# Manchester Libraries

UK Community Renewal Fund

Purpose

The purpose of this report is to provide insight and understanding on engagement of those furthest away from digital inclusion in Manchester via collation of learnings from delivery experience by the digital inclusion team of Manchester City Council. This will accompany the direct delivery happening in Manchester from the following UKCRF funded organisations: Community Revival UK (LTD), Somali Advice Link, Migrant Support, North Manchester Communities Partnership, Manchester City College, First Asian Support Trust (FAST) Ltd, Citizens Advice Manchester.

Introduction

The position of the digital inclusion team in Manchester is an essential one, that enables VCSE organisations to build their capacity, develop projects, work in partnership, and use relevant data to be further informed and supported to deliver appropriate digital skills interventions to the right geographies and demographics while meeting the different needs of Manchester residents. Additionally, it has served to deliver devices, data, digital support and engagement activity directly to residents. By pulling together data and case studies of these features, this document will consider successes, recommendations & insight about engaging with 'digitally excluded' residents in the city of Manchester.

Digital inequality is fundamentally rooted in socio-economic inequality, and while digital exclusion was a consideration of deprivation pre-pandemic, the impact of Coronavirus on introducing digital first access to key services is clear. With the shift to a digital by default economy and society a deliberate policy direction; moving to a reliance on a large-scale digital infrastructure of public services guarantees the inherent exacerbation of existing vulnerabilities, further alienating already excluded groups if tailored digital inclusion initiatives are not implemented.
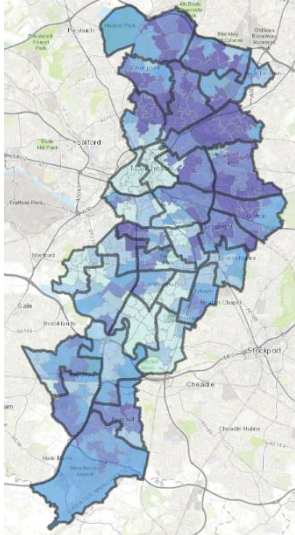
According to the [IMD 2019](#), Manchester ranks as the 2nd most deprived local authority; evidencing the necessity of action focused on the specific needs of residents, considering their existing motivation, access, confidence, skills and trust. The extent of deprivation by geography is clear in this map of Manchester from the Digital Exclusion Index, comprising 17 metrics that all add to indicators of deprivation and exclusion. The darker the purple, the higher the exclusion; clearly highlighting the vast areas of the city that have high levels of exclusion factoring in health, language, IMD, finance, functional skills, formal skills and age; to name a few. These data sets allow us to understand at a more granular level the different narratives around *who* is excluded and *why* they are excluded (as a level of risk). Using this approach, we are able to tailor support to the areas and organisations delivering to the right people and spaces.

Council-led projects

As outlined in the [City Council's Digital Inclusion Action Plan,](#) the following are the key objectives that outline our role within the city, its digital inclusion ecosystem and the priorities to inform projects the Digital Inclusion Team undertake:

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

The Council-run projects that this report will consider the impact and learning from are the following:

Summaries of Schemes:

1) **Device Scheme 1 (20/21 financial year)**

We received £100K funding in the 20/21 financial year to run a device scheme to help 400 of Manchester residents. After this scheme ended, we were able to capture resident information through the initial eligibility assessment and the follow up impact measurement.

2) **Device Scheme 2 (21/22 financial year)**

With the success of the first device scheme, a second device scheme in the 21/22 financial year was funded and developed, incorporating changes from resident feedback and internal observations. Slowed down the roll out of giving the devices so we could target areas

3) **'Connect with Us' Roadshows**

Arcadis proposed the Roadshows as part of their social value agreements for working on the North Manchester Healthcare Master Plan, providing £40,000 in funding. Though the initial plan to implement a Co-Op Bus was scrapped, the March 2022 Roadshows still took place in the form of pop-up stalls in key wards across North Manchester, engaging with over 300 residents.

All the funding was utilised in this first batch of Roadshows, however we are continuing to commit to community engagement events as these are crucial for providing information to residents and groups, as well as gathering data on what different communities need. These will take place from July to October, re-engaging with organisations in North Manchester, exploring Central and Southern wards, and providing a consistent community presence.

4) **Digital Support**

In 2020, established a telephone support service for people with Internet access who don't have the confidence to use it. We set up a partnership with 15 UK Online Centres, several CIC's and a few inhouse volunteers.

The aim is to answer any digital queries residents have within 48 hours and we make the support as local to the resident as possible with the aim of getting them to a centre where they can develop their digital skills in person or sign up to Learn My Way.

Over the 2 years we have supported over 1,000 residents across Manchester.

5) **Micro Projects**

In addition to the Manchester Device Schemes, we partnered up with several services across Manchester to see if there were other ways to reach Manchester's most digital excluded residents. Over the course of the last year, we set up projects with the following partner organisations:

- Manchester Adult Education Service
- NHS
- Be Well
- Care Leavers
- Manchester Food Banks
- The Beacon Centre

6) **Digital Exclusion Index**

The Manchester's Digital Exclusion Index creates a score at Ward and LSOA level of an individual's risk of Digital Exclusion in different geographic areas based on the following metrics:

CATEGORY	Metric	Source	Current date:	Update available:	SCORING METHODOLOGY
ADULT SKILLS	No qualifications	Census 2011	2011	2022	1. SD score
AGE	Age 50-74	2019 MYE	2019	Jun-21	1. SD score
AGE	Age 75+	2019 MYE	2019	Jun-21	1. SD score
AGE	Income Deprivation Affecting Older People (IDAOPI) decile*	IMD	2019	2023	3. Weighted IMD rank
ATTITUDE	Internet savviness	MOSAIC Indices - Public Sector 7 - means	2020	2021	1. SD score
ATTITUDE	Online banking	MOSAIC Indices - Public Sector 7 - means	2020	2021	1. SD score
ATTITUDE	Combined: Has a smartphone - Couldn't live without internet on mobile	MOSAIC Indices - Public Sector 7 - means	2020	2021	1. SD score (reverse order)
BEHAVIOUR	Non-internet contacts made to MCC (phone, letter, in person)	Manchester City Council (MCC)	2018 - 2020	Monthly	1. SD score
BEHAVIOUR	Council tax e-billing**	MCC	Mar-21	Monthly	1. SD score (reverse order)
BEHAVIOUR	ONS Hard to Count Score**	ONS	2021	N/A	2. Existing category score
CONNECTIVITY	Decent (>10 M/bts) broadband connections	Ofcom Connected Nations	2020	Dec-21	1. SD score (reverse order)
DEPRIVATION	Approximated Social Grade (ASG) DE	Census 2011	2011	2022	1. SD score
DEPRIVATION	Indices of Mulitple Deprivation (IMD) decile*	IMD	2019	2023	3. Weighted IMD rank
HEALTH	Disability Benefit Claimants (PIP, AA & DLA combined)	Stat-Xplore	Nov-20	Monthly	1. SD score
HEALTH	Total patients enabled to use online service per GP Practice**	POMI	Apr-21	Monthly	1. SD score (reverse order)
LANGUAGE	Language - All people aged 16 and over in household have English as a main language	Census 2011	2011	2022	1. SD score (reverse order and then /2 for weighting)
PERSONA	Internet User Classification (IUC)**	Consumer Data Research Centre (CRDC)	2018	N/A	2. Existing category score

Working with our performance, research and intelligence team, we have been able to put this information into an interactive map where we can easily identify a Digitally Excluded area and the main cause for that area being excluded.

With this information the Digital Inclusion Team have been able to heavily focus in their areas working with Health, Social Care, libraries, and neighbourhood teams in the most excluded areas of Manchester.

Project details

1) Device Scheme #1

Aim

The aim of the device scheme was primarily to provide devices with internet to Manchester residents who were without access but were motivated and engaged to increase their digital literacy.

Approach

During the first device scheme we had the funding to purchase 400 Chromebooks with 400 SIM cards and MIFI dongles which offered residents 10GB of data per month for 6 months.

Once these devices were procured, to determine recipients, we created a scored eligibility assessment that heavily weighted 4 main attributes of digital exclusion: Low Income, Disability, Age and non-white British. The more categories a resident fell into, the more likely they were to be eligible for a device.

Our network of providers, referral partners, key services and frontline workers is broad across the city. We promoted the scheme through these networks to ensure those with existing engagement with

otherwise 'excluded' residents were able to promote the service. If the resident scored enough to be eligible, we then arranged delivery of the device and contacted a volunteer, directing them to support that resident where they would contact the resident and help them get set up on using the device.

The volunteer and the resident completed 5 evaluations over a 6-month period to measure the impact of this increased access. With this information, we were able to commission MMU (Manchester Metropolitan University) to complete an in-depth evaluation of the device scheme.

2) Device Scheme #2

Approach

Using the feedback we got from the first device scheme, we amended the approach to carry out this 2nd phase of our device scheme.

For this scheme, we had the funding to purchase 600 devices and 800 internet packages. Instead of exclusively procuring Chromebooks and MIFI Dongles to distribute, we decided to get a mixture of packages. We purchased 400 Chromebooks, 150 Tablets and 50 Smartphones. Along with 500 licenses to use BT's public WIFI "BT WI-FI" and 300 SIMs and MIFI Dongles that will give residents unlimited data for 12 months.

We decided to do a slow roll out of this device scheme to ensure that we could offer better support in setting up the device and to aim for the most digitally excluded residents across Manchester. This scheme was scheduled over a 6-month period, delivering around 100 devices a month.

After reviewing feedback supplied by MMU, we also made several amendments to the eligibility weightings to ensure devices were given to residents in priority groups. We also added a question to see what residents' first languages were, and whether they could speak English. This enabled us to refer them to ESOL classes, offer better support and allocate them to volunteers who could speak their language of choice.

Furthermore, we added scoring based on the Digital Exclusion Index to the assessment to see if we were helping residents in those LSOAs which were identified in the index as being at risk of digital exclusion. We also asked the resident which device they preferred out of a Tablet and Chromebook to increase motivation to use the device.

3) 'Connect with us' Roadshows

Overview: This was a schedule of pop-up events to pilot Digital Inclusion engagement activities in a thematic, targeted approach based on data from the City Council's Digital Exclusion Index. Funded through Social Value via Arcadis & Hive Projects' work on the North Manchester General Hospital, focusing on 6 surrounding wards: Cheetham, Crumpsall, Charlestown, Higher Blackley, Harpurhey and Moston. North Manchester is historically an area of high deprivation, not only relative to Manchester but also nationwide. It is frequently referenced as lacking 'critical engagement' which is a key motivator for trialling the roadshow approach as it is detailed below; incorporating data led 'hooks' to

encourage on what the gaps in provision and engagement may be, and trialling this approach to judge the success of going directly into communities and putting greater significance on the importance of the 'places and spaces' these residents may already be engaging with, while putting the benefit to the resident at the heart of this activity.

With Digital Exclusion being such a complex issue that manifests itself in very different ways in different communities; we are increasingly using data from the Digital Exclusion Index to educate our approach to be a more strategic one. The Index creates a 'Digital Exclusion Score' for each Ward and LSOA based on a number of key metrics that allow us to measure risk by geography.

Using this data, we can identify specific demographics and communities to target with our efforts; allowing maximum value in the interventions themselves and when measuring impact.

Ward	DE Score	Top metrics			
Harpurhey	38.9	E-withdrawn*	IMD	Low online GP use	Incapacity benefit
Charlestown	34.2	Internet Savviness	Incapacity benefit	Low online GP use	Online banking
Higher Blackley	32.8	Low online GP use	Low/No Qualifications	Incapacity Benefit	Broadband Connection
Crumpsall	34.3	E-withdrawn	Low/No Qualifications	Broadband Connection	Low online GP use
Cheetham	31.3	Income deprivation affecting older people	Internet Savviness	Broadband Connection	
Moston	34.9	Older People (50-74/75+)	Internet Savviness	Online banking	Low online GP use

Functional Skills Theme
Health Theme

*E-Withdrawn Definition:

Characterised by low engagement. Less affluent White British/high density ethnic diversity. Low socio-economic grade. High payment on credit & higher than average cable-broadband access.
These metric scores allowed us to determine the focus areas for each location, with broader issues being categorised as 'Functional Skills' in blue and 'Health' in yellow.

We planned to offer specific support to those people within the risk neighbourhoods identified, that have had their experience of inequality exacerbated by the covid-19 pandemic. This includes:

- Older residents (over 50)
- Long-term unemployed
- Residents facing racial inequalities
- Young people
- Disabled residents

Additionally, a key purpose of the roadshow was to further inform our understanding of the communities we are supporting to become more digitally included; to trial different 'hooks' and

further apprehend the motivations of residents to engage with support offers; whether at an informal, grassroots scale, or more formal AEB provision. With disengagement being a key factor of social and digital exclusion; this is a fundamental area of trialling new approaches & being more embedded within the communities we seek to support.

What were our deliverables?

- Create and deliver a series of local pop-up events within neighbourhoods across the city
- Use the Manchester Digital Exclusion Index to identify hot spot areas to focus activity
- To facilitate the pop-up events in spaces with good footfall
- Co-design the offer of support with local leaders and key services at each event based on themes that present as trends within each neighbourhood e.g. health, financial advice, food support, skills and training opportunities etc

Initially, we planned 10 roadshow dates, and fulfilled the following 8 dates (the 2 missing dates as a result of due to COVID related staffing issues):

- Friday 4th March and Thursday 10th March Moston Sure Start
- Tuesday 8th March No.93 Wellbeing Centre Harpurhey
- Wednesday 9th March NMCP Welcome Centre Cheetham
- Monday 14th March The Avenue Library Blackley
- Wednesday 16th March Harpurhey Shopping Centre
- Friday 18th March Heaton Park
- Wednesday 23rd March Abraham Moss Library Crumpsall

Total Numbers of residents engaged with at each event were as follows. (Note Citizens' Advice Manchester is a key partner within our Digital Inclusion Action Plan team, attending half the events – written as CAM below)

Venue	MCC DI Team Engaged	CAM Engaged
Moston Sure Start	16	22
No. 93 Wellbeing Centre	20	35
North Manchester Community Partnership	37	n/a
Moston Sure Start	10	n/a
Higher Blackley Tesco/The Avenue Library	30	n/a
Harpurhey Shopping Centre	27	60
Heaton Park	26	18
Abraham Moss Library & Learning Centre	35	n/a
	201	135

The nature of these interactions varied ward by ward and venue by venue, with the theme of partners changing as informed by statistics on the Digital Inclusion Index.

Successes

As is evident in the above table, the number of residents we engaged with over the course of the roadshow varied quite substantially at different venues. However, the nature of the locations always suggested we would be engaging with different levels of interest from the public.

For example, we deliberately chose times at the Moston Sure Start Centre where new parents would be in attendance and therefore partnered with relevant agencies such as Healthy Start, Be Well Social

Prescribers and Citizens' Advice energy services; providing an obvious money saving aspect that would stress engagement with these services *benefitting* these families. While the numbers of residents were far lower; we had more valuable interactions, in some cases providing extensive digital support in the centre itself. We find that overly stressing the link to digital, naturally disconnects us from digitally excluded communities – who would be unlikely to self-assign as being 'digitally excluded'. Therefore, understanding specific 'hooks' for residents has shown to have a higher conversion rate to engaging with the necessary support.

Planning a 'roadshow' in this style, where we were being hosted by different community venues also allowed us to not only reach the residents likely to be in need of tailored support, but also strengthening physical relationships with these partners/venues; further understanding their role in the efforts to engage with critically disengaged communities, and crucially; what further support they need to perform this role more effectively. Anecdotally, staff at Sure Start centres raised that they are frequently the first point of contact for their clients' queries; however, they themselves lack the necessary skills to meet this need. Not only the skills of staff were lacking, but also the physical infrastructure in the centre too; where it became clear that Sure Start centres rarely have WiFi and therefore internet access available to its residents. This demonstrated the importance of a full balance required of motivation/access/confidence/skills of the key services to function as an effective pathway to Essential Digital Skills; in this instance; users may be motivated and even have a level of confidence online, but without access or skills; they are faced with an immediate barrier.

Continuation: Following on from the success of the March 2022 Roadshows, the decision was made to continue into the latter half of the year. However, funding had been depleted and the original plan for the Arcadis and Hive Projects backed Roadshows was put on hold, as there were delays to the North Manchester Healthcare Masterplan.

Despite the circumstances, having a community-based approach in the form of the Roadshows was vital for getting in touch with residents who may never engage with our materials online, or may never seek digital help from agencies. Additionally, Roadshows provided residents with the opportunity to voice their concerns directly to the Digital Inclusion Team, as well as allowing team members to network with helpful organisations that may otherwise go unnoticed. So, plans were put in place to start a new batch of Roadshows.

Following a meeting with our Digital Inclusion Working Group, a key comment was picked up that would be utilised for the Roadshows going forward: "We need to have a consistent presence within communities, rather than just one-off events." We then set up the following list to inform Roadshow decisions going forward:

- We must visit Wards that have not been targeted to investigate new Digital Inclusion challenges, and hooks for motivation.
- We must have a presence at existing community engagement events, including those that are not specifically related to Digital Inclusion initiatives.
- We must set up our own events and invite key partners to deliver information about their offers.
- We must revisit Wards from previous Roadshows, to reengage with residents.

In July, we began exploring the idea of attending community engagement events, by setting up at a Healthy Me Healthy Communities project in Gorton, a Fun Day at Cheetham Hill (one of the Phase 1 Wards), and one day of the Wythenshawe Games in Sharston. Our partner delivering the Low-Cost Device Scheme, Community Computers, was present at the Sharston Roadshow, and they have also

been invited to all upcoming events. We have also made plans to reengage in Harpurhey, as well as set up our own event in Longsight, where we will invite Manchester Adult Education, Citizen's Advice Manchester, Longsight Neighbourhood Team members, and other groups.

Additionally, as part of the Digishawe incentive, we will endeavour to provide roadshows in Wythenshawe

Ward	Venue	Date	Engagement
Gorton and Abbey Hey	Gorton Central	1st of July	30
Cheetham Hill	Woodville Sure Start Centre	13th of July	47
Sharston	Holyhedge Park (Wythenshawe Games)	29th of July	16
Longsight	Northmoor Community Centre	14th of September	N/A
Harpurhey	No.93 Wellbeing Centre	21st of September	N/A
Woodhouse Park	Wythenshawe Forum Trust	28th of September	N/A

Moving Forward: The events listed above are just the beginning of Phase 2 of our Roadshows, and further conversations are being held about setting up more events.

4) Digital Support

Manchester Telephone Support Service

Aim:
The aim of this initiative was to provide a user friendly, free, accessible and flexible telephone skills support service to those who needed to get online and stay online during the pandemic. This service was set up – on 27th April 2020, a month after the COVID-19 pandemic began.

Approach:
The Council's Digital Inclusion team have built a strong partnership of volunteers, key public sector services and community organisations to offer quick skills support to any Manchester resident who needs it.

Once we have received a telephone support request our first action is to ring the resident to see what support they need and then pass that request to a community centre that is as close as possible to where the resident is residing. The main purpose for doing this is because if the resident or community centre are finding it difficult to resolve the request over the phone the resident is more likely to visit the centre to have a face-to-face appointment and could be encouraged to attend a basic IT course.

5) Micro-projects

NHS Tablet Scheme- This scheme was in partnership with MAES, NHS and 5 Oaks Practice. This scheme offered GP patients a free tablet with 12 months unlimited internet if they signed up to a digital course, including on how to use the NHS App.

Be Well Chromebook Scheme- This scheme provided Be Well with 40 Chromebooks to give their most digital excluded patients in North Manchester. These patients wouldn't have been able to benefit from the Manchester Device Scheme due to their level of exclusion. We have also partnered with MAES to offer Be Well staff digital training, so they are able to support their patients with any digital needs.

Care Leavers Scheme- This scheme was set up to fall in-line with the GM Care Leavers initiative. This is to support care leavers aged 18-25 get online. We have offered them 30 Chromebooks, 50 internet dongles (using Good Things Foundation's Data Bank) and 30 Smartphones. We've also set up a skills assessment so we can triage care leavers for support or encourage them to become digital volunteers to help digital excluded residents.

Food Poverty Scheme- We are working with foodbanks to help support their most digitally excluded residents. We are supporting them by offering all of them digital support and encouraging them to enrol onto digital skills courses to get them into better employment. We've also donated 50 smartphones with SIMs cards to help them get online.

6) Key findings

Device scheme 1-

We set up the original device scheme so that we would be able to extract a lot of tangible data. Using the eligibility assessment, we were able to analyse the difference between a resident who is eligible for a device and who weren't. From there we could also use the 5 evaluations the buddy did with the resident to see how the residents' digital skills and confidence were coming along.

Here are some of the main key findings from the first device scheme:

- Nearly a quarter of the 400 residents that received a device were aged 65+
- 85% of all residents who received a device considered themselves to be disabled
- Even though this assessment was to give the most digitally excluded residents in Manchester a device 43% of all residents who received a device already had WIFI in their property
- A Chromebook was not always the best device for residents as trackpads proved challenging in some cases, whereas others had no fixed address; meaning a large device in need of delivery was not ideal.

Developed skills-

In order to see if the device scheme was a success, we commissioned Manchester Metropolitan University (MMU) to complete and evaluation on the scheme, interviewing Manchester City Council Employees, volunteers and recipients of the scheme along with a deep analyse of the 5 evaluations the buddies completed with the resident.

Key findings:

- 45.8% of residents that received a device were more confident using a device after the first 2 weeks
- 72.6% of residents had a complete set of foundations skills after using the device for 6 months which is a raise of 61.3%
- Double of the number of residents could now solve own online issues without any support needed
- Most residents were a lot more confident with staying safe online and how to keep an eye out for scams

Device Scheme 2-

We wanted to now build on the successes on the first device scheme and make the changes made in the evaluation completed by MMU to make the new device scheme more inclusive and more engaging for recipients of the scheme.

Firstly, we did this by changing the devices we purchase in the first device scheme. In that scheme we only offered 400 Chromebooks, which were the most useful devices for digitally excluded residents, but we feel like these excluded residents who have a disability and was unable to use a keyboard.
In the latest device scheme, we wanted to offer a variety of devices which made this scheme a lot more inclusive which helped with the residents engage and want to use the device more. In this device scheme we purchased 500 Chromebooks, 155 tablets and 100 smartphones.

Secondly, we noticed that the amount of internet we were offering residents wasn't enough. In the last device scheme, we could only offer them 10gb of data which some residents were getting through in a week. For this device scheme we wanted to ensure that no one was cut off from their data when they needed it most as most residents were using the device to find employment, so we made all the internet options unlimited data.

Finally, we made several amendments to the eligibility assessment from the original, so it was more balanced and fairer to everyone. This included changes to age, carers, families, language and people trying to look for employment.

These changes included:

- Changing the age to 75+ instead of 65+, this was to fall in line with the GMCA over 75+ initiative
- Changing the score for carers from 2 to 5 to enable more carers to benefit from the scheme
- Asking whether the recipient would be using the device for themselves or as a family, this would enable more people to benefit from a device
- Added a question on the recipients first language, we added this so we could offer additional support with the device
- Added an addition question on whether the recipient was looking for employment or training

Digital Exclusion Index-

Since setting up the Digital Exclusion Index up at the beginning of 2022 we've been able to implement this tool into the daily operations of the Digital Inclusion Team and plays a key role in our Digital Inclusion Action Plan.

So far, this tool as allowed us to plan our roadshows across North Manchester and is playing a key role on the Roadshow dates, we have planned for Get Online Week. We have developed new partnerships with community organisations and local businesses in the most excluded areas which has allowed us to have a better understanding the local area and help us identify the issues and the best way to tackle this. Finally, this tool has allowed us to gain access to additional funding.

The benefits of digital-

One recurring theme when talking with digitally excluded residents (and sometimes public sector colleagues) is that the increased digitisation of services is seen as an inferior option and one designed purely to save money, not to improve customer experience. For example, many GP patients, when offered the chance to receive free one-to-one tuition on the practice's online contact form (which often results in speedier appointments), still prefer to call the reception staff, believing that this is the superior service and will more likely result in an appointment. The same is often said of council services, school-parent communication, benefit applications etc: digital is the less preferred option.

For other residents, digital is simply not a priority. The financial instability of many residents means that more immediate pressures take precedence over getting online. Despite research demonstrating the correlation between higher digital skills and greater financial security, those residents who are living hand-to-mouth simply do not have the time to seek out and attend digital skills classes, which may benefit them in the future. The onus is on the public sector and VCSE organisations to reach out to residents and embed digital skills into other services, shifting the burden from residents to service providers.

There is still much work to be done on convincing people of the advantages of the digital world, yet individual organisations and local councils cannot do it alone; it would be much more powerful if these messages came from central government.

The Directory: A New Signposting Tool-

There are countless digital skills sessions and workshops happening all around Manchester, and to ensure that we fulfil our signposting promise, we have initialised the Directory. Organisations can create an account, set up a listing, and adjust details when necessary. This has proven extremely effective, with over 55 listings advertised on the site, and multiple agencies utilising the postcode search to find sessions that suit the need of their clients. We will continue to update and maintain this signposting tool, to help create a support network for the digitally excluded.

Roadshows and Community Engagement-

The Roadshows gave us an opportunity to get out into the community, present residents with our offers, signpost them to relevant support, and most importantly, it gave us a chance to listen to their specific concerns. By understanding their needs, we were able to discern that our message alone

may not be enough to welcome every individual to the digital world. Some people wanted to save money on bills, or apply for benefits, while others wanted to pursue education online.

These "hooks" led to us increasing involvement with our partners, especially Citizen's Advice Manchester (CAM) and the Manchester Adult Education Service (MAES). As we seek to explore delivering Roadshows in different wards, we will endeavour to recognise the main issues affecting residents in that area, so that we may cater our information to them with the help of existing and future partners.

Additionally, our Digital Inclusion Working Group (DIWG) introduced an idea that has gone on to inform our current series of Roadshows: Consistency.

Our Roadshows in March only addressed wards in North Manchester on a one time "pop-up" basis. To increase our engagement with residents across Manchester, we are setting up larger Roadshow events with multiple partners or attending events hosted by other groups. These larger events will serve to debut Digital Inclusion offers to residents in wards that we have not yet visited. To add onto this, we will be returning to previously visited wards, in a similar pop-up format to the first phase of Roadshows, fulfilling our commitment to consistent community engagement.

An Overlooked Obstacle: Trust and Online Safety-

One issue raised by residents during Roadshows, was that they want to get online, but are afraid to because of all the negative aspects associated with it: scams, data leaks, privacy, password protection. This was further reinforced by a recent evidence review from the Digital Poverty Association, who covered over 200 sources, and found that this obstacle of "Trust," was quite frequently overlooked in Digital Inclusion incentives.

As a result, our next roadshow in Longsight will have a member of the Cyber Resilience team present, and further research will be done into online safety initiatives for the digitally excluded.