OVERVIEW & SCRUTINY

Council Redesign Programme and Accessibility Review Panel

Members
Councillors Mandy Darling (Chairwoman), Atiya-Alla, Barnby, Barrand, Brown, Douglas-Dunbar, Foster, Kennedy, Chris Lewis, Loxton, Mills and O'Dwyer

(Contact Governance Support on t: 01803 207087 or e: governance.support@torbay.gov.uk)

A meeting of **Council Redesign Programme and Accessibility Review Panel** will be held on **Thursday, 18 November 2021** commencing at **2.00 pm**

The meeting will be held remotely via Zoom (the links to the meeting are set out below)

Join Zoom Meeting
https://us02web.zoom.us/j/89240148615?pwd=MXVWSUJ3Y0xOb3I2UkRycUVKb3E5Zz09

Meeting ID: 892 4014 8615
Passcode: 203379

One tap mobile
+442080806592,,89240148615#,,,,*203379# United Kingdom

Agenda

1.   Apologies
To receive apologies for absence, including notifications of any changes to the membership of the Panel.

2.   Declarations of Interest
a)   To receive declarations of non pecuniary interests in respect of items on this agenda

For reference: Having declared their non pecuniary interest members may remain in the meeting and speak and, vote on the matter in question. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

b)   To receive declarations of disclosable pecuniary interests in respect of items on this agenda

For reference: Where a Member has a disclosable pecuniary interest he/she must leave the meeting during consideration of the item. However, the Member may remain in the meeting to make

TORBAY COUNCIL

representations, answer questions or give evidence if the public have a right to do so, but having done so the Member must then immediately leave the meeting, may not vote and must not improperly seek to influence the outcome of the matter. A completed disclosure of interests form should be returned to the Clerk before the conclusion of the meeting.

(**Please Note:** If Members and Officers wish to seek advice on any potential interests they may have, they should contact Governance Support or Legal Services prior to the meeting.)

3. **Update on the Implementation of the Council's Community Engagement and Empowerment Strategy** (Pages 5 - 23)
To test how the Council's Community Engagement and Empowerment Strategy is being implemented.

Key line of enquiry:
- How can we encourage people to communicate and engage with the Council?

4. **Update on the work of the Digital Inclusion Network** (Pages 24 - 45)
To receive an update on the work of the Digital Inclusion Network and how they can help represent community views on customer services and proposals for Council Redesign.

5. **Next Steps**
To consider the next steps for the review and any additional evidence required.

Instructions for the press and public for joining the meeting
If you are using an iPad you will need to install Zoom which can be found in the App Store. You do not need to register for an account just install the software. You only need to install the software once. For other devices you should just be taken direct to the meeting.

Joining a meeting

Click on the link provided on the agenda above and follow the instructions on screen. If you are using a telephone, dial the Zoom number provided above and follow the instructions. (**Note:** if you are using a landline the call will cost up to 13p per minute and from a mobile between 3p and 55p if the number is not covered by your inclusive minutes.)

You will be placed in a waiting room, when the meeting starts the meeting Host will admit you. Please note if there are technical issues this might not be at the start time given on the agenda.

Upon entry you will be muted and your video switched off so that only the meeting participants can been seen. When you join the meeting the Host will unmute your microphone, ask you to confirm your name and update your name as either public or press. Select gallery view if you want see all the participants.

If you have joined the meeting via telephone, your telephone number will appear on screen and will be displayed for all to see until the Host has confirmed your name and then they will rename your telephone number to either public or press.

Speaking at a Meeting

If you are registered to speak at the meeting and when it is your turn to address the Meeting, the Chairman will invite you to speak giving the Host the instruction to unmute your microphone and switch your video on (where appropriate) therefore please pause for a couple of seconds to ensure your microphone is on.

Upon the conclusion of your speech/time limit, the Host will mute your microphone and turn off your video.

Meeting Etiquette for Registered Speakers – things to consider when speaking at public meetings on video:

- Background – the meeting is public and people will be able to see what is behind you therefore consider what you will have on display behind you.
- Camera angle – sit front on, upright with the device in front of you.
- Who else is in the room – make sure you are in a position where nobody will enter the camera shot who doesn't want to appear in the public meeting.
- Background noise – try where possible to minimise background noise.
- Aim to join the meeting 15 minutes before it is due to start.

Implementation of the Council's Community Engagement and Empowerment Strategy

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How can we encourage people to communicate and engage with the Council?

- Focussing on doing things differently – based on our ladder of participation
- Range of activity, including:
  - Tree Wardens Programme
  - Great British Spring Clean
  - Allocating funds through various community funds
  - Developing our Open Spaces Strategy through a "blank page" approach
  - Introduced One Torbay – electronic weekly newsletter, annual insert with Council Tax bills and monthly article in Beach Hut and Riviera Pages plus pull-outs in Torbay Weekly
  - Hyper-local engagement events – Melville, Winner Street, Ellacombe Road and Nightingale Park
  - Facebook Live
  - Carbon Neutral Partnership
  - Proactive communications about potentially controversial issues

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How are we ensuring that the Strategy is embedded within the Council Redesign Programme?

- Our Communities Project sits within the overall Programme – enabling linkages to be made across the Programme

- Challenging how services communicate, engage and enable will be one of the lenses for the forthcoming Service Reviews

- Dedicated officer resource to support services to engage differently – including an Internal Engagement Officer
  - Ensuring that the Council engages effectively within its staff to bring the vision of the Council to life

- Firmly held to account by the Leader and Chief Executive

TORBAY COUNCIL

TORBAY COUNCIL

Community Engagement and Empowerment Strategy

2021 - 2023

Contents

This document can be made available in other languages and formats. For more information please contact engagement@torbay.gov.uk

Working Differently

Torbay Council's mission is to be a Council that works with its residents, communities and partnerships - a council that supports, enables and empowers.

Alongside our partners in the public sector, we recognise and value the importance of a strong and vibrant voluntary sector in developing and maintaining a thriving Torbay. We also value that people and communities want to be more involved, work together, improve our relationships, and have better on-going conversations with us. In talking about Torbay's communities, we agree that the private sector are also a vital part of our community.

In order to strengthen and deepen our relationships with everyone, we commit to working differently:

- We will embrace a spirit of cooperation and partnership with the people, businesses and organisations in Torbay and those outside Torbay which affect our lives.
- We will build trusted relationships with our communities:
  - The Cabinet will talk and listen to anyone and everyone
  - Ward councillors will be community champions
  - We will facilitate and work with our communities to design and deliver services and to support one another.
- We will have continuing conversations and relationships with our communities.
- We will celebrate Torbay together.

We recognise that we have a lot of work to do but we are committed to changing how we work – moving up Torbay's ladder of participation.
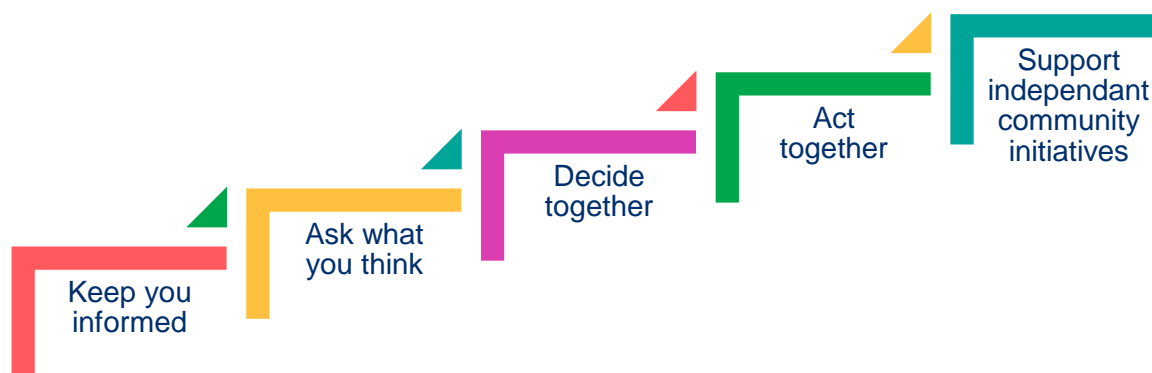
In all of our work we will ensure that our approach reflects our principles:

- Enable the community
- Use reducing resources to best effect
- Reduce demand through prevention and innovation
- Integrated and joined up approach

Using Torbay's Existing Networks

Torbay's Community Partnerships

Torbay has a network of successful Community Partnerships which enable local people to be involved in local decision-making. The Community Partnerships provide an opportunity for people who live or work in the different parts of Torbay to discuss issues of common concern, influence the way in which services are provided and improve their local area. There are Community Partnerships for every ward in Torbay, some working in partnership with the adjacent ward, and others with more than one per ward.

The aim of the Community Partnerships is to get local people together to decide what is important to them and what needs improving in their area. They are a one-stop shop for local people to ask questions of their local Councillors, find out what is going on in their neighbourhood, or just to link up with other residents.

Torbay's Strategic Partnership

Torbay Together is the strategic partnership for Torbay ensuring unified political, business and community leadership. Its aims are to advocate and lobby for the area, build local pride and optimism, secure infrastructure investment and position Torbay locally, nationally and internationally.

Other Partnerships

There are a range of other partnerships already operating in Torbay, including but not limited to:

- **Safer Communities Torbay** – Torbay's Community Safety Partnership (CSP) which brings together local agencies to deliver multi-agency solutions to tackle issues such as crime, re-offending, anti-social behaviour, and substance misuse in a coordinated and collective way.

- **Children and Young People's Strategic Partnership Board** – which aims to deliver better, integrated services that maximise outcomes for all children and young people, and their families. It works to narrow the outcome gap between children who are vulnerable and/or from disadvantaged backgrounds and their peers; on addressing the causes and effects of child poverty; and on promoting effective prevention and early intervention.

- **Local Education Board** – provides a coordinated approach to improving education outcomes within our diverse education system; enabling cultures for partnerships and alliances.

- **Destination Management Group** – ensuring a joined-up approach for tourism, working in partnership for the destination with the shared vision to develop the English Riviera's visitor economy.

- **Torbay Culture** – enabling the cultural and creative development of Torbay through collaboration, making our home – the English Riviera UNESCO Global Geopark – a better place in which to live, work, learn and visit.

- **Voluntary Sector Steering Group** – Torbay Council (together with Devon County Council) and our local NHS partners want to work with the community differently and this has been progressing for some time.   Phase 2 of our Model of Care talks about helping people stay well, strengthening partnerships and receiving care in the right place at the right time. The voluntary

Page 11

and community sector can help us do this and are a key ingredient in developing the Model of Care.

Working on a prevention agenda collectively will allow us to work towards the best outcome for health and wellbeing of local people in order to develop our services and have an Asset Based Approach (building on the existing strengths and assets in our community) to the way we deliver care. We know that we must work together with the voluntary sector and the wider support network and services they provide.

The Voluntary and Community Sector Steering Group has been set up and has wider representation from across the sector including Healthwatch and Torbay Community Development Trust plus representation from public health, Torbay Council, Devon County Council and the NHS. The Group has enabled us to truly focus on the sector and developing the work we do with them by linking strategy and operations and sharing knowledge and experience.

Community and Voluntary Sector

Sitting below these partnerships, are a vast number of groups, organisations and charities all aiming to make a positive difference to life in Torbay.

Brixham Town Council

A vital link to the community in Brixham is the Town Council. Torbay Council will continue to work in partnership with the Town Council on issues within Brixham.

Torbay Council's New Approach

Taking an Asset Based Community Development approach, Torbay Council wants to see our Community Partnerships at the heart of our communities – working hand-in-hand with local councillors and supported by dedicated Ward Ambassadors from across the Council's senior leadership team.

At the centre of this approach will be the Torbay Together partnership – working to ensure that all parts of the public, private, voluntary and community sector are joined up.

Together, we need to identify creative and innovative new ways of delivering effective and efficient services and providing leadership on complex, cross-cutting issues.

Recognising Other Community Groups

Whilst Torbay has an established network of partnerships, we recognise that there is a multitude of other community and voluntary groups across the Bay that are not necessarily a formal part of that network. As they should, the way that these groups are established varies to suit their own needs. Some have been in place for many years, others have formed more recently.

The commitments and actions within this Strategy apply equally to how we work with the formal partnerships across Torbay as well as those other community and voluntary groups. They also apply to residents who are not part of any group – who want to take action on their own or to create new action groups.

Page 12

Our Offers and Asks

Our Offers

We will listen to you.

We will be open about the challenges facing the Council and what we can and cannot do.

We will work together to identify the challenges within your communities – providing tools such as the Strategic Needs Assessment and the Place Standard Tool that we will balance with local knowledge and resident experience. We want to ensure that we have a strong evidence base for identifying needs, setting common priorities and responding collaboratively.

We will recognise what is strong in our communities. We will be open to ideas and always seek to understand what the community is asking for, rather than making assumptions based on existing ways of working.

We will work as One Council, and work towards One Torbay which includes all the public sector, so that communities can gain access to all public resources without duplication of effort.

We will be an organisation that our communities can trust – working together to support our communities and create a Council which is fit for the future.

Our Asks

We would like to work directly with our residents and also through our vibrant Voluntary, Community, Social Enterprise and Business Sectors. We need to establish the best way of doing this through voluntary sector partnerships, local Community Partnerships, Neighbourhood Forums, the Business Forum and Chambers of Commerce.

For each of these partnerships we would ask that you:

- Reach out into the communities that you represent
- Share information and best practice across Torbay, encouraging learning and innovation
- Help us promote community cohesion, good community relationships and foster pride in Torbay
- Help us deliver better outcomes for local people, especially the most vulnerable in Torbay
- Help us maximise the impact of our shared budgets and resources and identify the added contribution of social value
- Support us in our efforts to attract inward investment to Torbay, in order to support the local economy and safeguard local wealth where possible through public sector procurement

We would like the Voluntary, Community, Social Enterprise and Business Sectors to work with us on delivering One Torbay: Working for all Torbay (Torbay's Community and Corporate Plan), especially in relation to:

- Creating a whole community response to make Torbay a child-friendly and age-friendly place – working together so that the people in our communities thrive
- Creating a whole community response to drive forward economic growth that is clean and inclusive – working together so that our economy thrives
- Creating a whole community response to protect our environment – working together to tackle climate change

Page 13

Keep you informed

Our Commitments

- We will be open and honest and timely in our communication.

- We will explain why we can and can't do things – encouraging others to work with us to deliver the things which matter to you. We will be clear about the decisions which are taken.

- We will explain our challenges, decisions and future changes in the most effective, inclusive and timely ways possible.

- We will use a range of communication methods and channels to provide information about council activities in order to signpost residents, visitors and others to the right services and, where appropriate and work together to ensure the Council's limited resources are spent in the right places.

- We will seek to develop improved communication mechanisms enabling people and communities to more easily access support, information and influence and keep more closely informed on the progress of key issues and decisions within the Council.

- We will ensure that residents who are unable to access social media receive the same information though traditional media and established community networks.

Our Actions

- Review and improve the Council's website to make information and resources for community action more accessible, including contact information.

- Explore with Torbay Community Development Trust and other community representatives how **www.torbaytogether.org.uk/** can be developed and expanded to take on a broader role around community engagement. Ensure that this work links to that of the Torbay Together partnership, streamlining information wherever possible.

- Maximise the effectiveness of social media – through both our own channels and through existing groups – to engage with our communities. This will include encouraging councillors and senior officers to join the conversation on social media.

- Ensure that communication between council departments is effective with a shared overall message.

Page 14

Ask what you think

Our Commitments

- Communication will be two way. We will listen, understand, remember, evaluate and feedback to stakeholders the actions we have taken.

- We will provide clear, regular and reliable information which will provide you with the opportunity to play an active role in influencing decisions and shaping the future of services.

- We will engage with our communities and stakeholders in a timely way so they are informed and are able to have their say on local decisions and when we can't do this we will be clear and transparent as to why.

- We will ensure that our consultation is based on a genuine exchange of views, with the objective of influencing decisions, policies or programmes of action. It will involve:

    o Listening and learning from local people, communities and other stakeholders.

    o Seeking to involve local people, communities, businesses, voluntary sector organisations and other organisations in important decisions which have an impact on them.

    o Seeking opinions on options before a decision is reached.

    o Passing out information and receiving comments.

- In providing feedback to our communities, we will explain how we have taken into account community views, including if we have not been able to take everyone's views on board in the final decision.

Our Actions

- Agree a Community Engagement and Consultation Programme at the start of each Municipal Year. The programme will include targeted activity aimed at involving and connecting with those groups and geographical communities less likely to engage with the Council.

- The Cabinet will hold at least three Cabinet Conversations each year and will host an annual Community Conference. These will each feature a "You Said, We Did" session.

- There will be regular Ask Us events – either online or in venues across Torbay.

Decide together

Our Commitments

- We will ensure that our communities and stakeholders are involved in the decision making process and are given the opportunity to help find solutions through high quality, appropriately targeted consultation and engagement.

- We will ensure that people are given the opportunity to play an active role by shaping the future of services which may affect them and identifying any changes which may be required to local services.

- We will be realistic about our limitations and the need for the council to use reducing resources to best effect.

- We will develop and sustain a relationship with the community in order for us to understand and act together to address the needs of that the community and to work towards a common vision.

Our Actions

- Involve communities and organisations earlier in the service planning process in order to ensure that activities are based on a shared understanding of community needs and issues.

- Increase opportunities for co-production – developing systems that enable communities and organisations to be equal partners in designing and commissioning public services and in determining the use of public resources.

- Provide feedback to communities and organisations outlining how their contributions have influenced decisions made by the Council and what has changed or improved as a result.

- Encourage communities to take responsibility for outcomes themselves and help develop different models for service delivery

- Work to remove barriers to help aspiring groups and individuals.

Act together

Our Commitments

- We will engage, encourage and support our communities and stakeholders in order to bring about positive change for the good of the whole community.

- We will work together to give people a better sense of ownership of the services and activities available to them.

- We will use an integrated and joined up approach, both within the council and with our partners, to achieve value for money, to avoid consultation fatigue and to ensure messages are consistent.

Our Actions

- Provide support to ward councillors in their community leadership role through the appointment of Ward Ambassadors who can act as a single point of contact to help deliver local solutions.

- Work to engage young people in the work of the Council and community groups. This will be progressed through the Children and Young People's Partnership Board and the Imagine This partnership.

- Work to develop stronger relationships between schools, colleges and their local communities using the Local Education Board as a facilitator.

- Work with sports clubs and groups (including Torquay United) to further build their engagement with the community, especially young people.

- Strengthen the connections between housing providers, relevant agencies and community groups, building on the work already undertaken to ensure positive relationship with Registered Housing Providers.

- Support and encourage community weekends, festivals and other events.

- Support capacity building for key community groups, to include training.

- Develop a community engagement protocol/framework to use in designing and developing new projects and seeking funding – ensuring the community is involved from the start.

- Develop a protocol or guidance for contractors around engagement with communities.

Support independent community initiatives

Our Commitments

- We will offer community-based initiatives support to become as effective as possible.

- We will minimise barriers for community service delivery whilst maintaining our duty of care and legal requirements.

Our Actions

- Work to establish a "space" – potentially as part of **www.torbaytogether.org.uk** – to celebrate and showcase success and good practice in community engagement, highlighting in particular good "teamwork" between the Council and communities. Use this platform to connect like-minded individuals who want to work in partnership to achieve specific outcomes in their neighbourhoods. Actively seek individuals and groups to undertake and/or participate in environmental, coastal, open space and heritage improvements.

- Empower our staff to be more flexible and responsive in engaging with the public and communities. Commission a training programme for staff and Councillors around community engagement and working with community groups and volunteers.

- Establish a Community Enablement Fund to provide seed funding for community action

- Work with the Torbay Community Development Trust (TDCT), Torbay's Community Builders and others to enable community action and the engagement of those who do not normally participate locally.

- Lend support to partners, including the TCDT and the Integrated Care Organisation, to jointly develop and implement a volunteer strategy for Torbay.

- Explore options to expand the Council's Leave Arrangements Policy to cover and encourage volunteering in order that Council officers can make available and share their expertise with community groups.

- Improve the awareness of support available to community groups and social enterprises.

Appendix 1: Our duties

The duty to inform, consult or involve is set out within the Local Government Act 1999 and Local Government and Public Involvement in Health Act 2007.

In exercising the general duty under the Local Government Act 1998, local authorities must 'make arrangements to secure continuous improvement in the way in which its functions are exercised, having regard to a combination of economy, efficiency and effectiveness'

In deciding how to fulfil the general duty the local authority must have 'due regard' for any guidance issued by the Secretary of State and should consult with the following:

- Any person or representatives who are liable to pay any tax, precept or levy in respect of the authority.

- Any person or representatives who are liable to pay non-domestic rates in respect of any area within which the authority carries out functions.

- Any person or representatives who use or are likely to use services provided by the authority.

- Any person or representatives appearing to the authority to have any interest in any area within which the authority carries out functions.

The Government's **Code of Recommended Practice on Local Authority Publicity** provides guidance on the content, style, distribution and cost of local authority publicity.

It states that publicity by local authorities should be based on the following seven principles:

- Lawful – It will comply with the Advertising Standards Authority's Advertising Codes.

- Cost effective – It will provide value for money.

- Objective – It will be politically impartial.

- Even-handed – It can address matters of political controversy in a fair manner, but the publicity will not affect support for a single councillor or group.

- Appropriate – refrain from retaining the services of lobbyists. The frequency of any council newsletters should be no more than quarterly.

- Have regard to equality and diversity – Publicity to positively influence public behaviour and attitudes in relation to issues such as safety and health can be used.

- Issued with care during periods of heightened sensitivity (such as elections and referendums).

Appendix 2: Principles for communication, consultation and engagement

To ensure Torbay Council meets its duties as well as the aims and objectives within this Strategy, all communication, consultation and engagement activity will be developed in line with the following guiding principles:

Clear and concise: We will use plain English and avoid jargon and acronyms in all our communications to ensure messages and purposes are clear, understandable and accessible. When consulting we will only ask questions which are necessary and easy to understand.

Purpose: All our activity will have a clear and defined purpose, linked to our Community and Corporate Plan. We will only consult or carry out marketing and public relations activity if there is an identified objective. Consultation and engagement will be used to influence local decision making.

Timely: All communication, consultation and engagement activity will, when possible, be planned in advance so consistent messages can be used at the right time, in the right way with the right people. We will openly inform, engage, discuss and consult with stakeholders at the earliest possible opportunity, ideally when proposals are being developed or when information is confirmed and becomes available. Due consideration will be given on the lead up to any elections or referendums to whether it is appropriate to launch new campaigns and consultation or engagement activity.

Proportionate timescales: The length of time for consultation and engagement activity will be judged against the nature and impact of the proposal / issue being consulted upon. We will ensure that sufficient time is given for respondents to consider any information provided and that there is sufficient time for them to provide an informed response.

Targeted: We will ensure that all our communications and consultations are targeted at the right stakeholder groups so they are effective and use resources in the best possible way. Where proposals, events or services affect specific individuals or groups, these stakeholders will be made aware of the activity so they can find out more, have their say or become involved. Consultation activity, in particular, will be tailored to meet the needs and preferences of different groups of people across Torbay, ensuring accessibility for all.

Relevant information: We will provide enough information, or signpost stakeholders to where they can obtain more information, to ensure that informed choices can be made. This could include how to access a particular service or how to resolve an issue. It could also relate to specific proposals and include information about how the options have been considered and details of any assessments of costs, benefits and impacts which have been carried out.

Feedback: We will ensure that any internal or external feedback will be conscientiously taken into account and will be considered in any final decision making. With regard to consultations, the results will be used to inform the development of relevant impact assessments. We will publish the

results of consultation and engagement activity within eight weeks of the activity, stating how many responses were received and how they have been used in formulating the recommendation.

Forward thinking: We will actively explore and assess how we can best use new technology and other new communication channels to reach and engage as many people as possible.

Corporate identity and style guidelines: All communications involving the council will meet our corporate identity guidelines. This is to protect the brand identity, to maintain the council's professional image and to ensure all council activity is consistent and accountable. This includes use of the Torbay Council logo, images and our house presentation style.

Partnership agreements: As we embrace a stronger integrated and joined up approach it is important that all partners agree in advance how any partnership activity will be carried out and communicated. This is to ensure there are consistent messages and that all communication and engagement protocols and corporate identity guidelines are met.

Responsibility: We acknowledge that communication is a two way process and is the responsibility of everyone. Council employees, elected members and all stakeholders have a role to play in open, timely and effective communication, consultation and engagement with each other.

Monitoring and evaluation: Given the important emphasis on using our resources to best effect, the way in which we communicate, consult and engage should be inclusive and effective. Monitoring and evaluating activity, where possible, will identify if we have met defined goals, areas that need exploring further and activity which can be improved.
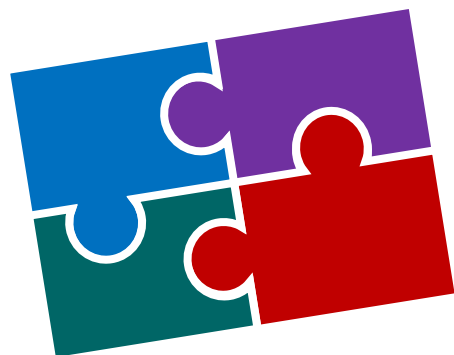
Page 22

16

Community-led Digital Inclusion

Agenda Item 4

RESOURCE ID 8101, Communities, Age-positive image library, CREDIT Peter Kindersley
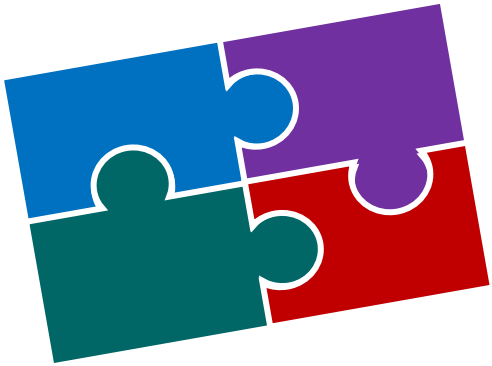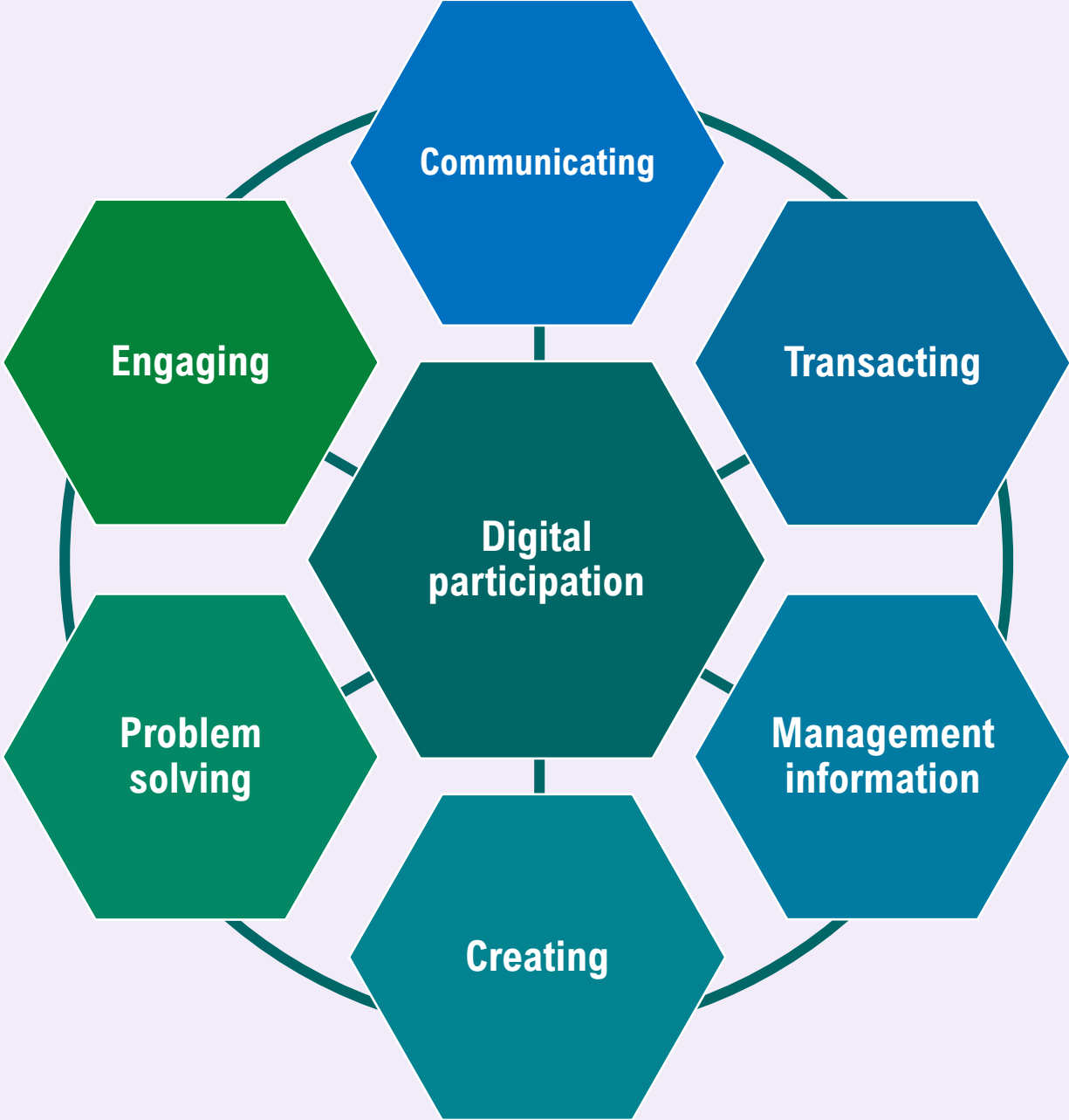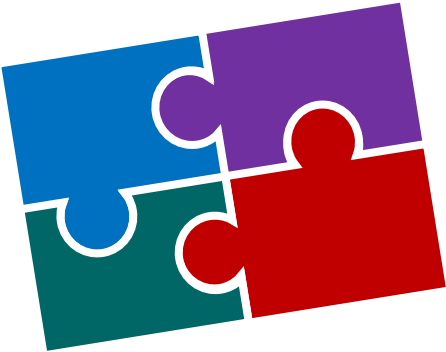
20% of Torbay residents are digitally excluded

27,250 people

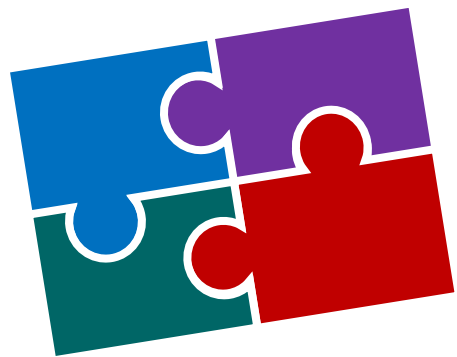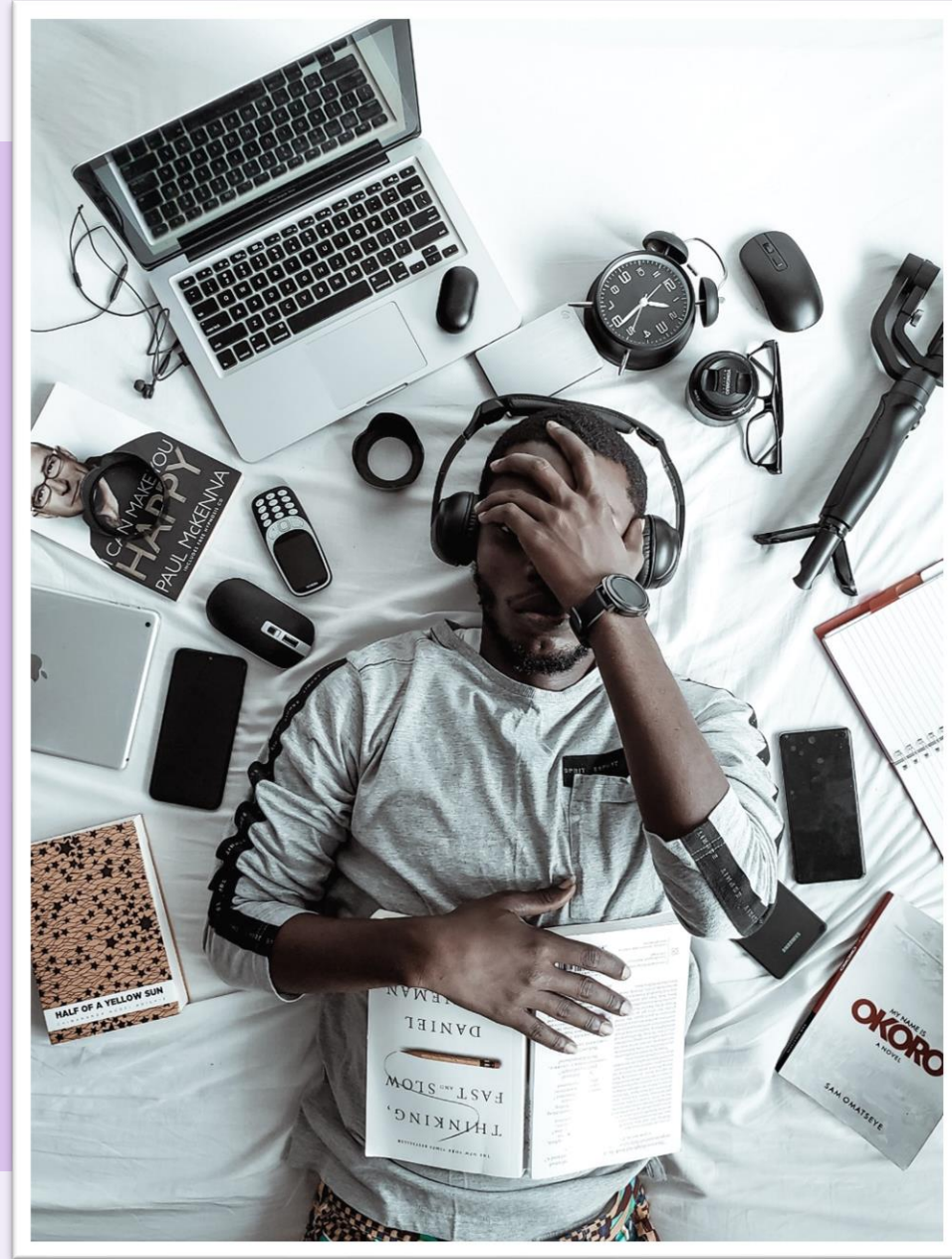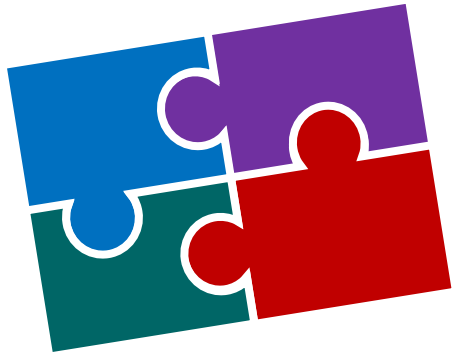# Digital participation is key to people's daily lives

We are concerned about people being left behind

We need the best solution to turn this situation around

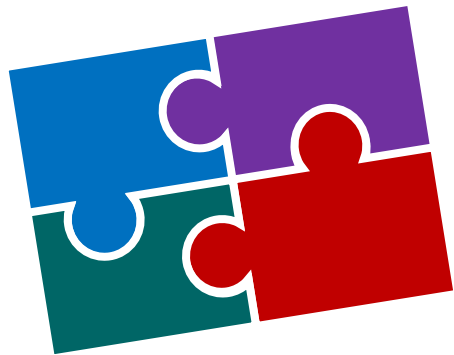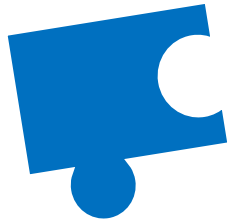# The Digital Inclusion Network offers a deliverable solution

Reaching those most vulnerable to digital exclusion

Delivering a bespoke 'Wrap Around' model

By working in partnership

Having a communication strategy that connects with people and organisations

Reaching those most vulnerable to digital exclusion

Low waged & unemployed:
7,425 people in Torbay

Those with disabilities:
16,100 people in Torbay
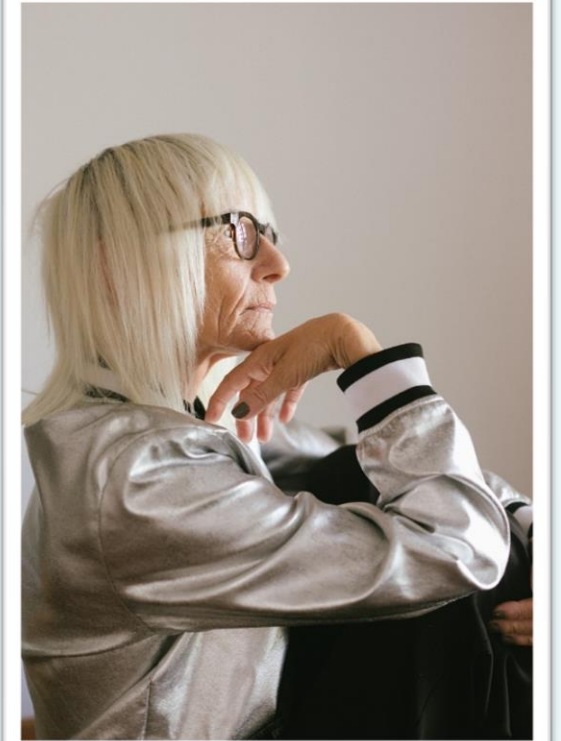
Over 65s:
19,400 people in Torbay

Reaching to those most vulnerable to digital exclusion
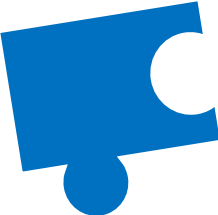
Through the community sector using existing relationships in the community

Torbay Community Helpline

Torbay Community Helpline
One call - that's all
01803 446022

Sectoral and organisational identification of people

Delivering a bespoke 'Wrap Around' Model

Principles:

- **Asset and strength-based**
- **What matters to the person**
- **Community driven, through relationships**

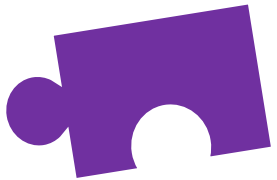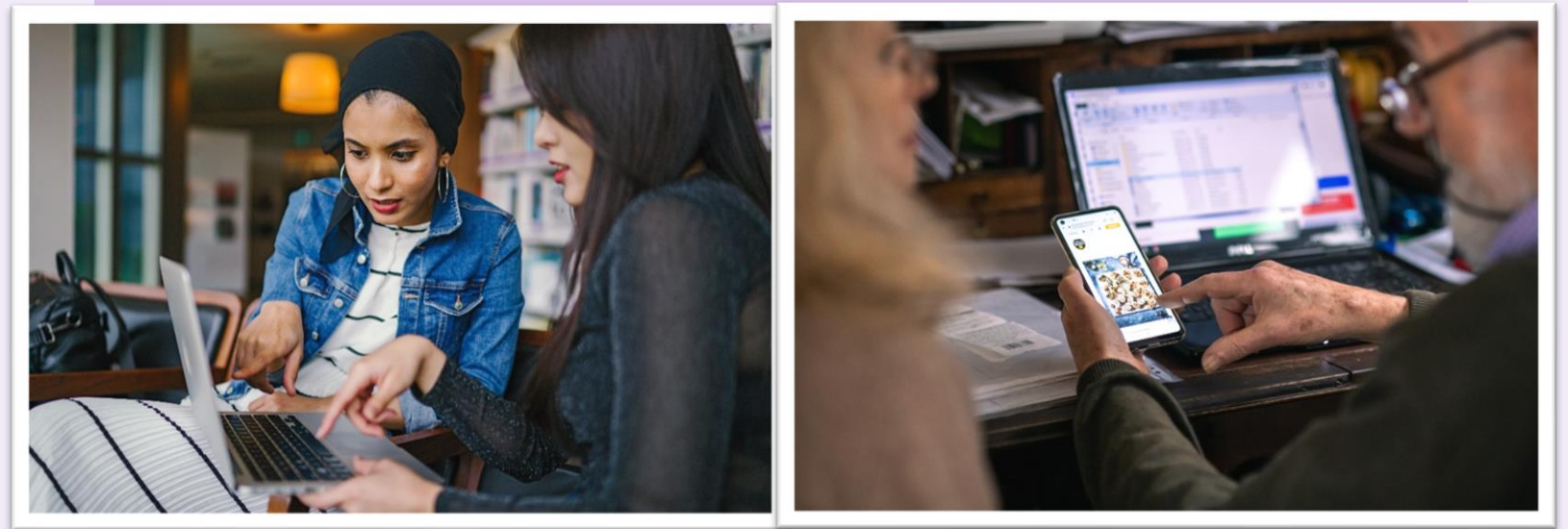# Delivering a bespoke 'Wrap Around' Model

Model Approach:

- **Cross-sectoral**
- **A coordinated approach**
- **Creating pathways and collaborations**

Delivering a bespoke 'Wrap Around' Model

Page 33

get online > stay online > improve online

Delivering a bespoke 'Wrap Around' Model

1. Community identifies need
2. Refer to digital inclusion support
3. Initial Assessment
4. Identify digital inclusion enablers
5. Deliver digital inclusion solutions
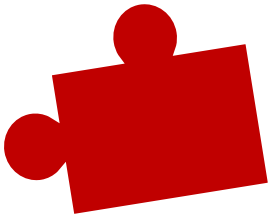6. Provide on-going support
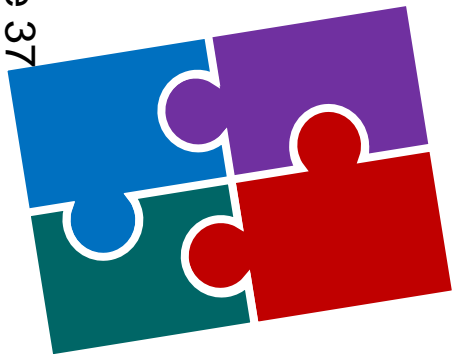
Person Centred Development

By working in partnership

Having a communication strategy that connects with people and organisations

A call to action

Page 37

Work with us to enable people to get online, stay online and improving online by:

1. **Identifying people and connecting them into the network.**
2. **Helping us to understand and work with us to meet your organisational needs.**
3. **Sharing or offering resources.**
4. **Joining the Digital Inclusion Network.**

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Thank You

Community-led Digital Inclusion
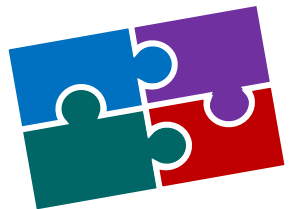
Community-Led digital Inclusion

Digital Inclusion Presentation notes

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A society, such as ours, which is dependent on technology can create inequality. The gap between those who have access to the latest technology and those who do not is defined as the **'digital divide'**. Nationally we know that 20% of the population lack the skills needed to use the internet. Applying this percentage to our population shows the size of the opportunity to make a difference to people's lives:

- In Torbay 27,250 people are digitally excluded.
- For Torbay & South Devon this is 57,500 people.

Digital participation is key to people's daily lives

Digital has transformed almost every aspect of our lives from work to home. It is now so central to how much of society functions on a day-to-day basis and so often taken for granted that it is easy to forget how relatively recently the digital and online world became a reality. People use digital and online means to:

- **Communicate:** sending a personal message via email or online messaging service or carefully making comments and sharing information online.
- **Transact:** buying items or services from a website or buying and installing apps on a device.
- **Manage information:** using a search engine to look for information, finding a website visited before or downloading or saving a photo found online.
- **Create:** creating something new from existing online images, music, and video; or completing online application forms.
- **Solve problems:** verifying sources of information online or solving a problem with a device or digital service using online help.
- **Engage:** socialise and participate online through social media, Facetime, and Zoom.

As well as these digital activities becoming so commonplace, they are also becoming integral to how people wish to access services, but also how organisations prefer people to access them.

We are concerned about people being left behind

A lack of digital skills and access can have a huge negative impact on a person's life. It is a key social determinant of health. It can mean paying more for essentials, financial exclusion, an increased risk of experiencing poverty. It also means losing a voice and visibility in society.

People who are digitally excluded are primarily those already at a disadvantage. All this leads to:

- poorer health outcomes
- lower life expectancy
- increased loneliness
- social isolation
- less access to jobs and education
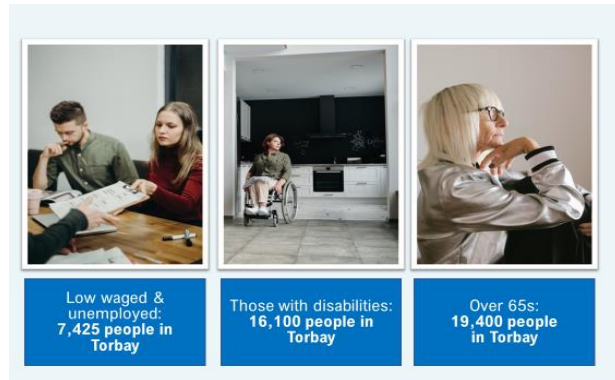
Good Things Foundation 2021

From national research, the three key population groups with highest prevalence of digital exclusion are:

- **The over 65s:** the greatest proportion of the population who are digitally excluded are aged over 65. The number of people in Torbay who are Digitally excluded are 19,100. For Torbay and south Devon this equates to 41,400
- **People living with disabilities:** for Torbay alone, this is 16,100 individuals but when including the South Devon population this increases to 30,200.
- **The low waged and unemployed:** in Torbay this is 7425 people whiles across Torbay and South Devon this would be 14,475

Other key groups who disproportionately experience digital exclusion as identified in the Government's Digital Inclusion Strategy are:

- Those in social housing
- Offenders and ex-offenders

## Case Studies of Torbay residents

Vignette 1: Margaret is 84 lives in Paignton on her own since her husband died some years ago. She has broadband and a tablet but doesn't know how to use it. Her nephew visits sometimes to show her how to do things like facetime and online shopping but he's too fast and she doesn't keep up or remember what to do. She'd really like to do things online but doesn't want to keep asking or upsetting her nephew.

Vignette 2: Linda from Brixham has a visual and hearing impairment and although she can use the internet for online shopping, she struggles with other online services such as online healthcare consultations. She feels they are not as straightforward to use, and her impairments limit her confidence using useful services like this. She needs support and guidance to do this but doesn't know where to go.

Vignette 3: Adam is currently unemployed and living in temporary rented accommodation. He is trying to find work, but job searching online is an uphill challenge because since losing his last job he cannot afford a broadband subscription. He has a smartphone on a 'pay as you go' contract, but finds he quickly runs out of data and that it is almost impossible to complete job application forms on his phone handset.

The Digital Inclusion Network offers a deliverable solution

The Digital Inclusion Network has an operational model that is routed in communities and collaboration that has grown from experience in connecting and working effectively with those groups who are statistically more likely to be digitally excluded.
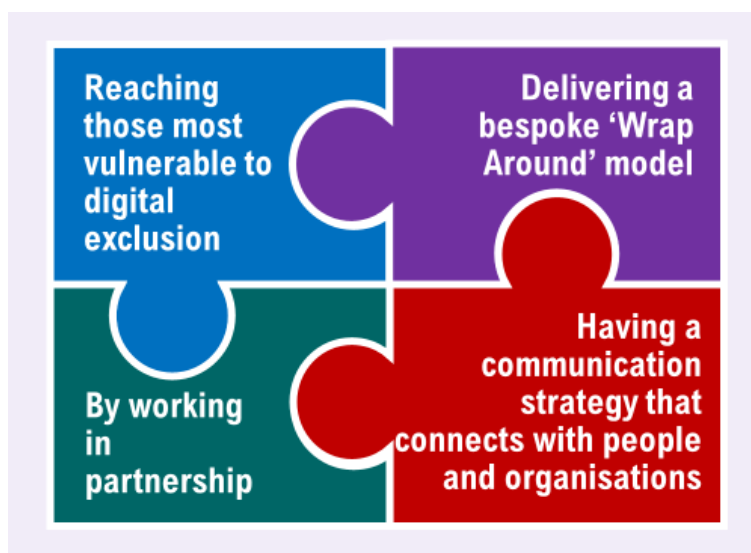
This entails:

1. Reaching those most vulnerable to digital exclusion.
2. Delivering a bespoke 'wrap around' model that supports an individual's long-term digital participation.
3. Being a community-led partnership
4. Having a communication strategy that promotes the offer and approach to both individuals and stakeholder organisations.

1. Reaching those most vulnerable to digital exclusion

The infrastructure for identifying and connecting with those who are digitally excluded is in place and working. This provides a foundation for getting people connected with the support that they identify themselves as needing:

- The community and voluntary sector e.g., Brixham YES, Eat that Frog, community builders.
- Key services e.g., SPOT, 0-19 service, community mental health services, adults social care.
- The TCDT helpline as a one-stop point for support.

2. Delivering a bespoke 'Wrap Around' Model

The core principles underpinning the Digital Inclusion Network are:

From the beneficiaries' perspective	From an organisational perspective
• Any support offer will be asset and strength based. • All interventions are driven by what matters to the person and is most meaningful to them.	• Responses are community driven. • Delivery is through relationships between bodies and people.

The underlying approach of the delivery model is that it is:

- A coordinated response to digital inclusion between statutory, voluntary sector and business.
- About creating pathways to ensure peers are included in the Group and evolution of the partnerships/network.

The defining characteristic of the bespoke, 'wrap around' Digital Inclusion Network model is that the response is determined by the person. Any actions are directed by them to support the person in achieving his or her goals in becoming digitally participative, competent and confident. It is about building a relationship to enable the person to ultimately self-direct his or her online abilities and experiences independently. It is about supporting people to:

get online > stay online > improve online

- **Get online:** through access to IT hardware such as laptops and Wi-Fi and support to gain the skills to be able to use these.
- **Stay online:** providing ongoing support of people to practice the skills they have learnt so that they become embedded, and the person becomes both IT competent and confident.
- **Improve online:** supporting the person to transfer learning and explore online according to their interests and aspirations.

The process the Digital Inclusion Network adopts in achieving this is:

1. By using the multiple and existing connections people have and make use of to access support.
2. Using these support point to linking people into the Digital Inclusion Network.
3. Build a relationship to understanding where the person and their digital goals.
4. Build and deliver an individualise support programme that will assist people in improving their digital competence and confidence in a sustainable way as well as instilling an appetite for exploring digital opportunities and further skills themselves in the long-term.
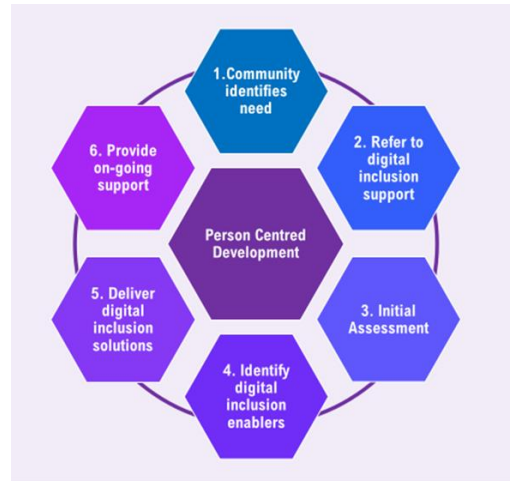
3. Being a Community-Led Partnership

The essential approach for the Digital Inclusion Network is that it is a shared endeavour that best uses the skills, experiences, knowledge, and capacity of every partner. The areas of focus in this partnership are concerned with:

- **Accessing resources:** through, for example grant bid applications, or support from local and national businesses
- **Delivering support:** to people in the community through the best placed body or coalition to meet a person's goals.
- **System working:** a participative way of working that is based on the belief that different stakeholders can only understand problems, resolve issues, and implement solutions if they work together. This is on the basis that the knowledge and resources required will be spread among different parts and levels in an organisation, and different groups outside the organisation.

4. Having a communication strategy that connects with people and organisations

The key components comprise of:

- Sharing best practice and innovations in digital access and participation.
- Listening to, involving, and targeting our populations appropriately with digital opportunities that may benefit them.
- Raising awareness of our strategy and plans and linking with the wider system.
- Promoting what is being planned, delivered, and achieved.

A Call to Action

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get online > stay online > improve online