

APPENDIX 4 – Digital Inclusion Action Plan

DIGITAL INCLUSION ACTION PLAN OVERVIEW

Purpose: All Manchester residents are motivated to engage with an offer that enables them to become equipped with and further develop the skills needed to access and benefit from being online.

SRO: Angela Harrington - Feeding into the Work and Skills Board

Leads: Sherelle Fairweather (Work and Skills), Philip Cooke (Libraries)

Objectives					Expected Outcomes			
<ul style="list-style-type: none"> To evidence the challenge of digital inclusion faced by residents across the city. Listen to more residents who have been identified as the most digitally excluded, to gain a better understanding of their challenges and motivations. Work closely with VCSE to create more ways of reaching communities that remain digitally excluded and support sector to develop their workforce digital skills. Ensure more residents can access the internet through a range of initiatives. Better promote the benefits of engaging with digital and remaining online. 					<ul style="list-style-type: none"> Strong local knowledge base to influence the Manchester Digital Strategy, including a clearer understanding of what motivates residents to 'go online'. More residents can access the internet and are supported to build their confidence and digital capabilities. VCSE supported to reach and positively engage residents to be online. More residents understand the benefits of going online and engage in digital in a way which benefits them most. 			
Digital Inclusion Working Group	Manchester Device Scheme	Connecting external initiatives	English not first language and Black, Asian, Ethnic Minority groups	Access to Digital Health, Wellbeing and Care	Neighbourhood level targeted activity	Young people and digital inclusion	Digital entitlement and adult education	MCC priorities i.e. Digital transformation, Census, OM Strategy refresh