



Fixing the digital divide: for a digital society

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DOING DIGITAL DIFFERENTLY

Phil Swan

Director for Digital, Greater Manchester Combined Authority

#FixTheDigitalDivide



Agenda

Time	Item	Lead/Speaker
12.30	Chair remarks and welcome	Phil Swan, Director for Digital Greater Manchester Combined Authority
12.40	Opening remarks	Helen Milner, Chief Executive, Good Things Foundation
12:50	Digital inclusion as a basic human right: minimum digital standards	Professor Simeon Yates, University of Liverpool
13.10	Greater Manchester: fixing the digital divide	Phil Swan, Director for Digital Greater Manchester Combined Authority
13:25	Spotlight on Wythenshawe Social Housing Digital Inclusion Pilot session	Chair: Dr Emma Stone, Good Things Foundation <ol style="list-style-type: none"> 1. Sarah Woolley, Wythenshawe Community Housing Group 2. Nick Horne, Wythenshawe Community Housing Group/Greater Manchester Housing Providers 3. Angela Harrington, Manchester City Council 4. Jody Waugh, Virgin Media O2
13:55	Community group share: The Bread and Butter Thing research	Mark Game, CEO and Co-Founder, The Bread and Butter Thing
14:10	Break and refreshments	
14.30	Mayoral remarks	Andy Burnham, Mayor of Greater Manchester
14:45	Fireside chat - elevating the UK focus on inclusion	<ol style="list-style-type: none"> 1. Andy Burnham, Mayor of Greater Manchester 2. Eilidh McLaughlin, Scottish Government 3. Harriet Green, Welsh Government 4. Kat Dixon, Snook
15:25	The role of social housing providers in reaching and connecting communities	Nick Horne
15:40	Fireside chat – National Telecommunications Sector- Collaborative working to Fix the Digital Divide	Chair: Helen Milner, Good Things Foundation <ol style="list-style-type: none"> 1. Nick Speed, BT Group Corporate Affairs 2. Dana Haidan, Virgin Media O2 3. James Prowse, Hyperoptic 4. Rachel Evans, Vodafone
16:25	Wrap up thoughts. Thank you, next steps and close	Phil Swan
16.30	Networking reception	

Share your thoughts!

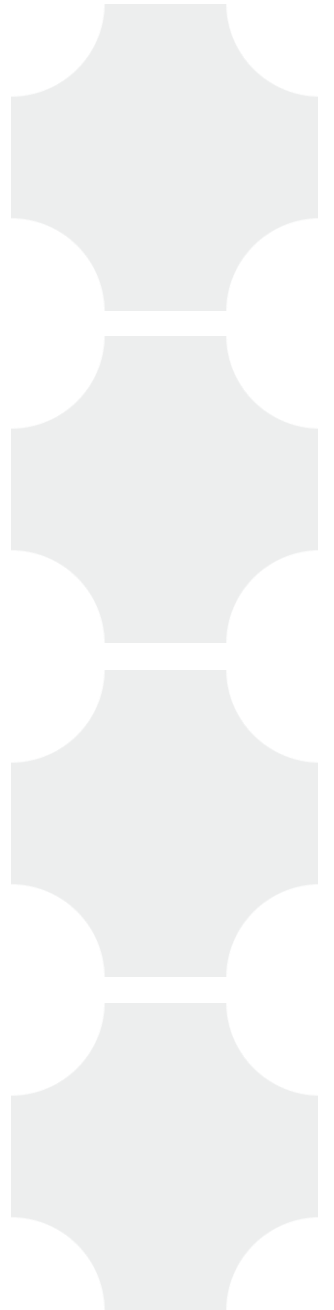
 @GMCADigital

 Greater Manchester Combined Authority

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Today's event is being recorded.

We're also taking photos to promote these events in future. Let us know if you don't want to be photographed for any reason.



Helen Milner

Chief Executive Good Things Foundation

#FixTheDigitalDivide



Prof. Simeon Yates

Professor of Digital Culture University of
Liverpool

Simeon Yates, Belinda Tyrrell, Rebecca Harris,
Gianfranco Polizzi, Jeanete D'Arcy, University of Liverpool

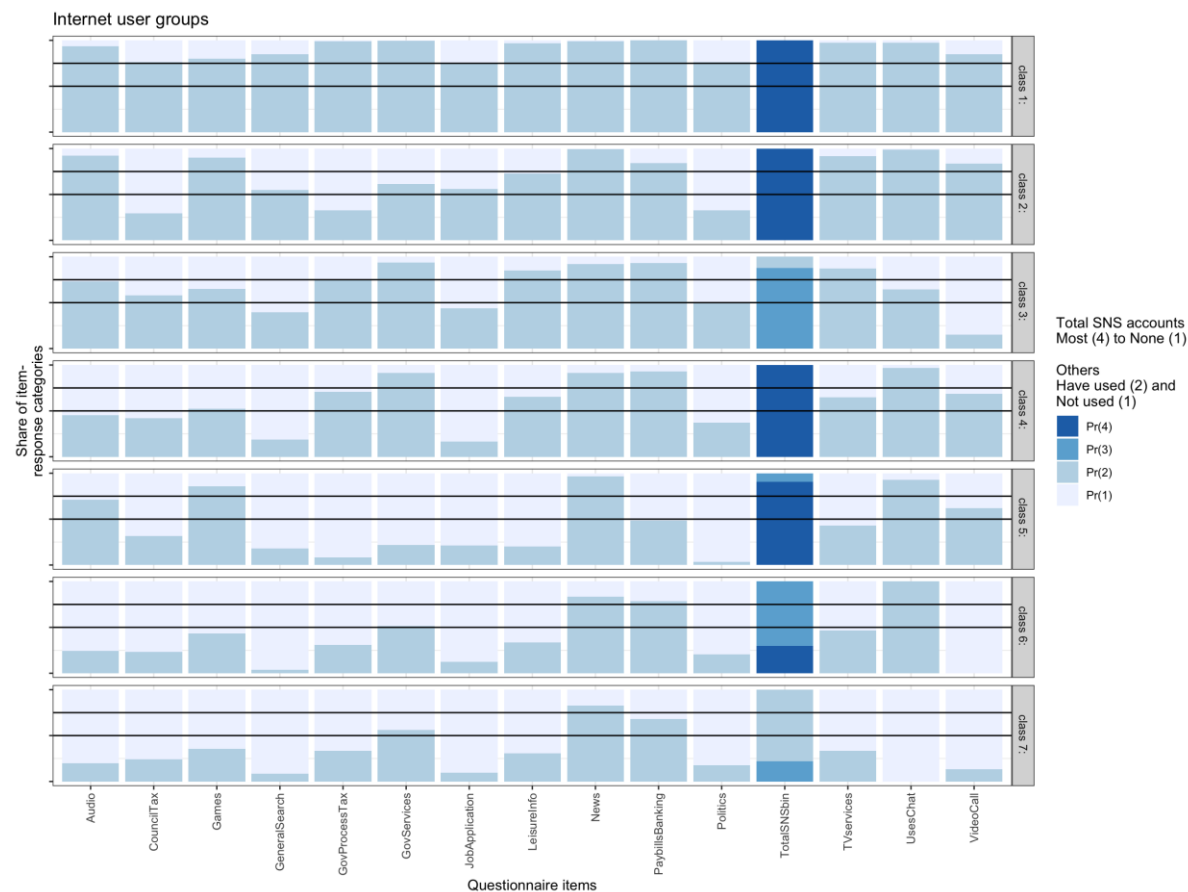
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National picture

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User types – very similar to prior years



Descriptions

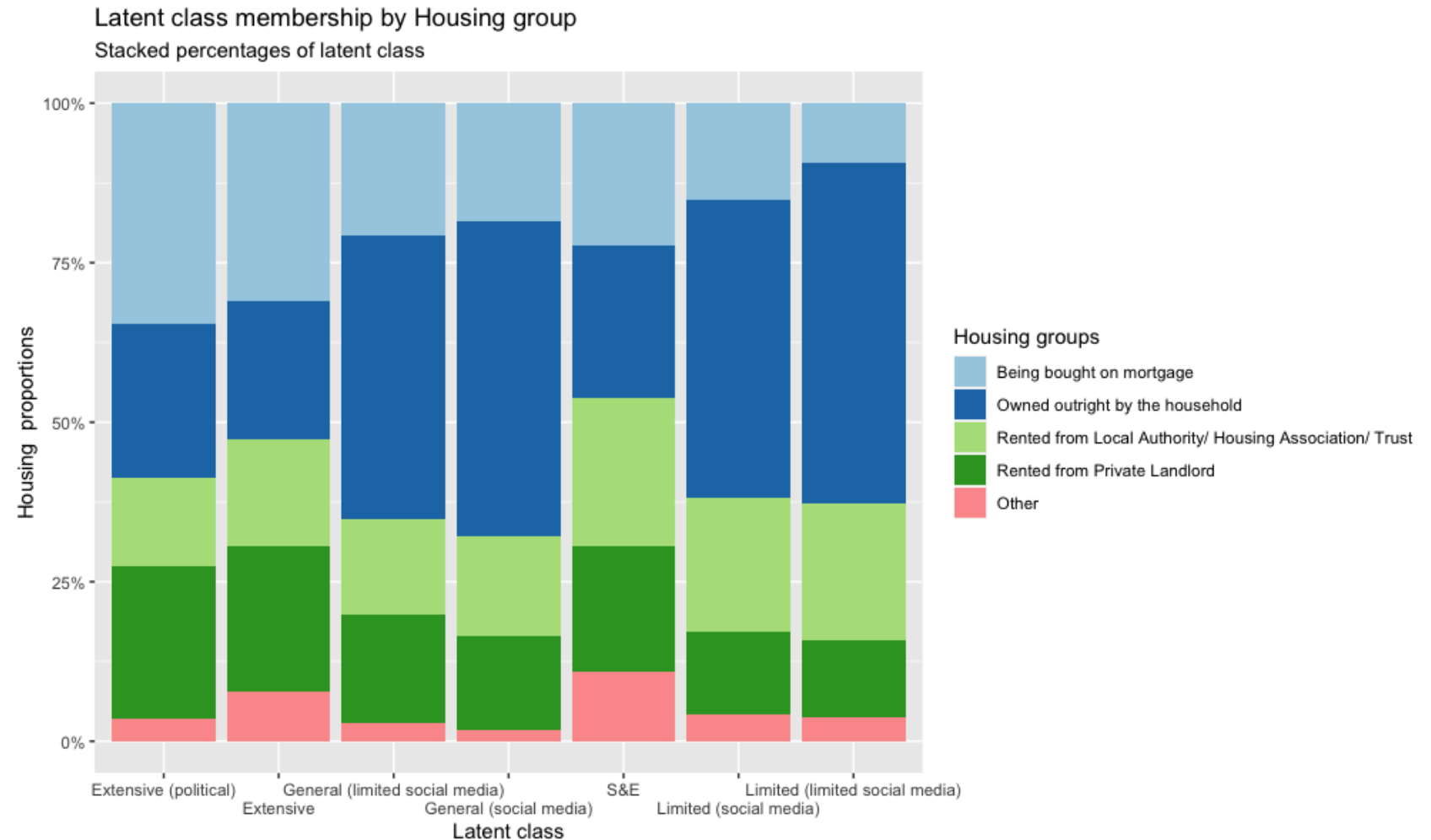
1. "Extensive (political)",
2. "Extensive",
3. "General (limited social media)",
4. "General (social media)",
5. "S&E",
6. "Limited (social media)",
7. "Limited (limited social media)"

Overall national / regional proportions

	North East	Yorkshire and Humberside	North West	West Midlands	East Midlands	East of England	South West	South East	London	Scotland	Wales	Northern Ireland
1. "Extensive (political)"	9.9%	12.4%	14.3%	15.2%	11.2%	11.9%	16.3%	14.8%	19.6%	10.7%	14.7%	15.6%
2. "Extensive"	19.0%	17.8%	20.5%	21.1%	23.4%	26.2%	21.5%	21.0%	29.7%	23.9%	20.5%	19.9%
3. "General (limited social media)"	3.6%	5.9%	4.9%	1.7%	4.3%	7.0%	5.5%	7.3%	3.6%	5.2%	2.4%	4.3%
4. "General (social media)"	15.5%	12.5%	15.6%	15.8%	11.0%	15.0%	14.7%	15.3%	11.6%	14.0%	14.1%	18.0%
5. "S&E"	18.2%	18.2%	16.6%	19.5%	16.2%	17.1%	18.0%	16.5%	21.1%	17.9%	13.4%	11.8%
6. "Limited (social media)"	15.1%	12.4%	14.0%	10.5%	18.9%	9.8%	8.7%	11.7%	8.2%	13.1%	13.7%	16.2%
7. "Limited (limited social media)"	13.1%	4.0%	7.1%	7.9%	5.7%	8.9%	7.3%	6.0%	4.2%	6.6%	5.5%	8.1%
8. "Non-users"	5.7%	17.0%	7.0%	8.2%	9.3%	4.0%	8.1%	7.3%	1.8%	8.7%	15.7%	6.0%

Social housing

Nationally poorer low or non-digital users are more likely to be in social housing.



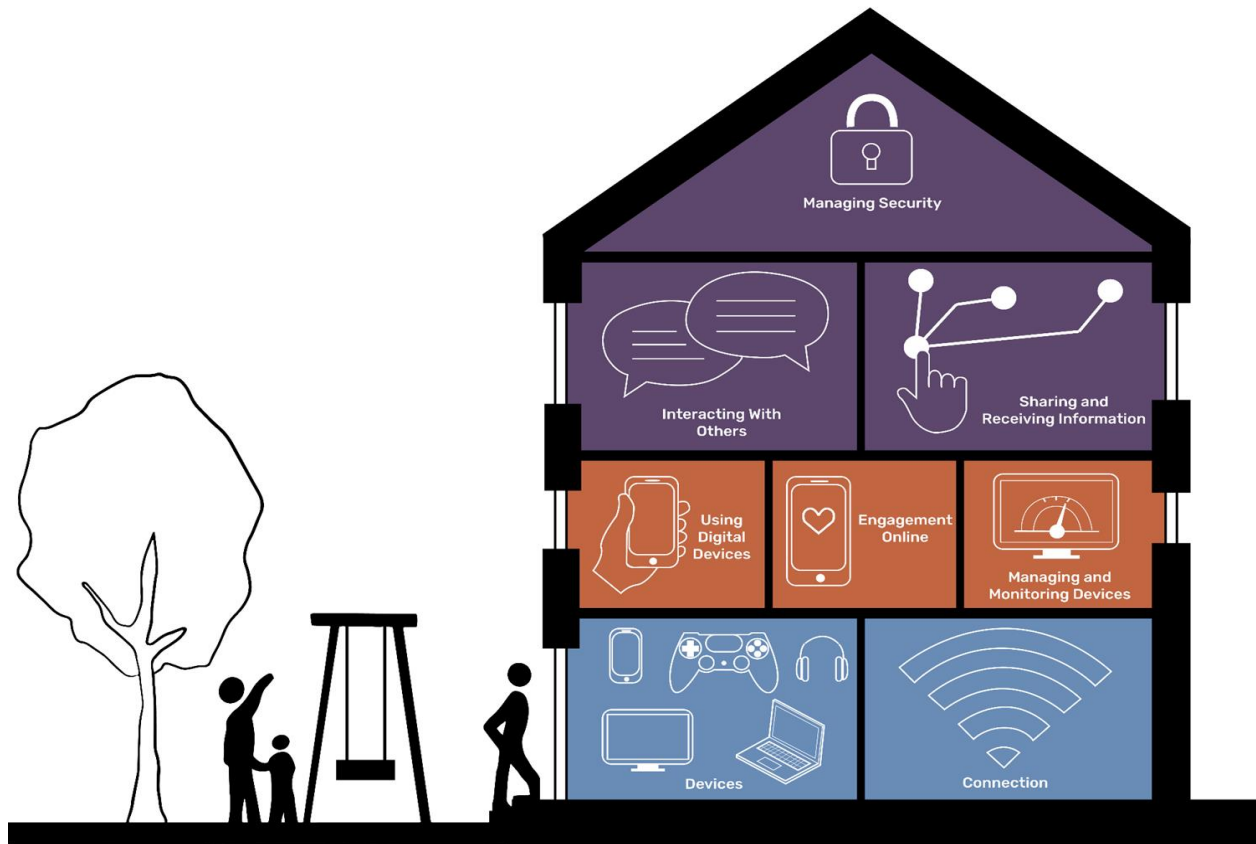
What does this mean for GM?

- About 40% of GM residents are likely to fall into these categories:
 - "S&E"
 - Young people with well below average digital skills, use, and access
 - "Limited (social media) / "Limited (limited social media)"
 - Older adults with well below average digital skills, use, and access
 - "Non-users"
- These groups are:
 - Likely to have lower educational attainment
 - Be in social Grades DE
 - A large proportion are in social housing – especially those of lower SES



Minimum Digital Living Standard

UoL, Loughborough University, Good Things Foundation, with City University, UCD and Critical Research – Funded by Nuffield, Welsh Government and Nominet.



Skills for understanding and managing digital risk

Practical and functional skills

Digital goods and services

Table 1: MDLS: Urban Households with Children

Groups with parents and young people felt that households with children require the range of goods, services, and skills outlined below to meet MDLS - to enable them to carry out the tasks and activities households need, and to feel confident, safe and included in the digital world. Digital needs are interrelated so reaching MDLS involves a combination of these elements.

The goods, services, and skills listed in the table present what groups felt was needed for reaching MDLS. However, MDLS does not set out how these needs should be met, nor what should be provided by any organisation or government body.

DIGITAL GOODS AND SERVICES		PRACTICAL AND FUNCTIONAL SKILLS		UNDERSTANDING AND MANAGING DIGITAL RISK	
Home Broadband	<ul style="list-style-type: none"> With sufficient reliability and speed to support all family members to access the internet at the same time 	Using digital devices, programmes and the internet	<ul style="list-style-type: none"> 1 Using device functions 2 Using apps and programmes 3 Downloading apps and programmes 3 Saving and recovering documents 3 Connecting devices to the internet/hotspots 4 Changing settings 	Managing security	<ul style="list-style-type: none"> 3 Using secure passwords 3 Knowing about and avoiding in-app purchases 4 Using phone safety features out and about (e.g., 'triple tap' or 'SOS') 5 Monitoring banking activity online 5 Removing bank card details to avoid accidental purchases Knowing how to apply parental controls
Mobile Phone and Data	<ul style="list-style-type: none"> An entry-level smart phone per parent and secondary school age child + 5GB data per month each An extra 3GB of data per month if they have a child of pre-school or primary school age 	Engagement online	<ul style="list-style-type: none"> 3 Using Zoom/Teams/Google Classrooms 3 Performing browser searches 4 Using school apps (homework, school-home communication) 5 Creating an email account and sending emails 5 Online bookings and forms (e.g., appointments) 5 Cashless/online payments 	Interacting with others	<ul style="list-style-type: none"> 2 Evaluating what details to share online 2 Identifying risks (e.g., scams, unsafe links, catfishers, groomers) 3 Evaluating friend requests 3 Managing social pressures and time online
Laptop/ Tablet	<ul style="list-style-type: none"> An entry level laptop per household – parent(s) and first child share one device An additional device for every further school age child 	Managing and monitoring digital devices and data usage	<ul style="list-style-type: none"> 2 Creating and sorting files and folders 2 Turning off devices properly 3 Deleting old files to manage device storage 4 Monitoring and managing phone data usage 	Sharing and receiving information	<ul style="list-style-type: none"> 3 Evaluating quality of information (e.g., identifying mis/disinformation or unrealistic images) 3 Knowing how to avoid and report inappropriate/offensive content 4 Understanding digital footprint
Headphones	<ul style="list-style-type: none"> A set of headphones for school age children 				
Television and TV Subscription	<ul style="list-style-type: none"> A smart TV, entry-level 32 inch screen An entry-level TV subscription service (e.g. Netflix, Disney+) in addition to a TV licence 				
Smart Speaker	<ul style="list-style-type: none"> An entry-level smart speaker 				
Gaming Console and Subscription	<ul style="list-style-type: none"> A gaming console and an entry-level online gaming subscription 				

Skills
The skills outlined above are needed by parents, and symbols indicate the age/stage by which children need to begin developing these skills, according to parents and young people.

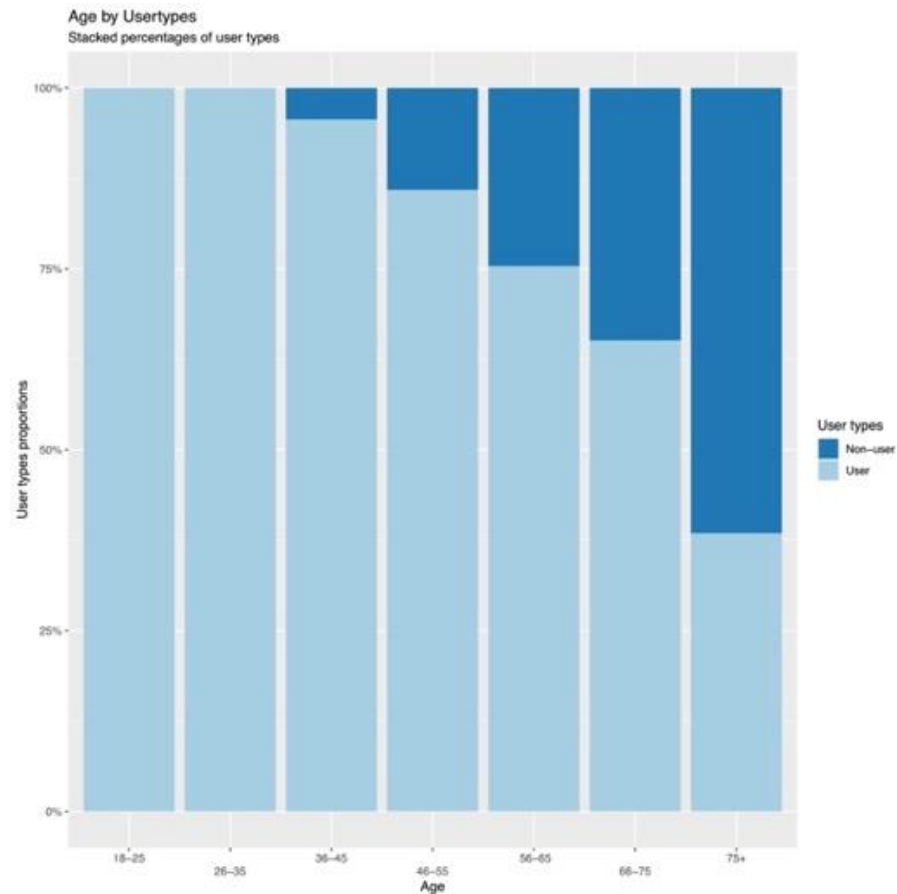
1 Pre-school
2 Early primary school
3 Late primary school
4 Early secondary school
5 Late secondary school

GMCA survey

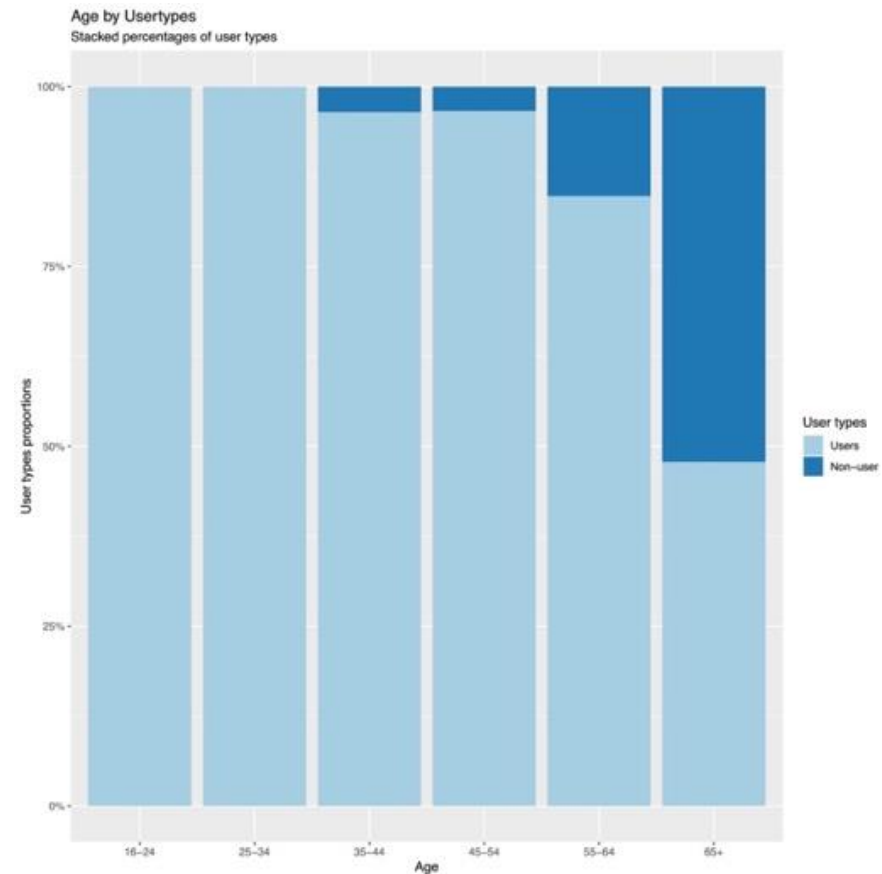
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Social housing digital exclusion in GMCA similar to national trends - Age

UK – digital exclusion by age

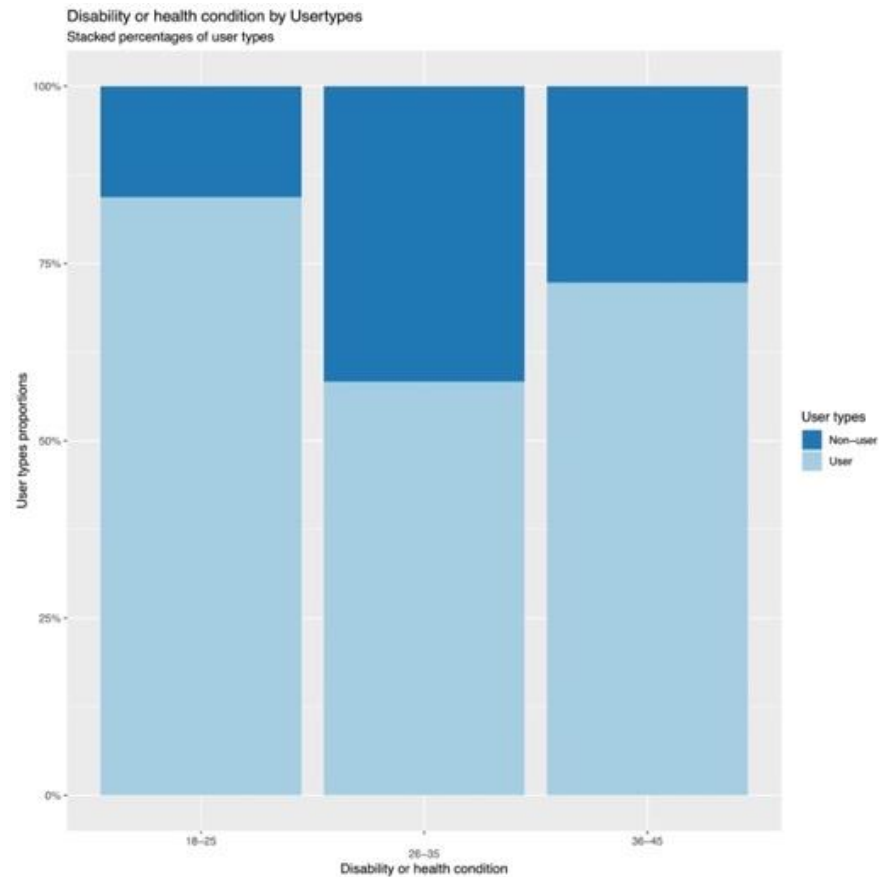


GMCA – digital exclusion by age

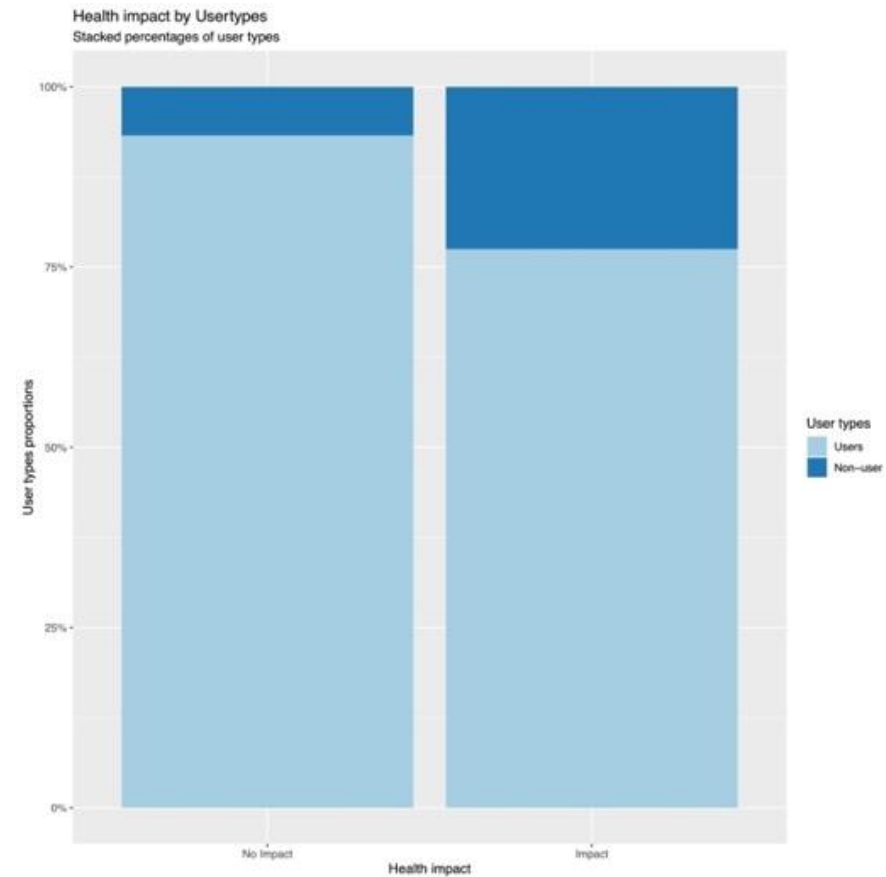


Social housing digital exclusion in GMCA similar to national trends - Health

UK – digital exclusion by health

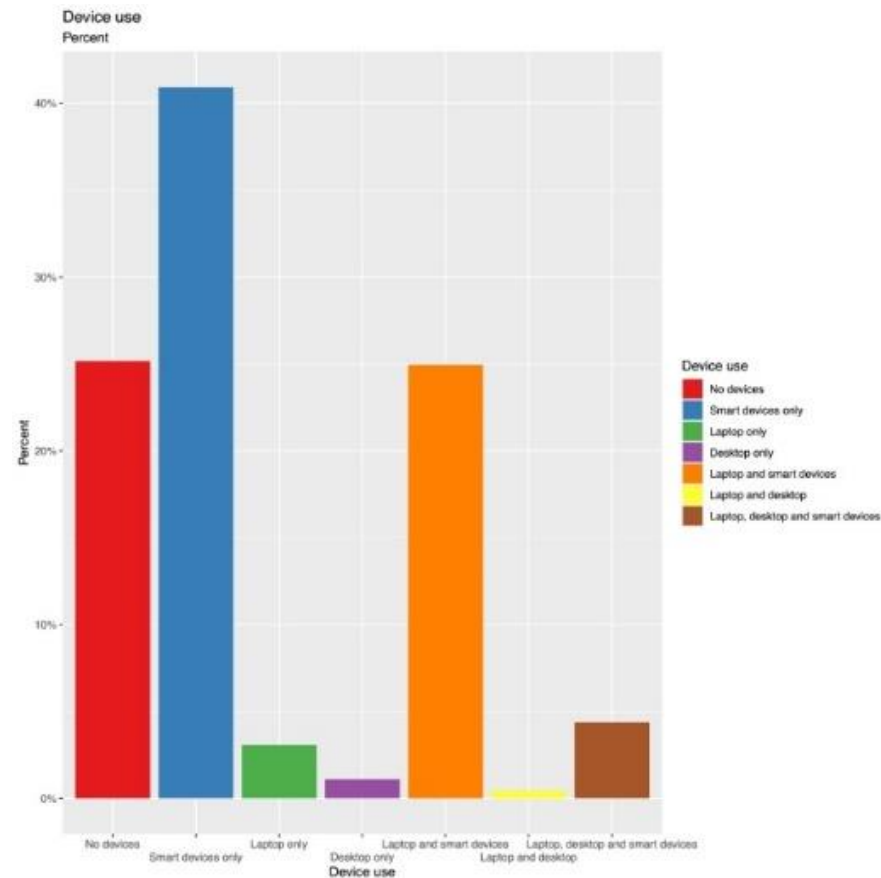


GMCA – digital exclusion by health

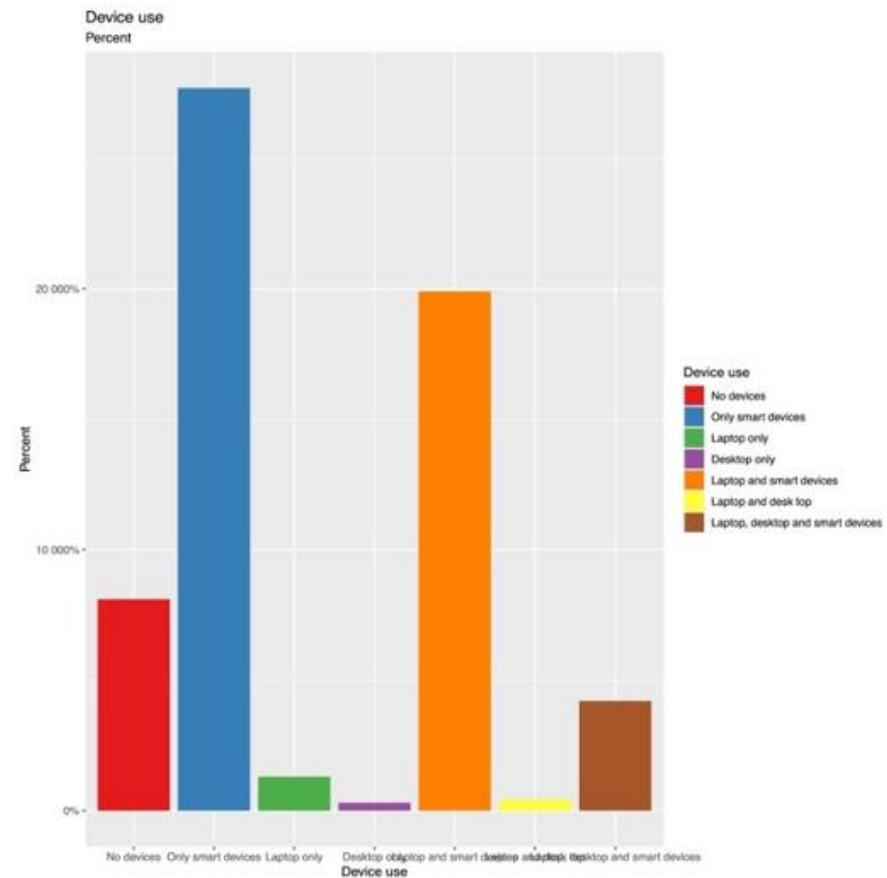


Social housing digital exclusion in GMC similar to national trends – device access

UK – device access



GMCA – device access



GMCA device use

- Hardly any respondents of any age or backgrounds have PC/Desktop.
 - Those over 56 are unlikely to have a laptop.
 - Overall, less than 50% of all respondents have laptop.
 - Tablets more common across all age groups.
- Over 75s are least likely to have a smartphone, under 55s are more likely.
 - Over 50% of people in the 26-35 age group have a tablet device.
 - 16% of social housing residents are smartphone only users.
- Those 36 or older are more likely to have a smart TV.

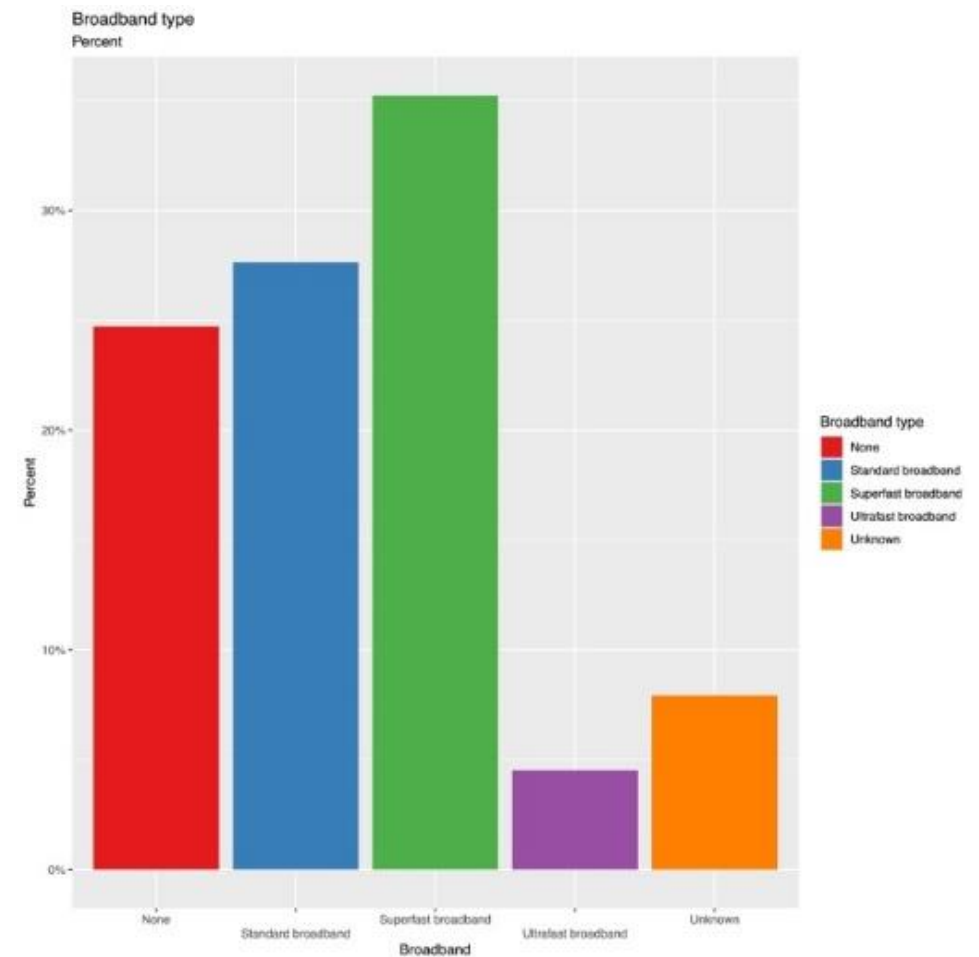


Social housing in GMCA similar to national trends

GMCA residents in social housing are slightly more likely to be accessing the internet on mobile data only plans (28%) as compared to the broader national picture (24%)

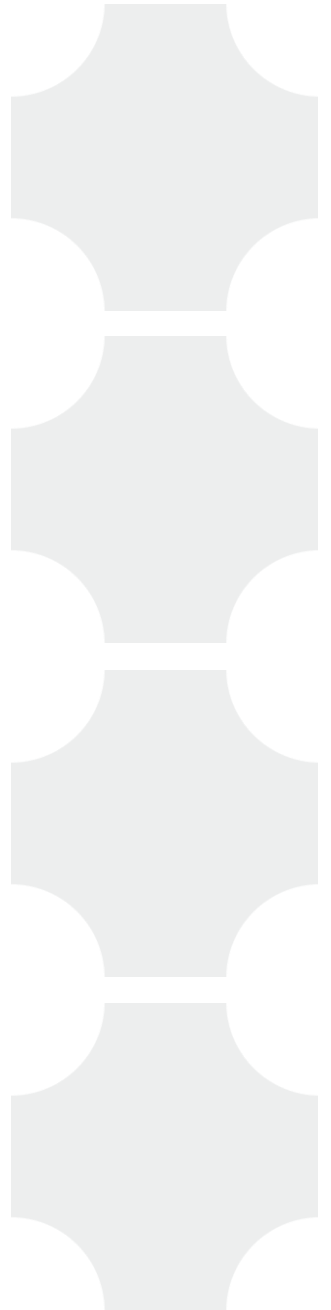
However, this has to be assessed in the context of higher numbers of overall non-users.

GMCA – broadband



Importance of social housing as intervention location - conclusions

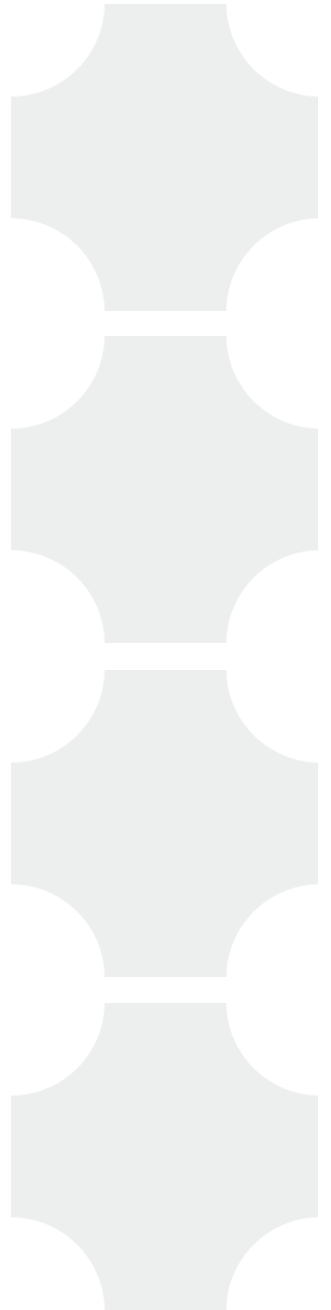
- Social housing both in the UK and GMCA is a key context in which many residents are more likely to be fully digitally excluded or Limited digital users.
 - GMCA social housing tenants appear to be slightly more likely to be offline or only have mobile access compared to social housing tenants in the UK as a whole.
 - GMCA social housing tenants who are Non-users have a similar profile to UK social housing tenants in regard to age and health status.
 - Non-users in the UK have fallen from 20% in 2010-2013 to 8% in 2023.
- Fully offline users are now some of the most vulnerable older (though not all) people in the UK, often with very low incomes.
 - A larger group often in social housing are people who use the internet in limited ways, may have intermittent access, and have low digital skills.
- These results emphasize the importance of social housing as a key context where digital inclusion interventions are both acutely and chronically needed.



Findings from GMCA interviews

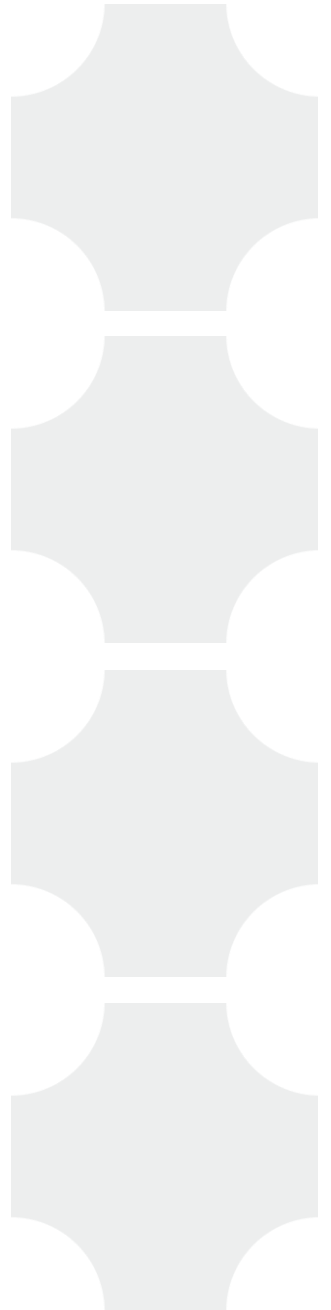
Interviews with SHPs

- Though all the SHPs recognised the considerable importance of digital inclusion, this was just one of many pressing issues.
- Though all SHPs had someone with responsibility for digital inclusion, they were not in a significantly senior position within the organisation.
- Resourcing of digital inclusion activity was varied across the SHPs.
 - Only in two cases did the digital inclusion lead have clear departmental resources to draw upon. In other cases, they were part-time responsibilities working up, down and across the organisation.
- SHP's interventions appear to have been across the full range of infrastructure, skills and training support.
 - Often these have been targeted at specific properties or tenant groups (e.g., older people, job seekers).
 - Very often interventions have been time limited and dependent on short term or siloed funding (infrastructure, education).
- Connecting with ISPs was complex, and ISPs and SHPs may have found it challenging working across two different organisational structures and approaches.
- Throughout the project the research team observed and noted the considerable pressures that the aftereffects of COVID-19, the cost-of-living crisis, and limited resources created for SHP partners when trying to deliver the project.
 - It was not often the most important nor critical activity that needed to be addressed by the SHP teams.



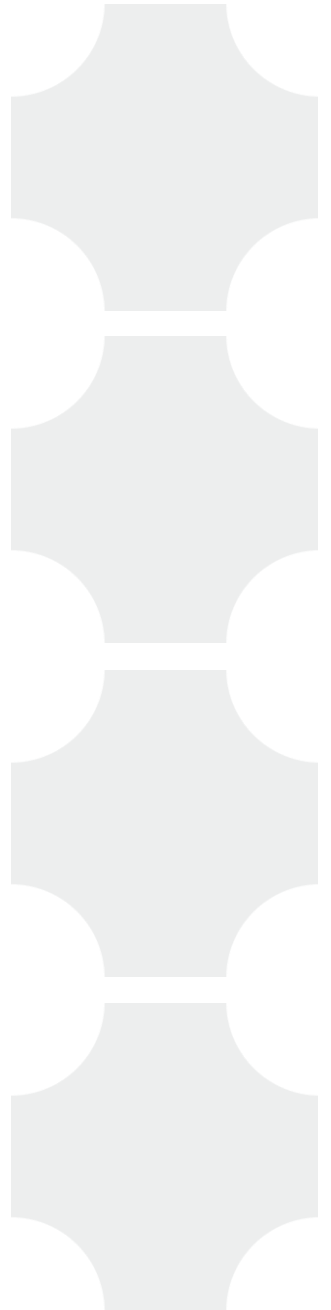
Interviews with residents

- Use of digital tools and systems was highly varied
 - But mainly focused on some practical activities (shopping) and social activities (communication) with friends and family.
- Residents are aware of the need to engage with the use of digital technologies and the 'digital by default' shift in many areas of provision.
- There were general concerns about lack of digital skills leading to lack of access to services.
- There was limited awareness of social tariffs and considerable scepticism about them, their value and the practicalities of taking them up.
- Even though participants seemed confident of their digital skills, the research team would note that the majority of activities described by respondents would not require more than the basic elements of the government's essential digital skills framework.

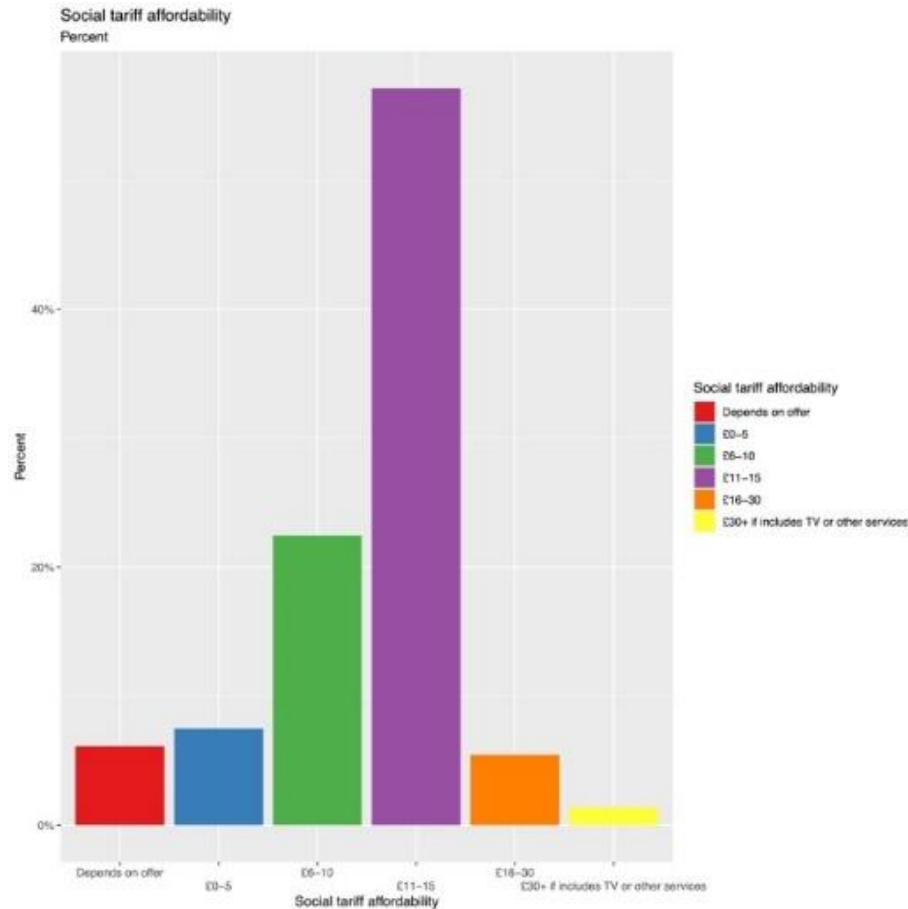


Interviews with ISPs

- There are commercial limits to social tariffs.
- Social tariffs are useful, but they are a “one size fits all” solution for people in complex circumstances.
- The delivery by ISPs of programmes to support social housing tenants through:
 - social tariffs
 - provision of broadband to housing stock
 - data SIMs
 - local support interventions such as “digital champions”
 - engagement with SHPs
- Requires complex co-ordination across the whole ISP organisation.
- Interaction between ISPs and SHPs is further complicated by the need to link two complex organisations with multiple “silos”.
 - There are also significant differences in available time and resources as well as specific work priorities and pressures that make aligning timetables and workload difficult across these very differently focused types of organisation.



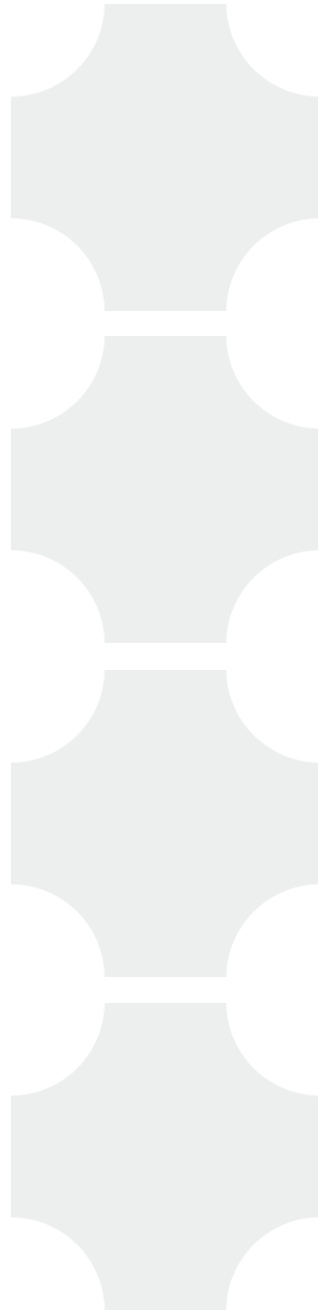
Real costs of social tariffs



Household type	Standard tariff	Social tariff
Median	1.28%	n/a
Out-of-work UC claimant	8.41%	4.61%
Part-time UC claimant	3.61%	1.98%
Individual in receipt of disability benefits	6.68%	3.67%
State pension and pension credits	3.85%	2.11%
Low-income household not eligible for benefits (most will not be eligible for a social tariff)	4.74%	2.60%

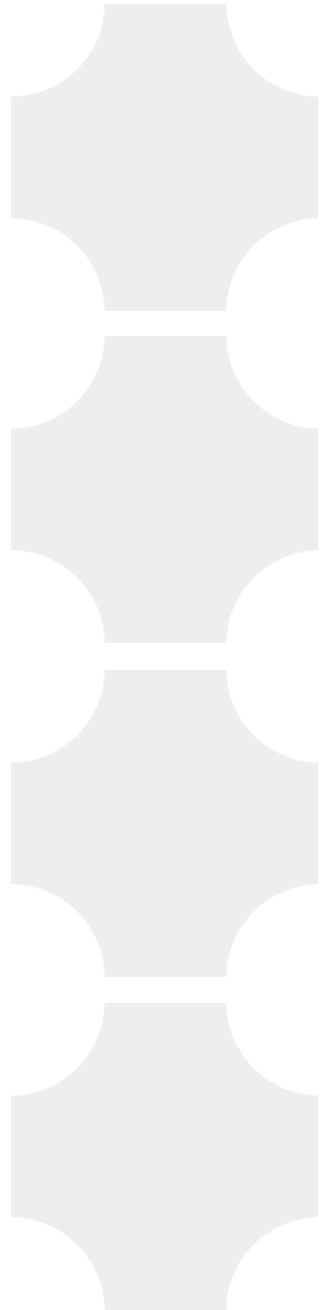
Social tariffs and engagement

- Social tariffs do not meet the financial nor contextual needs of many tenants at current price point and contract types.
- ISPs may not, in fact will not likely be able to, bridge the gap between social tariffs currently at the £12-£20 level with social housing tenants' ability to afford service, which may be closer to £4-£8.
- Social tariffs are only available to groups on key benefits, many other low-income social housing tenants cannot take these up.
- Reasons for low uptake are multi-faceted but cost, complexity, contract worries, and "value for money" may be key factors.
- Targeted interventions addressing specific tenant needs (e.g., employability, access to health, access to friends and family) may be more effective than broad access interventions.
- However, ensuring access remains key.



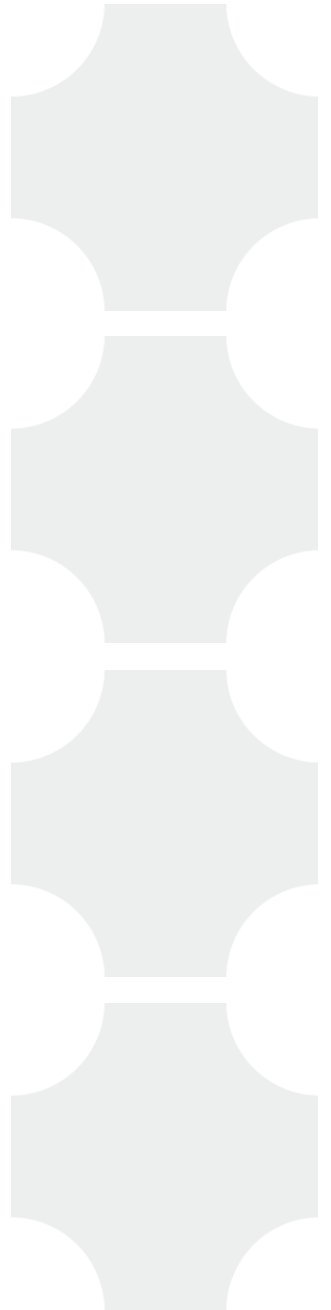
Thoughts and recommendations

- Social tariffs on their own do not work. At over £10 they are not affordable for many people in social housing. However, prices below this are well below the minimum tariff that is commercially viable for internet service providers.
- Recommendation: Intervention is needed to avoid those on benefit having to make a choice between food, heating, and access to digital services. Intervention options include provision of “near free” baseline Wi-Fi connectivity that is available to tenants on benefit across social housing portfolios or much lower social tariffs.
- The commercial value/margins for ISPs from social housing tenants is not as high as other tenures. This means that SHPs need to make it as attractive as possible if gaps in connectivity coverage, which are still a problem in some social housing areas, are to be addressed.
- Recommendation: Reduce costs of market investment, as far as possible, through:
 - Securing agreeing of standardised wayleaves and specification across social housing in GM
 - Increase take-up of digital services by aggregating tenant demand through partnerships with ISPs with joint branding, which will increase trust.
- Capacity in social housing providers is not high enough to manage the process of engagement and development of partnership working with ISPs.
- Recommendation: Social housing providers should consider identifying digital inclusion leads and explore pooling expertise and resources with other SHPs to create more capacity.



Bridging the value gap, bringing in other sector partners

- There is a question as to where the “value” of supporting social housing tenants to be online sits.
- This pilot has mainly focused on the direct value to tenants, the secondary value to ISPs of having new clients, and the more distributed value to SHPs and local government of tenants using digital services.
- There are others who also gain value from tenants being online.
 - Healthcare
 - Key government departments (NHS, DWP, etc.)
 - Education
 - Social care
- The research team would therefore question why the onus has been on the ISPs to bring social tariffs closer to tenants’ affordability threshold, or to undertake the expense of fitting supply to complex housing.
- There may be an argument for cross public and private sector work – bringing together all parties who may benefit – to bridge this “value divide”.



Phil Swan

Director for Digital, Greater Manchester Combined Authority

#FixTheDigitalDivide



Spotlight: Wythenshawe, Manchester



Jody Waugh

Strategic Partnerships
Manager, Virgin Media O2



Angela Harrington

Director of Economy,
Manchester City Council



Nick Horne

Chief Executive Officer,
Wythenshawe Community
Housing Group



Sarah Woolley

Senior Community
Development Manager,
Wythenshawe Community
Housing Group

Mark Game

CEO and Co-Founder, The
Bread and Butter Thing

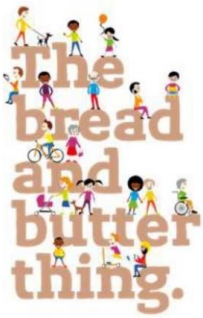
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Mark Game,
CEO

The bread and butter thing.



Who are TBBT?

Our Purpose

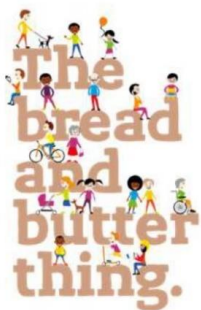
- To reduce poverty premiums that families in low-income areas can face.
- To improve diets.
- To bring people together.
- To build resilience within the communities we serve.

Mobile Food Club

- Affordable food taken into communities starved of money, food and resources.
- The average weekly saving is £26.50
- We visit every hub every week and around 65 members will come each time.
- We have 100+ hubs.

It Starts With Food

- Poverty premiums are about more than food.
- Our members tell us about the issues they face.
- We learn from what they tell us and bring in other services they tell us will be of use.



Why Digital Inclusion – don't TBBT do food?

Our Membership Partnership

- Our members and hubs are our partners.
- They work with us to deliver and improve what we do.
- Every day at the hubs and through our surveys they tell us how we can develop.

Our Surveys

- November survey asks about impact and issues.
- More than 6,500 people reply.
- If an issue bubbles up, we dig deeper.
- In June 23 we ran a digital survey following on from our November 22 survey.

Poverty Premiums

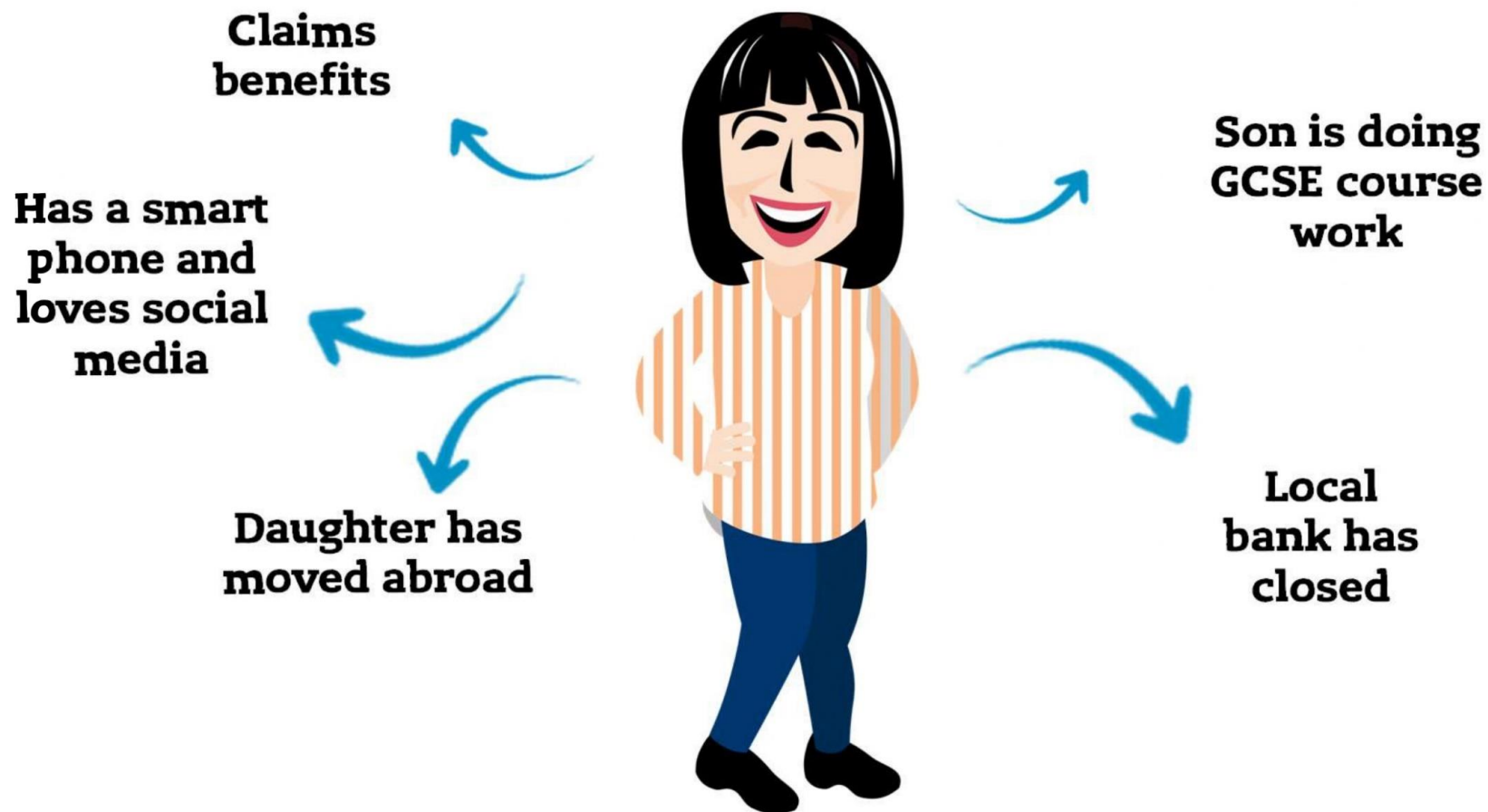
- Across all the issues - fuel, income maximisation, access to food - we saw how digital exclusion is increasing the poverty premiums.
- Like literacy, it is pervasive and complex.
- **Our digital pilot has shown how you can make a difference.**

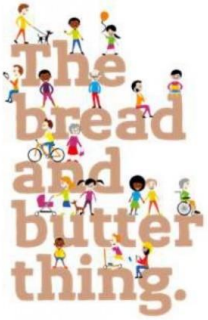


Meet Frank



Meet Julie



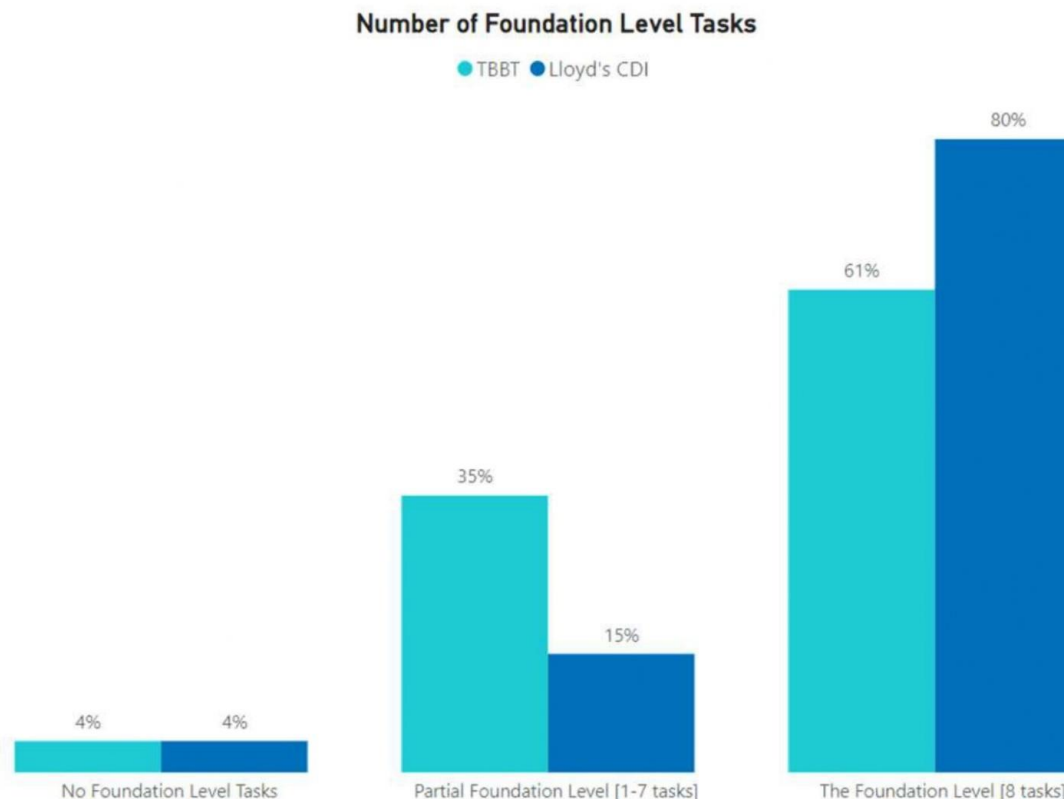


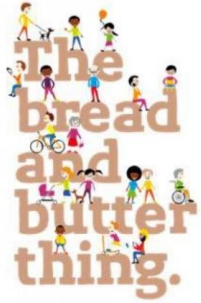
TBBT Members and Digital Exclusion: June 2023



Digital Skills are Lower across our Members than for the Population as a Whole

- **The Department of Education has a framework to measure Essential Digital Skills.**
- **The Lloyds Bank Consumer Digital Index measures these skills across the population.**
- **8 Foundation Skills are outlined. The ability to complete all 8 Foundation Skills demonstrate the basics needed for digital success.**
- **39% of TBBT members are unable to undertake all 8 Foundation Skills. Nearly twice as many as in the population as a whole**





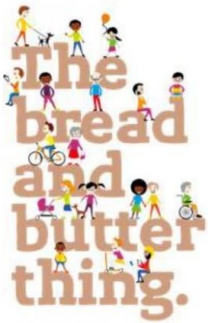
Just a phone

- **32% of TBBT members only access the internet through their mobile phone.**
- **Their skill level drops dramatically – over half are unable to undertake the 8 Foundation Level Skills.**



Lloyd's Consumer Digital Index

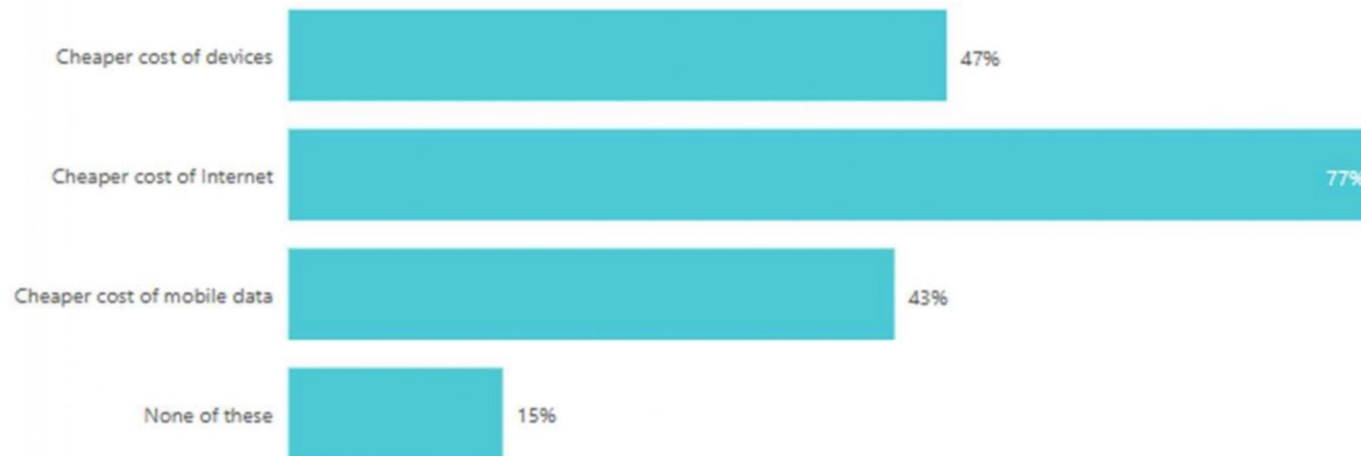
No Foundation Level Tasks	Partial Foundation Level [1-7 tasks]	The Foundation Level [8 tasks]
4%	15%	80%



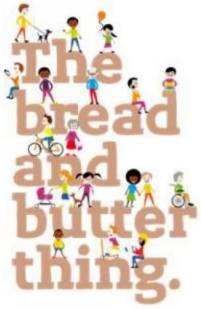
Getting Online

- **16% of TBBT do not have regular access to the internet at home – 13% only have their mobile data, 3% have no access at all.**
- **Biggest barrier to getting online is the cost of broadband.**

Could any of the following cost factors encourage you to use the internet? [select all that apply]



67%
of TBBT
members
don't know
about social
tariffs



Digital Exclusion – Life Exclusion

- Relying on a smartphone also severely impacts the range of activity undertaken online.

	TBBT Members	TTBT Members - Smartphone only users
NHS/Healthcare	64%	57%
Financial Services/Banks	58%	46%
Utility Providers	56%	44%
Local Council/Government	51%	40%
Food retailers	46%	36%
Travel/Leisure Providers	29%	17%
School System	28%	26%
Employment providers/Career platforms	20%	15%
Charities providing support	14%	11%
Adult Education system	9%	5%
None	7%	10%

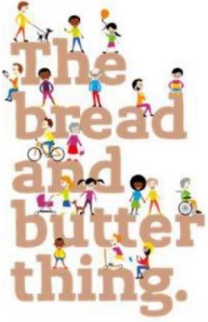
**Poverty
Premiums**

**Social
Isolation**

**Reduced
Opportunities**

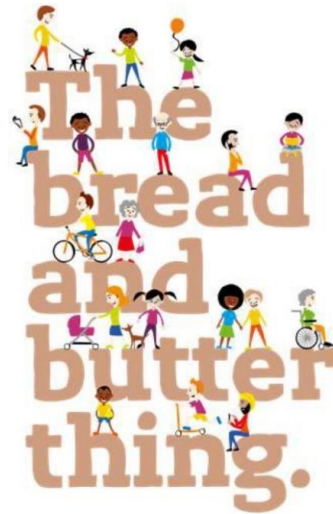
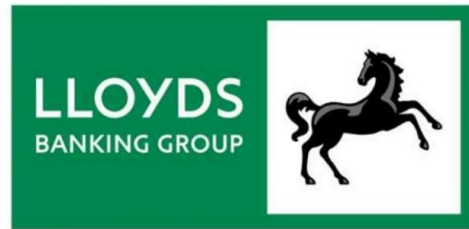


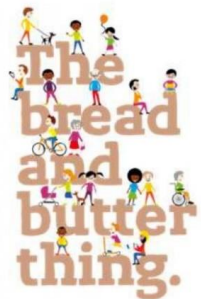
Connecting with Confidence: in action



Connecting with Confidence

A 6-way Partnership

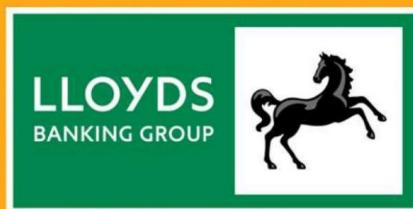




Connecting with Confidence

The Recipe

Core Ingredients



- Kit
- Sim cards
- Face to face training
- Skills
- Ongoing phone support
- Confidence and commitment

The Yeast

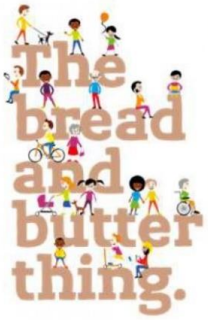


- The TBBT + local hub + member relationship turns the core ingredients into a life-changing project

Baked to a T



- Sessions full
- Engagement and enjoyment - people were learning with their neighbours
- Attendance – nearly 90%



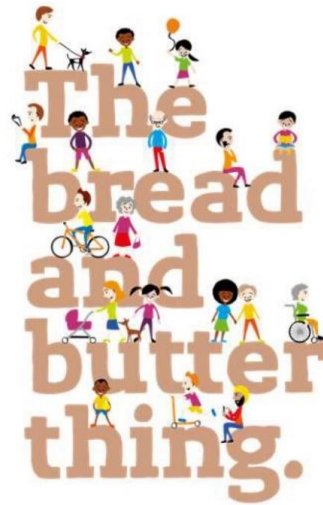
Connecting with Confidence

Increasing the Sum of the Parts

**Individually
identified
members**

**Trusted,
familiar
time and
location**

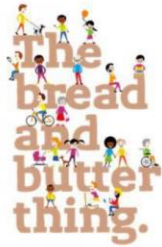
**Comfortable
environment**



**Personal
encouragement**

**Opening eyes to
possibilities**

Reminders



Connecting with Confidence

The Results in Data

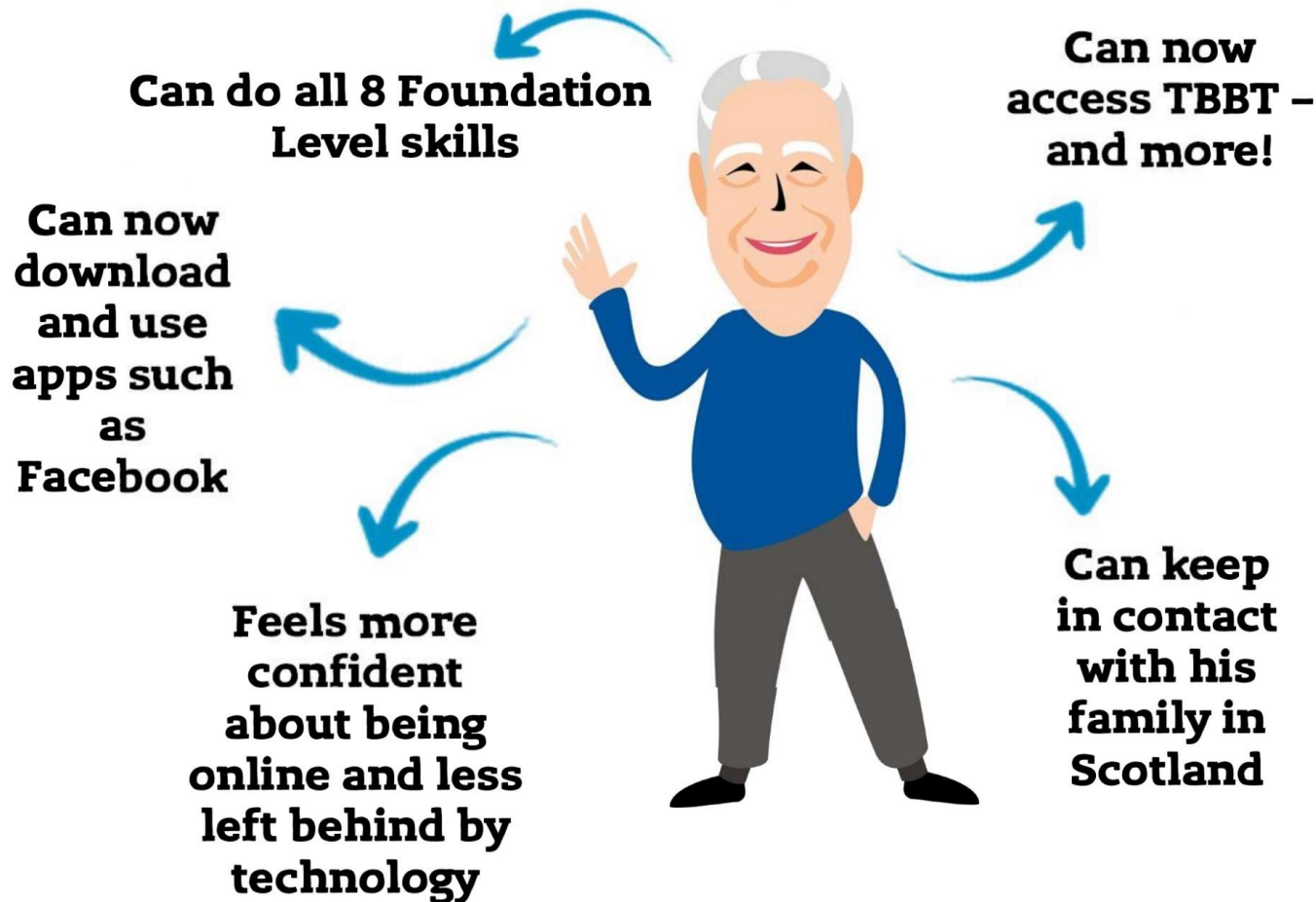
The bread and butter thing.



6 weeks
10 hubs
57 sessions
411 members

Confidence
levels increased
by 50%
from 2.9 to 4.3
out of 5

Frank – part 2



“Absolutely, seriously happy, it is like a Christmas present to me.

“This will be a whole new world for me.

“I will be able to have contact and pictures of my wife who is currently in Scotland, and I don’t get to see at the moment.”

Julie – part 2

**Can use a tablet to
shop around online
to save money**

**Still loves
social media!**

**Can afford to call
her daughter
abroad regularly**



**Son can
properly keep
up with his
GCSE course
work**

**Saves a long,
expensive
weekly trip to
the bank by bus
through online
banking**

**"It was nice to sit with
other people – sitting
with other people
makes you feel like
you aren't stupid."**

**"It has been very
helpful, the trainer
was kind, caring and
patient."**

"Thank you."



Thank you for listening

To hear more from our members in their own voices, listen to our podcast series.



Follow the link on www.breadandbutterthing.org or search 'A slice of bread and butter' on your favourite pod player.

hello@breadandbutterthing.org

Andy Burnham

Mayor of Greater Manchester

#FixTheDigitalDivide



Elevating the focus on inclusion



Kat Dixon

Business Development Lead
Snook



Eilidh McLaughlin

Head of Digital Citizen Unit
Scottish Government



Andy Burnham

Mayor of Greater Manchester



Harriet Green

Chief Executive for Centre for
Digital Public Services
Welsh Government

#FixTheDigitalDivide

Nick Horne

Chief Executive
Wythenshawe Community
Housing Group

#FixTheDigitalDivide



Collaboration to fix the digital divide



CHAIR: Helen Milner

Chief Executive, Good Things Foundation



Nick Speed

Head of Nations & Regions, Policy and Public Affairs, BT Group



Dana Haidan

Sustainability and Corporate Responsibility Officer, Virgin Media O2



James Prowse

Lead for Social Housing, Hyperoptic



Rachel Evans

Senior Sustainable Business Manager, Vodafone

#FixTheDigitalDivide

Phil Swan

Director for Digital, Greater Manchester Combined Authority

#FixTheDigitalDivide



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