

**100%
Digital
Leeds**

Funding Digital Inclusion Initiatives

Advice and guidance



@100DigitalLeeds

#DigitalInclusion

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The 100% Digital Leeds team

What we do:

Act in a leadership capacity to catalyse, enable and support the process of systems-level change.

Build partnerships and bridges between services and organisations that serve particular communities.

So that:

Everyone in Leeds can engage and participate in an increasingly digital society, in the right way for them.

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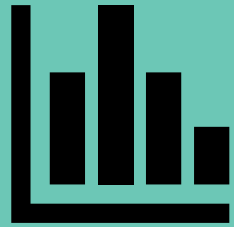
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We want everyone to :

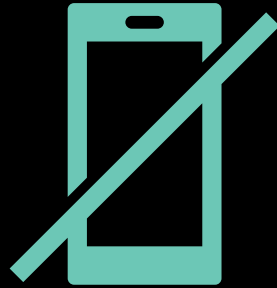
- Understand the relevance and benefits of digital to their lives
- Have access to the resources and support they need to get connected
- Be able to develop their digital skills and feel confident on their digital inclusion journey

Helping people to improve their digital skills helps them to live happier, easier, healthier lives. We know that those who would most benefit tend to be those who are least likely to be online.

If people choose not to do things online, that's OK, but we want it to be an informed choice.



**11.7 million
lack the digital
skills needed
for everyday
life: 22% of the
UK adult
population.**



**3.6 million are
almost
completely
offline: 7% of UK
adults.**



**Tens of
thousands of
adults in Leeds
are offline or
lack essential
digital skills.**

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Benefits to being digitally included:

Digital access skills can be a lifeline. For people with high digital engagement, there are significant lifestyle and wellbeing benefits:

- 87% say it helps them to connect better with friends and family
- 55% say it makes them feel more part of a community
- 44% say it helps them to manage physical and mental wellbeing
- Increased earnings of between 3% and 10% through acquiring digital skills
- Shopping online has been found to be 13% cheaper on average than shopping instore
- The time saved by accessing government services, healthcare and banking online rather than in person is estimated to be about 30 minutes per transaction

Skills

- Building ad hoc digital skills support into existing support available for individuals.
- Embedding digital skills needs assessment and support into existing programmes.
- Offering group digital skills support in safe welcoming spaces delivered by trusted people.

Connectivity

- Equipment with Wi-Fi available to use in safe welcoming spaces.
- Reconditioned smart phones with calls/texts/data available to gift to those who need it and will benefit.
- Making digital equipment available for use throughout wider services.

Confidence

- Support coming from a professional who knows the person means we can take into account risks and potential benefits.
- Offering digital inclusion support as a whole package means we can offer all the support necessary, embedded within existing services to ensure a person-centred approach.

Motivation

- Linking digital inclusion to personal motivations and life goals.
- Seeing digital as a way of connecting with others and accessing services – the right services for that person, at that time.

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Funding ideas to tackle digital exclusion

Staffing: hosting a digital inclusion staff member within your team to coordinate and lead digital inclusion within your service

Purchasing Equipment/Connectivity: e.g. Wi-Fi/tablets/laptops/smartphones/voice technology which could be used within your existing activities and services to support staff, be used in-house by beneficiaries, or to develop device lending schemes

Hybrid Delivery: Equipment/resources e.g. projectors/screens/speakers that may be required to host combined face-to-face and virtual sessions and activities – supporting people through changes in health, seasons and mood

Further ideas

Digital Inclusion to meet needs and priorities

- Digital Health Hubs – supporting access to digital healthcare
- Partnership projects
- Purchasing digital subscriptions or equipment with greater accessibility features
- Local Digital Champion/'buddy' networks (peer support)
- Hosting awareness events and activities
- Producing videos/marketing materials to support skills development and raise awareness



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How 100% Digital Leeds can work with you

- Guidance and support to shape ideas and plans
- Facilitate conversations with other partners for collaboration
- Introduce you to digital inclusion networks across the city for widened support, inspiration and partnerships
- Ideas for equipment that may be purchased
- Digital Inclusion training and guidance for your workforce
- Ongoing support with embedding digital inclusion within your service
- Tools and resources
- Useful links:

[Digital Inclusion Leeds](#)

[digitalinclusionkit.org – Increasing digital inclusion for everyone](https://digitalinclusionkit.org)

Key points to address

- Who will benefit?
- How will they benefit?
- What barriers do your service users face?
- What do you already do/offer that could be enhanced or built on?
- What will you spend the funding on?
- What are your ideal outcomes?
- How will you develop your project to be sustainable beyond the funding?
- How will your project be flexible to needs and demands?

Top tips for organisations

- Show within the application that you have a strong understanding of digital inclusion and the specific barriers to digital inclusion that your service users face, as well as their needs, motivations and the potential benefits
- Reference digital inclusion reports/national and local statistics in your bid to show an understanding and awareness of digital exclusion
- Demonstrate a person-centred approach to tackling these barriers **with** your service users
- Share how your existing services and assets can contribute and support this work – how do the priorities of the funder align with your service priorities?
- Identify quick wins and opportunities where you can build upon existing services as well as setting out long-term goals and developments
- Highlight any potential partnership opportunities – it's good to work with partners with a shared interest/demographic or expertise
- Demonstrate plans and ideas that support sustainability beyond the project – being sustainable rather than reactive

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And remember...

- You don't need to be an IT expert or to have done anything before within your organisation around digital inclusion
- You don't have to do everything – signposting service users to other services and support is just as vital as providing it within your service
- Everyone in your organisation can play a role in supporting digital inclusion: from positive conversations to supporting skills development

Cross Gates and District Good Neighbours were successful in receiving funding via Good Things Foundation to become a Digital Health Hub

"It's so great to continue to have these virtual sessions within the winter when I can't get out to the centre as easily or my condition gets worse."

- **Part-time Digital Inclusion Worker to recruit and manage volunteers, and support their existing team to embed digital within the organisation.**
- **Working with community partners to develop their Digital Health Hub.**

Further successful digital inclusion bids to:

- **Deliver digital support sessions in other community venues**
- **Begin intergenerational work with young people**
- **Provide equipment for hybrid sessions**

"I was already isolated before the pandemic so to have these virtual sessions continue and to access them through the winter will be amazing, they're a lifeline for me.

It's opened up a whole new world, I feel so much more independent. Being able to order my Tesco shop has been invaluable and I even had an appointment last week with my GP and I could see him on the screen!"

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Contact us

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