"*Assisted digital is all about empowering more people to access more services digitally,* whilst also *providing a safety net for more vulnerable users* through assistance where necessary".

What do we mean by 'Assisted Digital'?

Assisted Digital for Stockport

1

*Aim is for **all who can** to use digital channels…*

- Use the GDS accessibility standards and good design principles – design out problems
- Easy to navigate; find, use and understand content – providing a good experience
- Works as effectively on mobile, tablet or computer and compatible with assisted technology such as screen readers.
- Digital self-service is promoted and other channels rationed

2

*…however, not everyone has the **skills, access, motivation or trust** to use digital*

- Provide support for customers to become more capable in using digital channels – Assistance, equipment and training available in libraries and Fred Perry House
- Support staff to be more confident in interacting with customers through digital channels; working in restorative ways with users to help them become independent so they can do it for themselves next time.
- Webchat assistance
- Maximise the opportunities to increase Digital inclusion, working with trusted partners and organisations where required to motivate and empower citizens.

3

…and recognising some people will not be able to use digital services directly.

- Residents with more complex needs will be supported to access services. Key council workers will make use of mobile technology to report, apply and book services for individuals in their home where required.
- Enable trusted friends and family to report, apply and book services digitally on their behalf
- Traditional methods of contact will still be available – phone and face to face – where needed to provide a safety net for the most vulnerable customers so no one is excluded from using council services.
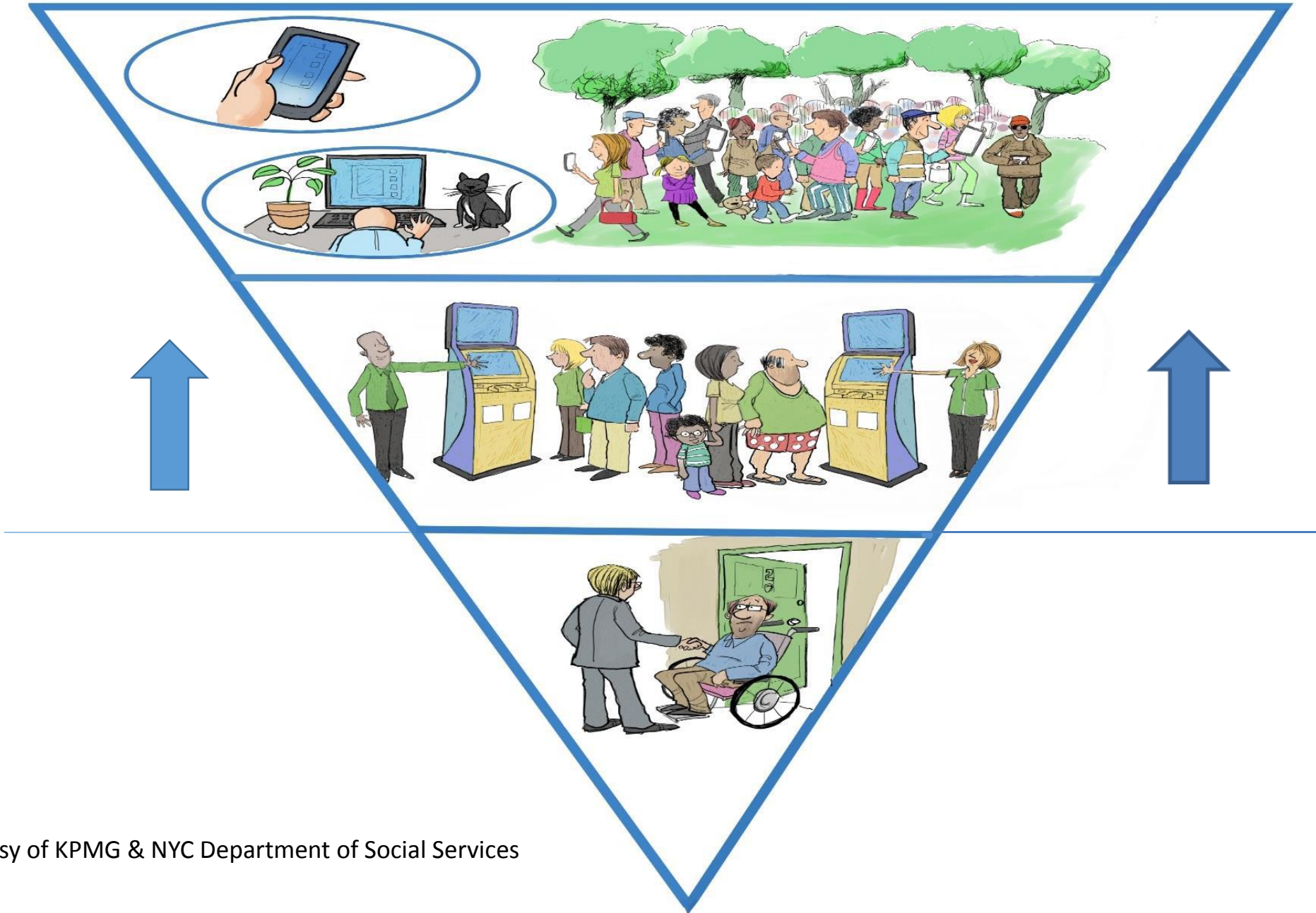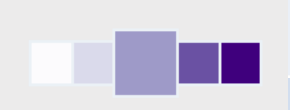
The Picture in Stockport

The likelihood of overall digital exclusion is made up of a number of core digital and social metrics.

Metric	Rating	Description
Infrastructure	Low	Household broadband speeds and availability of 4G mobile data
People who've never been online	Medium	12.8% of adults in Stockport have never been online
Basic digital skills	Medium	76% of adults in Stockport have all five Basic Digital Skills
Basic digital skills used	Low	40% of adults in Stockport have used all five Basic Digital Skills in the last three months
Social Indicators	Medium	The combined social indicator is made up of Age, Education, Income and Health

How are we supporting people to get online?

- Developing a Digital inclusion strategy and action plan with key stakeholders
- Establishing a Digital Inclusion network
- Steering Group of key stakeholders to progress this work
- Mapping current activity
- Sharing resources for most impact
- Creating a network of Digital Champions/Heroes/Ambassadors
- Building on current activity

Some of examples of Assisted Digital Activity in Stockport:

- Public access PCs and Wi-Fi in libraries with trained staff on hand
- UK Online Centres in libraries and other community venues
- Taster sessions and signposting to further support
- Information on staying safe online
- Learner journeys – volunteers support learners to use resources such as Learn My Way
- Partnership working with local groups and organisations: StartPoint; Re:dish; Stockport Homes
- Support from businesses such as Halifax & Barclay's Digital Eagles
- Coding clubs to encourage intergenerational activity
- Job clubs – resources to support job seekers such as My work search
- Digital Champions/Heroes training and support – Startpoint/Stockport Homes

Case study: My Tech Buddy Scheme

- Jointly run by Kingsway School and the Council, with support from the Cheadle Rotary Club

- 'My Tech Buddy' course saw elderly residents pair up with 14 and 15-year-old students acting as mentors and buddies in the students own time after school.

- Eileen 81 "We were never brought up with technology and everyone's online these days. I used to be terrified of technology, but I can now do simple things such as find out what time films are on at the cinema, instead of just turning up and guessing."

Case study: Job seekers event

- Marple job club job seekers event to introduce My Work Search

- Training given in how to sign up and use the resource:
  - Including writing a CV & searching for work

- "The job search facility is accurate, precise and relevant. One inexperienced job searcher searched for, found and applied for a job during the session."

- We later heard that his application had been successful!

Thank you

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