Appendix 1 – Digital Inclusion Action Plan 2022

DIGITAL INCLUSION ACTION PLAN OVERVIEW (2022 DRAFT)

Mission - Manchester residents are supported and enabled to become and remain digital citizens - who are regular and confident online users.

let's get digital

GOALS – *what are we trying to achieve?*

1	2	3	4	5
Increase the use of accessible data and research to create and measure digital inclusion initiatives.	Support community organisations and key services to build capacity of digital inclusion delivery.	Test and scale up more longer-term access to kit, data and skills support initiatives.	Raise the profile of the role of Libraries in delivering digital inclusion and fixing the digital divide.	Strengthen the city council's role in advocating and advancing digital inclusion through key services and programmes.

OBJECTIVES - *How we will achieve our goals?*

1	2	3	4	5
a. Continue to build an evidence base.	a. Deepen our understanding of best practise.	a. Support more residents to access the internet through coordination of data and kit schemes and initiatives.	a. Explore the day-today role libraries are playing with digital poverty	a. Raising awareness of digital exclusion across key services, leadership and members.
b. Test the Manchester Digital Exclusion index by using the tool to create interventions.	b. Raise visibility of the work being done in the city to address digital exclusion.	b. Build on existing device and data models.	b. Understand what people are accessing library computers for	b. Capturing what digital inclusion activity is currently being delivered by different services
c. Deepen our understanding of the barriers and motivations to becoming and remaining digitally included.	c. Create a set of resources for VCSE organisations and other key partners who want to advance digital inclusion in the city.	c. Trial new and more longer-term approaches to supporting digitally excluded residents.	c. Upskill library staff	c. Identify opportunities for the digital inclusion agenda to be embedded within wider social inclusion strategies.
d. Agree on a set of desired outcomes.	d. Continue to convene and facilitate stakeholders – creating space for more problem solving, co-design and practice sharing.	d. Strengthen the network of Digital Champions and Volunteers	d. Increasing community reach to support new audiences where the risk of digital inclusion is high.	d. Share learning of resident engaging with digital to lead by example and offer accessible services.
e. Create a performance management tool to collect data that measures progress of our delivery.	e. Showcase and celebrate success	e. Raise awareness inclusive design to improve the accessibility of tech and services		

CROSS-CUTTING THEMES
Independencies and key drivers

Digitally excluded people

People experiencing racial inequality	Communities geographically presenting as at risk of exclusion.
Disabled residents	Health Inequalities
ESOL	Families experiencing poverty
Older people	

Securing Investment

- ✓ Raise funds to sustain resource
- ✓ Improve coordination and increase shared learning across funding streams
- ✓ Connect with CSR and Social Value offers
- ✓ Create more sustainable approach

Comms

- ✓ Raise awareness of the challenge
- ✓ Promote positives of being online
- ✓ Improve accessibility of digital inclusion support and existing offers to access
- ✓ Celebrate best practice