


Appendix 6

Key Barriers to Digital Inclusion – Research Summary and Action Plan

Barriers	Feedback	Research Office for National Statistics 2019 NHS Digital .GOV Experian Ward Profile	Actions
<ul style="list-style-type: none"> access: the ability to connect to the internet and go online, all users have different needs at different times and in different circumstances. 	<p>Customer Experian Profile shows the respective Experian Household Groups and their likely behaviours/usage in terms of:</p> <ul style="list-style-type: none"> Social Media Internet Speed Channel Preference Technology Contact Preference (when making contact) <p>Customer Survey Results</p>	<ul style="list-style-type: none"> 87% of all adults use the internet daily or almost every day in 2019 Almost 2/3 of households have mobile broadband access Fixed broadband most popular type of household internet connection, 64% use mobile broadband whilst at home 16-44 year olds use the internet almost every day 8 out of 10 adults access the internet on the go using a mobile or smartphone (most popular), laptop, tablet or handheld device E-Mail most common internet activity  <p>Customer Experian.xlsx</p> <p><u>Ward Profile 2019</u></p>	<p>Provide a trusted network of accessible locations with free Wi-Fi, computers, and other technology and let customers know where they can find it.</p> <p>Ensuring that we continue to tackle the root causes of digital exclusion and that everyone can increase their digital capability to make the most of the digital world</p> <p>Collaboration between partners to promote facilities for residents excluded from digital access.</p> <p>Experian & Ward profile data will help identify residents demographically for use in Comm’s campaign</p>
<p>1. skills: the ability to use the internet and online services</p>	<p>Some residents have basic digital skills and connectivity, but lack the confidence and knowledge to make the most of the digital technology at home and in the workplace</p>	<p>Who is more likely to be digitally excluded?</p> <ul style="list-style-type: none"> Older people People on a lower income People without a job People in social housing People with disabilities People with fewer educational qualifications on leaving school People living in rural areas Homeless people People whose first language is not English 	<p>Provide computer access, free Wi-Fi and offer digital support for individuals to use online services</p> <p>Increase awareness, not everyone is aware of digital services & products</p> <p>Learning & Skills provide free courses in computing & digital skills</p> <p>Provide Digital Champions in the workplace – to enable staff and residents to become comfortable and confident online, to improve staff capability & confidence and generate solutions to help customers.</p>
<p>2. confidence: a fear of crime, lack of trust or not knowing where to start online</p>	<p>People who need support will be able to access a service face to face, by phone, or in another appropriate non-digital way, with someone either inputting their data into the digital system on their behalf, or helping them put their data into the digital service themselves are likely to visit one of our Customer Service Centre’s.</p>	<p>7% of adults suffered fraudulent debit or credit card use from using the internet</p> <p>Customer Research (Users who do not use digital)</p> <ul style="list-style-type: none"> current users or who are likely to use it in future users with the lowest levels of digital skill, confidence and internet access - this helps you understand people whose support needs are the most difficult to meet, e.g. they may be housebound or have no computer users who get assisted digital support from third parties 	<p>To design digital services that are not only accessible but easy to use and instil confidence and reassurance to user that they are secure.</p> <p>Customer Research</p>

Appendix 6

		<ul style="list-style-type: none"> ○ users with high levels of digital skill, confidence and internet access - they may still need help with an online service, e.g. if the service is complex or they don't trust it 	
<p>3. motivation: understanding why using the internet is relevant and helpful</p>	<p>Recent research published by the BBC has found that 21% of Britain's population lack the basic digital skills and capabilities required to realise the benefits of the internet.</p>	<p>61% of households without the internet did not feel they needed it</p> <ul style="list-style-type: none"> ○ advertise (online and offline) ○ promote the online service and assisted digital support options in the same places as the non-digital alternative - this reassures users that there is help for them if they need it ○ prompt action, for example by signposting to a memorable URL that goes straight to the service ○ communicate the benefits of using your service online - for example if it's cheaper or quicker to use 	<p>Encourage people to use online service and demonstrate the benefits</p> <ul style="list-style-type: none"> ○ 24/7 access ○ Speed ○ Secure & convenient