Involvement in PPI
Accessibility and Inclusion: The Digital Revolution
Grappling with Inclusion and Accessibility

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Poll Questions

Question 1) What percentage of UK adults have either never used the internet, or last used it over 3 months ago?

Question 2) What percentage of UK adults do you think, do not have the essential digital skills needed for day to day life?

Question 3) What percentage of the adult population in Brighton and Hove have never used the internet or have not used it within the last three months?

Question 4) What percentage of the adult population in Brighton and Hove lack the five 'Basic Digital Skills'

DIGITAL NATION UK 2020
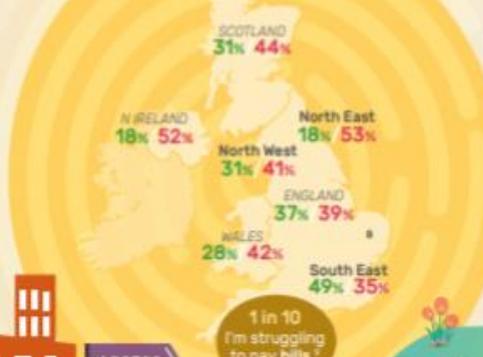
FACTS, STATS AND FIXING THE DIGITAL DIVIDE

UK DIGITALLY EXCLUDED

7m NO internet access at home[5]

9m CAN'T USE INTERNET WITHOUT HELP[1]

38% non or lapsed users worried about privacy + security[2]

<£20k earners with least digital engagement pay 42% more on utilities than the most digitally engaged.[4]

23% of children in DE households lack home broadband and access to a desktop, laptop or tablet.[21]

I'm retired and financially vulnerable.

I live in a city and have never worked or had a long term job.

10m do not or rarely use the internet.[20]

I have a longterm health condition / disability.

I live alone in rented / sheltered accommodation.

SMARTPHONE ONLY 9x more likely in DE than AB households. It can affect critical engagement.[24]

17m use the internet for limited purposes.[22]

I'm a late-career parent with children at home, struggling to get or keep work.

13.6m workers have digital life skills but lack digital work skills.[25]

I have no/few qualifications, am isolated rurally and lack confidence in digital skills.

I'm a financially vulnerable full time carer.

I'm young, in semi/unskilled work, unlikely to go to university.

I live alone with little contact and am vulnerable to COVID-19.[32]

1.2m increase in basic device + internet ability since 2019[3]

11m use the internet for social media and entertainment.[23]

2.7m claimant count. 730k less employed in July than March. Many need new digital skills to find work.[10]

ACCESS

MOTIVATION

CONFIDENCE

SKILLS

COVID-19 exacerbates the digital divide

ESSENTIAL DIGITAL SKILLS FRAMEWORK
1 2 3 4 **5**

42% of population worried about fraud + scams[4]

SCOTLAND 31% 44%

N IRELAND 18% 52%

North East 18% 53%

North West 31% 41%

ENGLAND 37% 39%

WALES 28% 42%

South East 49% 35%

1 in 10 I'm struggling to pay bills.[9]

I don't know where to get help.[12]

I can't afford home broadband or mobile data.[11]

80% Digital is a vital support for me in lockdown.[14]

61% The internet should be a utility.[15]

UK DIGITALLY INCLUDED

27.6m HIGHLY ENGAGED[2]

£348 I saved on utility bills alone.[28]

11k+ devices with data + support delivered by Good Things during the pandemic.[35]

44% I manage my health + wellbeing online.[30]

49k+ more Good Things online learning episodes.[36]

900+ Good Things community partners continue support including remotely.[37]

4 in 5 adults use a smartphone.[34]

77% Online learning benefits my mental health.[29]

10% of UK economic output is linked to online learning for work[27]

55% I feel more part of a community.[32]

87% I connect better with my friends and family.[31]

57% I earn £2,160 more per year.[26]

76% I have improved my job / prospects.[26]

DIGITAL STRATEGY FOR ALL

DATA POVERTY LAB

DIGITAL CATCH UP

56% I'm furloughed and want to learn new digital skills.[17]

27% I used mobile payments for the first time.[19]

75% Every community needs a place to get internet skills help.[18]

29% I was helped to use the internet for the first time.[16]

57% I improved my digital skills in lockdown.[16]

73% of small business owners agree that IT skills are essential for their business to thrive.[33]

Good Things Foundation
Improving lives through digital

www.goodthingsfoundation.org

What is Digital Inclusion?
What is Digital Accessibility?

Digital inclusion is, reducing digital exclusion. It is about people being able to use digital technologies, particularly the internet to do things that benefit and enhance their lives

Digital Accessibility is, allowing everyone, full access to digital content.

Digital Inclusion and Accessibility

Access
- The ability to actually access the internet and go online

Skills
- To be able to use the internet

Motivation
- Knowing the reasons why using the internet is a good thing

Trust
- The risk of crime, or not knowing where to start to go online

Digital Inclusion and Accessibility

Visual

- No optional text alongside images

Hearing

- Sound signs laid out without captions

Cognitive

- Structural elements of page are poorly

Motor

- Non-adaptable keyboard

Digital Accessibility and Inclusion and Patient, Public Involvement
Group Discussions

Question Set One:

1) What barriers do you think someone might encounter before, during and after engaging with an online activity (including PPI activities and research studies)?

2) Secondly, please discuss how these barriers could be reduced? (all ideas welcome).

Question Set Two:

1)How does working digitally enable someone to be involved in activities i.e. services, PPI activities and research studies?

2)How can the things you identified be incorporated or improved, moving forward?

Resources

'Make it Click'- The Good Things Foundation have a network of over 170 online learning centres providing digital support to individuals. To find your local centre, please visit goodthingsfoundation.org

'Learn My Way' provides a variety of free online courses ranging from, how to use your computer, basics IT skills, to improving health online. To find out more, please visit learnmyway.com

'Computer Help At Home' - The Association of Carers provides 6 one-to-one sessions, where a trained volunteer teaches a Carer how to use their own computer in their own home in ways that will support them in their caring role. To find out more, please visit the Association of Carers @ associationofcarers.org.uk or call on 01424 722309 (Mon to Thurs 9 - 5 & Fri 9 - 4.30)

'It Support at Home'- AbilityNet's trainered volunteers can provide free IT support to older people and people with disabilities of any age. Their volunteers can support people located anywhere in the UK. To find out more, please visit AbilityNet @ abilitynet.org.uk or Call 0800 048 7642 (freephone and minicom) during UK office hours

'Barclays Digital Eagles' – Provides free digital training videos covering a range of topics including cyber security. To find out more, please visit barclays.co.uk/digital-confidence/eagles/

'BT Skills For Tomorrow' - Free courses and webinars to help improve confidence and digital skills. To find out more, please visit bt.com/skillsfortomorrow