

Appendix 2 – Digital Inclusion Action Plan 2022

DIGITAL INCLUSION ACTION PLAN OVERVIEW							
Purpose: All Manchester residents are supported and enabled to become and remain digital citizens - who are regular and confident online users.							
KEY OBJECTIVES				EXPECTED OUTCOMES			
<ul style="list-style-type: none"> Evidencing the challenge of digital exclusion faced by residents across the city. Listen to more residents who have been identified as most likely to be digitally excluded, to gain a better understanding of their challenges and motivations. Support community organisations to create stronger pathways into digitally excluded communities, sustain their delivery and enable residents to access further learning and employment opportunities. Support more residents to access the internet through coordination of data and kit schemes and 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. Community organisations are 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. Coordination and centralisation of partnership working to bridge the digital divide. 			
WORKSTREAMS							
Lets Get Digital Branding and Campaign	Improving data-led decision-making and measuring impact	Community or organisations growing and sustaining DI provision	Sustaining and adapting the MCC Led Digital Access Scheme and Telephone Skills Support Service	Strengthening access to Digital Health, Wellbeing and Care	Increase access to devices, data and skills	Placemaking – working with SH tenants to shape their neighbourhoods	MCC priorities e.g. Future Council, RBDxP, HS2, Victoria North, Cost Of Living, Refugees, MMF, Electoral ID
Ongoing campaign, including monthly newsletter, and branding to be used by stakeholders.	Digital Exclusion Index led by PRI Open Data Manchester research	Digital Inclusion Working Group Key stakeholders – DIWG, feed into Digital Skills Network (DSN)	Managed by the Libraries team with support from the Work and Skills team and MAES Key stakeholders – MHCC, One Manchester, Food Poverty team, CAM	Led by MHCC supported by the Work and Skills team Key stakeholders – GM integrated care	Led by Libraries team, supported by Work and Skills team Key stakeholders – MAESPP, MAES	Led by the Digital Strategy team and the DI team Key stakeholders – social housing tenants, SH providers, ISPs	Led by the Work and Skills Team and the Libraries team Key stakeholders – RBDXP, Resident at Risk, Future Shape, MMF