Digital inclusion roadmap

April 2014 to January 2015

Goals

Partnerships

- Identify partnerships to support digital inclusion activity

- Expand digital capability support for SMEs and VCSEs

- Identify how libraries can maximise digital inclusion activities

- Encourage informal digital friends

Research

- Carry out a cross-government survey to size, characterise and understand the support needs of offline service users

- Establish a Digital Inclusion Research Working Group, comprised of Charter Signatories

- Standardise the measurement of digital inclusion

- Develop an overarching framework for evaluating the impact of digital inclusion activity

- Collate evidence about the who, where and why of digital exclusion and identify digital inclusion activity that works for those groups

- Update the Digital Inclusion Scale

Government

- Embed digital inclusion in service delivery

- Embed digital inclusion within wider government policy

- Ensure civil servants have basic digital skills

- With BIS, deliver a cross-government basic digital skills framework

Done

Partnerships

Digital Inclusion Charter Signatories

- 70 partners signed up

SMEs and VCSEs

- recommendations to the Delivery Board on the support to be offered

Digital Inclusion Charter Signatories

- worked with libraries throughout England to collect expressions of interest in Digital Inclusion Pilots
- support of William Sieghart's independent review of libraries

Digital Friends

- collated research and insight for initiative

Research

Cross-government survey of offline users

- designed and commissioned the survey

Research Working Group

- established the Working Group and sub-groups agreed work priorities

Government

Service delivery

- trained service managers in providing services that encourage people to go online
- guidance on including digital inclusion within service delivery
- digital inclusion included in Digital by Default service assessments

Policy

- digital inclusion included in the quarterly Government Digital Strategy updates from departments

Civil servants' skills

- aligned digital skills in the civil service annual skills review with the digital inclusion scale

Framework

- identified departments and agencies to work with to develop requirements

Doing

Partnerships

Social housing

- seek partners for Connected Housing Initiative to work on Digital Inclusion solutions for social housing

Carnegie Trust Innovation Fund

- seek contributions from partners to expand the funding

Libraries

- identify opportunities for partners to replicate or upscale best practice from digital inclusion activity pilots in libraries

Digital Friends

- launch initiative at Digital Inclusion Forum

Research

Cross-government survey of offline users

- fieldwork and analysis of findings

Measurement

- with the Research Working Group, develop a proposal for a shared digital inclusion measurement framework

Evaluation

- with the Research Working Group, develop a proposal for a shared digital inclusion evaluation framework

Segmentation

- with the Research Working Group, gather insight on the barriers and facilitators of digital inclusion among different groups

- collate and analyse existing data to segment our audience

Government

Service delivery

- embed digital inclusion within the policy curriculum and support the creation of more case studies

- with policy officials, embed digital inclusion into policy outcomes

Civil servants' skills

- with Civil Service Learning, assess where Departments lack basic digital skills

Framework

- support Departments to develop requirements for the skills framework

- seek commitment for departments to encourage digital friends (formal and informal networks)

Next

Partnerships

Social housing

- Connected Housing Initiative (CHI) partners to collate Digital Inclusion offers for social housing sector
- GDS to share CHI findings with the wider sector

Digital Inclusion Forum

- forum meeting in January 2015 to set future focus for digital inclusion activity

SMEs and VCSEs

- agree partner support for the recommendations for digital inclusion solutions
- integrate responsibility for digital inclusion support into BIS's ongoing SME support
- integrate responsibility for digital inclusion support into OCS's ongoing VCSE support

Libraries

- identify libraries to run pilots or provide research on successful digital inclusion activity
- identify opportunities for partners to support libraries pilots

Digital Friends

- Run pilots and launch wider initiative

Research

Cross-government survey of offline users

- publish findings

Measurement

- with partners, ensure that digital inclusion levels are benchmarked and tracked against the new measures

Evaluation

- further development and promotion of the evaluation framework, including guidance for local projects

Segmentation

- carry out in depth interviews with digitally excluded user groups

Digital Inclusion scale

- update the digital inclusion scale and publish digital inclusion personas

Government

Policy

- include digital inclusion within the policy curriculum
- with policy officials, embed digital inclusion into policy outcomes

Civil servants' skills

- with Civil Service Learning, assess where Departments lack basic digital skills

Framework

- create and launch flexible DI procurement framework

Digital Friends

- Initiate Digital Friends across departments