

Appendices/Background papers

Appendix A

SCC DIGITAL INCLUSION ACTION PLAN 2020/21			
Priority Area	Actions	Leads	Timescales
1.Connectivity (in co-ordination with the Digital Infrastructure Strategic Framework)	1.1.GIGABIT BROADBAND SCHEME – Work with the Government on the GigaBit Broadband Voucher scheme to support internet connectivity for 5% of residents without access to Superfast Broadband in rural areas. SCC have put £1m towards this scheme which the Government are also funding.	Paul Chatwin (E,I&S)	Ongoing (project finishes 31 st March 2021)
	1.2.COMMUNITY FIBRE PARTNERSHIPS – Support residents to put together Community Fibre Partnership bids where there is a need / community desire.	Paul Chatwin (E,I&S)	Ongoing
	1.3.PROMOTE BENEFITS OF DIGITAL CONNECTIVITY – Communicate the benefits of digital connectivity to residents who have been helped to get online through the Superfast Broadband scheme but may be reluctant to use / access broadband.	Mark Russell (E, I &S)	Ongoing (project finishes in 2023)
	1.4.CITIZENS ONLINE AND GOOD THINGS FOUNDATION – Restart work with Citizen’s Online and the Good Things Foundation to explore further opportunities to encourage digital connectivity with communities. This cuts across all areas of the plan, not just connectivity (and includes distributing devices to those in need).	Mark Russell (E, I &S)	October 20
	1.5.SCC INTERNAL CONNECTIVITY AND RESOURCES – Review digital connectivity and resources internally across SCC departments / buildings and address any gaps as required.	Andrew Donaldson (Corporate)	Ongoing

2.Accessibility (including signposting)	2.1.MEMBER ENGAGEMENT ON DIGITAL – Encourage / help Members to promote digital access and signposting of residents to digital resources and support where possible (particularly in areas with higher risk of digital exclusion)	Pete Barker (MADS)	Ongoing / May 2021
	2.2.DIGITAL GOOD NEIGHBOUR SCHEMES – Work with S3 to promote digital inclusion solutions through Good Neighbour Schemes (e.g. digital doorstep buddies, sharing Wi-Fi passwords etc).	Anne Ross (Support Staffs) Adam Rooney (Strategy)	Ongoing (VCSE contract year 4 ends July 2021)
	2.3.CO-ORDINATE SCC DIGITAL IAG & SUPPORT – Co-ordinate SCC digital IAG and support to ensure it is up to date, accurate and publicised to communities appropriately (e.g. Staffs Connects, Do-It Staffordshire and Community Help Points where appropriate).	Digital Leadership Group	Ongoing (October 20 – April 20)
	2.4.ACCESS TO DEVICES – Explore potential opportunities (both nationally and locally) to increase access to devices, including through our work with the Good Things Foundation.	Digital Leadership Group	Ongoing (October 20 – April 20)
	2.5.HELLO LAMPOST SCHEME – Explore the ‘Hello Lamppost’ digital IAG tool to signpost / engage residents on digital support and skills.	Matt Gratton (Digital) Cristian Marcucci (Comms)	TBC
	2.6.POSTCODE CHECKER – Work with the spatial mapping team to develop a postcode checker for residents to get localised messaging, potentially including Covid-19 advice, community support and available digital support.	Rich Lancaster (Digital)	TBC
3.Skills	<p>3.1.ALTERNATIVE PROVISION OF DIGITAL SKILLS TRAINING – Working with libraries to explore ways to continue providing digital skills support during social isolation. This includes:</p> <ul style="list-style-type: none"> •Continuing to work with the Good Things Foundation to ensure Staffordshire’s online centres (in libraries) are part of their signposting support and device sharing schemes. 	Clare Roberts (CL) Sue Ball (Libraries)	April 21

	<ul style="list-style-type: none"> •Libraries volunteers / Digital Buddies to provide 121 phone support for digital skills •Our Community Learning offer going online wherever possible. •Working with Schools and Colleges to offer digital skills support where possible. •Supportive Communities training being delivered by Support Staffordshire which includes digital skills / signposting elements. 		
	3.2.SKILLS SUPPORT FOR DIGITALLY EXCLUDED FAMILIES – Work with Schools to engage with families who received digital equipment during lockdown / struggled to engage with online education to offer additional skills support from Community Learning team.	Clare Roberts (CL)	July 2021
	3.3.VCSE DIGITAL SKILLS SUPPORT – SCC Community Learning team to work with S3 to explore offering specific digital skills support for VCSE organisations, including support for safeguarding online.	Clare Roberts (CL) Tim Keeling (CL) Anne Ross (Support Staffs) Lucy Cox (SCVYS)	April 21
	3.4.INTERGENERATIONAL SUPPORT – Libraries and VCSE to work together to explore different ways to support campaign for encouraging different generations within a family to help one another with digital solutions (grandchildren and grandparents).	Sue Ball (F&C) Lucy Cox (SCVYS) and Anne Ross (Support Staffs)	TBC
4.Communication, engagement and data	4.1.#DOINGOURBIT & DIGITAL – Promote to residents through the #DoingOurBit campaign everyday actions residents can take to help get themselves, their families and their neighbours online (building on experiences of lockdown), including: <ul style="list-style-type: none"> •Purchasing assistive technology digital support equipment for family members who are older / have disabilities •Helping family / neighbours to get connected and use devices •Engaging with local business on how they can support their 	Sarah James (Comms) Adam Rooney (Strategy)	Ongoing (October 20 – April 21)

	<p>communities (including with digital exclusion if it is an issue)</p> <ul style="list-style-type: none"> •Promoting digitally focused Good Neighbour Schemes •ICT Safety myth-busting 		
	<p>4.2.ENGAGE WITH RESIDENTS ON DIGITAL EXCLUSION – Do some focused engagement activity with residents on digital exclusion. This will:</p> <ul style="list-style-type: none"> •Be available in a range of formats (including non-digital) •Work with partners including VCSE and Housing Associations Tenant Participation Groups) •Consider how to better identify digitally excluded residents •Consider ways to engage with residents who are digitally excluded and have English as a second language. 	Wendy Tompson (Strategy)	November – December 20
	<p>4.3.SCC DATA REVIEW – Review data currently held on use of digital (e.g. website visits, app usage, facilities usage etc) and cross reference with engagement findings to update understanding of digital exclusion in the county.</p>	Digital Leadership Group	Ongoing (October 20 – April 20)
	<p>4.4.DISTRICTS AND BOROUGHES – Work with District and Borough partners to ensure effort / information regarding digital exclusion is shared and coordinated.</p>	Strategic Delivery Managers Cabinet Community Support Members (CCSMs)	Ongoing (October 20 – April 20)