


Appendix 1 – Digital Inclusion Action Plan 2023

DIGITAL INCLUSION ACTION PLAN OVERVIEW (2022/23)																							
Mission - Manchester residents are supported to become and remain digital citizens who are regular and confident online users.																							
GOALS – what are we trying to achieve?																							
1	2	3	4	5																			
Increase the use of 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.	CROSS-CUTTING THEMES <i>Interdependencies and key drivers</i> <table border="1"> <tr> <th colspan="2">Digitally excluded people</th> </tr> <tr> <td>People experiencing racial inequality</td> <td>Communities geographically presenting as at risk of exclusion.</td> </tr> <tr> <td>Disabled residents</td> <td>Health inequalities</td> </tr> <tr> <td>ESOL</td> <td>Families experiencing poverty</td> </tr> <tr> <td>Older people</td> <td></td> </tr> <tr> <th colspan="2">Securing Investment</th> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> ✓ Raise funds to sustain resource ✓ Improve coordination and increase shared learning across funding streams ✓ Connect with CSR and Social Value offers across MCC and externally ✓ Create a more sustainable approach </td> </tr> <tr> <th colspan="2">Comms</th> </tr> <tr> <td colspan="2"> <ul style="list-style-type: none"> ✓ Raise awareness of the challenge ✓ Promote positives of being online ✓ Improve accessibility of digital inclusion support and existing offers to access ✓ Celebrate best practice </td> </tr> </table>	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		<ul style="list-style-type: none"> ✓ Raise funds to sustain resource ✓ Improve coordination and increase shared learning across funding streams ✓ Connect with CSR and Social Value offers across MCC and externally ✓ Create a more sustainable approach 		Comms		<ul style="list-style-type: none"> ✓ Raise awareness of the challenge ✓ Promote positives of being online ✓ Improve accessibility of digital inclusion support and existing offers to access ✓ Celebrate best practice 	
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																							
<ul style="list-style-type: none"> ✓ Raise funds to sustain resource ✓ Improve coordination and increase shared learning across funding streams ✓ Connect with CSR and Social Value offers across MCC and externally ✓ Create a more sustainable approach 																							
Comms																							
<ul style="list-style-type: none"> ✓ Raise awareness of the challenge ✓ Promote positives of being online ✓ Improve accessibility of digital inclusion support and existing offers to access ✓ Celebrate best practice 																							
OBJECTIVES - How we will achieve our goals?																							
<ul style="list-style-type: none"> a. Continue to build an evidence base on what digital exclusion looks like in reality. b. Test the Manchester Digital Exclusion Index by using the tool to create interventions. c. Deepen our understanding of the barriers and motivations to becoming and remaining digitally included. d. Write a business case for digital inclusion, including proposed cost-benefit analyses. 	<ul style="list-style-type: none"> a. Deepen our understanding of best practice. b. Raise visibility of the work being done in the city to address digital exclusion. c. Create a set of training resources for VCSE organisations and other key partners who want to advance digital inclusion in the city. d. Develop a DI network – creating space for more problem solving, co-design and practice sharing. e. Showcase and celebrate success. 	<ul style="list-style-type: none"> a. Support more residents to access the internet through coordination of data and kit schemes and initiatives. b. Build on existing device and data models. c. Strengthen the network of Digital Champions and Volunteers, especially around digital health. d. Raise awareness of inclusive design to improve the accessibility of tech and services. 	<ul style="list-style-type: none"> a. Promote the role of libraries in supporting digital inclusion. b. Understand what people are accessing library computers for. c. Upskill library staff to support customers with digital. d. Increasing digital champions in libraries to support new audiences where the risk of digital inclusion is high. 	<ul style="list-style-type: none"> a. Raising awareness of digital exclusion across key services, leadership and members. b. Capturing what digital inclusion activity is currently being delivered by different services c. Identify opportunities for the digital inclusion agenda to be embedded within wider social inclusion strategies. d. Share learning of residents engaging with digital to lead by example and offer accessible services. 																			