Digital inclusion

Scrutiny and overview cttee;
12 April 2016

Context

*Cabinet report of 15th December 2014 included 3 key areas of support with regard to **digital inclusion**;*

- 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

Govt Digital Inclusion Strategy - 2014

- 21% of british population lack basic digital skills and ability
- 3rd 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.

Croydon's position

Go On Uk – digital exclusion heatmap

Likelihood of overall exclusion – LOW

Infrastructure - 5.40% of households in Croydon do not receive broadband speeds of at least 2 megabits per second (Mbps).

Access – 10.3% of adults in Croydon have never been online.

Basic digital skills – 80% 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 workersm pensionersm 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)
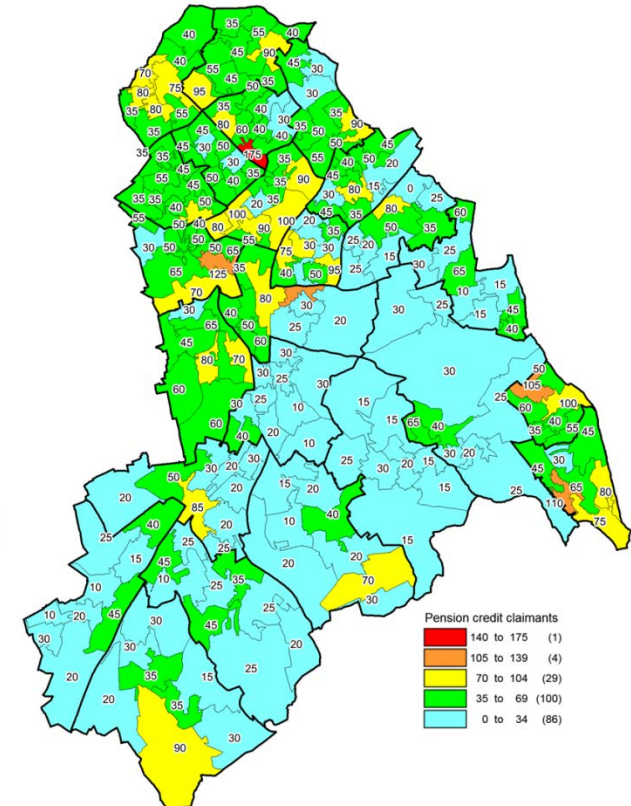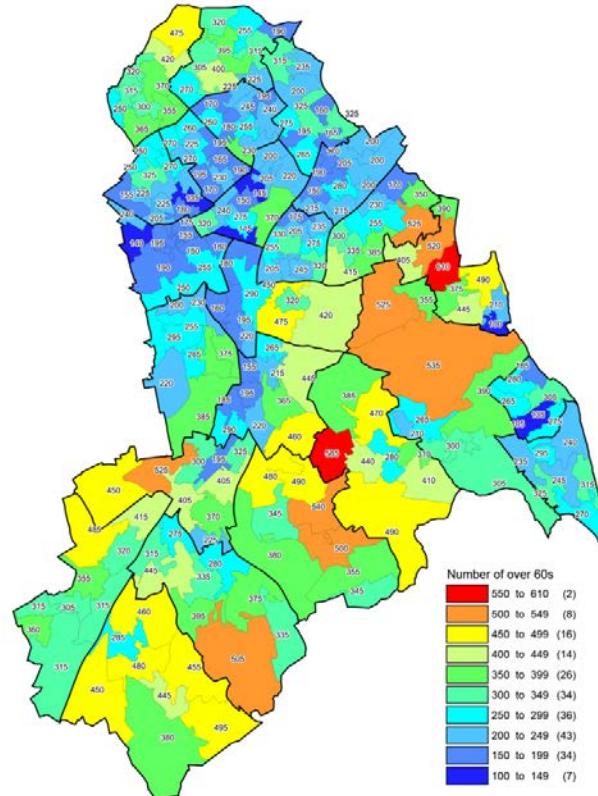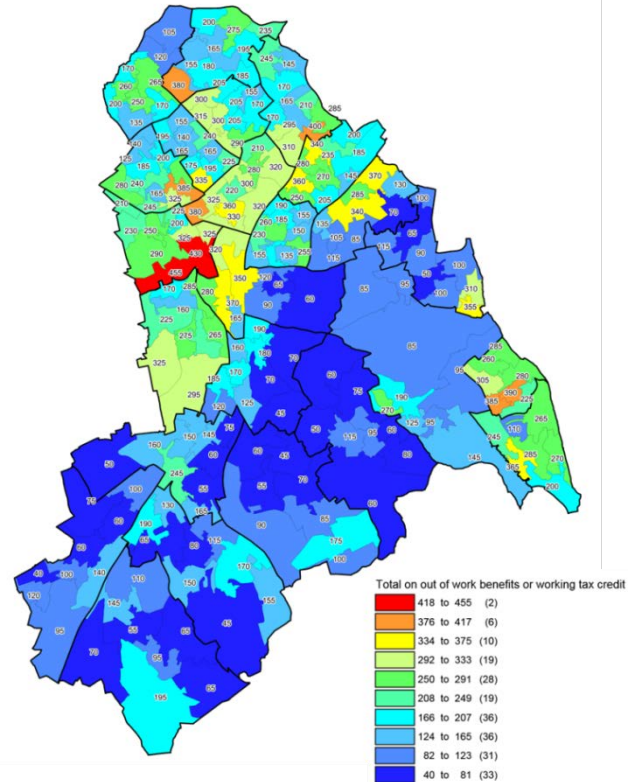
64% of over 65's lack basic digital skills.

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Croydon's population

Low income working age adults

Over 60's

Pension Credit Claimants

Total on out of work benefits or working tax credit
- 418 to 455 (2)
- 376 to 417 (6)
- 334 to 375 (10)
- 292 to 333 (19)
- 250 to 291 (28)
- 208 to 249 (19)
- 166 to 207 (36)
- 124 to 165 (36)
- 82 to 123 (31)
- 40 to 81 (33)

Number of over 60s
- 550 to 610 (2)
- 500 to 549 (8)
- 450 to 499 (16)
- 400 to 449 (14)
- 350 to 399 (26)
- 300 to 349 (34)
- 250 to 299 (36)
- 200 to 249 (43)
- 150 to 199 (34)
- 100 to 149 (7)

Pension credit claimants
- 140 to 175 (1)
- 105 to 139 (4)
- 70 to 104 (29)
- 35 to 69 (100)
- 0 to 34 (86)

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Targeting our digital zones - ?gaps?

All customer groups
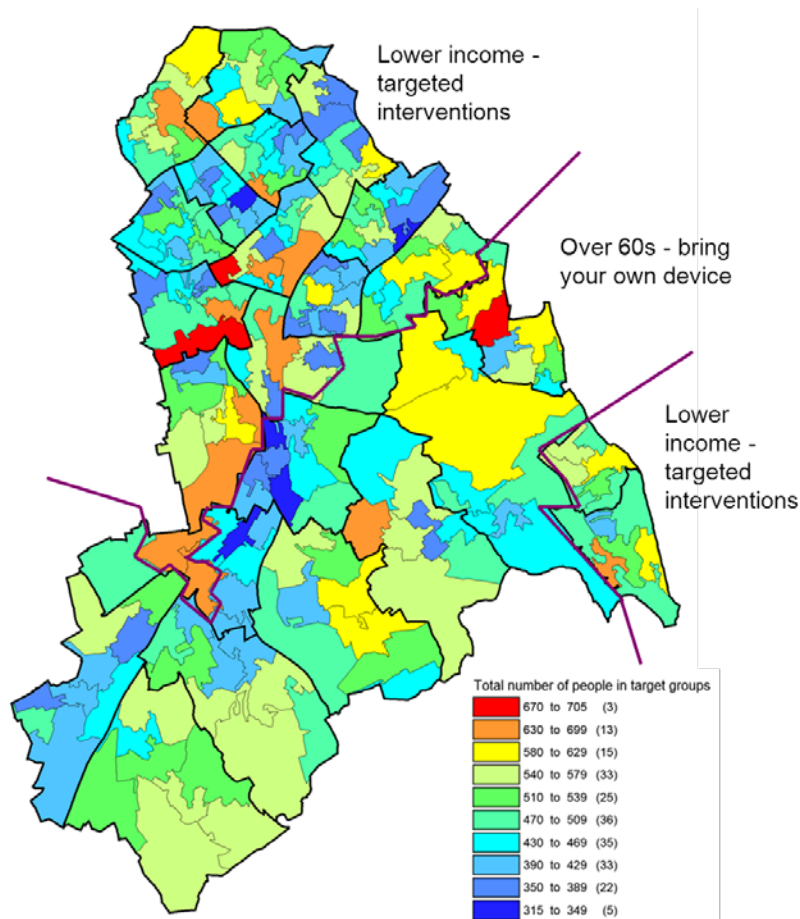
Digital Service support – Go On Croydon

Lower income - targeted interventions

Over 60s - bring your own device

Lower income - targeted interventions

Total number of people in target groups
- 670 to 705 (3)
- 630 to 699 (13)
- 580 to 629 (15)
- 540 to 579 (33)
- 510 to 539 (25)
- 470 to 509 (36)
- 430 to 469 (35)
- 390 to 429 (33)
- 350 to 389 (22)
- 315 to 349 (5)

Key
- Go ON Croydon Digital Zone (14)
- Housing hub (4)
- Libraries (12)
- UK Online Centres (8)

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Council services
Service Usage

Service	Total
Registrations for MyAccount	148,738
Rents - value of payments taken	£10,364,570
Overall value of payments taken	£20,560,837
Planning appointments booked	1,194
Repairs reported	9,791
Ordering waste bins	29,129
Missed collections reported	23,277
Building Control applications	1,523
Housing Register - customer registered	4,424
Bulky waste collections booked and paid	24,688
white goods collection booked and paid	4,119
Online env reports received	30,361
Housing appointments made	6,484
Council Tax sign-ups	20,857
Benefit sign-ups	2,314
Business Rates sign-ups	1,459
Doc Drop – verification and authorization	26,273
Private Rented Property Licences	22,591
Garden Waste sign-ups	10,033
Mobile App Downloads	16,009
Mobile App Reports	15,900

Sign-up heatmap
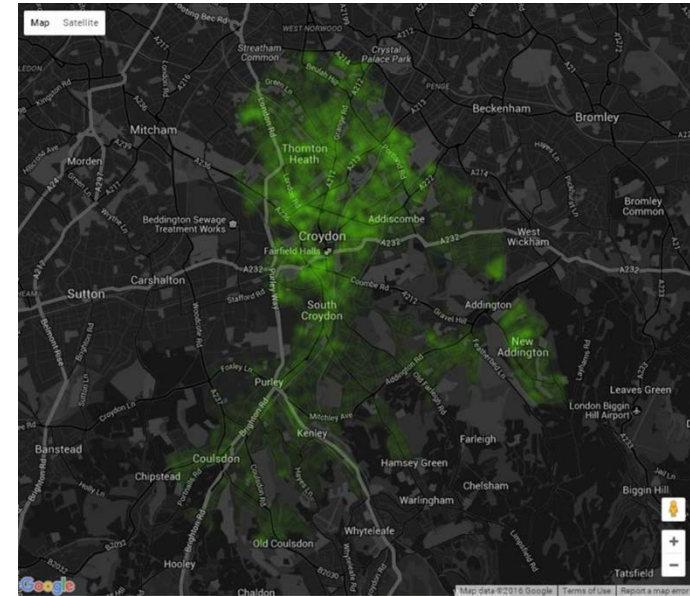
Sign-up age profile

0 to 17	18 to 24	25 to 39	40 to 64	65 +
391	4191	30514	38356	6541

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Go On Croydon – Deep Dives (with full evaluation)

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

Expect Delivery to start April 2016

2. **Older People (Targeting total of 25 tenants split in 2 groups – approx. 18 in Cedar Place estate and up to 7 independent residents in the South of the Borough)**

Expect Delivery to start April 2016

3. **Digital Connect Pilot**

Delivery starting March 2016 (Targeting 80+ SME's and 40 NEET's)

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

Started Dec 2015

5. **People with Sensory Impairments**

Started September/November 2015 (No Target numbers as demand led)

6. **Homeless People (proposed project, not yet confirmed as a deep dive)**

If goes ahead delivery post June 2016

Next Steps and potential questions

1. Areas of geographic/demographic focus
2. Is action plan picking up right priorities
3. Are there other key organisations we should be working with
4. How can we improve communications and awareness
5. Specific areas for more focus and pace.
6. Utilising case-studies