



Salford CVS
making a difference in Salford

DIGITAL BY DEFAULT

**Adapting to
change or driving
exclusion?**





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Jon Corner
Chief Digital Officer
City of Salford

#Digital
Salford





OUR AMBITION -

to become one of the world's
most attractive cities for digital
enterprise

to become a Connected Digital
City for the people of Salford

Salford Royal **NHS**
NHS Foundation Trust



University of
Salford
MANCHESTER

Salford City Council

#Digital
Salford



MediaCityUK
A Peel and L&G Partnership



THE
LANDING

#Digital
Salford





1 Cloud Virtual & Augmented Reality



2 Connected Automotive



3 Smart Manufacturing



4 Connected Energy



5 Wireless eHealth

5G



6 Wireless Home Entertainment



7 Connected Drones



8 Social Network



9 Personal AI Assistant



10 Smart City



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Irene Lockett
Director
Sovereign House



Digital by Default

- Adapting to change or driving exclusion?



Digital Access

- Computers might be everywhere, but not everyone has access to them or know how to use them. This can lead to further isolation when people are required to use them to access services
- People with limited support networks won't always have someone to help them with technology, so what do those people do?



Digital citizenship

- What does it mean to be a good digital citizen?
- Treating others as you want to be treated. Just because you are online does not mean you are anonymous
- You leave a digital footprint. When you share things on social media, you don't know where they will end up.
- Tell an adult if you see something that you know isn't right
- Digital theft - pirating movies and music as well as violating copyright laws
- Hacking - we hear about it in the news, but why is it bad?
- How can you keep your digital information safe online

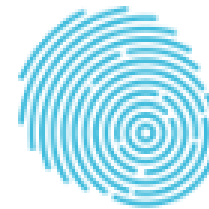




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Adam Mickelthwaite
Director of Digital
Social Inclusion
Good Things Foundation



Good Things
Foundation



Digital inclusion now!

The opportunity for the VCSE sector

Salford VCSE Conference
23rd May 2019

People are being left behind

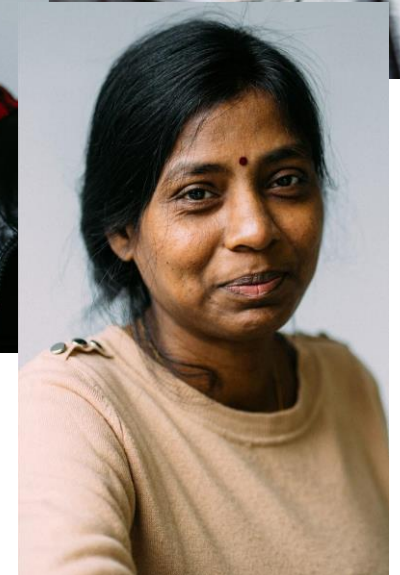
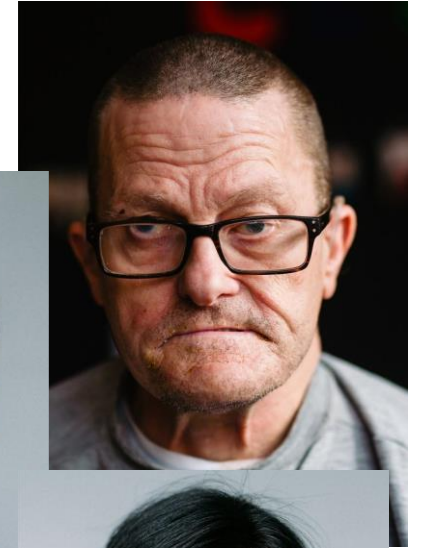
12% of UK adults are offline (6.3 million people) - and 8% have never been online. 11.3 million lack basic digital skills

90% face social or economic disadvantage: low income, social class DE, left education at 16 or under, disability

By 2028, at current rates there will still be 6.9 million people without basic digital skills

Being digitally excluded is a double disadvantage:

- Unable to take advantage of the benefits of being online (cost/time savings, employment, earnings, social connection)
- reinforces social exclusion and constrains social mobility
- Highest dependence on Government services, but risk becoming further excluded as digital transformation continues



Welfare reform, Making Tax Digital, and the NHS Long Term Plan all have the potential to increase exclusion without support for digital engagement and skills: important that this is prioritised

The VCSE sector plays a critical role

63% of those offline say they have no interest in digital - combined with social exclusion, **the VCSE sector is best placed to engage them and build their motivation, confidence and skills**

5,000 community organisations in the **Online Centres Network** across the UK. Good Things Foundation champions digital inclusion and provides **resources, training and funding** through Government/CSR/foundation partnerships (DfE, NHS, HMRC, ONS, Google, J.P Morgan Chase, Lloyds Banking Group, others) - other partners also provide tools and resources



Embedding digital inclusion into community support helps people achieve better outcomes and builds their confidence and capability for the future:

- Future Digital Inclusion (DfE): % of people experiencing employment progression was more than double % who intended this before receiving basic digital skills support
- What Works Fund (Money Advice Service): People who were supported to complete an online transaction as part of a community-based money management course were 6.5x more likely to transact again



The opportunity in Salford

Digital You - working in Salford with Salford City Council to build confidence and capability to do digital inclusion amongst VCSE organisations, libraries and social housing associations: hands-on support, building connections, providing resources, creating funding proposals

Demand for VCSE support is increasing as funds have been decreasing - digital inclusion can increase impact and generate powerful evidence for funders

Now is the time: digital and society is a key concern for policymakers, researchers, and global tech





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Q&A





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Key Actions





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Vote!

