Connected Communities
Digital Inclusion Strategy 2018-2021:
Supporting our residents to get online!

January 2019

Cheshire East
Council

Contents

1. Introduction

The purpose of this document is to set out our Digital Inclusion Strategy for the next three years taking into account progress since the first Strategy was produced in 2016 and new challenges that may have emerged in that time.

Our definition of 'Digital Inclusion' focusses upon equipping residents with the digital skills, access, motivation and trust to allow them to participate fully in today's online society, enabling them to improve their quality of life, employability, health and wellbeing.

Digital exclusion and social exclusion are interrelated; empowering our residents to get online will help to tackle wider social issues, support economic growth and close equality gaps. As we look to focus on helping people maintain their independence, connect with their communities, build their resilience and enjoy better health and wellbeing, it is important that we encourage and support online access, working with partners to overcome anything that inhibits this.

2. Background

According to recent figures 11.5 million UK adults lack basic digital skills and 4.8m people have never been online[1]. In Cheshire East we believe that digital technologies have the power to transform residents' lives by giving them new opportunities to meet others with similar interests, to learn, to save money, to find employment, to access and engage with health services and to keep in touch with family and friends. We strongly believe this will improve residents' quality of life and wellbeing, increase independence and reduce the demand on council services.

We are taking action to overcome the **4 main challenges** people face when going online:

- **Access** – the ability to actually go online and connect to the internet
- **Skills** – to be able to use the internet
- **Motivation** – knowing the reasons why using the internet is a good thing
- **Trust** – a fear of cyber crime and invasion of privacy

3. Overview of Cheshire East

Cheshire East is a primarily rural authority. People living in rural areas face specific barriers to getting online and gaining digital skills. Rural communities have an older than average population who can be more likely to resist the internet and/or have mobility and dexterity issues. There are also fewer opportunities for people to access the internet and get support which is compounded by the migration of young people[2] with digital skills making family support less likely.

The CE Digital Customer Services Report (2015) estimated that 1 in 3 of residents prefer to use traditional (i.e. non-digital) channels and will need to be persuaded to use online services. These residents often face multiple barriers to getting online and may need specific support to overcome these barriers.

- 14.1% of Cheshire East adults have never or not been online in the last three months
- 21% of Cheshire East adults do NOT have all five basic digital skills (communicating, transacting, problem-solving, creating and managing information)
  http://heatmap.thetechpartnership.com/digital-skills-framework/
- 22.5% of Cheshire East adults are over 65, the fastest growing ageing population in the NW

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[1] Digital Inclusion Guide for Health and Social Care, NHS Digital, April 2018
[2] Rural Action Research Project, Tinder Foundation 2014

- 17.5% of Cheshire East adults have a long-term illness or disability.

(*Digital Exclusion Heatmap, Go ON UK, 2017*)

4. Why is it important?

The advantages of being online continue to grow as technology develops. Online shopping and banking help people stay independent for longer, reducing the need for travel by delivering services to people's door. Job sites and online learning support job seekers to obtain work. Being connected to the internet means being connected to family and friends. Whether it is through Facebook, Skype or WhatsApp the internet can help bridge the distance between those we care about. The Council is moving towards a 'digital first' approach to its interactions with residents and online resources such as 'Live Well' (our directory of services and community assets) provide useful information, but only if they can be accessed!

Health and social care professionals are increasingly using technology to support older people and those with long term conditions and disabilities at home. This enables people to manage their conditions more effectively, allowing them to live at home for longer. Simon Stevens, CEO NHS, believes that digital participation is "central to the redesign of care" across the NHS and that smartphones will be the "single most important health treatment and diagnostic tool at our disposal over the coming decade".

Why residents need to get online:

- *Financial Inclusion* - Over 70% of people say the Internet helps them to save money on a regular basis, reporting average monthly online savings of £62, equivalent to an annualised saving of £744[1];
- *Employment* – increased ability to search and apply for jobs. People with good digital skills earn 3-10% more than people without, with lifetime earnings increasing by £8300 on average;
- *Social isolation* – loneliness and social isolation can be as harmful as smoking 15 cigarettes a day according to Age UK. Keeping in touch with friends and family online can help combat feelings of isolation helping people to feel part of the wider community;
- *Education and training* - enabling people to access online learning to supplement their formal education or enhance their skills or levels of employability;
- *Greater independence* – access to information 24 hours a day helps build self-reliance;
- *Access to Council and Public services* - people are increasingly expected to transact with services online such as e.g. renew car tax or pay Council Tax;
- *Health* – access to trusted health information can help people long term conditions and empower them to make choices begin to manage their own health and wellbeing;
- *Accessibility* – it enables people with accessibility issues to consume information and services;

But some sections of the population are more likely to be digitally excluded than others. These are:

- Older people – 51% of the digitally excluded are over 65;
- People in lower income groups – 45% of the digitally excluded earn less than £11.5k a year;
- People without a job – 19% of digitally excluded are unemployed;
- People in social housing – 37% of digitally excluded are social housing tenants;
- People with disabilities – 56% of digitally excluded have a disability or long term condition and 27% of adults with a disability (3.3m people) have never been online;
- People with fewer educational qualifications – 78% of digitally excluded left school before 16;
- People living in rural areas;
- Homeless people;

- People whose first language is not English[3].

5. What are we trying to achieve?

We are determined to help all residents have the opportunity to make the most of digital technology, giving them the access, awareness, skills and confidence to participate online safely.

Considering the importance placed upon digital literacy in most jobs these days, it's arguable digital literacy should be given the same level of importance as numeracy and literacy. We want to ensure that the right provision exists to enable all young people and adults to achieve a basic level of digital literacy. This means more than simply learning the mechanical skills needed to get online: its about ensuring people can evaluate online information, know how to stay safe and understand how to transfer skills from one activity to another.

With almost a quarter of CE adults lacking basic digital skills it is proposed a two tier approach to skills development is considered. The foundation level will align with the Government's recommendations of empowering individuals to become 'digitally literate' by helping them to learn the following skills:

- Being able to use email;
- Searching for information and browse the web;
- Filling in online forms e.g. Universal Credit and Find a Job;
- Knowing how to stay safe online.

The second tier will support residents who want to develop and extend their skills in line with Go ON UK's Basic Digital Skills Framework, which advocates that people should be able to communicate, manage information, transact, solve problems and create content enabling them to:

- Keep in touch using email, instant messaging, video calls and social media;
- Connect with communities for example through the Live Well website: post on forums to and give feedback on websites;
- Manage and store data on a device, in the Cloud or other emerging technologies;
- Search and apply for jobs online;
- Book appointments and order repeat prescriptions online;
- Access Government and Council services such as renewing car tax and paying Council Tax.

We acknowledge that for the next twenty years or so there will be a cohort of people who can't or won't go online and for whom a safety net of provision will be required to ensure that they are not excluded. However, we want to put in place support and opportunities to help those who want and are able to be more digitally active to become so, allowing them to maximise the potential for technology to help them live well.

6. What we have done so far

6a) Digital Learning Champion Pilot

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[3] All data from Digital Inclusion Guide for Health and Social Care, NHS Digital, April 2018

Following a successful Dragons' Den submission in October 2013, a Digital Inclusion Pilot Project was approved and a Digital Inclusion Project Co-ordinator was appointed in August 2014 to lead CEC's Digital Inclusion work stream, shared between the Connecting Cheshire and Lifelong Learning teams. This pilot project had two key objectives:

i) To train staff, in regular contact with elderly or vulnerable residents, to become Digital Champions, help identify digital exclusion and signpost their clients to further sources of access and support. A Digital Inclusion Foundation course was designed taking into account the specific needs of their client groups.

ii) To build a network of trained volunteers to support residents to learn basic digital skills. The training was designed to help them understand the barriers stopping people getting online, give tips on helping people to learn digital skills and a hands-on look at online resources such as *Learn My Way*.

Given this was a light touch pilot there was no capacity to vet, safeguard and coordinate volunteers therefore trained Digital Learning Champions (DLC) were matched with partner organisations who needed IT volunteers such as Age UK Cheshire and Crewe Lighthouse Centre. They now support digital skills groups and one-to-ones in libraries, church halls, village halls and pubs across Cheshire East. To develop digital skills further DLCs were offered training in a range of topics including: E-Safety (delivered by Barclays), Introduction to Social Media (delivered by Connecting Cheshire) and Digital Dementia Awareness (delivered by Liverpool Museum).

In light of research that suggests people are more open to learning from peers we worked with University of the Third Age [U3A] a community group for retired and semi-retired people. With the support of the Project Coordinator they set up weekly digital drop-ins, one-to-ones and now offer support to members and local residents at social events. Their committee has been highly supportive of the project and purchased devices for members to 'try before they buy'. We also ran a similar initiative with the Cheshire Federation of WIs which has over 276 branches across Cheshire and there is scope to work with many more community groups.

The DLC project benefits learners and partner organisations in a number of ways:

- the DLC approach offers an informal way of learning in contrast with more traditional formal learning which many of the target audience would not access.
- sessions are tailored around the needs and interests of the learner making it relevant to their lives e.g. learning how to shop online for someone with mobility issues.
- sessions are effective at raising awareness of what the internet has to offer, motivating people to have a go, supporting them to take the first few steps and building confidence as they learn.
- group sessions are sociable encouraging people to return and helping to tackle social exclusion.
- it provides invaluable volunteer support to organisations who might otherwise struggle to deliver digital skills sessions.
- training is open to staff and volunteers from partner organisations which has been hugely appreciated due to their tight budgets e.g. the Lighthouse Centre attended the Twitter and Social Media courses enabling them to promote their services to the local community.

6b) Cheshire East Libraries

Cheshire East Libraries are committed to working to reduce digital exclusion by providing a universal service open to all. As an established service in the heart of each community, libraries offer a friendly non-judgmental environment, free to join, in which customers can learn and

improve their confidence. Libraries provide extensive learning opportunities and connect individuals to a network of partner agencies and other sources of help and information, for example through the Live Well website.

The Library staff has benefited from digital training provided by the Good Things Foundation and the Society of Chief Librarians and can identify and respond to the digital needs of residents quickly and effectively. With 16 library locations and a mobile library serving the rural areas throughout Cheshire East they have a good reach across the authority.

1,472,235 physical visits to Cheshire East Libraries were made in the year April 2017 to March 2018.

All libraries have access to computers, scanners and printers available to members of the public **free for 1 hour per day** as well as **free** public WiFi for use with their own devices if required.
More resources are available in a digital format now, many of which can be accessed from home, through use of the Library membership card including for example:

- EBooks, eAudiobooks and eMagazines, and BBC micro:bits accessed for free;
- Use online encyclopaedias and Access to Research for homework, study or academic research
- Use Which?, Ancestry, Find my Past and Theory Test Pro in the library without having to pay a subscription
- Use Learn My Way training courses to learn how to safely shop and save online and how to manage money
- Use MyWorksearch subscription. This provides support for all aspects of looking for and securing a job. Registration is free, but customers need to sign up from a library computer initially. Once registered they can use the service from any computer.

Key digital skills activities delivered at Cheshire East libraries:

ICT training in Libraries

- All Cheshire East Libraries are registered as UK Online Centres. People can use the library computers to access Learn My Way courses online. These have been developed nationally to provide digital training by the Good Things Foundation on a range of online skills. This can be done independently or with staff or IT buddy support.
- Volunteer IT Buddies – for £2.50 people can book a People's network PC in a Library have a one-to-one session with an IT Buddy who help them learn a new skill or advise them on areas they are struggling with.
- Tablet based Taster Sessions e.g. 'Buying and Selling on Ebay' or accessing eMagazines or ebooks. The availability of WiFi in libraries has made this a growing area.
- Digital Coffee Mornings/ IT and Tea sessions – relaxed social events where people can get help using smart phones or other mobile devices. They are ideal for those who would not typically attend courses and a great opportunity for libraries to showcase other resources and activities to encourage people to extend their learning.
- Family Learning sessions such as Coding Clubs; Lego Stop-motion animation sessions and Minecraft and other digital creative sessions are offered in Libraries by trained library staff to children. These sessions are excellent in motivating children to become creators rather than consumers and equipping them with enhanced skills in Science, Technology, Engineering and Maths for the future workplace whilst also teaching problem solving and teamwork. This is also an avenue to reach older members of the family; by the children bringing carers in to see and experience what they have created.
- Online Family History – people learn how to trace their family history using online resources such as Ancestry and Find My Past. Sessions that tap into people's interests and hobbies can be a great way to motivate them to learn digital skills to explore their hobby further.

- Dementia support work at Alsager and Crewe libraries – using a prompt from the local history collection individuals with Dementia accompanied by a carer or family member are encouraged to speak about their memories and the technology available in the library is used to record these.
- Throughout the year libraries run themed events and activities that tie in with regional and national initiatives including Be Online, Get Online and Adult Learners Week.

Libraries play a vital role at the heart of our Digital Inclusion work due to their facilities, reach in the local community and expertise in signposting to other partners and services. We must maximize the excellent opportunity that they provide to support more people to develop the digital life skills and education they need in order to thrive.

6c) Connected Communities Centres & I Tea & Chat

The Communities Team is developing a network of Connected Communities Centres to provide spaces, services and activities where people need them. This includes working with Centers to help them to provide digital access and support to local residents.

Connected Communities Centres are continually increasing their digital offer, developing their range of formal and informal opportunities. They provide formal training sessions, informal drop-ins and some run work clubs or silver line clubs for the over 50's. All Centres are encouraged to register with UK Online Centres and some now run *Learn my Way* courses.

In addition to developing IT access at Community Hubs, the Communities Team started weekly 'I Tea & Chats'. These provide informal training to groups/individuals with little or no experience of using IT equipment. The current offer of iTea and Chat, consists of 6 sessions, with equipment provided for the 6 sessions only, facilitated by a Community Development Officer. If the venue does not have broadband, a portable broadband connection is available. We have found that many users, after a couple of weeks, buy their own device and bring it along to sessions, allowing more people to join the groups.

The iTea and Chats take place in various settings including Public Houses, Village and Church Halls. Sessions are used for booking GP appointments, viewing health records, benefit applications, job searches, internet searches, shopping online, email, Skype, Facebook and much more.

Learning

Where possible the sessions are linked with existing activities such as coffee mornings or lunch clubs to increase uptake. iTea and Chats have run in 20 plus locations, some in remote rural areas and others in our most disadvantaged communities. Numbers can vary greatly with some proving very popular, with up to 15 people attending. People appreciate the social nature and personalised support, and below are some examples of feedback:

- "Because of this 1-to-1 format, we are not afraid of looking foolish in front of other people when we ask any question, even if this is for the umpteenth time."

- "Not only have I learnt how to use my tablet but I have made new friends in the village and meet up with a new friend for coffee every Tuesday too"
- "Coming to IT club I have spoken to the Local Engagement officer and found a new service to support me and my husband with Dementia".
- After attending several sessions a 92 year old lady at Audlem bought herself a tablet and has also installed broadband at home.

- Lady from Audlem group, now has broadband at home and a tablet, which she uses to keep in touch with family abroad, access council services and shopping.

Going Forward

Activities led or supported by volunteers are more likely to succeed if volunteers have a strong personal connection with the organisation they are helping. With this in mind, the DI Coordinator delivered Digital Learning Champion training in 4 of the Connected Communities Centres which resulted in between 1 and 4 volunteers from each Centre attending the training and 2 Centres going on to deliver digital skills sessions themselves. This approach increases the chance of activity being sustained and we recommend that it is continued.

Connected Communities Centres offer Wifi for community use and each are kitted out with a tablet which gives access to Live Well.

Information and sign posting are a key function of the centres and volunteers are given full training and support. There is a need for a 1to1 service for supporting individuals with their applications for benefits as the Centres are seeing an increase in footfall requesting support.

Funding for the 30 Connected Communities centres from the Police and Crime Commissioner will enable centres to upgrade equipment for advocacy work.

6d) Connecting Cheshire

Connecting Cheshire is a partnership of 4 local authorities working together to increase coverage of fibre broadband to over 98% across Cheshire. To date over 100,000 additional premises have been reached with fibre by the project, with a further 5,000 due over the next 18 months. The roll-out has primarily focused on outlying and rural areas and on helping businesses and residents exploit the economic and social benefits of faster broadband. Their community engagement work is a key driver for increasing take-up and increasing digital participation.

6e) Joint Strategic Needs Assessment (JSNA)

A JSNA consultation was commissioned in 2015 to find out "How the growing use of technology impacts on the health and wellbeing of individuals in CE". It aimed to find out what technology is provided and promoted, and what support was available to enable individuals to improve their health and wellbeing through the use of technology. It focused on the Faith Sector and Voluntary Community but was broadened to include non-VCFS partners. Findings from Phase 1 include:

- many providers offer digital skills access, support or training but there is a lack of coordination
- service providers and users felt more digital skills support is needed particularly 1-to-1 support
- some providers can only offer 'time-limited' support to users due to capacity issues
- a portal or directory showing where providers and users can get support would be valued
- more awareness and support is needed around Telehealth Services

Following on from Phase 2 of the consultation in 2016, the following key messages emerged:

- Voluntary Community and Faith Sector (VCFS) evidence indicates that being able to use digital technology has a positive effect on health and wellbeing.
- Opportunities exist for commissioners to link with VCFS providers of technology support to further embed digital health into existing technology support being provided.

- Potential new iTea and Chat venues have been identified and several VCFS providers are keen to include a focus on health and wellbeing in activities to promote digital inclusion
- It is likely that there will continue to be a need for Digital Champions and volunteers to get people started, and that there will be some individuals who will never be totally self-sufficient. 67% of responding VCFS organisations say their service-users need more help in using websites.
- There is currently limited access to telehealth in Cheshire East and embedding this further requires discussions with professionals and service users to embed this as a valuable option for effectively managing long-term conditions
- The use of assistive technology is having a positive impact on the health and wellbeing of people with a variety of health conditions and care needs.
- There is no one size fits all assistive technology solution to meet individual needs

The following Opportunities for Improvement were noted:

- Promote the use of technology through CEC contracting documentation
- Link larger national charities with more local community services
- Consider a one-stop shop for problem- solving, to include technology support and knowledge, which could be showcased via the libraries network.
- Explore commissioning self-management tools like 'My Stroke Guide' for Cheshire East residents
- Commission further work on acute mental health wards in Macclesfield, based on the example of success achieved by Richmond Fellowship, and extend the work to other hospitals.
- Initiate discussions between GP Practices, other professionals and service-users to develop and successfully embed a Teleheath service as an option for effectively managing conditions
- Recommission the Falls Recovery Service
- Pioneer Programme Digital Leads groups to use this JSNA to inform the development of the "Digital citizens" and "Remote assistive technology" themes and all commissioners to consider how improvements/future developments could be implemented across the Pioneer footprint of Cheshire East and Cheshire West and Chester
- Embed digital health: ⬚ Explore closer working with the Good Things Foundation. Work with providers of technology support to increase the use of health-related technology resources including the Good Things Foundation's 'Learn my Way' platform, NHS Choices website and Patient access In addition promote the Catch App to parents and carers of children 0-5 ⬚
- Extend iTea and chat ⬚
- Develop Digital Champions support: Identify the size of the gap in provision of equipment for Digital Champions, and identify funding options to fill the gap

6f) Online Centres Network and Learn My Way (LMW)

Online Centres Network is made up of more than 5,000 organisations nationally, based at the heart of local communities, each aiming to help people use digital technology to become more included, access essential services and take advantage of the opportunities the internet provides. In Cheshire East there are multiple locations including all Libraries; many community centres and third sector organisations.

Learn My Way [LMW] is a free online tool developed by the Good Things Foundation to help people learn digital skills. It has a package for beginners to learn Basic Digital Skills and plenty of

scope for anyone wanting to extend their learning including modules on job hunting; banking online and getting online safely.

6g) Doteveryone (formerly Go ON)

Doteveryone's is an organisation whose purpose is to advance understanding and use of Internet enabled technologies to deliver prosperity and social wellbeing for everyone. In their earlier guise as Go ON UK they developed the first ever Digital Exclusion Heatmap which highlighted the economic argument for investing in digital skills. Connecting Cheshire's Business Engagement Manager sat on their Digital Skills Steering Group which was formed to help LEPs develop a delivery model that would encourage and motivate more small businesses to go online to help grow their businesses. The Digital Inclusion Project Coordinator attended regional partner meetings sharing best practice with other local authorities.

6h) Staying Safe Online

The Council's Community Safety team have been working to raise the awareness of residents of online safety and scams, promoting Get Safe Online and through a programme of activity led by the the Safer Cheshire East Partnership programme. This includes putting ICT equipment in Connected Community Centres with fully trained staff to help people become better aware of how to protect themselves when online; online scams and cybercrime awareness through social media, schools, community presentations etc.and raising the awareness of online consumers and knowing their rights when shopping/buying online to build confidence.

7. Challenges in current provision

There has been limited coordination both within the council and partner organisations, with work too often taking place in isolation. Without a clear picture of who is doing what and where it is being done, it is difficult to signpost people to access and support and risks duplication of effort and gaps in provision. Activity varies considerably with some pockets of good practice but other areas having little provision. With the pace of change in technology and applications and an increasing expectation from service providers that all have equal access to the online world, a more cohesive approach will be essential going forward.

More specific limitations include:

- The DLC pilot lacked data on the number of learners helped, what they learned and how they felt it might benefit them which makes measuring impact difficult. As DLCs volunteer for other organisations it is difficult to get information on learners. They were asked to send monthly log sheets, however, only a small number of people did this regularly.

- Sustainability - volunteers make a hugely valued contribution to helping residents to get online. However, they often have commitments and caring responsibilities that take precedence which can make running sessions difficult. Some activities have stopped after staff-led sessions have finished due to a lack of confidence/desire to take responsibility by volunteers to run them.

- Lack of a central database showing where people can get digital access, training and support means there could be gaps in provision.

- Pressure on staffing and competing priorities has limited how much digital skills activity that Libraries and Community and Partnership teams can offer and can lead to the offer being patchy. For many outreach activities staff take equipment (e.g. tablets and portable WiFi) with them. Once support comes to an end it can make it difficult for hubs to run sessions themselves. Although some people can bring a device with them it is essential that everyone can take part.

- There is a gap in provision to help residents overcome the technical barriers stopping them from getting online i.e. knowing what to buy, installing broadband/WiFi and finding an ISP.

- There can be an issue in helping people get online or use online resources in a public space, when passwords or other confidential information is being referred to. The need to have private spaces for more sensitive exchanges needs to be considered wherever possible.

8. Our Plans for the future

To ensure the benefits of the internet are accessible to everyone requires a truly multi-agency approach: no single organisation can tackle this alone. Given the range of barriers and diversity of needs, strong partnership across all sectors will be needed to succeed. With a more coordinated and focused approach we will bring CEC teams, partners and stakeholders together to build on the good work that is taking place.

To achieve this we will:

- Re-establish a Cheshire East Digital Inclusion Steering Group to include Libraries, the Communities Team, DLCs, Community Learning and other partners. The group will develop a programme of digital skills activities, initially focusing on Essential Digital Skills, to be delivered across libraries, Connected Communities Centres and other community venues.

- Create a *Skills for Employment Group* to establish gaps in provision, create a framework of digital skills for the workplace with a focus on transferable skills as advocated in new Government guidelines and consider a 'Digital Work Champion' pilot for newly retired people to share their skills and experience with job seekers.

- Determine the most effective way of supporting people into work or those in work, with access to opportunities to develop their IT skills and help them with accessing the internet.

- Establish a link to the Person Centred Care initiative to look at embedding digital health in GP surgeries and medical centres, providing digital access to health records, enabling more residents to access trusted health websites and apps and how best to support residents to use telehealth services.

- Refresh the community asset mapping carried out by the Communities Team and community navigators, to identify current provision to identify gaps in provision which need addressing. Live Well will provide an information source to assist with this.

- Continue to build capacity for Libraries, Connected Community Centres and other community venues to deliver a more comprehensive digital skills offer through paid tutors and training more DLCs to support their work. Work with them to refine DLC training material to better reflect customers' needs. Consider creating a Volunteer Coordinator role to recruit, vet, safeguard and coordinate volunteers.

- Create a 'Digital Offer' and look at the possibility of establishing an additional pot within the community grant scheme to fund equipment, subsidise broadband and WiFi installation, monthly subscription and tutor-led digital skills sessions. Eligible groups must nominate at least one volunteer to attend DLC training.

- Explore the potential to enhance the Live Well site with information for residents and service providers to find where they can get access to computers, WiFi and basic online training and support in their area linked to the corporate database of local services and activities.

- Run awareness-raising events for community groups highlighting the benefits of being online, signposting people to support and access and promoting *Learn My Way* to be held in conjunction with activities such as superfast broadband rollout in the area.

- Provide access to *Learn My Way* and IT and Chat in all libraries and Connected Community Centres and support learners to use it via courses and/or offering DLC support. Encourage CCCs and other community organisations to become UK Online Centres enabling them to apply for funding and access specialist support.

- Upskill library staff to be able to offer training and events in coding and other areas of digital creative work such as stop motion animation.

- Promote Connected Community Centre Networks and the support available through the CCC Franchise to community venues, which promote digital inclusion and support the development and delivery of services within local neighbourhoods.

- Continue to ensure a focus upon staying safe online as part of the activities above.

9. Who we will work with

- *Public sector employees* and other *service providers* who are a 'trusted voice' for many digitally excluded people. Working together with social workers, housing officers and health visitors we will support vulnerable residents to get online.

- *Organisations supporting skills for employment* e.g. commissioned skills providers, the National Careers Service, Job Centres, DWP, Supported Employment team, Macclesfield Employment Group as well as community groups who run Work Clubs.

- *Health – Work with g*roups who support residents to improve their health and wellbeing including CCGs, PPGs, GP leads, Age UK, Health Watch, Health Voice, Health & Wellbeing Board, and Everybody Sport & Recreation, JSNA.

- *Housing Associations* – whilst several local housing associations have done some excellent digital skills activities within the community spending cuts have forced many of them to severely limit or suspend activities. We will work with them to see how we can support them.

- *The Voluntary, Community and Faith Sectors* – build relationships with community groups to encourage them to offer peer support to members through the DLC scheme. Groups will include Rotary Club, Inner Wheel and churches and carers' groups.

- *Regional and national organisations* – build on existing relationships with Digital Leaders NW, Go ON NW, UK Online Centres and the Good Things Foundation. This will put the work into a broader context, facilitate partnership opportunities, keep abreast of latest research and funding opportunities and enable us to link into national initiatives such as Get Online Week.

- *Commercial organisations* – such as Barclays Digital Eagles and Halifax Digital Champions to run sessions to the public on day-to-day use of technology deliver a 'how to do on-line banking'.

- *Libraries* – capitalise on the resources, skills and community reach of libraries working with them to develop and extend their digital offer giving residents a more universal service.

- *Connected Community Centres* – encouraging local community centres to be Good Things registered and provide drop in sessions with access to DLC and up to date equipment, along with reliable digital access which enables local partners and service providers to deliver from hubs.

- *Schools and colleges* – to explore how young people who are digitally enabled might be used as an asset to support the digital inclusion agenda.

10. Measuring success

Progress against the strategy will be reviewed regularly with findings being evaluated to evidence, develop and improve the service.

- Measure progress against nationally published demographic statistics by ONS, Go ON and OFCOM;

- Track the uptake and use of online services delivered by CEC;

- Recruit and train additional DLCs to ensure a comprehensive coverage across Cheshire East;

- Have 500 new learners register on *Learn My Way* and complete at least one module annually;

- Revisit service providers (and users if possible) who took part in the JSNA consultation to establish whether our initiatives have had a measureable effect;

- Commissioning an evaluation to measure impact;

- Deliver awareness raising events in 10 locations.