



Llywodraeth Cymru
Welsh Government

Delivering Digital Inclusion: A Strategic Framework for Wales

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Mae'r ddogfen yma hefyd ar gael yn Gymraeg.
This document is also available in Welsh.

DELIVERING DIGITAL INCLUSION: A STRATEGIC FRAMEWORK FOR WALES

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Ministerial Foreword



Having access to the internet, and the motivation and skills to use it effectively, is more important than ever with most now regarding the internet as the fourth utility. We are living in a 'digital society' with the pace of technological developments continuing to accelerate. Improvements in internet speeds, through Welsh Government significant investment in Superfast Cymru, cheaper and more user friendly devices like smartphones and tablets, and continued improvements in the quality of online services, are all making the digital experience for users better than ever. However, for those still excluded from the digital world, this represents a real disadvantage with people increasingly feeling left behind, as more and more services, including vital public services, go online.

We know being online can make a significant difference to people's life chances, whether it is helping people find work, offering improved learning opportunities or helping squeezed incomes go further by purchasing cheaper online goods and services. Digital inclusion can also reduce feelings of isolation and loneliness by helping individuals stay in touch with friends or family and other support networks. Developing the digital skills of communities can lead to greater economic opportunities, a more equal society and improved social cohesion. Achieving a more digitally inclusive society will make a significant contribution to meeting our Tackling Poverty commitments and the seven goals of our ground-breaking Well-being for Future Generations (Wales) Act

Wales has made great strides in tackling digital exclusion since the first Strategic Framework was published in December 2010, but we know there is still a long way to go. Through this refreshed Framework and Delivery Plan, the Welsh Government will continue to provide strategic leadership to help more people fully benefit from the opportunities which digital technologies present. However, only a concerted effort across the private, Third and public sectors can really achieve digital inclusion. This is a cross cutting agenda which must be mainstreamed across all departments, organisations and wider society.

This refreshed Framework builds on the work Welsh Government and our partners have undertaken over the last ten years and reinforces our on-going commitment to tackle this important issue. Digital inclusion support needs to be better co-ordinated and must be embedded across services so no one is left behind. Strong partnerships are already in place with key organisations who can help us reach the most digitally excluded groups in society, however, through this Framework and Delivery Plan, these can be further strengthened and more organisations and individuals can get engaged to help support our drive for a more digitally inclusive society.

A handwritten signature in black ink that reads "Lesley Griffiths". The signature is written in a cursive style with a large, sweeping flourish at the end.

Lesley Griffiths, Minister for Communities and Tackling Poverty

Background

In 2010, the Welsh Government developed a strategic response to the high number of adults who were not using the internet, and therefore missing out on the vast opportunities offered by embracing the digital world. The Digital Inclusion Framework, published in December 2010, identified those people who were most likely to be digitally excluded, including older and disabled people; those who live in social housing; those on lower incomes; the unemployed and economically inactive. There was a recognition that achieving the digital inclusion of people, both as citizens and consumers, is essential to ensure they can benefit from the rapid pace of technological change. The Framework assumed a five year time scale.

To complement the Framework, the Digital Inclusion Delivery Plan was published in March 2011. The Delivery Plan set out the key targets, objectives, tasks to be undertaken and expected outputs and outcomes in order to reduce digital exclusion levels amongst adults in Wales.

The Delivery Plan underwent a refresh in June 2014 which included revised targets to 2015 and 2017. This was to be a living document and, as such, an annual progress update was published in August 2015. The progress update took account of the 2014-15 National Survey for Wales internet use results, which we use to report against our targets.

Although many aspects of the original Framework and Delivery plan are still as relevant as ever, the lapsing of the five year time scale of the original Framework, plus ongoing developments in technology and online services, makes this an opportune time to refresh the Framework and amalgamate it with the Delivery Plan, creating one Digital Inclusion document.

Introduction

Significant progress has been made since the original Framework document. Digital literacy is recognised as an Essential Skill and digital learning is embedded throughout our schools. The numbers of digitally excluded adults in Wales have reduced by over 300,000 in the last five years, but the challenges we face to get more citizens and organisations to embrace digital technologies are far from resolved.

Technology, and the benefits of using it, continues to develop apace. This threatens to deepen the digital divide between the active users capable of exploiting ever improving technologies, and those who struggle to overcome the barriers to getting online. These digitally excluded people are in danger of being left behind in society, as more and more services, including vital public services, go online.

There are many different terms being used interchangeably to highlight this important work area – digital inclusion, basic digital skills, digital participation, digital competence, digital capability, digital engagement, digital literacy, information literacy. For Welsh Government, digital inclusion, and any other variations in the terms used to describe the issues set out in this Framework, is still about people being able to use digital technologies, particularly the internet, in ways that enhance their lives and contribute to helping them overcome other disadvantages which they might face. The need is now greater than ever as ‘digital’ increasingly becomes the preferred way of conducting transactions for both providers and users alike.

Digital inclusion has previously been about helping people acquire the most basic internet skills to help them get online; see the benefits of doing so; and leading them on the path to becoming more active users. To function in an increasingly digital world requires more than being able to surf the internet. To truly secure the benefits of being online, individuals need to be able to communicate effectively online, find and evaluate what they are looking for and safely share personal information, whether it is making a job application, undertaking a public service transaction, or buying online goods at often reduced prices. Trust and security is a concern for many, particularly the elderly. Ensuring children stay safe online is a real concern for parents and grandparents, so they will need to develop the necessary skills to do this. To be truly digitally engaged means having the skills and confidence to create content and engage in collaborative activities online.

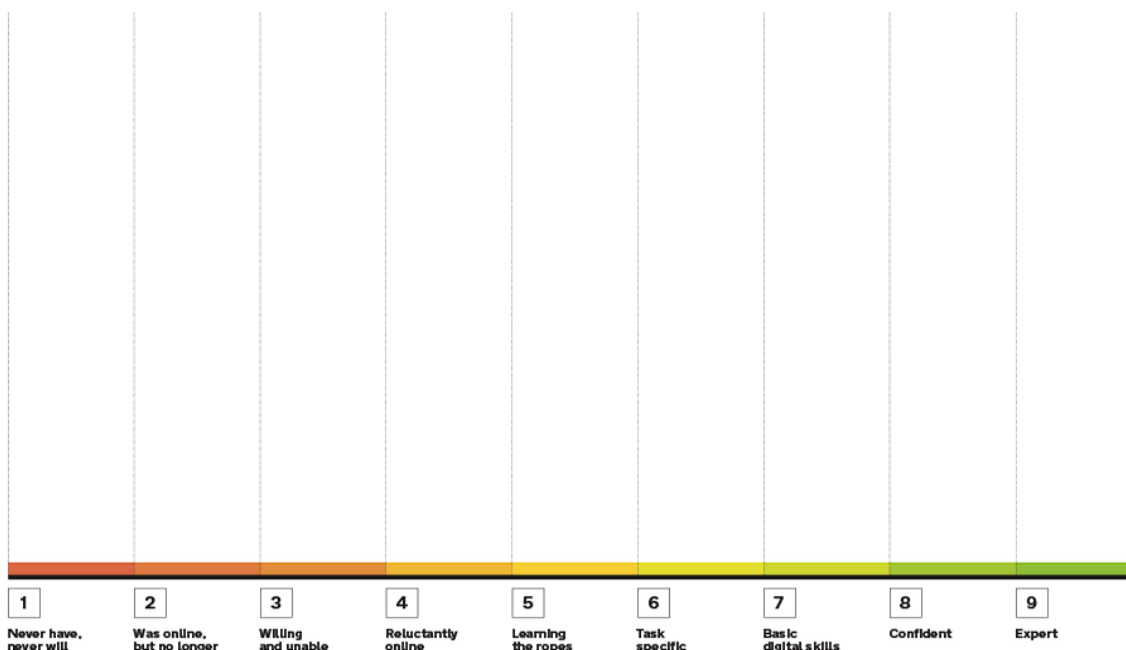
The Digital Skills charity Go ON UK identifies five basic digital skill areas:

- Managing information – Find, manage and store information and content;
- Problem solving – increase independence and confidence by solving problems using digital tools and finding solutions;
- Communicating – Communicate, interact, collaborate, share and connect with others;
- Transacting – Purchase and sell goods and services; organise your finances; register for and use digital government services
- Creating – engage with communities and create basic digital content.

These are increasingly recognised as the minimum requirement for individuals to be able to fully benefit from the digital world. However, there are many internet users who do not have the wide range of basic digital skills, and are, therefore, unable to take full advantage of the benefits of being online. This Framework recognises that becoming fully digitally included is a continuous process requiring ongoing support, which can take a long time to go from a first time user to a position where one is fully proficient and comfortable in creating purposeful digital content. Many partner organisations may need to be involved in supporting someone from a digital novice to a fully competent user, or, equally, a single, committed individual could support someone to become a fully proficient user.

Digital Inclusion Scale

The UK Government's Digital Inclusion Strategy, which was updated in December 2014, included a scale of capability to help inform interventions, which reflect the different levels of digital competence. The first three groups on the scale have been the main target groups for our work, although the fourth, fifth and sixth stages on the scale have also received significant support from previous interventions. This support has been provided with a view to moving users to a stage where they have a full range of basic digital skills and ready to develop these further to the point where they become confident users.



Digital inclusion scale

An Ongoing Challenge

Whilst market forces have encouraged many people to use the latest digital technologies, helped by cheaper equipment and faster broadband speeds, barriers still exist for significant numbers of people, preventing them from participating with the digital world. Market forces have not been able to overcome the three main barriers of motivation, skills and access (access here includes broadband connections, affordability and accessibility). A lack of confidence can also be a significant factor preventing a person moving from a reluctant, single-purpose user to someone who truly reaps the benefits of being online. Research suggests motivation is still the main reason people do not go online, however, the need for people to use digital technologies will increase as more services are delivered through online channels.

Digital Inclusion is about overcoming all of these challenges. Taking forward this agenda will require commitment from organisations across all sectors; changing policies and practice of individual services, and getting different networks of organisations to adopt digital inclusion approaches.

The Welsh Government is committed to help break down the barriers for the approximately 474,000¹ adults who are still digitally excluded in Wales.

It will achieve this by:

- providing clear strategic leadership and direction through this Framework.
- bringing together a wide range of different stakeholders in the public, private and third sectors to align plans and coordinate activities to maximise impact for citizens.
- working closely with stakeholders to raise the profile of digital inclusion across society and facilitate delivery of creative approaches to getting people online.
- building the evidence base to help target efforts and investment towards those most in need, identify what works, and track progress
- embedding digital inclusion in policy, programmes and services
- working with partners to improve the digital skills of all workers in Wales, starting with Welsh Government Civil Servants, so we can lead by example.
- providing greater support to those initiatives and organisations that make a difference
- creating a positive environment for better, stronger joint working between people, business, the third sector and the public sector
- working with UK wide digital inclusion programmes to ensure Wales benefits from these activities.
- contribute to the volunteering effort by encouraging Welsh Government staff to support digitally excluded people in community based sessions.

¹ This figure represents 19% of the adult population in Wales who are digitally excluded. It is derived from internet use questions in the 2014-15 NSW published in June 2015.

This Framework also outlines the challenges and limitations that exist, in order to avoid any gap between expectations and the capacity to deliver. While the Framework seeks to be ambitious, it needs to be realistic. It assumes a further five year timescale with existing targets maintained to 2017 (see Delivery Plan) and an aspirational target to get everyone, who wants to be, online by 2020.

Technology Neutral

The focus on people using the internet and other digital technologies in a purposeful way, rather than simply having access to it, reflects the vast benefits for people accruing mainly from going online. Numerous devices can be used to access the internet including smartphones, computers, tablets or games consoles, but it is the development of the skills and confidence to go online and using the internet - by whichever route - that brings the benefits, such as access to jobs or services; buying cheaper online; reducing isolation. The skills learned are transferrable. This document aims to be technology neutral as the technologies through which this can be achieved develop and change at pace.

A Shared Vision

To ensure that everyone who wants to be online can get online, protect themselves and their friends and families online and do more online to fully benefit from the opportunities the internet and other digital technologies offer.

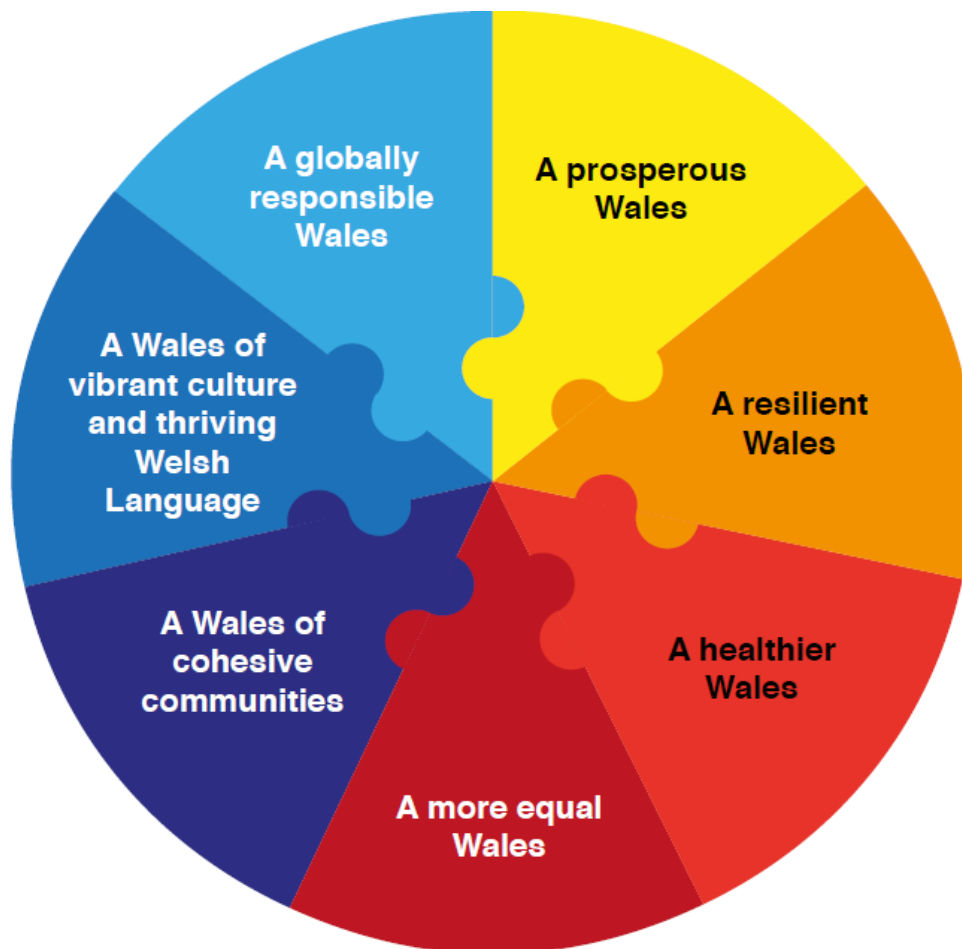
This vision recognises there will be many people who may not want to be online, but will increasingly need to be online, as more services become digital. These people will need support to meet their immediate need, with a view to developing their interest and skills further to realise the wider benefits of the internet.

Achieving digital inclusion, or removing digital exclusion, is central to embracing the opportunities of the modern world. It means:

- people acquiring the confidence, motivation, skills and competencies that allow them to communicate more easily through digital technologies, reducing their isolation and social exclusion
- new opportunities opening up for people to contribute and participate in society and the economy. Life challenges can be dealt with in new ways, learning can be personalised, democratic processes widened, and 'communities of interest' can share information and provide support in new ways
- consumers obtaining goods and services more easily and more cheaply, particularly helping families on low incomes and individuals on benefits
- citizens having the opportunity for greater democratic participation
- supporting cultural activities and increased use of the Welsh language
- the internet offers the public easier, more efficient and effective access to public services
- for Government, there are significant potential efficiencies in public service delivery as well as economic benefits from the digital economy. In order to maximise the use of online public services, it is necessary to engage the 19% of the adult population who are not online, not least because they are likely to be some of the heaviest users of public services.

Well-being for future Generations (Wales) Act 2015

The Act is about improving the social, economic, environmental and cultural well-being of Wales. It encourages Welsh Government and partner organisations to think more about the long-term, work better with people and communities and each other, look to prevent problems and take a more joined-up approach. A fully digitally inclusive society will help achieve the seven goals set out in the Act making Wales a more prosperous, resilient, healthier and equal society with well connected communities and a vibrant culture and thriving Welsh language.



The Benefits

Being digitally capable brings considerable benefits to individuals, organisations, government and the wider economy and society. Those who are not digitally competent may not recognise the benefits that can be gained. For people to want to use the internet, they have to feel that it is relevant to their own situations (whether in relation to their work, social or personal life). These include improved education and employment outcomes, with improved earnings for those in employment and increased chances of employment for those out of work; improved health and well-being outcomes; benefits for consumers to be able to purchase a wider range of products at lower prices; free video communication like 'Skype' or 'face time' helping to break down individual isolation. Other benefits include saving of time for citizens and consumers, and, potentially, lowered transport costs, leading to environmental benefits through reduced congestion.

It is easier than ever to find information, discover new things and learn throughout our lifetimes. Apps can take some of the hassle out of day-to-day life, for example checking public transport timetables or purchasing something with two or three taps/touches. It is easier to reach a wide audience or build a social movement or start things which were previously out of range for most people, like self publishing books or music. The internet offers huge opportunities to increase democratic participation and engagement with civil society.

There have been numerous studies which have attempted to estimate the potential savings to consumers, and the wider economic and societal impact of a fully digitally inclusive society where both citizens and organisations embrace 'digital'. The most recent, [Lloyds Bank Consumer Digital Index](#), which benchmarks the digital and financial capability of UK consumers, estimates annual savings of £744 for online consumers, falling to £516 annual savings for low-income consumers. This saving can make a significant difference to households.

A [BT study 'Valuing Digital Inclusion'](#) attempted to demonstrate the social value of being online to individuals in the UK. The value of being online to a new user was estimated at £1,064 per annum. This comes from having more confidence, making financial savings online, new job seeking skills and a reduction in social isolation. For an advanced user this figure increased to £1,756 per annum. This increased further for a professional user at £3,568 given the benefits of being able to work remotely and the wage premium to those who use IT at work.

For organisations, going online can provide ways to reach more customers and reduce operating costs. Many SMEs and charities face a number of challenges to adopting digital technologies. The [Lloyds Bank UK Business Digital Index](#), published in March 2015 found that 8% of SMEs and charities regard digital as irrelevant, whilst 33% of SMEs and charities lack basic digital skills. Organisations need to be online and build digital capabilities if they wish to grow their customer base, access wider markets or work with large

businesses. [Business Wales](#) is providing tools and resources to support Welsh businesses achieve this. The internet and digital services are an important part of our economy helping to raise productivity. Booz & Company, a management consulting firm, estimated that if everyone in the UK was able to go online, it would add another £63 billion to the economy. Efficiency savings for public service providers can be made through reduced transaction costs. There are varying estimates of savings per transaction, but there is the potential for significant savings to be made across the public sector in Wales.

There are many things people need to, firstly, get online, and then stay online, before developing into active users who are able to enjoy the full benefits of being online. Users, initially, need the motivation to use the internet. To do this they need to recognise how it could benefit them and have the confidence to try it. They then need to know how to get online, whether it is at home or a community based venue. This includes considerations on the equipment and connections needed and the associated costs, plus the support to set things up and meet their immediate need. They also need the confidence and support to stay online and do more online, so they can have a more fulfilling digital experience, realizing the full range of opportunities that digital technologies can create.

The Framework

This Framework recognises:

- in order to achieve success against the aspiration of getting everyone online in Wales, there will need to be 'buy in' from a wide range of stakeholders.
- there has been, and still is, a range of activities which contribute to the digital inclusion of citizens across Wales. However, the fact there are still almost 20% of adults who are offline suggests more needs to be done. A shared vision and set targets will help maximise the potential of these activities.
- the inclusion and participation of all citizens to be a central part of our vision for a Digital Wales
- all citizens should have affordable access, support and the right skills to benefit from developments in digital technologies
- the digital inclusion of citizens is a key element of [Delivering a Digital Wales](#), along with business growth and competitiveness, a world-class broadband infrastructure, advanced digital skills, and the delivery of efficient online public services to meet the rising expectations of citizens
- that market forces alone will not be sufficient to get everyone to use the internet
- the digital inclusion of citizens will only be achieved by the efforts of the private, third and public sectors combined; no one sector can deliver it alone
- relevant government policies across the Welsh Government, and related initiatives, should continue to be aligned towards delivering this vision of a Wales where its citizens are digitally included
- as this is an issue which affects a considerable proportion of the population, it relates to the activities of almost every organisation and that all - from museums to local authorities, from networks of older people to housing associations, from banks to telecommunications companies - have a contribution to make in attaining this common goal
- reaching the 474,000 adults who don't use digital technologies remains one of the greatest challenges in Delivering a Digital Wales

- The degree of effective compulsion from some service providers for customers to access services online will increase; the impact of digital exclusion will become much more significant; and the range of life areas which will become dominated by digital solutions will become greater.
- there will always be some people who are unable or unwilling to use digital technologies. For these people, there should be alternative ways to access goods and services to ensure they are not left behind.
- Realistically, many may struggle to use the latest technologies fully independently, but with appropriate support they can still realise the benefits of being online that so many of us take for granted.

This Framework's vision will need to be embraced by the many different and complementary areas of activity that encourage or help people get online in a variety of environments. They include:

- on the ground delivery through community based approaches
- access and support through libraries
- education and lifelong learning opportunities, and skills development
- campaigns like Get Online Week and Adult Learners Week
- volunteering

There are complementary areas such as:

- safety and security online
- Online public service delivery
- Health initiatives like 'Add to your Life' over 50s Health Checks
- Financial Inclusion
- Employment Programmes like Communities for Work and LIFT

This Framework also sets out

- 1) who is still missing out on the benefits of the internet
- 2) why this may be happening, and
- 3) what further steps can be taken to address the issues.

A Living Document

As this remains a very fast changing area, the Framework and Delivery Plan will need to evolve to keep pace with issues and technologies as services change and converge. Developments will be kept under review and adjustments made accordingly, so this plan will remain a 'living document', which will be regularly updated. The Framework assumes a duration of five years, to the end of 2020.

Budget

While the Framework will not, in itself, have a budget, considerable resources are already being invested in the digital inclusion of citizens, by Welsh Government, local authorities, the third sector and the private sector. It is also possible to make considerable progress by bringing together the range of current activities under the umbrella of this Framework. The Welsh Government will provide strategic leadership, working closely with the public, private and third sectors to align plans and coordinate activities towards a common goal.

Evidence

Things have moved forward considerably since the original Digital Inclusion Framework was published five years ago. At that point there was a general lack of data on digital exclusion, particularly specific demographic analyses, plus there was limited evaluation and evidence of comparable activity elsewhere. This has largely been addressed, but challenges still exist around:

- sharing best practice, and awareness of what has worked less well, so successful initiatives can be replicated at a time of reduced public funding
- the fast-changing pace of technological development is difficult to anticipate, yet can rapidly transform circumstances
- how to effectively monitor progress and demonstrate impact given the cross cutting nature of this work – digital inclusion is the enabler to improve people’s lives so evidencing the direct impact of the support in this area can be difficult to capture.

Data availability through large scale surveys like the NSW and tools like the [Outcomes Framework](#), developed by Government Digital Services (GDS) and partners, permit the identification of more localised and segmented groups and the development of more detailed strategies to address each of the main groups of the digitally excluded population.

Constraints and Limitations

This Framework is not about the provision of new funding. Considerable resources are already available, including through Digital Communities Wales, the Welsh Government’s dedicated Digital Inclusion Programme, plus the numerous other programmes that contribute to digital inclusion.

The Framework does not lead on the provision of broadband infrastructure, the delivery of public services or the education and skills agenda. These areas are addressed separately. However the Framework recognises that digital inclusion is not an isolated issue – it is inter-connected with other forms of digital activity, and the only way we can truly create a Digital Wales is if all integrated strands work together. Many of the related strands of activity that are contributing to digital inclusion are covered briefly in this document.

This Framework and Delivery Plan is predominantly about adults, because research shows that the vast majority of children are actively using digital technologies. However, it is widely recognised that many children are lacking the full range of digital skills required to fully benefit from the digital world, and this is being addressed through schools.

Who is Excluded?

It is estimated that around a fifth of the adult population in Wales currently does not regularly use the internet. The majority are likely to be older people, disabled people, those with limited qualifications and those on low incomes. The 2014-15 National Survey for Wales found:

- Only 63% of 65-74 year olds use the internet and this falls to 29% for those 75 and over. This compares to 99% of 18-24 year olds and 96% of 25-44 year olds.
- Household tenure is an indicator of digital exclusion, with those in social housing nearly twice as likely not to have a home broadband connection.
- 71% of households living in the 20% most deprived areas in Wales had access to the internet, compared with 86% of households living in the 20% least deprived areas.
- Digital exclusion amongst disabled people (38%) is double the figure for all adults (19%).
- Some of these factors may be mutually reinforcing. For example, those with sight problems and other impairments are more likely to be aged over 65.

The focus for much of the community-based activity within this Framework will therefore be on these groups, and in the most deprived areas.

The above figures from the NSW are based on those who do not regularly use the internet. It is recognised that this measure does not necessarily identify the full range of digital skills needed to participate fully in the modern digital world, but is a good measure to capture the most basic digital skills which people will need to be able to complete the most recognised basic digital tasks.

Other data sources highlight the same excluded groups, but vary considerably in their estimates of digital exclusion. The latest [Ofcom figures](#) from August 2015 showed Wales has the highest take-up of the internet than any other UK nation at 85%. However, other surveys/reports like [Go On UK's Digital Heatmap](#) suggest Wales is lagging behind in terms of basic digital skills. However, due to the comparative robustness of the figures, NSW figures will remain the authoritative reporting figures to allow for consistency and comparison over time. Other data sources will be used for comparison across nations.

Barriers

A [Re-Contact Survey](#) of non internet users from the 2013-14 National Survey for Wales, which was published in May 2015 revealed the extent of the multiple barriers that prevent people from going online:

- 91% identified a lack of interest or need as a factor in not using the internet for nine in ten non-users
- 'Soft' constraints affect three quarters (75%) of non-users e.g. lack of skills, privacy or security concerns, or a lack of help. (Arguably these are the more straightforward constraints to overcome with external help or peer support)
- 'Hard' constraints prevent over half (56%) of non-users from using the internet. e.g. cost, health difficulties or literacy barriers
- Cost was a contributing barrier for one third, but upfront costs were seen as more of a constraint than monthly connection fees
- Fewer than one in three feel confident setting up home broadband connection or new devices. This suggests that most people rely on others to ensure they can get online, and the absence of this support makes it more likely that users could cease using the internet if there are connection issues

Access to an appropriate internet connection at home can still be a barrier for a reducing minority of people. This is more likely to be the case in the most rural areas where it is uneconomic for commercial providers to provide a connection and where it is too costly to provide fibre through publicly funded interventions such as Superfast Cymru. The Access to Broadband Cymru Scheme, which offers a grant towards the installation costs of an alternative broadband solution, is helping to address this barrier.

Whilst these barriers can be overcome for many, research suggests that some will never go online. More than half (56%) of those offline in the Re-contact survey felt 'nothing' would encourage or help them to go online, which would suggest around 10% will never go online. However, through this Framework and Delivery plan, we will attempt to address these barriers and encourage as many as possible to see the benefits of digital technologies.

Other findings linked to overcoming the identified barriers include

- Very low confidence is helped by one to one support in basic aspects of using computers/going online
- Importance of continued support
- Poor access or a dependence on others for devices and connections can play a role in people stopping using the internet
- Past users are more likely to have had restricted use of internet through work/public venues

Financial exclusion issues are strongly linked to the 'affordability' barrier. For example, people without access to bank accounts cannot sign up to a broadband contract, or those with poor credit ratings might not be able to get a loan for a laptop or tablet. It is therefore necessary to tackle digital exclusion as part of a wider and coherent effort relating to social and financial exclusion.

Supporting Priority Groups

The Delivery Plan within this document sets out what the Welsh Government, in association with others, is doing to address digital exclusion amongst the key priority groups identified above.

- Older people – digital inclusion is a cross-cutting theme in the Older People’s Strategy and the Ageing Well in Wales Programme. Digital Communities Wales (DCW) is building on relationships developed under the Communities 2.0 programme to ensure as many organisations as possible can support older people to become digitally included. Opportunities exist to further align the health and digital inclusion agendas as improved digital skills are linked to reduced isolation thereby supporting independent living.
- Residents of social housing – Welsh Government and DCW continue to engage with Community Housing Cymru, housing associations and local authorities to build on the numerous digital inclusion activities being undertaken by the social housing sector, many of which were initially funded through the previous Communities 2.0 programme, which ended in March 2015.

DCW has provided support to Clwyd Alyn Housing Association through delivering Digital Champion training to staff, volunteers and residents, and the provision of kit. Louise said “I found the DCW training useful, particularly the train the trainer approach. It has given me more confidence to help support our residents to get online. The sessions have generally been well attended and have helped people at various skills levels, but we are particularly keen to see more beginners supported and that’s something else we’d like to explore with DCW.” Since the training, one lady has been able to keep updated with her daughter’s travels in Japan, by using Facebook and another lady has saved money on knitting patterns, by being able to buy them on Amazon. “Some tenants have gone on to buy their own computers and tablets, while it’s great to have some of our residents acting as Digital Champions, helping other tenants to do more online.”

- Unemployed and economically inactive people who lack basic digital skills - DCW and Welsh Government maintain links with key support agencies to ensure alignment of policy and practice. Key Welsh Government employment support programmes will embed digital skills as part of the support.
- Disabled people who encounter e-accessibility barriers - identify and support interventions with disability and accessibility organisations as appropriate, including RNIB’s *Online Today* programme, while recognising the differing support needs of different groups.

Robert started to lose his sight at the beginning of 2015 and is now blind in his right eye and has reduced vision in his left eye. His sudden sight loss forced him to retire from a career as an engineer repairing aircrafts and he has found it difficult to keep occupied. Robert had an iPad before his diagnosis but he stopped using it as he wasn't aware of the accessibility features. RNIB Cymru's 'Online Today' Digital Skills Officer visited him at home and showed him how to use Voice Over and Zoom. He feels more independent now he can take full advantage of technology again and says that getting back online, using his iPad and iPhone, has really helped him to keep busy and proactive. Robert uses his iPad to read online news, enjoys listening to audiobooks and uses Facetime to see his baby grandson who lives in Hereford. He also has a soft spot for Mediterranean holidays and enjoys browsing for deals online.

Bargoed Deaf Club has received Digital Inclusion support which had a life changing impact for members. Communities 2.0 worked in partnership with a British Sign Language translator to demonstrate how technology could help its members on a daily basis. Members were taught how to use social media, email and shop online. Additionally, using Skype allowed members to communicate with each other in different locations for the first time.

Although numerous different data sets, over several years, have consistently identified the above as the main priority groups, this Framework covers anyone who is not benefitting from digital technologies. Activities will not be restricted to these groups. Carers, for example, are a group which will remain a priority, recognising that most will fall within the wider priority groups above.

The Welsh Government is aware of numerous organisations which are helping to address digital exclusion amongst the most excluded groups. The Welsh Government is looking for commitments from these and other bodies to work together under this Framework. DCW and Wales Council for Voluntary Action (WCVA) have developed a Digital Inclusion Charter to help gain buy-in from even more organisations. Many private sector stakeholders are committed to supporting digital inclusion across the UK and have signalled this commitment by signing up to the UK Digital Charter. UK wide activities like Barclays Digital Eagles, EE's Techy Tea Parties and Tinder Foundation's Get Online Week are some popular initiatives. However, we encourage organisations to move from thinking of digital inclusion simply as part of their Corporate Social Responsibility - a 'nice to do' - and reflect it as a commercial imperative.

Key Activities

A wide range of digital inclusion activity has, and is, being undertaken within and outside of Welsh Government. Organisations in the private, third and public sectors in Wales (as well as the UK and wider) have delivered countless initiatives over the last five years, which have all contributed to reducing the numbers of digitally excluded people by around 300,000 since the end of 2010. The Delivery Plan includes many of the key activities taking place. This revised Framework provides the strategic context, with shared vision and targets, which can build on these activities, ensuring greater co-ordination and wider reach of interventions.

The importance of 'digital' in today's society means services and activities are prioritising digital services, because that is what the majority of users expect and need. There are many examples of support programmes that have recognised the need to assist people to access important digital services. For example, employment programmes are supporting people to develop their digital skills so they are able to search for, and apply for jobs. For the private sector, they recognise that many of their customers are missing out on the advantages of being online, so are introducing digital inclusion activities as part of their service. Support often focuses on how the internet can help people in their everyday lives, including how it can improve their hobbies/interests, rather than just concentrating on encouraging people to switch to digital services. They recognise that once people see the benefits to them as individuals they are more likely to use digital services as a result.

This Framework aims to bring together the many initiatives which are contributing to the digital inclusion of our citizens in order to maximise their impact.

Digital Communities Wales

Digital Communities Wales, the Welsh Government successor programme to Communities 2.0, focuses on supporting the digital inclusion of individuals by working through partner organisations and co-ordinating activities. It commenced on 1 April 2015 and will run for an initial two years with the possibility of a two year extension. It operates across Wales with a focus on the most deprived areas.

Digital Communities Wales is further developing the strong partnership approach and co-ordinating role undertaken by Communities 2.0, by supporting organisations to help the most digitally excluded groups get online and do more online. It supports organisations which work with the most digitally excluded groups to help engage their clients/customers; make use of volunteers; provide front line staff training; and assist with embedding digital inclusion as part of funding bids. DCW works with a number of strategic partners including WCVA, CHC, Disability Wales and Age Alliance Wales, which enables a more strategic approach to tackling exclusion across organisations that are represented by these umbrella groups

As part of their contractual obligations, Digital Communities Wales is, as a minimum, required to:

- Work with organisations to help support 15,000 digitally excluded people engage with technology each year
- Provide training and support to 400 organisations across the private, public and third sectors every year on how to engage people with technologies
- Encourage and support organisations to recruit and utilise 500 volunteers each year to help support people to get online, working closely with volunteer centres and other volunteering networks
- Assist 500 people each year to overcome their ICT barriers and enhance their employability.

The Contribution of Libraries

Public libraries continue to provide free access to computers and the internet for people who do not have access at home or who need assistance with using computers and the internet. It is important to recognise the role of public libraries as a safe, neutral space in the community, providing critical infrastructure and support to help people get online. This role is increasingly important as the roll out of welfare reform gathers pace in Wales. However, public libraries are under continuing pressure due to financial reductions resulting in some changes to opening hours, location of branches and availability of staff.

The Welsh Government has invested over £14 million, with additional funds from local authorities across Wales, as part of the Community Learning Libraries grant programme, since 2007. The current focus is the development of community hubs, to allow people to access a range of services in one place. Libraries support numerous digital initiatives ranging from beginners classes to Coding clubs.

DB started attending the sessions in Blaenavon Library last summer. He brought his own laptop but had no previous experience using it. He also had difficulty seeing the screen and the computer keys. The first task was to use the Accessibility Wizard to improve the visual display and also to attach some high visibility stickers so he could see the letters and numbers on the keyboard. DB was keen to learn and picked things up quickly. He attended weekly for a while and gradually became more confident. He still attends occasionally when he comes across a problem he can't solve. He also emails library staff to ask questions or just to practise his emailing skills.

Volunteering

There is strong potential, within the wider volunteering structures, to strengthen opportunities for volunteering to help people adopt the use of the internet. Volunteers can play a key role in providing the support necessary to break down skills and attitudinal barriers, including through peer-to-peer or inter-generational learning. The Third Sector is a key partner in delivering our digital inclusion objectives. Community organisations are best placed to be

able to work with groups and individuals who are less likely to access formal learning opportunities.

Volunteering continues to be critical if we are to help as many people as possible benefit from the latest digital technologies. We all know family and friends who are reluctant to embrace the digital world. However, they need to be aware of the benefits and be offered the ongoing support to make them more competent users. DCW's volunteering recruitment scheme launched in October 2015 demonstrates the ongoing commitment to driving volunteering to support his agenda. The Welsh Government is also leading by example with staff supporting digital inclusion sessions in libraries, sheltered housing complexes and other community venues, and this will be rolled out more widely to other Welsh Government offices.

Volunteering over 100 hours of his time with the Digital Denbighshire Digidol project, Wayne has helped many people to get online. After retiring, Wayne was looking for an opportunity to share his ICT skills in a way that would benefit others and has enjoyed being able to help people become digitally included. Wayne would recommend volunteering to others saying, "You learn about yourself when you are running sessions. It helps with your communication skills and people skills".

Digital content supporting cultural inclusion

Attractive digital content is a recognised incentive to go online. The Welsh Government is making high quality digital content available with an emphasis on culture and heritage. Libraries, museums and archives across Wales are actively working in partnership to deliver access and create high quality digital content.

The Welsh Government has awarded a grant to The National Library of Wales (NLW) to develop a National Digital Library Service in partnership with other Welsh libraries. The service will be launched in March 2016. The partnership will provide people across Wales with free access to a wide range of online content including family history resources, newspapers and general reference material. The partnership also provides free online remote access to e-books, e-magazines and e-audio books.

The Casgliad y Werin Cymru / People's Collection Wales (PCW) website provides a bilingual platform for publishing and re-purposing digital cultural heritage content, including user-generated content and formal learning resources. The site includes digital content in a range of media formats, in Welsh and English, which is provided by a wide variety of individuals, groups and organisations. The website is supported by a programme of activities encouraging community participation (particularly in disadvantaged communities through alignment with the Fusion: Tackling Poverty through Culture initiative), providing opportunities to develop digital skills, and promoting a collaborative approach to digital heritage.

A number of Digital Heritage Stations have been established in local communities. The Stations provide a hub for digital heritage activities, access to essential IT equipment, facilities (e.g. Wi-Fi) and support for users provided by the host venue and/or other community partners.

Related Policy Areas

Digital inclusion relates to, or touches on, many other areas of policy and practice. Some of the significant policy areas which affect the digital inclusion of citizens, and which need to be aligned in order to maximise potential benefits include:

Essential skills

The Policy Statement on Skills reinforces Welsh Government aim to support individuals to improve their essential skills so that they are best placed to access work opportunities or progress while in employment. Welsh Government will therefore develop a detailed employability policy that brings together actions relating to Essential Skills, Employment Support and employability-focused Adult Learning, with a clear focus on improving the employability of adults in Wales and driving a greater focus on essential skills up to and including level 2 for those in and out of employment.

The Welsh Government believes that it is likely that adults with low levels of literacy and numeracy skills will also have low levels of digital literacy. Skills policy is therefore focussed on establishing Level 2 Essential Skills, including ICT skills, as the aspiration for the majority of adults who do not possess skills at this level and to ensure employers recognise Level 2 Essential Skills as a critical requirement of their workforce. Digital Literacy is now recognised as an essential skill.

The Wales Essential Skills Toolkit (WEST) was launched on 1st October 2015 and all adult learners undertaking Welsh Government funded provision of more than 5 hours a week will be required to undertake an Initial and Diagnostic assessment through the WEST. This will help determine a learner's existing level of ability to ensure that they are placed on the most appropriate course for their needs. The assessments can be undertaken through the medium of Welsh or English. Learners can be assessed for their skills in Communication, Application of Number and Digital Literacy so that WEST can deliver a plan of learning and set targets tailored to individual needs. Essential Skills are also embedded in our Apprenticeship and Traineeships programmes.

Higher Education has a valuable contribution to make to digital inclusion. Many institutions are already involved, helping to deliver innovative digital projects which can help people develop higher level digital skills. The Open University (OU) offers a wide range of online materials and courses, to support people at various stages through their digital journey. A number of individuals who have been supported by our digital inclusion programmes have gone on to complete online based degrees. Online learning opens up many opportunities for groups who need the flexibility of part-time, home-based study due to a range of different commitments and barriers. The OU's Carers course is one example, and their courses continue to appeal to disabled students with 22,000 disabled students receiving a wide range of study support each year.

HE students can contribute to their local communities by supporting digitally excluded individuals develop their skills by getting involved as volunteers. Welsh HEIs can also fill any research gaps and institute longer term studies, test evidence about digital inclusion applications, methods and technologies in support of innovative practice, as well as supporting learning opportunities for people.

ICT Infrastructure

The Welsh Government is working in partnership with BT to deliver superfast fibre broadband in Wales. Superfast Cymru (SFC) is the largest partnership of its kind in the UK. The infrastructure is being deployed across all areas of Wales and will provide access to a reliable broadband service and superfast broadband speeds. It is an enabler for tackling digital exclusion, for example, the ability to provide affordable broadband in multiple tenancy social housing or for community support organisations to use the technology to support the services they provide. The Access Broadband Cymru scheme has been extended to all homes and businesses across Wales that cannot currently receive superfast connections. It will fund (or part-fund) the installation costs of new broadband connections for homes and businesses in Wales that deliver a step change in download speeds. The £12.5m European funded five-year Superfast Broadband Exploitation Programme will help ensure businesses take full advantage of the benefits of Superfast Connectivity.

Health

Wider digital Inclusion of citizens, particularly our older population, can contribute to the triple aims of our health and social care system in Wales, which are to improve the health and wellbeing of the population, to continuously improve the quality of care we provide and to ensure we get the maximum value from the resources we have available. Digital inclusion is recognised in the Informed Health and Care: A Digital Health and Social Care Strategy for Wales, published in December 2015, which highlights that improving access to information and introducing new ways of delivering care with digital technologies, must be at the heart of our service plans and our vision for prudent healthcare.

Clearly, those who cannot use digital technologies will struggle to access digital health services. The 'Add to your Life' Online health assessment is an example of the strong link between digital inclusion and health. Age Cymru is supporting older people to use the online tool, which not only helps improve health outcomes, but can also encourage wider use of other digital services. Digital inclusion is also embedded in the Older People's Strategy and the Ageing Well in Wales programme.

Tackling Poverty

Digital inclusion is a vital part of our whole-Government approach to tackling the current impacts of poverty and preventing future poverty. Being digitally

excluded restricts the opportunities which are available to others and contributes significantly to the three main actions of our Tackling Poverty Action Plan: preventing poverty, helping people into work and improving the lives of people living in poverty. Tackling Poverty remains a persistent and challenging problem with far more people now living in in-work poverty. Ensuring people have fair and equal access to digital services, regardless of where they live or what their incomes are, underpins the work we are taking forward to improve the outcomes of low income households. The Tackling Poverty Action Plan includes a number of digital inclusion targets.

Welsh Government's revised Child Poverty Strategy, published in March 2015 includes two new strategic objectives for reducing child poverty. These focus on: creating a strong economy and labour market which supports the tackling poverty agenda and reduces in-work poverty; and supporting families living in poverty to increase household income through debt and financial advice, action to address the "poverty premium" (where households pay disproportionately more for goods and services); and action to mitigate the impacts of welfare reform. In particular, the Child Poverty Strategy recognises how financial and digital inclusion initiatives can help mitigate the impacts of poverty by equipping families with the skills and resources needed to make their income go further.

Digital inclusion has a particular role to play in supporting the delivery of both the Tackling Poverty Action Plan and the Child Poverty Strategy. Developing skills through using digital technologies, improving employability and having access to cheaper goods and services, often only available online, can help support those living in low-income households.

This has been further recognised by the action to tackle poverty through digital inclusion in the Rural Communities Development Fund. Funded through the Welsh Government's Rural Communities – Rural Development Programme 2014–2020, the Fund offers grants for a wide range of interventions designed to prevent and mitigate the impacts of poverty in rural communities. It aims to: Promote social inclusion, poverty reduction, and economic development in rural areas; to help those most deprived in rural Wales and those that have limited scope to change their circumstances; and to develop the resilience and capability of rural communities so they are better able to cope with and adapt to change. Access to services and digital inclusion form part of the scoring criteria for grant applications.

Welfare Reform

The UK Government's welfare reforms have reinforced the importance of the digital inclusion agenda to some of our most disadvantaged individuals and communities. To search and apply for jobs, people need to be online, and increasingly unemployed people need to claim their benefits online. Digital Communities Wales is helping to co-ordinate activities with public libraries and through programmes like Communities First, Communities for Work and LIFT to mitigate some of the adverse impacts of the digital elements of welfare reforms by providing free assistance to those that need support.

DCW has provided two-day accredited Digital Champion training to Môn Communities First Ltd (MCF) staff in Anglesey. The Learning support officers acquired new ideas from the training, while being shown how to use different methods to help someone to get online. They were also encouraged to use tablets more in their own sessions. MCF was also included in the digital inclusion partnership, Digi Mon Digidol (DMD) that was being developed in the county, by the local DCW co-ordinator. The aim of DMD is to pool and share resources and skills from each of the partners across the county, increasing the capacity and effectiveness of each. Digi Mon Digidol was also successful in securing kit from DCW. The kit is shared across the six DMD partners, with each utilising the kit to help local residents to get online.

James, Learning support Officer, at Mon CF said “The training and guidance provided to us by DCW has given us the tools and the confidence to be able to assist members of our community most in need. Support ranges from people who need hand-holding to turning on a computer, to those that need help navigating through some of the more difficult government websites and job application sites. I had one gentleman from the ward come up to me the day after we had helped him and thanked us for our swift support. He explained that if we hadn’t supported him that day, by getting his CV and certificates sent electronically to an employer, he would have missed out on a six month contract, working off shore.”

Financial Inclusion

It is widely recognised that digital exclusion and financial exclusion are very closely linked. Reducing digital exclusion can have a real impact on increasing financial inclusion. For example, being digitally included would help those struggling financially as it has been identified that using the internet to buy essential goods and services can save families significant amounts. Financial inclusion activities are increasingly incorporated into digital inclusion interventions like Digital Communities Wales. There are excellent online money/budget management tools available including the Welsh Government funded ‘Money Made Clear Wales’ website www.moneymadeclearwales.org. Also, the best financial products (better saving rates and lower loan rates) are often only available online, so it is, therefore, not possible to be truly financially included if you cannot use the internet. In supporting front-line advice on welfare benefits, debt, housing and discrimination, the Welsh Government is mindful of the need to empower individuals to take control of their own affairs, including, where possible, supporting them to use digital technology. Likewise, the Discretionary Assistance Fund, whilst offering an online application service, takes account of those individuals who cannot access on-line services themselves or who don’t have the skills necessary to apply this way.

Public service delivery

In nearly all areas of public service delivery, there is a growing customer expectation that services should be available online at any time, through the

medium of Welsh and English, and accessible through any device. At the same time with budgetary constraint increasing, using digital technology has the potential to realise significant savings through channel shift, streamlining back-end business processes and by developing new services that can be reused and shared across the public sector. [The White Paper: Reforming Local Government \(Devolution, Democracy and Delivery\)](#) set out how local government need to be able to adapt to new challenges through innovation, fully exploiting the opportunities presented by digital technology and communications, and to be able to access and retain the necessary specialist skills and knowledge.

A key component of delivering digital services to our citizens is having a secure, fast and reliable communications network. In today's economic climate it is also essential that we deliver these services in an efficient and cost effective way. The Public Sector Broadband Aggregation (PSBA) wide area network enables many public service organisations in Wales to do this. Today there are over 100 public service organisations on the PSBA network and this partnership lays the foundations for much closer public service integration. Health, Fire and Rescue, Police, Universities, local authorities and many other organisations all benefit from PSBA. 4,500 sites are now connected over the network. All schools in Wales are being upgraded to higher bandwidth to improve learning opportunities and all 650 GP surgeries are now PSBA-connected.

[Digital First](#) (DF) was published in April 2015. It aims to demonstrate the Welsh Government's willingness and ambition to engage fully with the digital transformation agenda. It signals the Welsh Government's intention to place user needs at the heart of this agenda. It places the focus on developing and delivering quality services which utilise digital technologies where appropriate, but not at the expense of those who cannot or prefer not to use such technologies, and digital Inclusion features prominently throughout to reflect this. It recognises that cost efficiencies can be achieved through digital transformation but the pursuit of such savings will be secondary to providing high quality public services. It's not an in-depth, exhaustive look at all the issues. As such, it is aimed at kick-starting a process of organisational, cultural and behavioural change.

Rural Payments Wales Online

The Welsh Government has invested £7.9 million towards developing online applications for farmers as part of its vision for a modern, efficient and prosperous farming industry. The online Single Application Form (SAF) is a key business deliverable to achieve this vision. In 2014, its first year, over 5,500 farmers chose to use the online application. In 2015, over 12,000 farmers submitted the SAF online, either directly or via an agent. This represented 72% of the total applications received. In 2016, many Rural Payments Wales (RPW) applications and processes, including the SAF, will be online-only. An extensive programme of support is planned to make sure that all farmers are included in this transition. This support includes digital assistance for those who do not have the skills or broadband access to use

RPW Online without help. Farmers are encouraged to attend meetings where they receive one-to-one support to complete their SAF online, encouraging future independent access.

Digital Learning in schools - Learning in Digital Wales Programme

Learning in Digital Wales (LiDW) is the Welsh Government programme of action for improving the use of digital technology for teaching and learning in schools. The LiDW programme encompasses multiple strands of work including:

- Hwb - the National Digital Content Repository, hosts a national collection of digital tools and resources to support digital classroom transformation.
- Hwb Events - The Digital Learning Unit engages extensively with education stakeholders at all levels across Wales through various events. Events include the annual National Digital Learning Event and Awards and monthly Hwb Meet sessions.
- Hwb+ - the all-Wales learning platform, provides an individual and customisable bilingual learning platform for every maintained school in Wales.
- e-Safety - Since January 2014, the Welsh Government has contracted with SWGfL to promote the safe and responsible use of Hwb and provide a range of e-Safety activities across Wales. These activities include training for education professionals and resources to support children, parents and teachers.
- Learning in Digital Wales Grant - a £39 million investment to improve broadband services for schools in Wales. The programme was created to address issues of poor and uneven broadband connectivity for all schools across Wales and improve in-school connectivity.

Fear, Trust and Security

EU figures suggest only 12% of European web users feel completely safe making online transactions. Threats such as malicious software and online fraud unsettle consumers and hamper efforts to promote the online economy. The Welsh Government is helping to raise awareness of current threats and supporting businesses to protect themselves via its e-Crime Wales programme.

The increase of online Scams can affect many different types of people; however, older people can be especially vulnerable to these activities. Wales Against Scams Partnership (WASP) is a group led by Age Cymru and the Older People's Commissioner for Wales and includes a broad range of partners who have committed themselves to working together to tackle scams, including online scams, in Wales.

Welsh Language

It is important to promote the digital inclusion of people through the language of their choice. The Welsh Language Division in Welsh Government has considerable interest and expertise in promoting the everyday use of the Welsh language through digital technologies. The Welsh Language Strategy and the Welsh Language Technology and Digital Media Action plan highlights the importance of Welsh language digital media content. The Welsh-Language technology and media fund has supported numerous activities aimed at promoting and facilitating the use of the Welsh language through technology and digital media.

Coleg Meirion Dwyfor in Pwllheli has been teaching students how to code Welsh Android applications. In return, the students have been going into Llŷn schools to show their apps and describe how they made them. This project was funded via the Welsh Government's Welsh-language Technology and Digital Media Grant in 2015 and the Pwllheli project is also part of an established lively Welsh-language Google Code Club initiative in nine schools on the peninsula.

Working with Stakeholders

There is a real opportunity to create a bigger impact and reduce the digital exclusion of 474,000 citizens by bringing together Government policies and initiatives with the activities of others in the private, third and public sectors.

The following series of proposals, in combination, will provide a strong platform for future coordinated work.

The Welsh Government, through the Digital Communities Wales website and social media channels, will encourage high level 'commitment' across a large number of organisations to the vision laid out in this Framework.

- It will actively seek input from the private, third and public sectors.
- It will encourage the on-going delivery of the Framework to be increasingly assumed by partner organisations, as it is widely recognised that all sectors and wider society need to contribute to this agenda.
- Share common digital inclusion resources and highlight events so they can be better co-ordinated.
- Raise awareness of activities undertaken by partners and encourage other organisations to get involved through offering volunteering opportunities to their staff, contributing equipment to community digital skills venues and providing training opportunities for their front-line staff to learn about how to assist people with low or no digital skills.

The Welsh Government, through DCW and other key strategic partners like the WCVA, will involve the national and local third sector organisations and networks, including social enterprises. They will be encouraged to:

- work in partnership to promote digital inclusion
- identify current digitally inclusive third sector organisations in their geographical area
- identify current projects that offer related training and opportunities to make use of the digital medium in their geographical area

The Welsh Government will ensure that key public service areas are engaged. It will adopt a systematic approach so that:

- policy areas are aligned with others to bring coherence to policy and delivery and to avoid gaps in provision
- service providers become aware of the relevance of the digital inclusion of citizens to their agenda to shape service delivery.

To support partners, the Welsh Government will maintain good knowledge of relevant institutions, sectors, and technologies, and the way that the agenda develops, moves and shapes. It will relate to relevant stakeholders on what they are doing, what they can do and will share information with them.

The Welsh Government, through its DCW programme will continue to map and facilitate better co-ordination and collaboration across the different sectors in Wales that are, or could be, engaged in activities related to digital inclusion.

UK Activity

The undertaking of digital inclusion activity by a wide range of organisations which operate across the UK, including through campaigns, complements the activities of organisations in Wales, and contributes to overall delivery.

Welsh Government will continue to engage with UK/national digital inclusion/engagement activities and initiatives that will have a beneficial impact on Wales. This includes, where appropriate, maximising the benefit to Wales of UK Government led digital engagement activities. Sharing and encouraging the use of excellent learning resources like Tinder Foundation's LearnMyWay and tools like the Digital Inclusion Outcomes Framework will help organisations see the importance of this work and inform funding decisions/bids accordingly. We will continue to help ensure Wales benefits from UK activities like those led by Go On UK and associated resources from individual Go On UK partners including Big Lottery, which supported RNIB's 'Online Today' project and the Citizen's Online project in Gwynedd.

The Framework will tie in with parallel initiatives elsewhere, to share with them and learn from their experiences. These include

Tinder Foundation

Citizens Online

Digital Unite

Niace

WEA YMCA

Carnegie Trust, which includes funding for library labs.

Open University

Society of Chief Librarians

Barclays Digital Eagles

EE's Techy Tea Parties

European Projects

Policies and other developments emanating from within the European Commission will be monitored, as the Commission continues to place the digital inclusion of citizens to the forefront of its work and has previously set ambitious targets. The Commission's Digital Single Market Strategy has digital skills and promoting an e-society as two of its key themes. We will seek to identify European examples of best practice which can be replicated and possibilities for future collaborations explored.

Digital Inclusion activities will continue to be embedded in European funded programmes.

Geographical Coverage

The Welsh Government will encourage the development of initiatives in areas with the greatest need. These are likely to be, but not limited to, the most deprived areas of Wales. Digital Communities is co-ordinating activities across Wales, but has focussed in its first year on areas where digital inclusion support structures are less developed.

Delivery Plan

A delivery plan which lays out the tasks to be undertaken with intended outcomes was first developed in 2011 and is included in the following pages. Quantitative targets have been set for 2017 and an aspirational target set to 2020. The 2017 targets are challenging, but, through collaborative working and a continued focus on raising awareness of the benefits of digital technologies, as well as building a volunteer base, both formal and informal, they are achievable. By 2020, when the digital world will undoubtedly look very different, we want to be in a position where everyone, who wants and needs to be, is benefitting fully from digital technologies like the internet.

Monitoring and Evaluation

The activities resulting from this Framework will be monitored by the Digital Inclusion Programme Board made up of key external partner organisations and relevant Welsh Government departments.

Specific programmes will undergo their own independent evaluations. These will be monitored with a view to sharing best practice and learning lessons.

Digital Inclusion Delivery Plan

Overall Objective: A digitally inclusive, sustainable society.

All citizens empowered to take advantage of digital technologies and enhance their quality of life.

Overall Outcome: Ensure all citizens have affordable access, support and the right skills to benefit from the advantages of being online.

Objective 1: Reduce levels of digital exclusion amongst adults to 13% by 2017, and everyone, who wants to be, is online by 2020.			
Key Actions	How we will do it	How we will know	Status
1.1 Identify and bring on board partners and stakeholders across all sectors.	<p>Strategic links between DCW, public libraries and Job Centre Plus (JCP) help tackle digital exclusion amongst the unemployed.</p> <p>DCW developed strategic link with the WCVA to lead the embedding of DI across the third sector and volunteering.</p> <p>Many local and regional digital inclusion initiatives are being delivered by partner organisations, with support from DCW where required. These include local authority and housing association led activities.</p> <p>National initiatives including the RNIB Lottery funded 'Online Today' project. The project will support people with sensory loss to gain confidence in using digital technology in everyday life.</p>	<p>Greater engagement, co-operation and collaboration of stakeholders.</p> <p>Better knowledge of institutions and sectors.</p> <p>Attitudinal change in organisations and networks – more digital inclusion approaches adopted.</p> <p>More sustainable activities secured.</p> <p>Greater capacity to reach more people.</p> <p>More organisations across all sectors contributing.</p>	<p>As at June 2015, the National Survey for Wales showed 19% of Welsh adults (18+) were digitally excluded (not regularly online)</p> <p>The latest Ofcom figures from August 2015 showed Wales has the highest take-up of the internet than any other UK nation at 85%.</p> <p>As at 29 February 2016</p> <ul style="list-style-type: none"> • DCW supported 425 organisations to help an estimated 16,120 individuals benefit from digital technologies. • DCW recruited 456 volunteers, of which 111 are currently volunteering. <p>RNIB Online Today formally launched 29-Jun-15. As of 2</p>

			February, it has supported 1,398 beneficiaries.
1.2 Explore funding options for future digital inclusion interventions.	Digital Inclusion to be embedded in European funded Skills and Employment programmes.	Digital Inclusion embedded in more policies and programmes.	DCW provided training to Communities for Work (C4W) in north Wales, and LIFT mentors continue to deliver digital skills support.

Objective 2: Reduce digital exclusion amongst people aged 50 and older, to 30% by 2017 and everyone, who wants to be, is online by 2020.

- a. Reduce digital exclusion amongst people aged 50-64 to 12% by 2017.
- b. Reduce digital exclusion amongst people aged 65-74 to 32% by 2017.
- c. Reduce digital exclusion amongst people aged 75 to 60% by 2017.

Key Actions	How we will do it	How we will know	Status
<p>Work with partners / key support agencies supporting their staff / volunteers to deliver digital inclusion activities to older people.</p> <p>Encourage formal and informal volunteering for continuous support to older people.</p>	<p>DCW coordinates activities with organisations engaged with older people and local older people's groups.</p> <p>DCW will further develop relationships with older people's organisations including those which make up Age Alliance Wales, and the National Partnership Forum for Older people. This builds on the work undertaken by Communities 2.0, which funded numerous DI activities aimed at older people.</p> <p>Highlight the role public libraries play in supporting digital inclusion activities. The safe and trusted environment is particularly appealing to</p>	<p>Increased number and capacity of organisations to engage with and deliver digital inclusion activities.</p> <p>Reduced digital exclusion amongst older people, helping them to feel less isolated, save more money on cheaper online goods and services and help them stay in employment longer.</p> <p>Better informed and more health conscious citizens. More engaged communities, with greater trust and confidence.</p> <p>Skills transfer between generations resulting in greater understanding of</p>	<p>June 2015 NSW figures show overall 2015 target, to reduce levels of digital exclusion to 35% of adults aged 50 and older has been achieved. As of June 2015, the 2015 targets for some of the narrower older age bands have not been met, but existing rates of progress would suggest these targets are on course to be met by the end of 2015.</p> <p>a) 17% for 50-64 year olds (16% Target: reduction of 3% since May 2014.</p> <p>b) 37% for 65-74 year olds (36% Target): reduction of 3% since May 2014.</p> <p>c) 71% (70% Target) for over 75s: reduction of 7% since May 2014.</p> <p>Good links established with older people's groups.</p> <p>Clwyd Alyn in Flintshire continues to provide a variety of engagement activities for older people following training provided by DCW to staff.</p> <p>Digital Inclusion embedded in the Older People's Strategy</p>

	<p>older people.</p> <p>Support intergenerational learning to engage older people with technologies. DCW / girl guides' initiative delivering digital inclusion activities to older people.</p> <p>Support local digital champions to provide peer support to older people's groups.</p> <p>'Add to your Life' Online health assessments supported older people to improve health outcomes whilst also supporting digital inclusion. This work is ongoing.</p>	<p>issues/challenges facing different generations.</p> <p>Dedicated resources to focus on digital inclusion.</p> <p>Greater use of online public services.</p>	<p>and the Ageing Well in Wales programme.</p> <p>Digital Inclusion recognised as part of the Informed Health and Care: A Digital Health and Social Care Strategy for Wales.</p> <p>Rural Payments Wales Assisted Digital support for Farmers.</p> <p>Hywel Dda University Health Board is integrating digital technology into the care of patients in the community with Chronic Obstructive Pulmonary Disease (COPD) and Type 2 diabetes as a pilot scheme.</p>
<p>Utilise engaging digital materials that help people recognise the benefits being online.</p>	<p>People's Collection, Digital Storytelling, and Digital Content Creation.</p> <p>Greater use of emerging digital services in health to help engage older people.</p>		<p>The Welsh Government has awarded a grant to The National Library of Wales (NLW) to lead on the development of the National Digital Library Service for Wales which will be launched in March 2016. The funding will allow the National Library to work in partnership with other Welsh libraries to provide people across Wales with free access to a wide range of online content including family history resources, newspapers and general reference material. The partnership also provides free online remote access to e-books, e-magazines and e-audio books.</p>
<p>Work with Older People's NGOs to embed DI in their usual work practices</p>	<p>DCW help Identify potential funding opportunities including Big Lottery.</p>		<p>DCW are engaging with Age Alliance Wales.</p> <p>Age Cymru, the Chair of National Partnership Forum and a representative of the Office of the Older People's</p>

and help identify future initiatives to support older people to get online.	Explore potential for supporting older people through European funding.		commissioner's sit on the Digital Inclusion Programme Board.
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Objective 3: Reduce digital exclusion amongst residents of social housing to 22% by 2017 and everyone, who wants to be, is online by 2020.			
Key Actions	How we will do it	How we will know	Status
Identify and work with partners / key support agencies and support their staff / volunteers to help deliver digital inclusion activities.	<p>DCW will work closely with the social housing sector, supporting the training of staff and co-ordinating local activities. Many housing associations (HAs) across Wales are delivering digital inclusion activities for tenants, some with legacy C2.0 funded equipment.</p> <p>Welsh Government officials are delivering volunteering sessions in Merthyr Valley Homes. Support for social housing tenants to get online will be rolled out more widely with volunteers from across other WG offices.</p>	<p>Reduced digital exclusion amongst residents of social housing.</p> <p>Organisations better prepared and co-ordinated to deliver DI activity.</p> <p>Social housing providers benefit from lower costs and more efficient processes.</p> <p>Improved Education outcomes for households with children previously without internet access.</p> <p>Improved health outcomes through better access to health related information.</p> <p>Reduced feeling of isolation through regular online communication with peer groups, assisting independent living.</p>	<p>31% digitally excluded as at June 2015.</p> <p>Slower overall progress, despite significant activity. Demonstrates multiple challenges of addressing digital exclusion amongst this group.</p> <p>DCW will support organisations including housing associations, to produce a Digital Engagement Improvement Plan covering key aspects of DI: engagement with tenants; use of volunteers; front line staff training; and embedding digital inclusion as part of funding bids.</p> <p>Newport City Homes, in conjunction with DCW, have developed a Digital Heroes programme with Schools and parents within Newport area.</p>
Explore and consider research on providing affordable	CHC leading on exploring affordable broadband options, in association with HAs. Welsh	Tenants better able to	CHC continue to explore affordable broadband solutions

<p>broadband access to Social Housing Tenants</p> <p>Raise awareness of affordable broadband solutions aimed at those on low incomes including initiatives of recycling companies to provide kit and connection packages.</p>	<p>Government is supporting CHC to explore possible mechanisms to achieve this, whilst recognising different housing stock require different solutions.</p> <p>A number of Housing Associations are pressing ahead implementing their own affordable broadband solutions.</p> <p>DCW to help raise awareness of affordable initiatives through their website and social media, whilst not endorsing one over another.</p>	<p>manage their money, helping to minimise defaulting on rental payments.</p>	<p>with HAs, and many HAs have introduced their own solutions.</p> <p>Computer recycling companies are working with a number of Housing Associations to provide affordable kit to tenants.</p>
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Objective 4: To reduce levels of digital exclusion amongst the, employed, unemployed and working age economically inactive as follows:

a) Employed people (aged 18+) from 6% in June 2015 to 2% by 2017

b) Unemployed people (aged 18+) from 5% in June 2015 to 4% by 2017.

Working age economically inactive people (aged 18 to 64) from 18% in June 2015 to 12% by 2017.

Key Actions	How we will do it	How we will know	Status
<p>Maintain links with key support agencies to ensure alignment of policy and practice.</p> <p>Continue a referral and training system for the unemployed within a common operational understanding.</p>	<p>Support organisations which can reach the unemployed and economically inactive.</p> <p>DCW will assist 500 people each year to overcome their ICT barriers and enhance their employability.</p> <p>DCW will work closely with public libraries in taking referrals from JCP – providing direct support to claimants. Appropriate resources will be utilised to help digitally excluded customers meet JCP’s online benefit claiming requirements.</p> <p>Volunteers will be trained to deliver sessions to unemployed and economically inactive people.</p> <p>DIU, DCW, JCP, public libraries and WG Welfare reform officials working closely together to co-ordinate activities.</p>	<p>Reduced digital exclusion amongst these target groups.</p> <p>Much greater awareness of importance of digital inclusion amongst HAs and local authorities as a result of welfare reforms.</p> <p>Digital inclusion embedded into skills for work initiatives.</p> <p>Mitigate risks of online elements of welfare reform.</p> <p>More employable individuals and more people into work.</p>	<p>6% (against a 5% Target) of people aged 18 and over in employment are digitally excluded –</p> <p>5% (against a 7% Target) of unemployed people aged 18 and over are digitally excluded.</p> <p>18% (against a 16% Target) of people of working age (18 to 64) economically inactive are digitally excluded</p> <p>Strategic links developed with JCP.</p> <p>Capacity constraints and need for DWP support through local support frameworks highlighted.</p> <p>Strong partnerships in place, with JCP both directly supporting digitally excluded job seekers and referring to public libraries where appropriate. DCW co-ordinated activities accordingly.</p>
<p>Ensure cross-government approach to mitigate the impact of the UK Welfare Reforms.</p>	<p>Provide a joined up approach to mitigating welfare reforms.</p>		<p>Ongoing. Close working relationships with JCP Wales officers.</p> <p>C2.0 facilitated national Task & Finish group of librarians and JCP partnership managers with regional teams to plug gaps in provision of DI services to job seekers. This group is continuing as part</p>

			of DCW's partnership building and co-ordinating role.
<p>Ensure working age skills programmes reflect the need for digital skills to gain employment and progress in employment.</p>	<p>Embedded digital inclusion across EU funded skills and employment programmes.</p> <p>Digital Inclusion activities embedded within LIFT Programme and Communities for Work (CFW).</p> <p>The Welsh Government will ensure that future programme development will have due regard to the Digital Inclusion Strategic Framework.</p> <p>Use the Skills Gateway which delivers an engagement, assessment and referral system that provides a seamless service for businesses and individuals seeking skills support in Wales</p> <p>The Employment Routes model will be accessible to both individuals and businesses. The model supports individuals to enter employment by providing employability and skills information through a bespoke employment route. It will support businesses owners to encourage staff growth and personal development by clearly defining the opportunities available. Employment Routes allows Welsh Government to map skills and employability provision in a way that clearly sets out the</p>	<p>Job applicants can demonstrate basic online skills</p> <p>Digital skills of all working age people improved, resulting in greater productivity and progression.</p>	<p>Welsh Government Employability Programmes provide a route to employment for young people and adults. For non-employed people, a key priority for the Welsh Government is supporting young people and adults into employment at the earliest opportunity.</p> <p>The Skills Gateway underpins the delivery of, and provides the access point to, the wider integrated portfolio of employment and skills provision. As such, it provides a key mechanism for benchmarking the relevance and suitability of skills provision and is a vital source of intelligence on skills and employment needs and opportunities. Further developments planned to the Skills Gateway include the Employment Routes model and a standardised Categorisation and Assessment Tool (CAT).</p> <p>A standardised Categorisation and Assessment Tool is being developed which will provide a holistic assessment of a person's current position within the labour market (additional to skills needs) and identify barriers that prevent that person from engaging in the employment journey. The WEST will be embedded within the broader jobseeker Categorisation and Assessment Tool (CAT) currently being developed with a</p>

	<p>support available according to clearly defined pathways.</p> <p>Officials in the Welsh Government are currently working with the Regional Skills Partnerships to develop a new programme to address the essential skills needs of those in employment and will provide Essential Skills training following the revised 2015 standards which now includes digital literacy. The needs of those who are not in work but are job ready will be met by the Work Ready programme until 31st March 2016 and the new Skills for Employment Wales programme thereafter.</p> <p>The Apprenticeship programme is targeted at those of working age; priority entry is given to young people aged 16 to 24 years of age or those of any age following a Higher Apprenticeship framework at level 4 or above. Essential Skills awards are embedded into all apprenticeship frameworks.</p> <p>The main objective of the Traineeship programme is to provide learners aged 16-18 with key personal and employability skills and qualifications to enable them to effectively progress into learning at a higher level or to employment. This programme will result in improved progression to further learning; improved personal and employability skills for 16-18 year olds; and improved essential skills.</p>		<p>view to piloting alongside the new Employment Routes model early in 2016.</p> <p>The CAT will allow for a quicker response to individuals' needs and allow referral to the most appropriate support as early as possible which would afford Welsh Government, and any other agency supporting people into work, maximum opportunity to intervene where necessary prior to referral into the DWP Work Programme.</p> <p>The Apprenticeships Programme is providing employers with the relevant skilled people to meet the current and future needs of their businesses and the Welsh economy, whilst also providing learners with the skills to effectively compete in the labour market.</p>
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<p>Work with employers to raise awareness of DI and the need to support staff to help them benefit from the latest digital technologies. Also help employers understand how digitally competent staff can improve their organisations.</p>	<p>Persuade large organisations and SMEs to support their employees to develop their digital skills.</p> <p>Work with work based skills programmes like Wales Union Learning Fund projects organised by a range of Welsh trade unions, their partner employers and their Union Learning Reps.</p> <p>The Welsh Government will work with the Regional Skills Partnerships to ensure that standards are maintained and Essential Skills remains a national and regional priority in future plans for the people and businesses of Wales.</p>	<p>Better skilled workforce</p> <p>More productive organisations.</p>	<p>Skills policy is focussed on establishing Level 2 Essential Skills, including ICT skills, as the aspiration for the majority of adults who do not possess skills at this level and to ensure employers recognise Level 2 Essential Skills as a critical requirement of their workforce.</p> <p>This is achieved through innovative and cost effective delivery models that build upon the non-formal learning of the Wales Union Learning Fund, and use ICT and other methods to embed Essential Skills as part of mainstream vocational training programmes.</p> <p>Skills for Employment Wales (SfEW) will launch in April 2016. SfEW will be an all Wales, all age employability programme that works with a range of stakeholders, including employers to identify the skills needs required for employment within their organisations. It will provide individuals with a range of learning opportunities including Essential Skills qualifications and thus will provide employers with a selection of newly skilled individuals actively seeking employment.</p>
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Objective 5: To reduce levels of digital exclusion amongst people with disabilities (long term-limiting illness) from 38% in June 2015 to 30% by 2017.

Key Actions	How we will do it	How we will know	Status
<p>Identify necessary interventions with disability and accessibility organisations (e.g. Disability Wales; Shaw Trust; RNIB, Abilitynet; Digital Accessibility Centre; Remploy, public libraries, etc).</p>	<p>Work closely with Disabled People’s organisations that are well placed to reach digitally excluded Disabled people.</p> <p>Raise awareness of the resources on eAccessibilitywales.org.uk, which was developed jointly by C2.0 and Disability Wales. Also raise awareness of other resources/materials aimed at addressing e-accessibility issues and wider digital skills issues amongst disabled people.</p> <p>Work with RNIB’s ‘Online Today’ initiative which was launched in June 2015. Online Today, which has been based on the ‘Get Connected’ initiative delivered in Wales through C2.0, will see digital inclusion officers and volunteers work with people with sensory loss to help them gain confidence in using digital technology in everyday life. The bilingual project will support around 2,000 people a year through one-to-one sessions, group sessions, surgeries and other events provided by a range of partner organisations.</p>	<p>Reduced digital exclusion amongst disabled people.</p> <p>Increased number and capacity of disability representative organisations to engage with and deliver digital inclusion.</p> <p>Increased profile of digital inclusion.</p> <p>Organisations are more aware of the need to improve accessibility of their websites and other digital communications.</p>	<p>Currently 38% of those with a limiting long term illness do not use the internet.</p> <p>Significant overlap with older and disabled people.</p> <p>Different types of interventions required for different levels of disability.</p>
<p>Maintain dialogue with disability organisations to gather robust data and share best practice.</p>	<p>The Wales eAccessibility Forum led by Disability Wales with input from WG DIU and DCW, has representation from key organisations representing disabled people.</p>		<p>Ongoing</p>
<p>Raise awareness that most libraries provide free accessible ICT equipment that digitally excluded disabled people can use.</p>	<p>Many Library Services provide adaptive aids to assist people with a disability to use the ICT equipment installed in libraries.</p> <p>DCW allocated packages of ICT kit to be used for digital inclusion activities in community venues across Wales. The packages include laptops, tablets and special equipment like adapted keyboards, which allow disabled</p>		<p>Ongoing</p> <p>100 packages allocated across Wales (with distribution concentrated in those areas of greatest</p>

	people to use the kit.		need.
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Objective 6: Provide free inclusive access to ICT and the Internet to all four priority groups above.

Key Actions	How we will do it	How we will know	Status
Provide free access to over 2,600 computers with Internet access in around 280 public library service points.	<p>Raise awareness of the free kit and support available in libraries across Wales.</p> <p>Use libraries to run a range of courses delivered by others, including WEA YMCA running Coding sessions.</p>	<p>Increased library membership numbers.</p> <p>Greater use of library equipment.</p> <p>Greater uptake of online services.</p> <p>Improved equality of access for people with disabilities.</p> <p>Better skilled children and parents.</p> <p>Improved learning opportunities for those that can't afford home access.</p> <p>Greater</p>	<p>The Welsh Government has invested £14 million, with additional funds from local authorities across Wales, as part of the Community Learning Libraries grant programme, since 2007. 2015-16 focused on the development of community hubs, to allow people to access a range of services in one place. The modernised libraries provide improved ICT and learning facilities.</p> <p>Public libraries are under pressure and there is a risk to the delivery of digital inclusion activities due to potential library closures in Wales. Libraries provide critical infrastructure and support for digital inclusion within a trusted setting. This is particularly important as public services are increasingly moving online and the roll out of Universal JobMatch and Universal Credit is continuing at pace.</p> <p>Public libraries continue to provide ICT support and to run courses in the community.</p> <p>WG DIU officials and DCW will continue to stress the value libraries provide to the digital inclusion agenda.</p> <p>The Society of Chief Librarians Wales is one of the key strategic partners of DCW. Public libraries continue to provide ICT support and to run courses in the community.</p> <p>Digital Heritage Stations provide a hub for digital heritage activities in the local community, providing access to essential IT equipment, facilities (e.g. Wi-Fi) and support from the host venue or other community partners. The Peoples Collection Wales team provides initial training and remote support to the Digital Heritage Stations.</p>

		intergenerational learning opportunities.	DCW is helping coordinate activities in order to further expand the number of free ICT support sessions available in libraries and support existing library staff to deliver. The Get Online in Wales online search facility provides details of courses and drop-in centres across Wales, many of which are within libraries. Library staff and others running courses in communities were provided with information about how to upload and amend courses under C2.0. The database remains linked to the UK Online Centres database which Post Offices use to signpost people to support.
Encourage free access to school / community centre ICT suites “after hours” making use of improved ICT equipment and connectivity	Work to explore potential to provide further access to computers and internet access in approximately 1,700 schools across Wales. £39m invested by DfES into improving broadband connectivity and ICT network infrastructure for schools.	Number of schools that are open to the public to use in the evenings. Number of users able to access a community service based on a school location.	Ongoing Many schools engaging with parents/grandparents in their communities to help develop digital skills. These include schools which received support to implement outcomes-focused projects that made use of digital technology to improve the attainment of learners who were eligible for free school meals (eFSM) or who were looked after children (LAC).

Objective 7: Develop ICT skills through informal and formal learning including information literacy (the ability to analyse and evaluate online materials) to all four priority groups above.

Key Actions	How we will do it	How we will know	Status
Provide Informal ICT skills taster sessions in public libraries and other community venues like community centres and housing association led sessions.	Provide free informal ICT taster sessions in all 22 public library authorities. Use volunteers to supplement support provided by library staff to help the public develop their basic digital skills.	Increased numbers of people: <ul style="list-style-type: none"> returning to learning improving Life Skills via ICT: job searching, CV building etc 	All 22 local authority library services provide formal and/or informal sessions and support to enable users to develop their ICT skills. Public libraries are a key partner in the DCW programme. Welsh Government staff provided with Digital Inclusion Volunteer training prior to undertaking placements in

		<ul style="list-style-type: none"> • ability to apply for online jobs 	Merthyr and Treharris Library.
Provide Formal ICT skills sessions/ courses leading to accredited qualification in public libraries and other community venues.	Increase formal ICT sessions leading to accreditation in public libraries: e.g. OCN, Learndirect, ESOL.	<p>Skills deficit addressed and improved.</p> <p>Increased numbers of people able to gain employment and skills and re-train. E.g. DI sessions provided to Job Clubs in libraries and other community venues.</p> <p>Increased numbers of business start-ups.</p>	<p>Public library services continue to provide and/or signpost people to formal ICT training courses.</p> <p>DCW will signpost organisations/individuals to formal learning providers where appropriate, but recognition that not all digitally excluded people will be ready for this in their early stages of learning.</p>
Developing information literacy skills at levels ranging from basic to advanced information handling for a wide age range of audiences.	<p>Libraries to promote information literacy and digital literacy.</p> <p>Work in partnership with WISE KIDS to develop staff training and user skills, parent/carer skills.</p> <p>Work with organisations that promote information and media literacy to increase people's digital skills and confidence.</p>		<p>The Museums, Archives and Libraries Division (MALD) provide advice and support to the library sector on information literacy. Information literacy communities of practice are being set up for each of the library sectors in Wales to share best practice and take forward new ideas.</p> <p>A broad approach to information literacy is taken and library services and staff contribute towards digital literacy and are collaborating on the new digital literacy Essential Skill.</p> <p>In June 2015, BBC launched the 'Make It Digital' trainee programme for 200 unemployed people across Wales, aged 18 and over. BBC Cymru Wales, the Welsh Government and the UK Government Department for Work and Pensions are working in partnership on the</p>

<p>Develop the ICT skills of the museum, library and archive workforce to enable them to support learners</p>	<p>Courses to be supported and bursaries provided for staff to develop their ICT skills and knowledge in order to support library users e.g. Carnegie's Library Labs.</p> <p>Use a range of available accredited units of learning for library staff.</p> <p>The Museums, Archives and Libraries Division will work with stakeholders to investigate implementing a digital skills programme to equip library staff throughout Wales with the necessary digital skills to assist people using the new public services online such as Universal JobMatch and Universal Credit.</p>	<p>More skilled and confident stakeholder staff.</p> <p>Improved ICT assistance to the public.</p>	<p>project. This is part of the BBC National initiative 'Make it Digital', which aims to get individuals creative with coding, programming and digital technology. The Libraries Inspire strategic framework contains a commitment to develop staff skills in assisting users to gain the best possible experience.</p> <p>Through the Welsh Information Literacy Project, a range of accredited units of learning have been created at different levels and these are available for the public and library staff.</p>
<p>Raise awareness of online learning opportunities from further and higher education providers.</p>	<p>Signpost people to appropriate courses depending on their circumstances and abilities. The OU provides a range of free to use courses and materials including Openlearn, and owns the platforms and works with other HEIs and organisations to host FutureLearn materials. FutureLearn is a global leader in MOOCS (Massive open online courses), and courses include</p> <ul style="list-style-type: none"> -Introduction to cyber security -Getting started with online learning -Managing my money 		<p>Established relationships with OU, and DCW raising awareness of progression journeys through FE and He providers.</p> <p>DfES developed the Skills Gateway which operates via an online, telephone and face-to-face service and is accessible by individuals and employers. For employers, the Skills Gateway will provide a mechanism for conducting a skills assessment to inform the development of a business learning plan as the basis for directing employers to relevant skills provision at either a national, regional or local level. For individuals, the Skills Gateway will also incorporate a standardised assessment of skills and job readiness as a basis for</p>

enabling more effective job matching and brokerage.

Objective 8: Build alliances of stakeholders across the private, public and third sectors.

Key Actions	How we will do it	How we will know	Status
<p>Identify / engage and work with key stakeholders and promote key Digital Inclusion developments.</p>	<p>DCW Co-ordinators and trainers building on relationships developed during C2.0 and engaging new partners to ensure DI activities are sustainable.</p> <p>Case studies of cross-sectoral collaboration in local authority areas available on DCW website.</p> <p>DCW active on social media to share best practice and raise awareness of related digital activities.</p> <p>Digital Inclusion Programme Board (2015-2017) established in June 2015 to scrutinise delivery of DCW and inform digital inclusion policy by making strategic links with related work areas and scrutinise delivery of DCW.</p> <p>DCW included a range of Strategic partners to help reach the organisations and individuals who can benefit most from this work.</p> <p>DCW and WCVA have developed a Digital Inclusion Charter to encourage greater buy-in from partner organisations.</p>	<p>Greater engagement, co-operation and collaboration of stakeholders.</p> <p>Attitudinal change in organisations and networks – more digital inclusion approaches adopted.</p>	<p>Collaborative digital inclusion partnerships established across Wales. Key function of DCW is to build these alliances at a local level adding value to separate activities taking place across sectors.</p> <p>Ongoing work with DWP/JCP, local authorities, housing associations and libraries to engage unemployed people in digital and financial inclusion sessions.</p> <p>As of 10 March, 28 organisations had signed up in the short time since the Charter was launched on 26 February.</p>

Objective 9: Public sector: Align policy areas across the Welsh Government and Welsh public sector.			
Key Actions	How we will do it	How we will know	Status
Align Digital Inclusion work with relevant policy areas within Welsh Government to ensure both high level and on the ground alignment of policy and practice.	Ongoing Digital Inclusion engagement, including: <ul style="list-style-type: none"> • Digital Wales strands (skills, ICT infrastructure, online public services and the digital economy.) • Tackling Poverty • Independent Living • Older People's policy • Wider Public Services Reform • Digital Health and Social Care • Essential Skills • Employment and skills policy • Rural payments 	Coherence across government and the public sector policy, with overlaps or gaps avoided. Improved basis upon which grassroots digital activity is able to take place.	<p>Closer links between digital inclusion and other key Tackling poverty programmes including LIFT, Communities for Work and Communities First.</p> <p>Digital inclusion embedded in 'Digital First' Strategy for online public services.</p> <p>European funded projects to embed digital inclusion principles. WEFO recognition that basic digital skills are required to get a job or progress in a job.</p>
Embed digital inclusion activities within the modernisation of rural payments	Provide support for farmers to complete Single Application Forms (SAFs) at community based venues.		<p>Support ongoing to ensure all farmers can meet the online claiming requirements by 2016.</p> <p>12,204 Single Application Forms (SAFs) submitted online by midnight 15 May 2015, representing 72% of total received by the deadline.</p>
Work in partnership with BBC Cymru and local community radio stations to provide clear messages around benefits of being Digitally Included. Utilise BBC resources as relevant to help engage people.	Close links with BBC, which can assist in embedding digital inclusion messages in BBC led initiatives		<p>BBC engaged on Digital Inclusion Programme Board and supporting digital projects like the 'Make It Digital' trainee programme.</p> <p>BBC to roll out Micro;bit project in secondary schools this spring.</p>

<p>Raise awareness of the importance of digital inclusion to local authorities –both as a means of engaging more effectively with citizens, and as a way of making savings at a time of increased pressures on public expenditure.</p>	<p>Most local authorities now actively engaged in digital inclusion activities with many employing dedicated digital inclusion officers.</p>	<p>Local Authority services identify DI issues and build these into their services.</p>	<p>Coordination of digital inclusion activities, including developing and strengthening partnerships previously established in local authority areas through C2.0.</p> <p>WLGA sit on the Digital Inclusion Programme Board to ensure best practice is disseminated across local authorities.</p>
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Objective 10: Build relationships with private sector organisations to support the digital inclusion agenda.

Key Actions	How we will do it	How we will know	Status
<p>Raise awareness of digital inclusion issues amongst the private sector and explore how they can contribute to helping more people get online</p>	<p>DCW will engage stakeholders at regional/local level through co-ordinators.</p> <p>Engage large employers by presenting volunteering opportunities for their staff.</p> <p>WG EST and DfES officials engage with private sector through their networks.</p>	<p>Increased numbers of people being digitally included.</p> <p>Private sector increasing customer base through wider reach of digital technologies compared to traditional customer reach.</p> <p>More competitive Welsh businesses.</p> <p>Increase numbers of organisations involved in delivering digital inclusion.</p>	<p>Ongoing:</p> <ul style="list-style-type: none"> • Engaged with supermarkets to deliver digital inclusion activities in their stores. • Engaging with Three Mobile to explore how they can support digital inclusion. • Engagement with the other strands covered in Digital Wales to ensure DI is fully integrated. This includes aligning digital inclusion work with the Superfast Cymru rollout, and ensuring our digital public services embed DI in their design and implementation. • Working closely with BT to ensure their DI activities align with DCW to maximise impact. DCW actively engaged with BT. Currently exploring BT staff DI volunteering initiatives. • Engagement with Post Offices to sign post individuals to appropriate support in their area. • Developed relationships with several Welsh based computer recycling companies that can support the DI agenda. • DCW helping to co-ordinate private sector activities including Barclays ‘Digital Eagles’ initiative to ensure they maximise impact where they are operating. • DCW to engage with the Superfast Broadband Exploitation Programme to support DI activities. • Several private sector organisations have offered, via community benefit statements in the IT Products and Services Framework procurement, work experience and industrial placements in technology companies.

	<p>Engage anchor companies working through existing WG networks.</p> <p>Keep abreast of activities undertaken by UK wide GoOnUK partners to ensure that Welsh branches engage in DI activities.</p> <p>Through procurement mechanisms, explore opportunities for supporting digital inclusion.</p>		<ul style="list-style-type: none"> • As more National Procurement Service ICT and digital Frameworks are awarded the potential pool of community benefits will grow. • Exploring opportunities with Microsoft
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Objective 11: Build third sector alliances to support the digital inclusion agenda.

Key Actions	How we will do it	How we will know	Status
<p>Engage with national and local community and voluntary organisations and networks to identify opportunities for training and economic outcomes, including using digital media, and peer to peer support.</p>	<p>DCW to provide training and support to 400 organisations across the private, public and third sectors every year on how to engage people with technologies.</p>	<p>Reduced numbers of people who are digitally excluded.</p> <p>Third sector improve their efficiencies and competitiveness making them more sustainable.</p>	<p>DCW will, as part of monitoring, produce case studies to capture the direct impact and benefits of being digitally included.</p> <p>WCVA employee seconded to</p>

	<p>Real life audio visual case studies collected and a resources bank established.</p> <p>WCVA is a Strategic partner in DCW, which is helping embed DI activities across the third sector.</p>		DCW to further build alliances across the third sector.
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Objective 12: Build a volunteering base to support digital inclusion activities.

Key Actions	How we will do it	How we will know	Status
<p>Identify existing volunteering organisations and networks that can support the Digital Inclusion agenda.</p> <p>Develop quality assurance training frameworks for volunteering.</p> <p>Recruit and support and train volunteers from all sectors.</p>	<p>DCW to provide volunteer training and quality assurance.</p> <p>Communities First clusters have identified DI as a priority in many areas, and volunteers are helping to deliver.</p> <p>Case studies of effective volunteering models have been gathered so best practice can be shared.</p> <p>DCW will encourage and support organisations to recruit and utilise 500 volunteers per annum to help support people to get online.</p> <p>Welsh Government leading by example with Welsh Government staff taking up digital skills volunteering opportunities in communities close to our main offices.</p>	<p>Increased capacity to support more digitally excluded people.</p> <p>Better support given by volunteers to those who are digitally excluded.</p> <p>Improved skill sets that can help people find employment.</p>	<p>Through the C2.0 exit strategy, work was undertaken to embed DI volunteering in communities.</p> <p>WCVA employee seconded to DCW has established strong links with volunteer centres and other volunteering networks.</p> <p>Supported Welsh Baccalaureate students to engage with digitally excluded older people as part of their community development / engagement element of the qualification.</p> <p>Developing a formal volunteering arrangement with girl guides to support digitally excluded people, through the Digital Heroes Badge.</p>
<p>Implement a volunteering Digital Inclusion network and explore possible enhancement to volunteering-wales.net website to</p>	<p>Discussions with Welsh Government Third Sector Team to discuss way forward</p>		<p>Ongoing Currently the volunteering-wales.net website allows</p>

improve awareness and accessibility of volunteering opportunities.			<p>individuals to search for Computer & Technology related volunteering opportunities.</p> <p>DCW co-ordinating volunteering opportunities, working with organisations that can supply volunteers and those that can host them to deliver digital inclusion activities.</p>
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Objective 13: Develop bilingual content to promote engagement with ICT.

Key Actions	How we will do it	How we will know	Status
Support Welsh Language Team to increase Welsh language digital content.	<p>Welsh Language strategy and the Welsh-language technology and digital media action plan highlights the importance of Welsh language digital media content.</p> <p>The Welsh Language Unit have awarded grants through the</p>	<p>Develop people's digital skills through content creation projects.</p> <p>To make more content available to</p>	<p>Ongoing.</p> <p>The Welsh Government has awarded a grant to The National Library of Wales (NLW) to lead on the development of the National Digital Library Service for Wales. The funding will allow the National Library to work in partnership with other Welsh libraries to provide people across Wales with free access to a wide range of online content including family history resources, newspapers and general reference material. The partnership will also provide free online remote access to e-books and e-magazines.</p> <p>The People's Collection Wales website provides a bilingual platform for digital cultural heritage content, in a range of media formats. The PCW team actively encourage individuals and community groups to provide digital content as well as material</p>

<p>Support museums, archives and libraries to develop relevant online bilingual content including:</p> <ol style="list-style-type: none"> 1. People's Collection Wales. 2. Associated digital projects: 3. Work in partnership with the National Library of Wales and public, academic and workplace libraries to procure and provide free online access to newspapers / reference material. 	<p>Welsh-Language technology and media fund to support activities that are aimed at promoting and facilitating the use of the Welsh language through technology and digital media.</p>	<p>the public free of charge in order to attract people to use online resources/ Services.</p>	<p>provided by other partners (including local and national cultural heritage organisations). The website includes a variety of digital content, including formal learning resources, in Welsh and English.</p> <p>Through WG Communities & Young People Division, funding is provided to community partners which are actively promoting bilingual engagement with ICT. For example, the National Eisteddfod of Wales is enhancing its website interactivity by introducing 12 services which visitors can use online instead of having to phone or visiting the Eisteddfod. Yr Urdd hosted digital literacy opportunities such as coding, 3-D printing demo, and Minecraft world-building at its Eisteddfod in May 2015.</p> <p>Funded by the same Welsh-language Technology and Digital Media Grant is Cwmni Da's Gemptiwb, which works with young people in north-west Wales to record and publish video game walkthroughs with Welsh commentaries. Minecraft and FIFA are the favourites and more than 100 video clips have already been published.</p> <p>The Welsh in Education Resources Branch within the Welsh Government's Department for Education and Skills is responsible for commissioning Welsh and bilingual educational resources to support subjects from the Foundation Phase through to further education. The Branch commissions a wide range of Welsh and bilingual digital educational materials in order to ensure there is a constant supply of educational resources available for learners which meet the requirements of the national curriculum in Wales. Over 60 per cent of the resources commissioned in 2014-15 were digital or included a digital element. The digital resources commissioned are available through Hwb.</p>
<p>Engage people in community based digital inclusion activities in the language of their choice.</p>	<p>Increased content and functionality of the People's Collection Wales website and develop Digital Culture Heritage Stations to engage with community groups.</p>		
	<p>Grant fund projects involving digital content creation (content to be made available via the People's Collection Wales website).</p>		
	<p>Provide free access to subscription newspaper and reference information online services.</p>		
	<p>Promote the new free e-books and e-magazines offered by</p>		

	public libraries to get more people online.		
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Objective 14: Maintain a close and collaborative relationship with UK Government and UK wide initiatives in support of the delivery of the digital inclusion agenda in Wales.

Key Actions	How we will do it	How we will know	Status
Engage closely with other administrations to ensure best practice is shared.	Engaged in UK Government led sub-groups on Digital inclusion. Active Involvement in the British Irish council's digital inclusion work strand.	Maximum benefit gained for Wales from UK policy and initiatives.	Close relationship maintained with DCMS team (previously Cabinet Office) through attendance at Digital inclusion sub-group meetings involving UK Government departments and the nations. Regular meetings are held with administrations that make up the British and Irish Council. In March 2015, WG hosted a meeting of the administrations, which included a site visit to a Digital Inclusion session.
Engage with Go ON UK and individual Go On UK partners to ensure Wales benefits from UK wide initiatives.	Maximise the opportunities available to Wales provided by Go ON UK partners.		RNIB's 'Online Today' projects based on Welsh project funded by C2.0.

Objective 15: Obtain robust data and research on digital exclusion in Wales for policy formation, benchmarking and evaluation.

Key Actions	How we will do it	How we will know	Status
Keep up to date with existing research including ongoing analysis of National Survey for Wales and other DI figures from Ofcom, ONS, OXIS BBC, Go ON UK, UK Government departments	Robust annual data and research at all Wales level and LA level, and by priority groups through the National Survey for Wales. Bespoke research from organisations	A better understanding of evidence upon which policy and practice can be based.	Ongoing National Survey for Wales 2014-2015 figures published on 11 June 2015. Regular ONS updates.

<p>and others like Remploy and Housing Associations.</p>	<p>that work with the key priority excluded groups.</p> <p>Influence others to include digital inclusion related questions in other surveys to better inform digital inclusion interventions aimed at these groups.</p>	<p>Greater understanding of audience profile and usage patterns.</p> <p>Better targeted interventions.</p>	<p>Annual Ofcom survey.</p> <p>Detailed research from Remploy on their customers attitudes to use of ICT.</p>
<p>Liaise closely with Knowledge and Analytical Services to commission more in depth analysis of specific, harder to reach, digitally excluded groups to inform policy and practice.</p>	<p>Further evidence report and understanding of those hardest to reach groups.</p>		<p>Ongoing discussions are being held with WG's Knowledge and Analytical Services.</p> <p>As a follow-up to the NSW 2013-14, WG DIU commissioned research, involving re-contacting a subsample of those identified as digitally excluded, to better understand the reasons why the digitally excluded don't use the internet currently. The Research Report was published on 27 May 2015.</p>
<p>Commission DCW evaluation.</p>	<p>Independent evaluation to commence in 16-17, which will help inform future DI interventions.</p>		<p>Evaluation at procurement stage.</p>