%	38.7%	17.5%	25.8%

Source: GLA Population projections, 2014 round, based on 2014 BPO data, capped household size variant (standard model), 31st March 2015  
 Not all customers provide their age as part of MyAccount sign-up

### Number of New Users

Time frame	Number
July 2013 - March 2014	26,743
April 2014 – March 2015	49,221
April 2015 – March 2016	76,506

**On-line service usage (My Account opened July 2013 but different services have varying start dates from them)**

<b>Service</b>	<b>Total (mid Mar)</b>	<b>Total (mid May)</b>
Registrations for MyAccount	148,738	160,064
Rents - value of payments taken	£10,364,570	£11,657,294
Overall value of payments taken	£20,560,837	£22,412,067
Planning appointments booked	1,194	1,325
Repairs reported	9,791	10,692
Ordering waste bins	29,129	33,557
Missed collections reported	23,277	28,414
Building Control applications	1,523	1,675
Housing Register - customer registered	4,424	4,573
Bulky waste collections booked and paid	24,688	27,412
white goods collection booked and paid	4,119	4,653
Online env reports received	30,361	34,107
Housing appointments made	6,484	6,989
Council Tax sign-ups	20,857	23,147
Benefit sign-ups	2,314	3,177
Business Rates sign-ups	1,459	1,535
Private Rented Property Licences	22,591	23,029
Garden Waste sign-ups	10,033	14,379
Housing Application and self-help tool		6,448
Mobile App Downloads	16,009	17,154
Mobile App Reports	15,900	17,626

3.16 The above table only includes functions provided directly through the councils MyAccount and mobile app services. So does not include figures for the new online parking services, which now include functionality for permits, visitors permits and includes our housing estates as well as for general residents. We are working to include those statistics into our future monitoring.

## **WIDER ACTION PLAN**

3.17 Appendix 1 shows the detailed actions and plan in place to further develop the support arrangements.

3.18 Alongside this there are specific Deep Dives being progressed as part of the Go On Croydon program. Each of the Deep Dives is supported by one or more sponsor and will include a full evaluation at the end of the project. Where appropriate the council is supporting and ensuring specific customers we are working with are part of the work so we can specifically understand the fit with our services and how further focus or investment might support local need.

3.19 Each of the Deep dives is summarised below;

## **Go ON Croydon Deep Dive Project Updates**

### **1. Specific Place (Targeting 30-35 residents in Waddon)**

#### **Expect Delivery to start May 2016**

**Partners** - E.ON, Argos and TalkTalk will work with residents in a particular housing development in Croydon (Waddon) and provide the technology and training they need to get and stay, online.

**Background** -Argos have trialled the delivery approach as part of their Macmillan project. TalkTalk have offered to support this Deep Dive with connectivity.

An evaluation report containing results from pre and post-session surveys will be produced. Individual cases studies will also be produced.

**Measurement** -The outcomes of this work will focus around social, health and wellbeing improvements as well as an increase in financial inclusion, achieved through the gaining of Basic Digital Skills. We will therefore measure against the following:

- The number of users that gained Basic Digital Skills as a result of the programme
- Users that reported an increase in general confidence

- Users that reported saving money as a result of online shopping and bill management
- Number of users that found information online that improved their health
- The proportion reporting that they feel less socially isolated 'in real life' as a result of the project.

## **2. Older People (Targeting total of 25 tenants split in 2 groups – approx. 18 in Cedar Place low rise estate and Southlands Close in Coulsdon**

### **Expect Delivery to start June 2016**

**Partners** - DukaPC, will provide older people without BDS with hardware, and specialised call centre based support. The project will evaluate the change in participants' lives such as increased health benefits and a reduction in loneliness, and demonstrate the value of BDS, access and support to them. Police Cadets will offer on the ground Digital Champion support and Lloyds Bank will provide additional Digital Champion support via its 2 Croydon town centre branches.

Croydon Council and Go ON UK have been working to identify appropriate learners for this Deep Dive. An engagement event took place on 15th March for Cedar Place residents in partnership with Croydon Housing (who carried out door to door research to initially engage residents). A further engagement event is planned for the end of May at Southlands, following the door to door research there.

DukaPC have agreed to run a training session in community spaces on the days of installation, this will be attended by Met Police cadets and Lloyds staff as they will provide on the ground support in addition to the DukaPC call centre.

**Measurement** - The outcomes of this work will focus around social, health and wellbeing improvements as well as an increase in financial inclusion, achieved through the gaining of Basic Digital Skills. We will therefore measure against the following:

- The number of users that gained Basic Digital Skills as a result of the programme
- Users that reported an increase in general confidence
- Users that reported saving money as a result of online shopping and bill management
- Number of users that found information online that improved their health
- The proportion reporting that they feel less socially isolated 'in real life' as a result of the project.

## **3. Digital Connect Pilot**

### **Project started April 2016 (Targeting 80+ SME's and 40 NEET's)**

**Partners** - Lloyds Banking Group, Accenture and Seetec, will provide (SME's) small businesses that lack BDS free training opportunities. They will also provide young people who are not in Employment Education or Training (NEETs) that are willing to volunteer with for work experience places with the businesses.

The young people will assist the small business with BDS and in return there may be an opportunity for the young people to gain valuable work experience as well as an opportunity to apply for appropriate vacancies which become available.

Four 1 day courses will be run for the SME's to show them ways of growing their businesses online. The training will cover many opportunity areas including social media, marketing, advertising, and analytics. The project will evaluate the BDS gained by the SME's. Confidence and employment outcomes will be key measures for the NEET's involved.

Measurement -The outcomes of this work are split into two areas, the SMEs, Charities and Social Enterprises that are recipients of support, and the NEETs that provide the training. The former will have outcomes focused on gaining of Basic Digital Skills, financial savings and efficiency benefits. The latter will focus around confidence, employment and wellbeing.

- The number of SMEs, Charities and Social Enterprises that gained Basic Digital Skills as a result of the programme.
- The number of SMEs, Charities and Social Enterprises that had seen a financial benefit from increasing their digital skills.

NEETs that reported an increase in general confidence

- The proportion reporting that they feel less socially isolated 'in real life' as a result of the project.
- Proportion reporting that improved IT Skills helped them to get a job

#### **4. People in Poverty, Homelessness, and Mental Illness (Target approx. 120 residents)**

**Started Dec 2015**

**Partners** -The Tinder Foundation are delivering a BIG Lottery funded deep dive which aims to find the best methods of supporting people in poverty and homeless people to improve their health and wellbeing through digital.

This project is now in the delivery phase. Training began in December 2015. Measurement- Increased basic digital skills to achieve personal outcomes around health and wellbeing.

Now in delivery phase after connections made across the borough. Croydon now a key focus of the overall project and Tinder are working with the Mental Illness organisations in the borough., Figures in so far have confirmed 198 residents helped with BDS.

#### **5. People with Sensory Impairments**

**Started September/November 2015 (Demand lead)**

RNIB, Action for the Blind. The Royal National Institute for the Blind (RNIB) will deliver an 'Online Today' BIG Lottery funded deep dive project focusing on helping people with visual impairment or hearing loss to gain BDS. This will be delivered in partnership with the Action for Blind People, Croydon. The lessons learned for this target audience will be actively shared locally and nationally by the RNIB and via Go ON Local online.



A small trial took place in September in Croydon. The approach is being refined and sessions for this target group will be delivered according to local demand.

Measurement- The number of individuals that have gained Basic Digital Skills based on the Basic Digital Skills framework question set. Awareness of Basic Digital Skills at what they can offer for the 2 million broader reach.

Confidence-Proportion who agree that the internet makes life easier.

Proportion that report a general improvement in their levels of overall confidence.

Health & Quality of Life-Proportion that report 'life is better' as a result of being able to access the internet. Proportion who report that they have found information to improve their health.

In delivery phase now but dependent on referrals to allow group training sessions.

Residents are constantly being sourced to take part in this project, referrals can be made to Action for the Blind Croydon or RNIB

## **6. Proposed Homeless People project (not yet confirmed as a deep dive)**

### **If partners confirmed delivery post June 2016**

Crisis are the delivery partner for this project which aims to understand and work to remove the barriers to digital inclusion for the homeless and provide them with the opportunity to themselves become digital champions. Wider social benefits such as improved health and increased financial and social inclusion will also be tracked.

Some funding has been agreed via Twitter and EE has now supplied 90 smartphones to support this Homeless project.

Measurement-The outcomes of this work will focus around social, health and wellbeing improvements as well as an increase in financial inclusion, achieved through the gaining of Basic Digital Skills. Specific measurements are still being worked up but are likely to include:

The number of users that gained Basic Digital Skills as a result of the programme.

Users that reported an increase in general confidence

Proportion that report 'life is better' as a result of being able to access the internet

Number of users that found information online that improved their health.

Proportion seeking information about jobs/work online.

The proportion reporting that they feel less socially isolated 'in real life' as a result of the project.

- 3.20 As the projects have different delivery dates the individual findings and next steps will develop as the program progresses. Appendix 2 lists the current digital zones open across the borough and the total visitors for each to date. Further opportunities are being developed mapped to the exclusion maps above.
- 3.21 Outside of the specific projects as part of the Go On program the council are also trialling a number of other digital opportunities within our overall service and transformation agenda. In the main these have been in partnership with the London Ventures program, which has provided some funding and support to assist. The trials will provide evaluations in order that decisions can be made as to how and whether we can take these options forward.

### **Supporting independence through videocalling**

- 3.22 Many older people alone in Croydon feel socially isolated which has a real impact on their ability to retain independence. To understand digital opportunities to overcome this, we have partnered with Visbuzz and Sentab to pilot up to 200 video calling devices with such residents by giving them a simple touch screen tablet or a link through digital TV to allow users to stay in contact with family, friends and support workers online. We have worked with local community groups to identify and support socially isolated residents, and the initial feedback from users is that they feel better connected and happier. One resident, Dorothy is an 86 year old widow whose husband died after a marriage of 52 years in 2013 and lives alone. She has a large family but they live between the UK, Jamaica and USA. Visbuzz has given her back her social connections and she can see more than two or three of her family and friends in one day for a quick chat, urgent support or just wants to share a joke about something she's watched on TV.
- 3.23 Sentab works through TVs and the remote control to provides video calling, alongside options for local communities network and to send information and advice or reminders to users. We have particularly supported elderly residents in New Addington, Fieldway and Longheath to grow the community aspects and offer residents the ability to connect with each other in a digital way, and have done this by working with local community groups such as Fieldway Community Centre, Longheath Community Care & Church Centre and the Pop In Samaritans in New Addington.
- 3.24 Visbuzz are simple tablets for socially isolated people with no digital skills to enable them 'see' families, friends and support workers via video calling. It gives them reassurance that it is safe and secure and introduces them to digital technology giving them new skills. So far we have over 25 users of Visbuzz who are a mix of elderly carers, early stage dementia patients and re-ablement, who have community champions to set up and support them with the tablet. We have worked with local community groups such as Alzheimers, British Red Cross, Careline, Mind, Age UK, Crossroads, and SLAM.

## **Crowdfunding in Croydon**

- 3.25 Croydon is trialling options for grassroots community projects to secure money or resources through digital crowd-funding. Over the last year we have partnered with Spacehive who offer a digital platform and have seen over £100k raised by the public for civic projects. Successful projects include refreshing playground equipment in South Norwood; a pop-up saffron farm on the site of Earnest Taberner House; transforming an empty shop in Croydon into an artist-run space; regenerating Croydon College Square into a vibrant, green oasis and venue for performances and an Interfaith bike ride. There are a further 12 Croydon projects on our Croydon Hive. These projects may not have been able to progress with current council funding pressures, and by crowdfunding there is a greater sense of ownership and pride by the community.
- 3.26 Crowdfunding tests and can prove community interest in an idea or an initiative and galvanise support for local outcomes for local residents complementing our regeneration initiatives and Community Fund. It also has additional benefits of encouraging digital channels to be the cornerstone of community projects. Officers have worked with community leaders and volunteers to show them how to use the Spacehive to increase their digital skills and confidence to use the platform, as well as helping to raise awareness and promote their projects via websites or social media. An example of this is StreetPin which is a project aiming to bring the local community 'pin board' into the digital age, empowering high streets to create a network of independent web sites, resulting in a viable alternative to online shopping.

## **Community support**

- 3.27 Alongside the more formal deep dives there are a host of other workstreams progressing within the community, sometimes supported by partners. These continue to be developed and as organizations are identified they are matched to appropriate support and advice. An early example of this is the Norbury Church inclusion work where the Council were able to provide a small number of laptops and that church have now been running a very successful training facility where the community can support each other. This is cited on the national Go On UK website as good practice.
- 3.28 Other current examples of projects developing are given below. The council is currently in the process of replacing its ICT equipment which is becoming incompatible with many of the key corporate and service systems. We are working with a number of charity organisations, who can refresh the current equipment and provide basic software so it can be re-used into the community. We expect to be able to start to distribute during Summer and Autumn;

**Bridge Place residents group:**

16 residents keen to gain digital skills. Currently finalising between Age UK and Tech City student volunteers or Barclays Digital Eagles to deliver through outreach in their residents room.

**Children's Centre at Selhurst:**

This centre serves lots of parents for whom English is a second language. One of the parents is keen to set up a literacy/digital session for other parents who want to develop skills in order to get a job. Currently finalising community funding to purchase laptops and connectivity for the group and digital champions from the childrens centre will support

**Oval Tavern Community Pub, Oval Road**

This locality has no community centre and the pub is willing to run digital skills sessions on a weekday and a Saturday morning and follow up with a budget lunch for attendees if required. This meets the social needs of isolated residents in the area, build community cohesion and will use the digital skills of some residents to support others.

**Residents Groups**

Chertsey High Rise, Westcott Close and Matthews Garden Resident Association in New Addington are interested to know more about how they can develop the digital skills of residents. Bell Court Residents group have been given some Ward Councillor's funding to purchase the equipment for a digital zone

**Croydon Carers**

Want to create a digital zone and to establish a laptop loan scheme using the council's recycled computers, for those carers who cannot get out to attend training

### **Purley Cross Centre**

Want to create a digital zone to support their clients with digital skills once refurbished laptops become available

### **Look Ahead Care, Purley**

This supported housing centre is setting up a digital zone for its residents and for the clients it provides outreach support for.

### **Waddon Community Forum**

A fixed and outreach service will be run by St George's Church using equipment funded through Ward Councillors' budgets

### **Digital Champion Training**

A Digital Champion training session for representative of community groups in Croydon have been held in April and there will be places on the training session offered in Lewisham later in the year.

## **PARTNER COMMITMENTS**

- 3.29 There are a number of organisations who have made a commitment to support the current program. These items of support are currently being worked into a program and are being lined up with appropriate support requests which best maximises their impact. The list is shown in Appendix 3.
- 3.30 We are expecting further commitments as we develop the future plan and awareness. This will be further enhanced if we are able to form a link with Doteveryone and develop a 6month project celebration and awareness event which is currently in planning.
- 3.31 To raise awareness and access to the support that is being progressed we have already developed a dedicated page on the Council website which list activities, training and support that is available. We are also developing our communications, through all the local partnership board members, but also including improving our links with Croydon Tech City

## **4. CONSULTATION**

- 4.1 There is no further consultation required

## **5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS**

## **REVENUE AND CAPITAL CONSEQUENCES**

- 5.1 There are minimal council costs outside of staff time which is being met from existing resources. Specific additional costs are being picked up as part of digital and enabling project.
- 5.2 Where specific projects and innovations show there is a wider opportunity, that will be built up into specific business case for approval through normal channels.

## **RISKS**

- 5.3 There is a risk that if the right support is not provided the council will be unable to meet projected budget savings as we will be unable to support customers across to cheaper and more effective online services.

Approved by: Richard Simpson, Assistant Chief Executive (Corporate Resources and Section 151 officer)

## **6. COMMENTS OF THE BOROUGH SOLICITOR AND MONITORING OFFICER**

- 6.1 The Council Solicitor comments that there are no direct legal considerations arising from this report.

(Approved by: Gabriel Macgregor, Head of Corporate Law on behalf of the Council Solicitor and Monitoring Officer.)

## **7. HUMAN RESOURCES IMPACT**

- 7.1 There are no direct or immediate Human Resources considerations arising from this report for Croydon Council staff or workers.

(Approved by: Michael Pichamuthu, HR Business Partner, on behalf of Heather Daley, the Director of Human Resources)

## **8 EQUALITIES IMPACT**

- 8.1 Equality assessments are being carried out for each individual workstream where appropriate. There is also a full assessment progressing for the overall program

## **9. ENVIRONMENTAL IMPACT**

- 9.1 Not applicable for this report.



## **10. CRIME AND DISORDER REDUCTION IMPACT**

10.1 Not applicable for this report.

## **11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION**

11.1 To advise members on the approach and expected benefits of the work and findings to date

## **12. OPTIONS CONSIDERED AND REJECTED**

12.1 Not providing appropriate support to our community would see many residents fall further behind in the digital agenda and lose out on various financial and social opportunities. This would also have a negative impact on the council in terms of cost and also support for those then unable to live as independently.

12.2 Funding such work and providing it directly would have a very significant cost and be far less successful as the council would not be able to reach all areas of the community, and would not have the skills and kit equipment required.

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**CONTACT OFFICER:** Graham Cadle, Assistant Chief Executive – customer and transformation

**BACKGROUND PAPERS:** none



## **Appendix 1**

### **Digital inclusion action plan**

**June 2016**

Croydon's Digital Action Plan supports the corporate priorities of Ambitious for Croydon by enabling Growth, Independence and Liveability

#### **Ambitions**

The council made a commitment through cabinet in December 2014. Since then work has progressed towards this aim and the Go ON Croydon project will play a significant part in Croydon becoming a digital included borough. Through this plan and a number of other workstreams, Croydon's people, communities and businesses will be supported to reach and achieve their digital potential

Support will be provided in respect of:

Digital skills - being able to get online and use technology

Connectivity - increased availability to technology and wifi

Accessibility - services will be designed around the needs of the end users, including those dependent on assistive technology to access digital services

#### **Go ON Croydon has three key objectives**

1. To test financial messaging as a means of increasing both digital and financial inclusion.
2. To work with key target groups via 'Deep Dive' projects to identify and share approaches that work for them.
3. To improve the lives of residents by increasing the number of individuals and organisations who have Basic Digital Skills across the borough.

This document pulls together the work through Go ON Croydon and other council initiatives to fulfill the ambition for Croydon to become a digitally included Borough. There is a clear link between the groups affected by financial exclusion, the groups affected by digital exclusion and the customers who regularly access Croydon Council's services, eg. older people, marginalised groups, isolated communities, the disabled, and the unemployed

GO ON CROYDON CHARTER COMMITMENT TO	REQUIRED OUTCOME	WHAT SUCCESS WILL LOOK LIKE	ACTIONS TO ACHIEVE OUR OUTCOMES	LATEST POSITION
COLLEAGUES PRIORITY 1	All council staff and members will have a basic standard of digital skills. Staff working directly with residents will have additional level of additional skills to ensure their role embeds the digital approach for their key outcomes	<ul style="list-style-type: none"> <li>• 100 % of staff trained to basic digital skills level per GO ON UK assessment by April 2016</li> <li>• 100% of elected members trained in to basic standard of digital skills per GO ON UK assessment by April 2016</li> <li>• Numbers of digital champions recruited 250 by April 2016</li> </ul>	<ul style="list-style-type: none"> <li>• All staff and members to undertake initial assessment and develop appropriate training scheme – Nov 15 and Feb 16 respectively</li> <li>• Define Digital champion role and get agreement across organization – aligning to service needs wherever possible.</li> <li>• Recruit for, deliver and cascade digital skills and champion training – from November 2015</li> <li>• Annual review to monitor and support digital skills and champions</li> </ul>	<p>Initial staff assessment complete. Training incorporated into ICT refresh approach.</p> <p>Members support and approach being developed with cross party members ICT steering group</p> <p>Currently circa 80 digital champions trained with 20 more scheduled further training arranged. Over 300 pledgees being encouraged to become champions.</p>
COLLEAGUES PRIORITY 2	All council staff and members will have the opportunity to actively support the Go ON Croydon initiative	<ul style="list-style-type: none"> <li>• Numbers of staff pledges to support digitally excluded friends, family, businesses and charities in Croydon. 400 across year of project</li> <li>• Number of staff digital champions involved in GO ON projects</li> </ul>	<ul style="list-style-type: none"> <li>• Internal marketing of Go ON Croydon to staff</li> <li>• Designated Staff Pledge Week</li> <li>• Call to action on screens, Your Croydon, newsletter</li> <li>• Pop ups in foyer, café</li> <li>• Digital championing aligned to Volunteering Policy</li> </ul>	<p>325 staff pledges made</p> <p>25 staff digital champions involved in projects</p>

COLLEAGUES PRIORITY 3	All council contracts include for staff to be digitally skilled and for services to support digital inclusion	<ul style="list-style-type: none"> <li>Digital inclusion embedded in contract let, renewal and review procedures</li> </ul>	<ul style="list-style-type: none"> <li>Agree forward plan and approach to embedding into new contracts</li> <li>Initial priorities; <ol style="list-style-type: none"> <li>Veolia and Interserve contract renewal to incorporate basic digital skills achievement</li> <li>Adult social care commissioning to incorporate residents' basic digital skills development outcomes (pilot in Jan 16)</li> </ol> </li> </ul>	<p>Currently working in association with SCC to embed approach and consider initial priorities.</p> <p>Being Integrated into procurement approach and Value Croydon</p>
COLLEAGUES PRIORITY 4	Council refreshed ICT equipment to be recycled for community usage	<ul style="list-style-type: none"> <li>Maximise equipment recycled into community use (PC, laptop, tablets)</li> <li>100 Croydon residents, 25 charities and SMEs who have developed skills on recycled equipment</li> </ul>	<ul style="list-style-type: none"> <li>Understand approach bearing in mind costs and data issues (Dec 15)</li> <li>Establish community Laptop/tablet loan/dispatch service – April 2016</li> <li>Creation of community digital recycling allocation scheme – April 2016</li> </ul>	<p>Plans <b>will bring 1500 laptops into Croydon reaching minimum of 3000 individuals, 75 community organisations/social enterprises</b> . Final commercials being progressed.</p> <p>Exploring bins in key locations to enable residents to donate kit for recycling.</p>
COLLEAGUES PRIORITY 5	Explore external funding opportunities to improve and develop digital support and facilities in the borough	<ul style="list-style-type: none"> <li>Bids reviewed for integration of digital. Initial opportunity identification by end Jan 2016</li> <li>10% increase in external funding secured for digital support and facilities during Go ON Croydon 12 months</li> </ul>	<ul style="list-style-type: none"> <li>Identify business case for dedicated and time-barred resource – potential for business case to perm approach.</li> <li>Vizbuzz pilot providing simple online video calling to key service providers, family and friends</li> </ul>	<p>Initial opportunities being sought – plan end May</p> <p>Vizbuzz pilot underway</p> <p>No further opportunities at present</p>
COLLEAGUES PRIORITY 6	Borough intelligence and data on residents' digital skills to be consolidated into one place, accessible to and	<ul style="list-style-type: none"> <li>Staff working directly with residents, charities and businesses will capture and update digital inclusion data through central</li> </ul>	<ul style="list-style-type: none"> <li>Measures to be included into council performance management approach.</li> </ul>	<p>Initial analysis developed and being utilized by Go On partnership board</p>

	updateable by all services	<p>database</p> <ul style="list-style-type: none"> <li>• Go On project to provide baseline and progress position.</li> <li>• Legacy of Go On to be ongoing approach and measure.</li> </ul>		<p>Further analysis as part of project and at end of project Lloyds survey – and maps now developed</p> <p>Housing surveys identifying local and key client data.</p>
COLLEAGUES PRIORITY 7	Service re-design to include standard digital approach and measures for inclusion	<ul style="list-style-type: none"> <li>• Number and % of transactions completed on-line</li> </ul>	<ul style="list-style-type: none"> <li>• Agree principle and approach for future service review and design (Feb 16)</li> <li>• Facilitated through corporate transformation team to embed approach in service reviews and change implementation</li> </ul>	<p>Initial individual opportunities being progressed as part of Digital and Enabling program. Landlord licensing and green waste service introduced through digital only approach with support where needed</p>



GO ON CROYDON CHARTER COMMITMENT TO	REQUIRED OUTCOME	WHAT SUCCESS WILL LOOK LIKE	ACTIONS TO ACHIEVE OUR OUTCOMES	LATEST POSITION
COMMUNITY PRIORITY 1	Digital Zones established throughout the borough	<ul style="list-style-type: none"> <li>• Numbers of permanent designated Digital Zones – target 2</li> <li>• Numbers of pop up Digital Zones</li> <li>• % and numbers of Digital Zones in target areas – target 40 during project</li> <li>• Footfall in Digital Zones during 12 months of Go ON Croydon – 10,000</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Set up Digital Zone in Access Croydon – Nov 2015</li> <li>• Community partners to set up Digital Zones covering all priority areas of Borough (digital inclusion blackspots)</li> <li>• Provide info to orgs and residents on facilities provided across Borough to promote footfall</li> </ul>	Access Croydon zone in place. Total of 13 currently in place. 5 housing hubs now in planning for delivery Further zones have been identified from work across pilots and resident analysis Further work on collating footfall from partners
COMMUNITY PRIORITY 2	Croydon Digital Champion Network established	<ul style="list-style-type: none"> <li>• Number of digital champions trained throughout Croydon. Aim to have 500 borough champions in Croydon by end Nov 2016</li> <li>• Number of Digital Champions recruited</li> <li>• Number of individuals, charities and SME's supported by digital champions</li> <li>• Digital champion offers and needs data shared throughout borough</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and set-up community organisation to manage the Croydon Digital Champion network – June 2016</li> <li>• Engage and recruit corporate CSR support eg digital champion volunteers in community – 2,000</li> <li>• Publicise Croydon's digital championing opportunities on Team London, Go ON UK and community sites - Dec 2016</li> </ul>	Training for 40 community took place Twitter digital champions delivered training to third sector and SME organizations in May. April 2016 Working with CVA regarding offer across borough Barclays are developing a training programme for digital champions on transactional security
COMMUNITY PRIORITY 3	Support digital security awareness raising and training across borough	<ul style="list-style-type: none"> <li>• Numbers of pop ups around borough focusing upon digital security to also include those who already have some basic online skills</li> <li>• Numbers and % of schools offering</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate with Lloyds Bank, Fire Service, Police initiatives</li> <li>• Incorporate digital security into Digital Zone activities</li> </ul>	Work underway with Met Police and their cadets to support older people and to provide pop-ups and further support Barclays planning training to

		digital security awareness session to parents		digital champions and on their premises to the public whoever they bank with  Also progressing Barclays digital passports and some specific training sessions
COMMUNITY PRIORITY 4	Incorporate digital and financial inclusion support into council services	<ul style="list-style-type: none"> <li>• Develop real-time digital resource for all Council consultation processes</li> <li>• Develop common council financial inclusion resources for staff in working in Access Croydon and Gateway</li> <li>• Integrate digital skills training into Gateway approach</li> </ul>	<ul style="list-style-type: none"> <li>• Consultations to integrate digital communication methods</li> <li>• Full service offer detailed and in place April 2016</li> </ul>	On-line consultation and communication services in place and continuing to develop. Single assessment and financial and digital inclusion offer being developed with Gateway, housing etc
COMMUNITY PRIORITY 5	Align Croydon Council's community funding towards digital skills initiatives during Go ON Croydon year and beyond	<ul style="list-style-type: none"> <li>• Applicant guidelines to incorporate digital skills content</li> <li>• % increase in successful funding applications which integrate digital skills into projects</li> <li>• Digital skills delivery and reach incorporated into grant assessment criteria</li> </ul>	<ul style="list-style-type: none"> <li>• Active Communities and Time Banking focusing support on digital inclusion work</li> <li>• Provide on line tool kit for community and third sector to facilitate and resource digital training facilities</li> </ul>	Golden Thread of digital woven into Prospectus recently launched.  Also alignment made with ward members budget and spend in 2015/16 budget.
COMMUNITY PRIORITY 6	Work with partners to expand broadband and wifi coverage across Croydon.	<ul style="list-style-type: none"> <li>• Number and 20% increase in households with access to online services August 2016</li> <li>• Map of wifi hotspots across borough to identify next areas of focus</li> </ul>	<ul style="list-style-type: none"> <li>• Exploit investment opportunities to support Croydon's digital ambitions – clear plans, options and investment requirements – May 2016</li> <li>• Duka PC, E.ON and other deep dive projects with Go ON UK partners – ensuring evaluation detail is fed back to inform future service provision in council and outside.</li> </ul>	Deep dive projects progressing to varying timescales. Full evaluation at end of projects. Growth zone includes development of further provision of wifi and broadband offer

COMMUNITY PRIORITY 7	Grow Croydon's future digital skills through supporting children, young people and their families digital journeys	<ul style="list-style-type: none"> <li>• Pop up digital zones in schools in target areas to provide support for parents (3 – April 2016)</li> <li>• Integration of digital skills into CALAT's family learning provision</li> <li>• Established progression routes into locally available higher level digital training</li> <li>• Support and link orgs such as Croydon Tech City to raise awareness and take-up of schools training schemes</li> </ul>	<ul style="list-style-type: none"> <li>• Establish and support code clubs in primary schools in borough</li> <li>• Commissioning requirement for foster parents to provide online facilities in their home</li> <li>• Tech City supporting digital skills development in schools</li> </ul>	Initial links with Tech City in place. Further work required. Pilot scheme in New Addington with school admissions. Results to be evaluated through collaboration school heads Further further discussions taking place with Tech City
COMMUNITY PRIORITY 8	The most vulnerable digitally excluded people and communities within the borough will be supported through skills development, access and signposting	<ul style="list-style-type: none"> <li>• % reduction Access Croydon service usage by targeted users</li> <li>• % increase in Gateway users with Basic Digital Skills.</li> </ul>	<ul style="list-style-type: none"> <li>• Interrogate existing Croydon council and partner data to identify the most vulnerable digitally excluded within Croydon – Jan 16</li> <li>• Collaborate with 3<sup>rd</sup> sector organisations supporting the most vulnerable (homeless, disabled) to share intelligence and reach target audience – all areas identified and with clear plans April 2016</li> <li>• Pop up Digital Zones in target neighbourhoods – April 2016</li> <li>• Public broadband availability mapped throughout borough – and approach to filling gaps agreed – July 2016</li> <li>•</li> </ul>	Significant progress through digital zones, alignment to training resources, community groups. See examples in body of report.  Mapping has identified target areas. Working with Crisis on project to digitally upskill 90 homeless people.
COMMUNITY PRIORITY 9	Increased levels of basic digital skills levels in borough	<ul style="list-style-type: none"> <li>• 10% reduction in residents, charities and businesses without basic digital skills during Go ON Croydon year</li> </ul>	<ul style="list-style-type: none"> <li>• Base line digital inclusion levels established within borough</li> <li>• RSHP digital inclusion group established to maximize access to</li> </ul>	Full assessment to come from partners and Croydon monitoring. Further resource required to ensure in place.

		<ul style="list-style-type: none"> <li>• 10% reduction and number of residents without basic digital skills areas across Borough</li> <li>• Achieve 160,000 My Account sign-ups (cumulative)</li> <li>• % and number of residents, charities and businesses accessing Go ON Croydon services (webpage count, event attendance and digital zone footfall – 100,000)</li> </ul>	<ul style="list-style-type: none"> <li>• tenants and share good practice</li> <li>• Develop a tool kit for local orgs to provide digital skills training and support</li> </ul>	<p>Over 160,000 MyAccount sign-ups now received.</p> <p>Working with CVA on training for local third sector running community projects</p>
COMMUNITY PRIORITY 9	A sustainable community digital skills network will be established in Croydon	<ul style="list-style-type: none"> <li>• Maintain exit level number of digital zones after Go ON Croydon year – April 2017</li> <li>• maintain numbers of footfall in existing access points</li> <li>• increase by 20% numbers of Digital Champions recruited during Go ON Croydon year</li> </ul>	<ul style="list-style-type: none"> <li>• Community Digital Champion training programme delivered by community partners</li> <li>• Digital Champion Network established</li> <li>• Cross sector partnership board to sustain momentum beyond Go ON Croydon initiative</li> </ul>	<p>Initial training underway. Further focus on pulling together across borough and ensuring sustainable model going forward</p> <p>Council webpage developed with links to resources.–</p>

GO ON CROYDON CHARTER COMMITMENT TO	REQUIRED OUTCOME	WHAT SUCCESS WILL LOOK LIKE	ACTIONS TO ACHIEVE OUR OUTCOMES	LATEST POSITION
CUSTOMERS PRIORITY 1	Support customers through the development of a consistent Croydon Council approach to identifying, signposting and supporting their basic digital and financial skills needs	<ul style="list-style-type: none"> <li>• Informal initial assessment of digital skills for customers accessing Croydon Council services</li> <li>• Review existing practices to identify and implement model of good practice</li> </ul>	<ul style="list-style-type: none"> <li>• Develop online tool (or utilize something already available) to measure digital skills and point residents to appropriate support – Feb 2016</li> <li>• Develop coordinated approach between Benefits, Housing, Adult and Children’s Social Services, Public Health, Access Croydon – Feb 2016</li> <li>• Targets in place for housing officers</li> <li>• Website to provide single place for advice, information and support re digital skills and access</li> </ul>	Initial pilot underway in Housing service. Some housing officers trained as digital champions Are a number of products including Barclays driving licence tool that we are considering further Website in place with plans for ongoing development
CUSTOMERS PRIORITY 3	Croydon Council to adopt a Digital by Design approach leading to Digital by Default providing customers with access to all council services online	<ul style="list-style-type: none"> <li>• 160,000 MyAccount sign-ups by August 2016</li> <li>• Identify, map, signpost and support those needing Assisted Digital support to a range of resources available (Advocacy Services, Alzheimer’s Society)</li> </ul>	<ul style="list-style-type: none"> <li>• Review Assisted Digital offers – Access Croydon, Housing Officers</li> <li>• Delivery of Digital and Enabling project and further channel shift approach</li> <li>• Extensive listing of appropriate support and training across Borough and customer groups – Feb 2016 – integrated into web and customer services</li> </ul>	Number of support arrangements now in place predominantly across access Croydon and Housing. Further service development and take-up progressing. Webpage developed Government assisted digital offer being rolled out through libraries
CUSTOMERS PRIORITY 3	To support SME’s to develop and utilize basic digital skills	<ul style="list-style-type: none"> <li>• 100 SME’s attending SME training and advice sessions as part of GO ON UK.</li> </ul>	<ul style="list-style-type: none"> <li>• Development with partners of online SME assessment and advice tool</li> </ul>	Twitter workshop delivered targeting SME Continue to discuss sponsorship for

		<ul style="list-style-type: none"> <li>• Number of SME's completing on-line toolkit and then utilizing support identified. 300 target</li> </ul>	<ul style="list-style-type: none"> <li>• Delivery of 15 SME specific workshops and training sessions in conjunction with partners as part of GO ON Croydon</li> </ul>	<p>advice tool</p> <p>Linking into Croydon Tech CitySME workshops delivered to deep dive organisations</p>
CUSTOMERS PRIORITY 4	Promote progression opportunities for adults wishing to increase their digital and financial skill levels within the borough	<ul style="list-style-type: none"> <li>• % Increase in number of enrolments onto ICT training courses in borough</li> <li>• % Increase in JCP clients with ICT qualifications</li> <li>• Progression pipelines mapped and published leading from Digital Zones to existing and new digital support partners</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage post 16 and IAG providers to collaborate to map and share progression routes beyond basic digital and financial skills</li> </ul>	<p>Further work being progressed to better capture number of training and support sessions.</p> <p>Mapping of progression opportunities throughout borough</p>



**Appendix 2**  
**Digital Zones now open**

**Access Centre Croydon (Visitors – up to Jan 121, Feb 43, Mar 38, Apr 64)**  
Bernard Weatherill House, 8 Mint Walk CR0 1EA. Open: Every Friday, 9am - 4pm

**Lloyds Banking Group (Visitors – up to Jan 28, Feb 22, Mar 22, Apr 24)**  
95 George Street, Croydon CR9 1TN & 137 North End Road, Croydon, CR0 1TN  
Open: Every Thursday, 9.30am - 4.30pm

**Job Centre Plus (Visitors – Jan 22, Feb 18, Mar 53)**  
17-21 Dingwall Road, CR9 2TN - monthly: 3rd Tuesday of month, 10am - 2pm  
72 High Street, Thornton Heath CR7 8AA - monthly: 1st Tuesday of month, 10am - 2pm  
24 Whytecliffe Road South, Purley CR8 2YU - monthly: 4th Wed of month, 10am - 2pm

**EE (Visitors – numbers not yet provided)**  
143 West Arcade, Whitgift Centre CR0 1UT  
Croydon North End, 85 North End CR0 1TJ  
Unit 150 Whitgift Centre CR0 1LP  
Croydon Centrale, Unit A, 21 North End, Croydon CR0 1TY  
Open: Every Tuesday, 9.30am - 11.30am

**Croydon African Caribbean Family Organisation UK**  
40 Northwood Road, Thornton Heath CR7 8HQ  
Open: Wednesdays and Fridays, 1.30pm - 2.30pm

**Age UK (Visitors – Jan 61, Feb 37)**  
**U3A March – April Using Access Croydon Digital Zone 12)**  
**CACFO (Opened Mar – no visitor figures to date)**  
**Argos Croydon (zone opened April – no figures received to date)**

**Potential new digital zones**

**Post Offices – commitment made**

Addiscombe Exchange  
Caterham  
Coulston  
High Street  
Purley  
Selsdon  
The Pond  
Thornton Heath

**Community venues supported by**

**Sustainable Communities – discussions ongoing**  
Longheath CCCC, Ashburton  
New Addington Pathfinders, Octagon  
Fieldway CC  
Shirley CC, Shrublands  
Fieldway Family Centre  
Wandle Community Forum  
Look Ahead Care, Purley

## Appendix 3

### Case studies

#### Case studies from Access Croydon Digital Zone

**Arthur**, self-employed, had an accident which prevented him from working. He subsequently lost his business, his family, his home, his physical and mental health and now in his early 60's has a room in a homeless hostel.

Arthur didn't have any digital skills and was referred to the Digital Zone to learn how to access his emails. Our digital champions hooked him into the digital world through his interest in Crystal Palace. He learned to search for footage of past matches and went on to search and watch footage of Motown music. From there he progressed to searching relevant sites to improve his health and to make doctor's appointments.

Arthur was referred to a local UK Online Centre where he attends 2 sessions each week and also uses the computers in Central Library. Already he's gained basic digital skills and is learning more advanced skills. His dependence on medication has reduced and his focus on developing digital skills has enabled him to cope better with his life in a homeless hostel and his mental health issues.

**Mary** attended the zone for the first time. She is around 50 and has already achieved 2 Learn My Way modules and is keen to get work. She's been assessed for and will begin to attend numeracy and literacy classes next week. However, she wanted to develop her CV and today learned how to fill in an online application form and how to save and progress through each stage. She's been referred to a UK Online Centre to further develop the skills she need for work.

**Jenny** came into the Digital Zone to make the online payment for the Green Waste service during the discounted payment period. Her family had been encouraging her to get online for a while but she could not see how she could benefit from doing so. She was nervous about paying for a service online and said that she didn't feel that she would do anything else online, but in discussions the digital champions discovered that she had an interest in marmalade making and helped her to search for unusual recipes. Jenny was hooked by the results and has returned to the Digital Zone to master sending and receiving emails and further develop her internet searching skills. As an ex-touch typist, Jenny now intends to purchase a laptop and install broadband at home in the next few weeks.

**Anand** had been into Lloyds Bank digital zone previously where they had helped her to compare prices and then switch her energy supplier. She was paying £137 per month and having changed her supplier she's now paying just over £84 per month. She visited the Access Croydon Digital zone subsequently because she wanted to compare prices for her car insurance too because she wanted to make similar savings on that too, and was keen to learn more about insurance price comparison sites

**Neville** is 60, unemployed, and was referred to the Access Croydon Digital Zone by Jobcentre Plus, in order to gain some digital job seeking skills. Initially he showed little enthusiasm and seemed disengaged and resentful that he'd been referred. However, after attending for a couple of weeks he brought a laptop from home and created shortcuts to job searches, worked through an online learning module on health and because he's diabetic, researched diets for his condition. He's now been referred to and attended a UK Online session and will continue to develop his skills there and at home.

**Pi** came into the digital zone. She owned an Iphone and wanted to download a step counter app

so that she could monitor her steps in a competition with her daughter. Pi learned look at reviews of free apps to decide which were better than others and then went onto access the App Store and look at the interfaces of the the apps she'd reviewed to decide which one would suit her needs best. She downloaded one free app and tried it but didn't like so she then learned how to remove an app and she then installed another free app which she felt was more suitable. She's coming back next week with her Ipad.

**Mr Kauser** came into the zone for the second time. The first time, he wanted to know how to use open a website in a different browser because the site wasn't supported by his default browser. This time he wanted to learn how to scan and attach photographs to emails. With guidance, he searched the internet for his scanner model and learned how to locate user manuals so that he could follow the instructions for his own scanner at home. He then learned how to select and attach files to emails and how to open them when he received them at home.

**Gill** – wanted to watch a video of herself at the recent the Overview and Scrutiny Committee, and share it with family and friends. She learned to recognise a hyperlink in an email and open the video, resize to full screen, stop the video and fast forward to the place at which she spoke, and then to send the link to her family and friends.

## **Lloyds Case Studies**

### Customer A

Came to Lloyds bank as she had seen the Digizone poster. She is an existing personal and business customer. She had broken the screen on her computer and has been having trouble using online banking since. She was amazing to see new ipad in the branch. I was able to give her a demonstration and show the features of the device and what she can do on it. She absolutely loved the touch screen feature. She told me that she has been wanting to trace her family ancestry but didn't know where to start. I directed her to go onto Google search – she expressed that she didn't want to pay any charges - I told her to search what she wanted and look for the site that would be best for her needs. Once she got the basics she started to search for cheap air tickets and other price comparison sites. Towards the end she told me she wanted to try Skype as she had seen her friends and family use the site. I told her how she can download and register site on her computer and smart phone.

### Customer B

She had recently downloaded our mobile banking app and needed help on how to transfer funds out of her account to her own savings as well as to other external accounts. I was able to help her log on and demonstrated where she needed to go to transfer between her own accounts and how to send funds to her friends and family etc.

She also asked if I could help with her Barclays account - I showed her how to download their app from the app store on her phone and where she needs to go to register her accounts there.

Customer was amazed that her phone supported contactless payments and wanted to know how she could register for that. I gave her step by step instructions on how to arrange contactless payments with her phone. She was amazed with the technology and what she can do with such a small device now.

#### Customer C

A regular customer of ours who comes every week has been seeing our colleague Mario and has since bought a Windows 10 HP laptop to practice at home and get better with online services. She bought her laptop with her today as a message had come up saying there was an update to install and she was unsure what she had to do. I showed her that it was an official update and that she had nothing to worry about. The laptop was already connected to our branch wifi and we began the installation on her laptop which took just over 30 mins to complete. Once the update was finished I showed her how she can use Cortana the voice assistant on her laptop and what it can do to save her time opening and closing apps, setting reminders and other features of the assistant. Once she had mastered Cortana she wanted to know how to open video links that had been sent to her by her friend via Skype. I explained that this is very easy and showed her how to open the link and watch the videos straight away. She will be returning to the branch next week to continue her tutorials and will be practicing with her laptop at home.

**Appendix 4  
Go On Uk Commitments**

<b>Go ON Croydon partner commitments</b>					
<b>Partner Name</b>	<i>Commitment 1</i>	<i>Commitment 2</i>	<i>Commitment 3</i>	<i>Commitment 4</i>	<i>Commitment 5</i>
<b>CCS Libraries</b>	<i>Facilitate basic digital skills sessions in our libraries</i>	<i>Support 50 residents to gain basic digital skills across several libraries</i>	<i>Recruit digital champions to support the delivery of basic digital skills in our libraries</i>	<i>Promote and signpost to Go ON Croydon</i>	
<b>Croydon College</b>	<i>Recruit students as digital champions to support Go ON Croydon activities</i>	<i>Provide support to college students and staff without all 5 Basic Digital Skills</i>	<i>Use Croydon College facilities for Basic Digital Skills support sessions for older people during holiday periods</i>	<i>Access the training and support for Digital Champions to work within the community to develop digital confidence and Basic Digital Skills which is provided by Go ON Croydon</i>	
<b>Happus</b>	<i>Develop a low cost equipment bundle for community groups and organisations creating digital zones and suites</i>	<i>Develop an equipment pipeline for Croydon organisations going through refresh</i>	<i>Exclusive low cost broadband deals for qualifying individuals</i>		

<b>JCP</b>	<i>Assessment and skills development for staff</i>	<i>Support with digital skills for claimants</i>	<i>Digital Zones in Purley, Croydon and Thornton Heath Job Centre Plus</i>		
<b>Croydon Council Housing Services</b>	<i>We will provide free access to our meeting rooms for Go ON Croydon activities</i>	<i>We will identify, target, promote and signpost tenants to digital skills development opportunities through Go ON Croydon</i>	<i>We will host Techy tea parties and support the Older Person's Deep Dive project</i>	<i>We will work with Silver Training to deliver Basic Digital Skills training for tenants and leaseholders</i>	<i>We will enable and develop staff to become digital champions and deploy them in digital hubs to advise customers</i>
<b>Croydon Council Gateway and Welfare Services</b>	<i>Enable all customers to gain the Basic Digital Skills to transact online</i>	<i>Recruit and train staff to become digital champions</i>	<i>Establish digital skills suite within Croydon Central Library and in branch libraries</i>		
<b>CACFO</b>	<i>Develop Basic Digital Skills sessions at CACFO UK for the elderly</i>	<i>Raise awareness of and promote the Go ON Croydon programme</i>	<i>Provide community parking space for Digital Zone bus</i>	<i>Establish digital zone by February 2016</i>	
<b>Citizens Advice Croydon</b>	<i>Deliver support and advice to clients for online searches for advice</i>	<i>Refer clients to Digital Zones and Basic Digital Skills development opportunities</i>			

<b>Croydon Voluntary Action</b>	<i>Establish a Digital Zone at CVA Resource Centre, Croydon</i>	<i>Support the recruitment and co-ordination of Croydon's Digital Champions through the Volunteer Centre, Croydon</i>	<i>Host SME and third sector digital skills training at Croydon Enterprise Centre</i>	<i>Publicise and promote Go ON Croydon activities and opportunities to individuals, SME's and community groups through the CVA network</i>	<i>Deliver Online Health sessions to 100 clients</i>
<b>Boxpark</b>	<i>Host and facilitate sessions (at Boxpark Croydon) for SME's to raise awareness and skills in regard to basic digital skills that support and develop their business.</i>	<i>Work with London Borough of Croydon and GoOn UK on a potential awards event to recognise and promote the positive impacts from the project</i>	<i>Work with London Borough of Croydon on options for an online high street facility for SME's</i>		
<b>Croydon Tech City</b>	<i>Support Go ON UK to reach the Croydon community and improve awareness for the benefits of digital skills</i>	<i>Enable engagement between local SME's, residents and the local technology community to improve digital skills</i>	<i>Promote and invite the Croydon community to attend digital programmes that address digital skill shortages</i>		

<b>PJ's Community Service</b>	<i>Raise awareness of the Go ON Croydon programme and its relevance to clients</i>	<i>Host and facilitate sessions at PJ's Group premises for Basic Digital Skills development sessions</i>	<i>Explore the feasibility of incorporating digital championing into training programmes</i>		
<b>L &amp; Q Housing Trust</b>	<i>Reactive promotion of Go ON Croydon to residents.</i>	<i>Accept referrals of L &amp; Q residents from Digital Zones</i>			
<b>The Hyde Group</b>	<i>Promotion of Go ON Croydon to residents.</i>	<i>Referrals of residents from Digital Zones and provision of further training</i>	<i>Staff support for special events</i>		
<b>Hexagon Housing Association</b>	<i>Promotion of Go ON Croydon to Hexagon Housing residents.</i>	<i>Accept referrals of residents from Croydon Digital Zones</i>	<i>Potential for shared courses if insufficient demand from Hexagon Housing residents</i>		
<b>Capita</b>	<i>Capita will recruit digital champions to be trained to support Go ON Croydon</i>	<i>Capita's digital champions will support Croydon Digital Zone delivery sessions</i>	<i>Social Media/learners support</i>		
<b>Lives not Knives</b>	<i>Provide training venue for Lloyds deep dive</i>	<i>Support via NEETS to participate and social media</i>			



<b>BITC</b>	<i>Identifying NEETS for deep dive</i>	<i>Introductions to business with potential to recruit digital champions</i>	<i>Hoping DC training to employability programme</i>		
<b>Amicus Horizon</b>	<i>AmicusHorizon are committed to helping more of our 60,000 customers to gain the confidence they need to get online</i>	<i>We will help them to develop the skills they need to benefit from everything the internet has to offer and become active members of the ever-growing digital community</i>			
<b>Easy PC</b>	<i>Referral point from Digital Zones</i>	<i>Training programme as part of Tinder Deep Dive</i>			
<b>Speakset</b>	<i>Haedware,service supply for Deep Dive</i>	<i>Social media support</i>			
<b>Uprising</b>	<i>Supply NEETS</i>				
<b>UK Youth</b>	<i>Supply NEETS</i>				
<b>Digitalinc</b>	<i>Low cost offer for connectivity and kit</i>	<i>Support social media</i>			
<b>Sentab</b>	<i>12 month free trial with installation and support for 100 residents</i>				
<b>JPS</b>	<i>Potential for NEETS dor deep dives and promotion as part of employabiity and training</i>				

<b>Croydon Business Ventures</b>	<i>Supply of NEETS for Deep Dive</i>				
<b>Smart Tin Social</b>	<i>Social Media/learners support</i>	<i>Introduction to existing networks for funding support and CSR support</i>			
<b>Digished</b>	<i>Social Media/learners support</i>	<i>Introduction to existing networks for funding support and CSR support</i>			
<b>Vizbuzz</b>	<i>Support to train Vizbuzz champions to enable low level digital communication skills</i>				
<b>Carers Centre</b>	<i>Digital skills sessions for carers</i>	<i>Establish a digital zone at Carers Centre</i>			
<b>U3A</b>	<i>sessions for members in digital zone</i>				