NTRODUCTION TO THE MANCHESTER DIGITAL EXCLUSION INDEX

MANCHESTER CITY COUNCIL

17TH AUGUST 2021

CORPORATE INTELLIGENCE, PRI | WORK & SKILLS, GROWTH & DEVELOPMENT |
LIBRARIES, GALLERIES & CULTURE NEIGHBOURHOODS

CONTEXT

e Good Things Foundation is the UK's leading digital inclusion charity and in 2017 defined digital clusion as 'having access to the internet and having the skills and confidence to use the internet fely'.

e research identifies that 90% of non-users are likely to be living in – or at risk of – poverty, with poo ealth, disability, lower social class, and low levels of qualifications.

hilst the evidence is there to inform us **who** is most likely to be excluded, we are until now able to tablish a mechanism with which to identify **where** these residents are most likely to live.

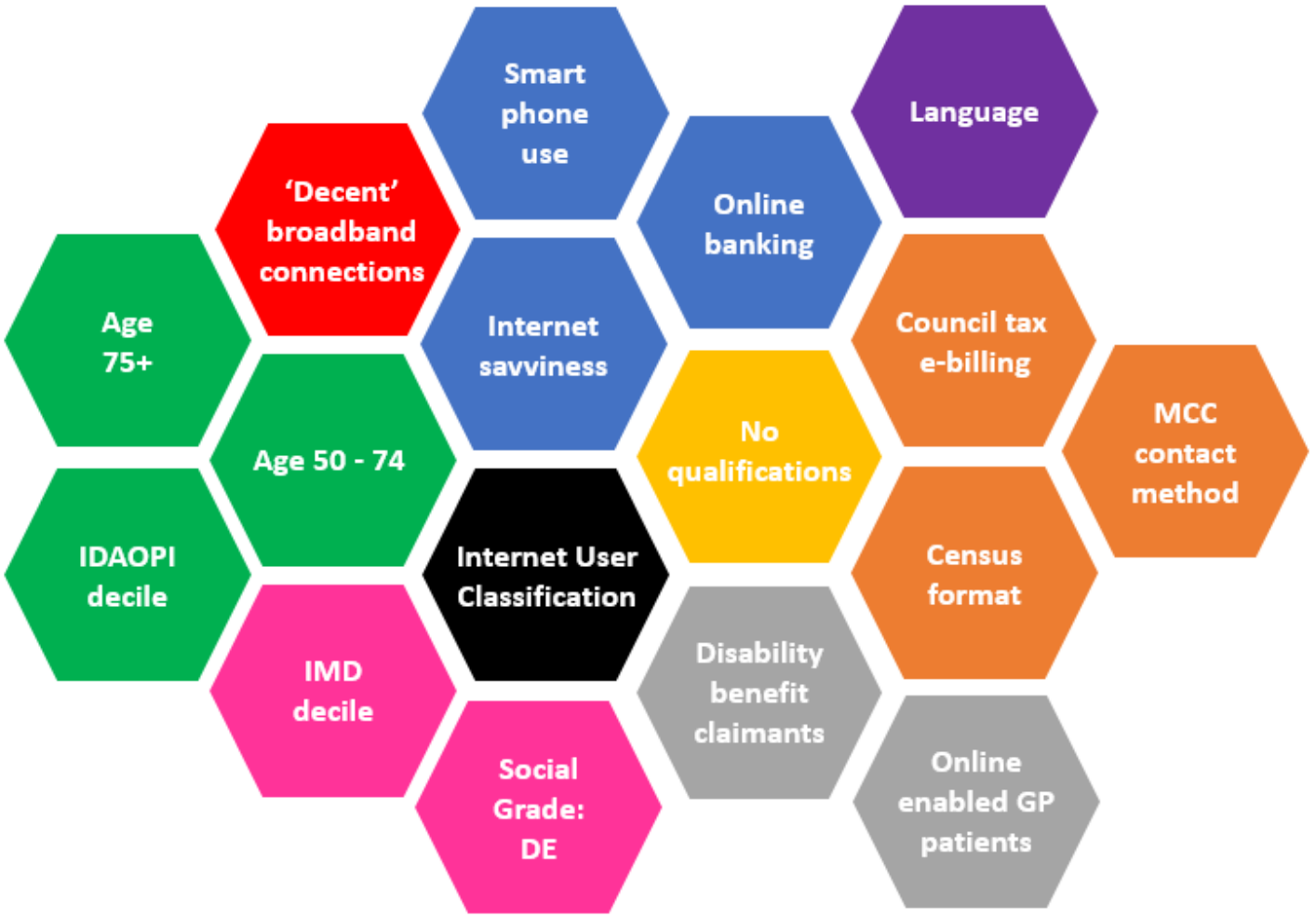
CONTEXT

o mitigate this challenge, Manchester City Council has developed an ndex, which pulls together a number of different datasets that either irectly or indirectly demonstrate levels of digital exclusion across ouseholds in the city. These datasets are used as metrics, which in omposite create a 'digital exclusion score' for each Lower Super Output rea (LSOA) in Manchester.

he index identifies the **risk** of digital exclusion rather than performance or roject management.

METRICS

- 18 metrics
- 9 categories
- Internal – open – licensed data
- Weighted by significance
- Pre-determined personas

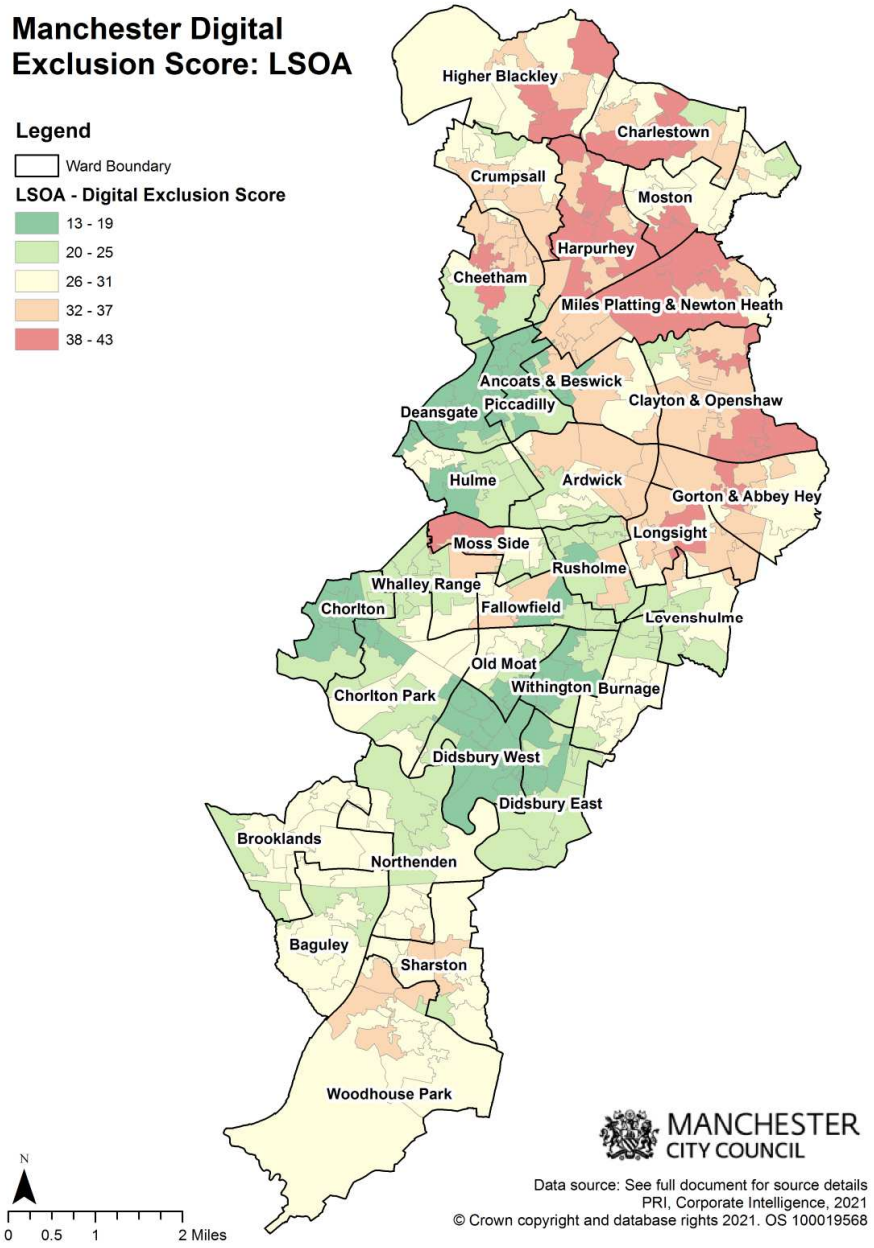


SCORING METHODOLOGY

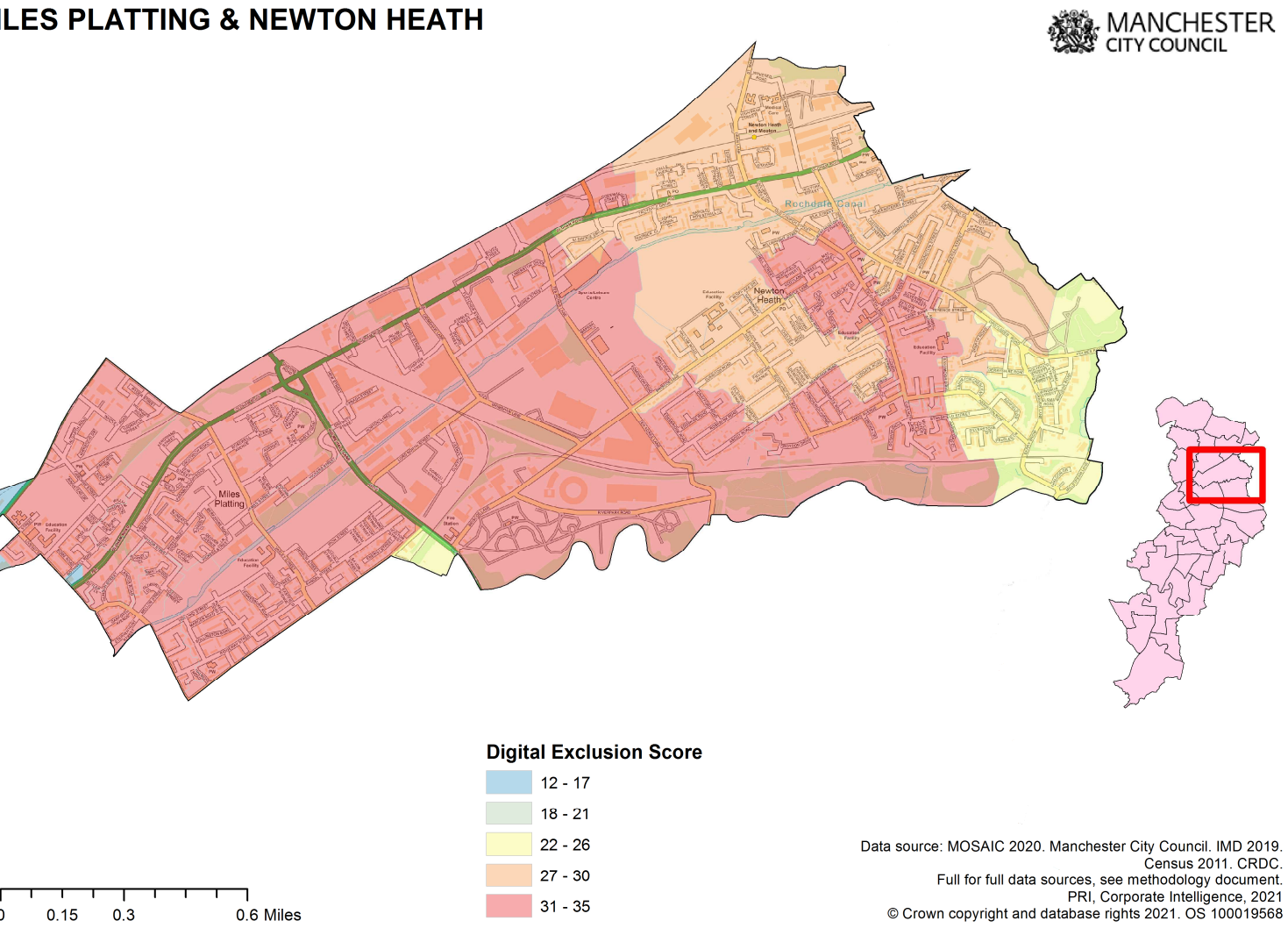
- Mixed methodology given the variety of data sources used.
- An individual score is calculated for each of the 18 metrics, for each lower super output area (LSOA), with the combined total of these making the Digital Exclusion Risk Score for the LSOA.
- Majority of metrics scored via standard deviation method, whereby, small geographic areas (LSOAs) are given a score based on how excluded they are, relative to the Manchester average.
- Utilised pre-existing digital exclusion data such as the CRDC Internet User Classifications that assigns an area a persona, ranging from 'E-withdrawn' (scores 4) down to 'E-cultural creator' (scores 0)
- All metrics were allocated a score of 0 to 4, apart from ONS Hard to Count data and IMD / IDAOPI datasets were given 0 to 2 – this lower weighting has been chosen to alleviate any potential 'double counting' caused by the additional use of the same dataset (e.g. IDAOPI also uses age data)

DIGITAL EXCLUSION HOTSPOT MAP

- Dynamic dataset – initial draft – weightings / metrics can be changed
- Static version
- Useful for overview comparison purposes with other datasets (e.g. MCC Intelligence Hub and Neighbourhood databank)

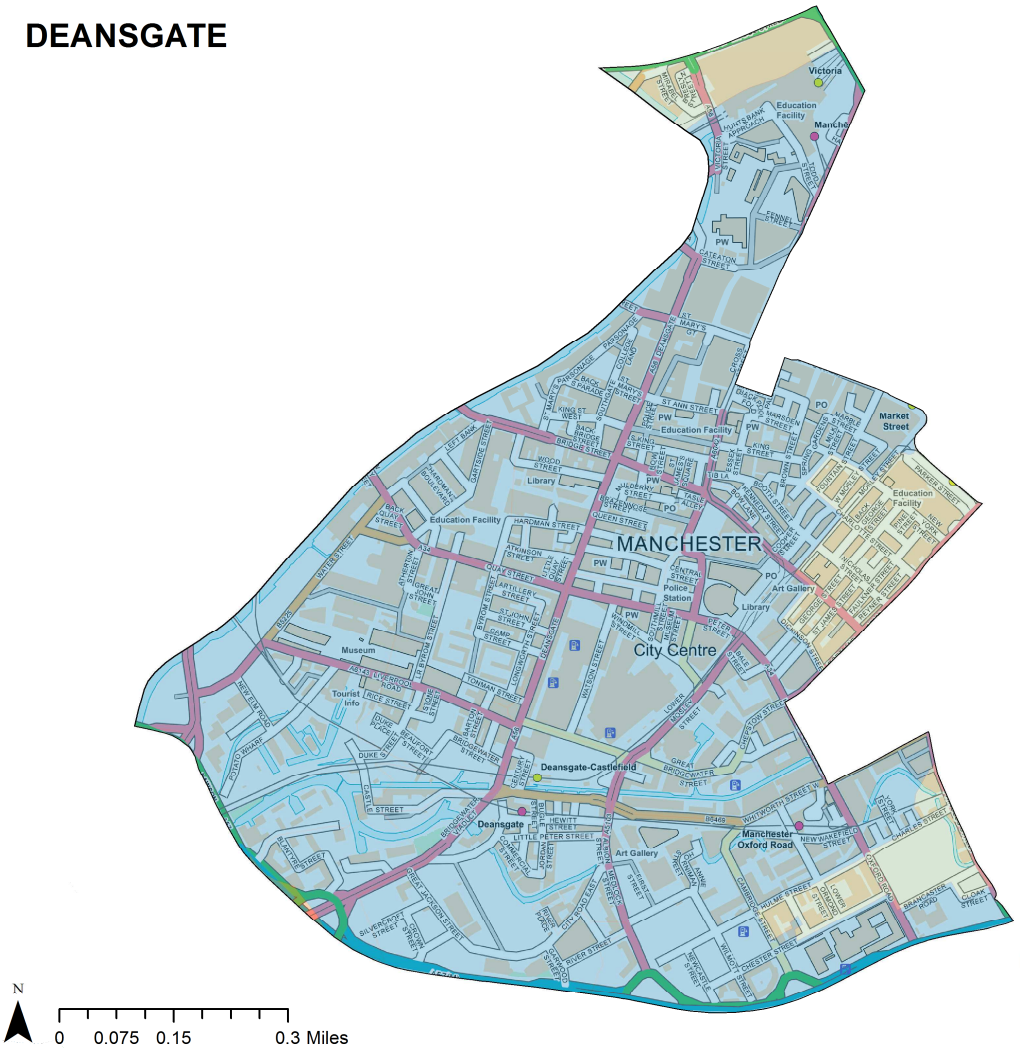


WARD MAP EXAMPLES – HIGHEST SCORING WARD MILES PLATTING & NEWTON HEATH



WARD MAPS – LOWEST SCORING WARD

DEANSGATE



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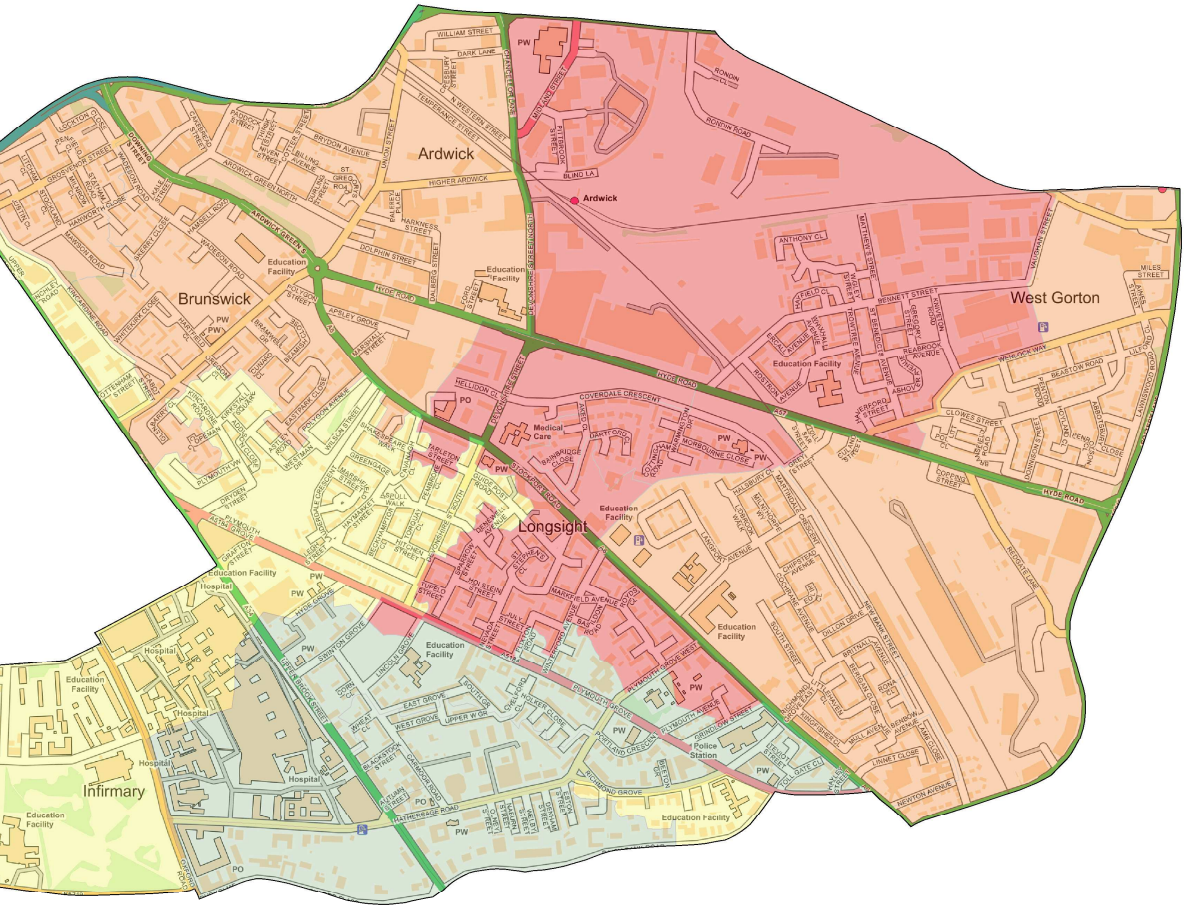

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Data source: MOSAIC 2020. Manchester City Council. IMD 2019.
Census 2011. CRDC.
Full for full data sources, see methodology document.
PRI, Corporate Intelligence, 2021
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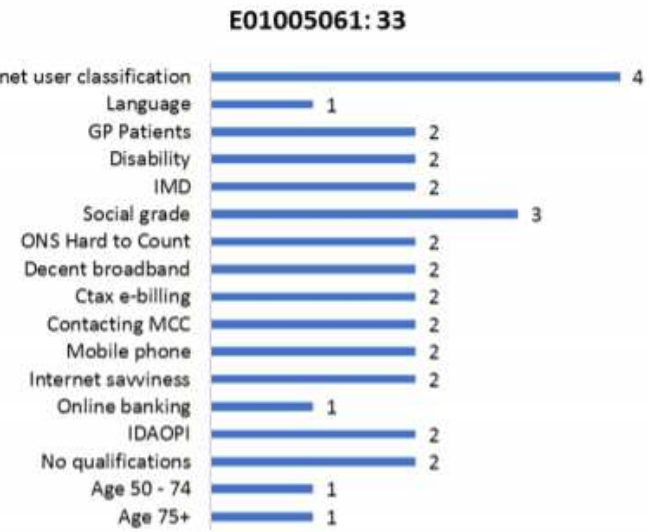
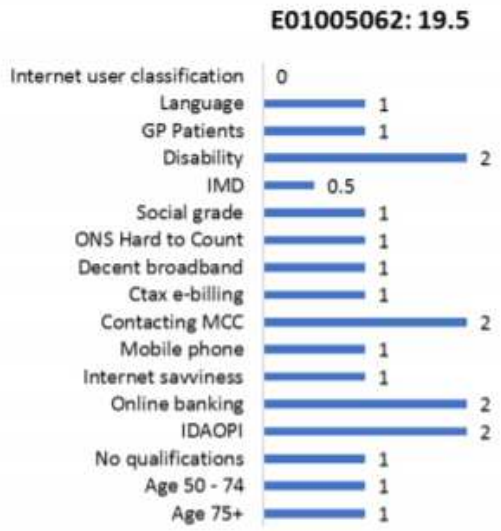
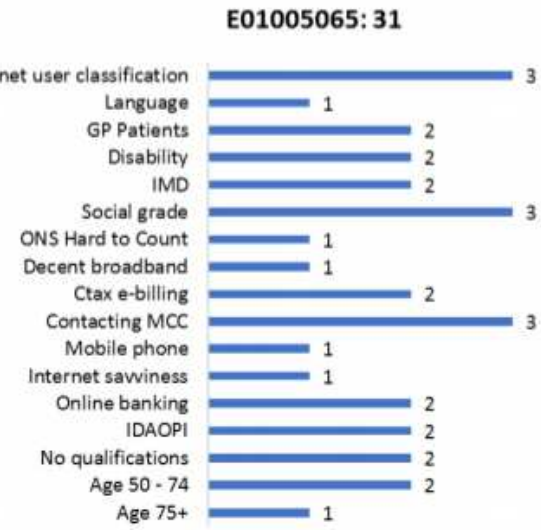
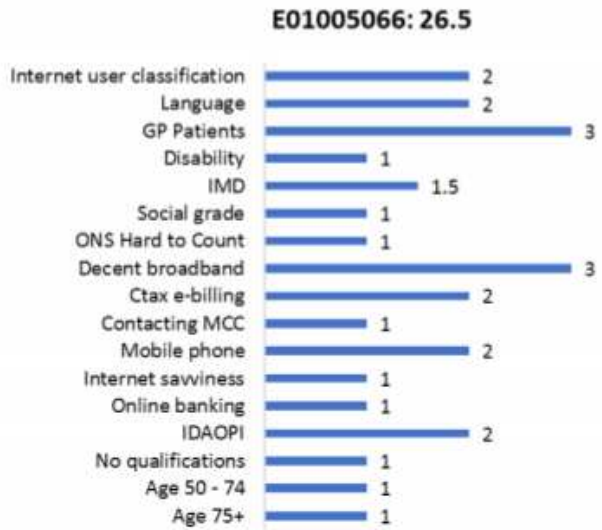
ARDWICK

- LSOA level data allows us to see the granularity of exclusion within each ward
- This map shows the importance of focusing on the LSOA rather than the ward as although Ardwick isn't the highest ward it has a dense area likely to be excluded.









ARDWICK

- 4 out of the 13 LSOA's within Ardwick and their individual score
- Providing a example of the difference between weighted metric within each LSOA

NITIAL INSIGHTS AND KEY FINDINGS

25% of Manchester LSOAs are thin the highest scoring groups our Digital Exclusion Index (32 – 43) with a very high risk of being digitally excluded

out of the top 5 highest scored wards are within North Manchester (Miles Platting and Newton Heath, Harpurhey, layton and Openshaw) and 2 n the Central area of the City Gorton and Abbey Hey, and Longsight)

ata is evidencing that there is a strong link between digital clusion and neighbourhoods wit communities who have English as a second language and/ or low skills.

- In order to further understand the extent of digital exclusion in Manchester, we can draw detail from the underlying metrics that make up the overall score, for example:
  - 7% of premises have less than the broadband Universal Service Obligation (USO)
  - 64% of premises have decent broadband (99% have access to it)
  - 43% of residents who contacted MCC did so via non-internet methods between 2018 and 2020
  - 21% of residents are uncomfortable using online banking
  - 25% of LSOAs are categorised as e-withdrawn (CRDC)
  - 12% of households are likely to be not very/not at all 'internet savvy'
  - 44% of residents have been identified as digitally 'hard to count' for the ONC Census 2021

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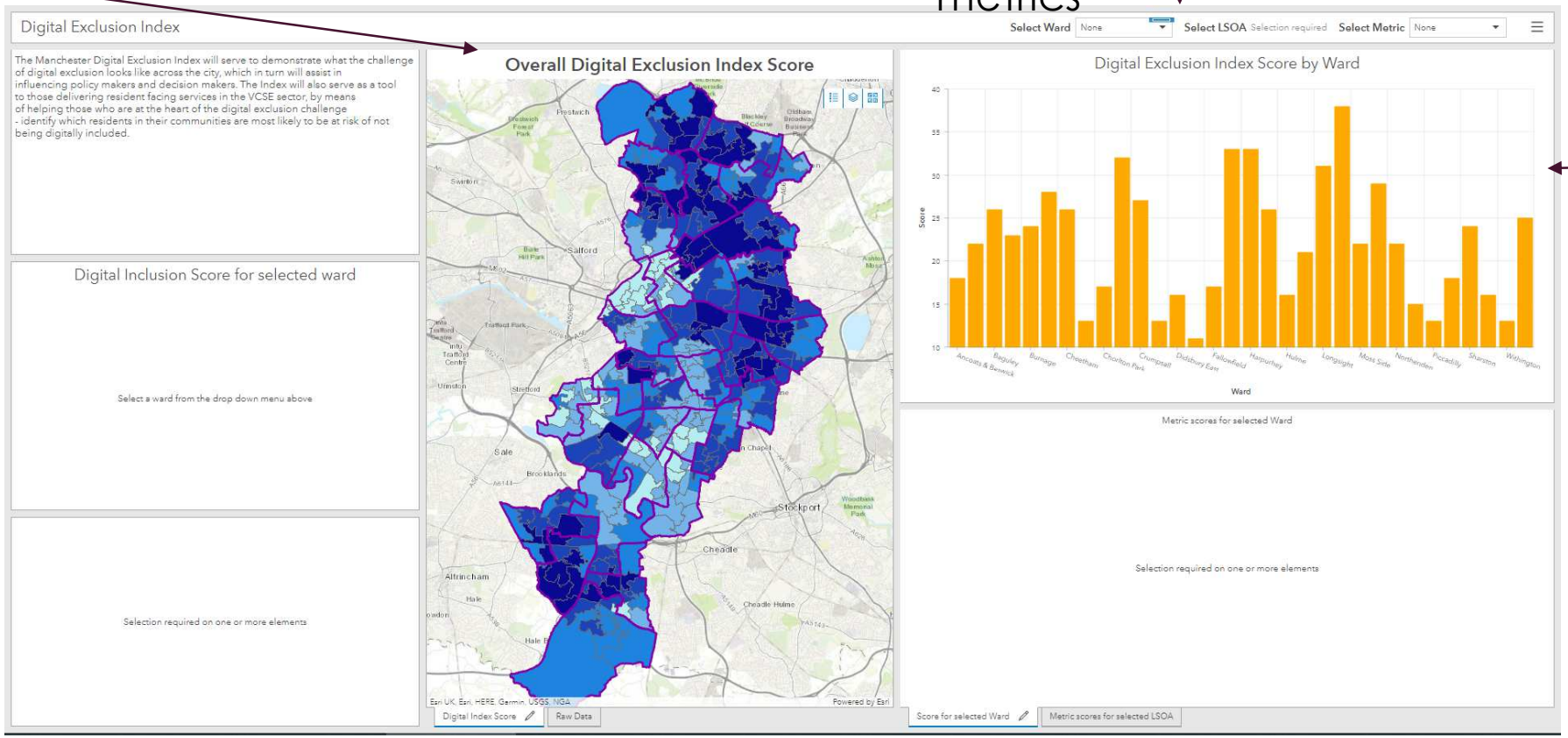

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SCREENSHOTS OF WEB/INTERACTIVE VERSION OF INDEX

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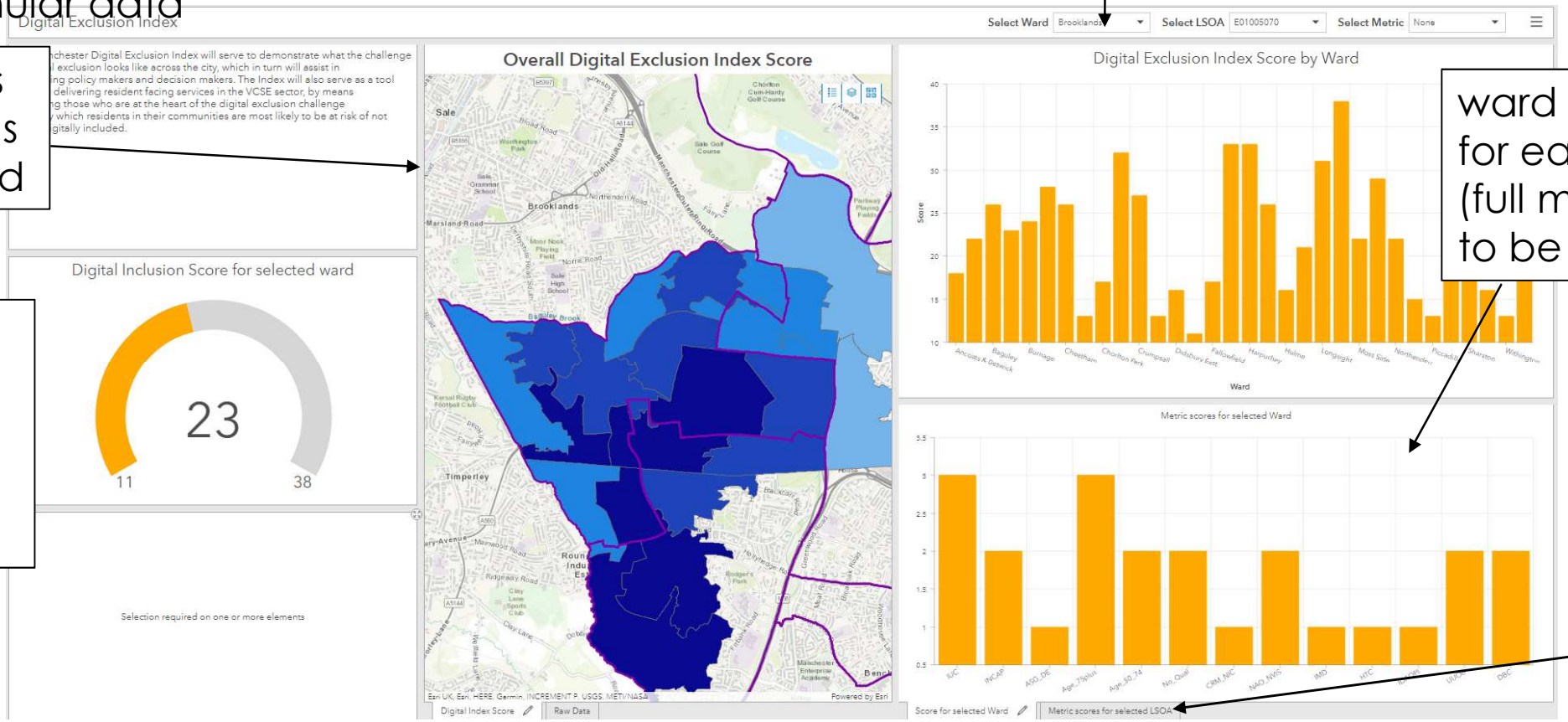

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SCREENSHOTS OF WEB/INTERACTIVE VERSION OF INDEX

w data for the individual metrics can be viewed on a map by selecting the metric and then
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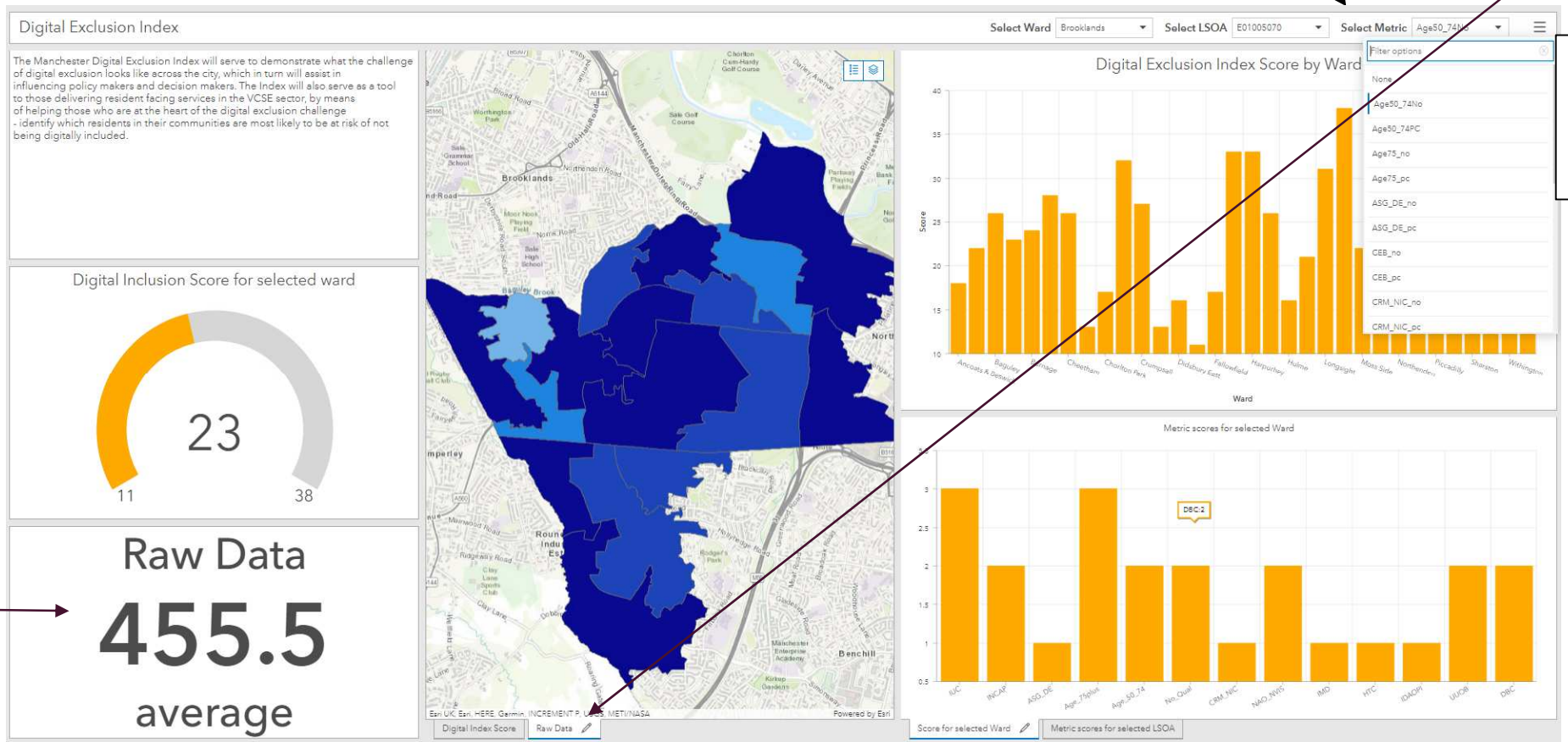

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TESTING THE INDEX

- Extremely complex and ever-changing tool and challenge.
- We need to stress test the tool and also further analyse the intelligence to see if we can trust the index.
- We will be testing the tool with a number of key partners including - Health, community-based learning providers and Housing, to see if the data identified is accurate - realistically demonstrating the scale of the challenge to get residents digitally included.
- Currently the tool is being tested via One Manchester with the Work and Skills Team who have so far –

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one manchester

ext steps –

Create a number of task and finish groups with others who have assets in each LSOA.

Create some SMART and measurable interventio ns within each LSOA's to further investigate trends - listening to stakeholders (including residents) and review impact.

Present project to MHPP to build model.

Clayton & Openshaw: 36.95
LSOA E01005092: 36

One Manchester Properties: 294

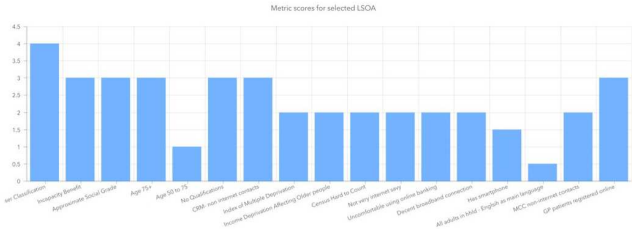
Moss Side: 30.36
LSOA E01005243: 39.5

One Manchester Properties: 462

Key trends being further analysed in each Ward in LSOA –

- Moss Side is presenting a lin with financial exclusion
- Clayton & Openshaw – lack of access to skills, training and motivation
- Gorton and Abbey Hey – older residents, health and disabled residents.

Gorton & Abbey Hey: 39.83
LSOA E01005189: 42.5



PURPOSE OF THE INDEX

- The index will;
  - Serve as a tool for partners across the city, (particularly our third sector organisations who are at the heart of tackling the digital exclusion challenge) to identify need and specific challenges and barriers.
  - Enable partners to adapt and direct service provision as appropriate as well as tailor their service for particular demographics.
  - Allow all partners to demonstrate the challenges they are facing and as a result will assist them in attracting additional resource towards their service.
  - Allow key partner organisations and decision makers to work more effectively with residents who most require digital inclusion support.