Brighton and Hove Baseline Review 2018

Reviewing the 2016 Digital Inclusion Baseline Evaluation

Citizens Online
DIGITAL INCLUSION EXPERTS

Digital Brighton & Hove

Brighton & Hove City Council

LOTTERY FUNDED

OneDigital

INTRODUCTION

This report is a review of some of the main statistics that Citizens Online identified as important factors in the digital inclusion landscape in Brighton and Hove.

The original 'Digital Resilience Baseline Evaluations' were researched in late 2015 and produced in early 2016 and covered the four geographic areas in our Big Lottery funded programme of work called One Digital, including Brighton & Hove.

In the Baseline process we created a 'snapshot' picture of the digital exclusion risks and opportunities in each area by analysing Open Source data, proprietary data from Experian Mosaic and local information provided by organisations. We produced strategic action plans with local stakeholders and developed digital inclusion partnerships based on the research, with project delivery in each area commencing in February 2016.

Two and a half years later, our digital inclusion projects in Gwynedd and Brighton & Hove are still going strong. We committed to taking stock of the developments in the digital inclusion landscape in these two areas and reviewing what some of the main changes were, against the original baseline.

We haven't reviewed every statistic - in Brighton & Hove we originally made over 150 'data claims' relating to the digital inclusion story! However, we've picked out some of the higher priority statistics to compare and added a few new factors into each area.

Our Project Managers give an overview of the key digital inclusion achievements and challenges over the last two years in each project and we also explain how we've got on with delivering against our original project targets of Engaging Organisations, Recruiting Digital Champions and Supporting End Learners.

We hope you enjoy the results and find the progress and changes we've identified in each area of interest.

- Rich Denyer-Bewick, Operation Director, Citizens Online

PROJECT MANAGER'S REVIEW

This review provides some context to the statistical findings featured in this report, highlighting some of the key digital inclusion achievements and challenges of the past two and a half years.

Achievements

1. Partnership development – building an active Digital Inclusion Network for Brighton & Hove

One of the successes of this project has been the development of a local cross-sector network, ensuring that key stakeholders are working together and in a coordinated manner to tackle digital exclusion across the city. The project has engaged with 184 organisations from the public, private and third sectors, of which over 130 are actively engaged in our work.

Our thematic quarterly network meetings are very well attended and provide a space to learn about new resources or approaches promoting digital inclusion, share good practice and actively involve network members in our project activities and outputs.

Alongside these, we take part in a series of working groups to ensure that digital support needs are monitored in a range of areas. For example, we work closely with the Department for Work and Pensions, Moneyworks and Brighton and Hove City Council through the Citywide Welfare Reform Group to help coordinate assisted digital support provision for Universal Credit claimants; and we sit on the Citywide Connect Partnership Board which brings together key stakeholders to tackle social isolation.

2. Securing investment and support from Brighton & Hove City Council

The project has benefited from financial and in-kind investment from the Brighton & Hove City Council, through both the Neighbourhoods, Communities & Housing (Libraries) and Finance & Resources (IT & Digital) directorates. This has enabled the funding of two part-time Community Digital Champions, office space in the city's central Jubilee Library as well as free use of meeting room facilities to run training and workshops. On a strategic

level, the Head of Libraries and Information chairs Digital Brighton & Hove's Steering Group while the Head of Digital First also sits on the Steering Group, ensuring strong input and support from lead council officers. This council buy-in and leadership has formed an integral part of the current project's successes.

3. Collaborative work with Brighton & Hove City Council – being at the heart of the action

The investment and support from the local council has enabled direct opportunities for collaboration with a range of council departments. The co-location in Jubilee Library has provided direct access to the Digital First team's Product Managers which has helped align digital inclusion activity with the council's Digital Transformation programme. For example, working collaboratively with the Revenues & Benefits Service Managers and the Digital First Product Manager has contributed to a successful pilot in Brighton's Customer Service Centre switching from face-to-face to 'digital' (or 'self-help') customer service.

Likewise, the direct access to the libraries digital services team has ensured that all Library Officers and Connect Volunteers are trained Digital Champions, and has also facilitated partnership work to keep monitoring and improving digital support provided in libraries.

Challenges

1. Sustainability

Now entering its third year, one of the main challenges is to turn the above successes into a sustainable approach which creates lasting impact for the city. Currently, Citizens Online plays a pivotal role in facilitating this digital inclusion work, coordinating activities and steering the process. In the next twelve months, our embedded digital champion approach will be put to the test and it is reasonable to assume that some coordination and delivery will still be required beyond that. Working on a strategic plan to ensure continuity and lasting impact will therefore be a pressing issue for the Steering Group in the next twelve months.

2. The cross-cutting nature of digital inclusion makes for dispersed activity

Our project remit is broad which can make for a wide range of interventions and localities. For the next 12 months, it may be beneficial to take a more targeted approach to test out

our embedded approach to Digital Champions, focusing on those areas with good stakeholder engagement. This would help to make greater impact as we enter a crucial phase of the project.

3. Cross-sector representation at Steering Group level

Engagement at Steering Group level has been mainly positive for both public and third sector representatives but more challenging when it comes to engaging with the private sector. It has also proven difficult to engage with the Clinical Commissioning Group on a more strategic level although this is showing signs of improvement. As the project enters a crucial phase, it is essential to have a core group of strategic representatives from all sectors to help make important decisions regarding sustainability and continuity of this digital inclusion work in Brighton and Hove.

- David Scurr, Project Manager, Digital Brighton and Hove.

STATISTICAL SUMMARY

ONS data from across the most recent five years suggests 7.4% of people aged 16 or over have either never used the internet or last used it at least 3 months ago. This percentage is equivalent to around 17,000 people in Brighton and Hove.

Between 15/02/2016 and 30/04/2018:

- A total of **308 Digital Champions** have registered with the Digital Champions Network (DCN), with 288 still registered as of April 2018
- **2,782 Activity Records** were created on the DCN by Digital Champions registered through the Digital Brighton and Hove project
- **1,913 Unique End Learners** have been assisted with digital skills and recorded on the DCN
- **831 sessions** (or 36.9% of the total where data was available) took place in LSOAs allocated to the **20% most deprived neighbourhoods** in England
- Sessions were recorded at **108 unique venue postcodes**. Where venue postcodes were provided, 2,228 sessions were recorded, meaning that just over 20 sessions have been recorded at each venue (20.63) on average

From our Activity Snapshot:

- We find that the 39 DCs who completed the survey may assist 14,040 people with digital skills each year,
- We estimate that theoretically there is capacity to help 103,680 individuals over the course of a year, and
- We estimate that, realistically, the 205 DCs who have completed one of three core courses on the DCN might help as many as 19,216 individuals a year.

SUMMARY OF 2016 BASELINE RESEARCH

Citizens Online carried out baseline research in Brighton and Hove, with the results published in January 2016 in three documents: an analysis of open demographic and economic data; an analysis of detailed location-based research, and an executive summary.

The first report provided a "first layer" of data providing insight into the likely extent and distribution of the population at risk of digital exclusion in Brighton and Hove. This picture was developed through analysis of age group distribution, educational achievement and employment patterns, and internet connectivity in the local authority area. This analysis of open datasets was complemented by analysis into the likely distribution of particular demographic sub-groups, derived from Experian proprietary data.

The second report presented the results of survey-based data and assessments from staff within key local organisations, a review of published policies and strategies, and a process of mapping existing resources and training. Key findings of these original reports are summarised in this section. (Not all of these claims were able to be updated in this review, for example where no new data has been produced in the intervening period.)

The City of Brighton and Hove is a relatively compact geographic area which has a high population density and is well served by public transport. The area contains larger than average proportions of young people and people with higher qualifications, and so is less likely than the UK average to contain groups that are at high risk of digital exclusion. 71% of the population are aged 16-64, compared to 62% for south-east England as a whole.

Although a relatively wealthy city overall, there are pockets of deprivation. Brighton and Hove had 17 Lower Super Output Areas (LSOAs) within the 10% most deprived in England, and of the city's 165 LSOAs 92 were within the most deprived 50% of areas in England, and 55 within the most deprived 30%.

Brighton and Hove had a higher level of JSA claimants, at 1.5% of the available workforce aged 16-64, than the South East (1%) but was in line with the figure for the UK overall (1.7%). Employment and Support Allowance (ESA) claims rates at 6.6% were similarly significantly higher than the SE of England (4.5%) but in line with UK figure (6.3%). Coupled with the JSA claims rate, this implies significant pockets of deprivation.

There were 26,306 Housing Benefit claimants in Brighton and Hove, representing around 1 in every 5 households: that is around 50% higher than the SE region and 20% above the rate for England as a whole. The city is particularly vulnerable to changes in benefits linked to housing due to its high housing cost, high number of private renters, and low wages for many people.

There are no Experian Mosaic groups that were expected to contain high numbers of people at risk of digital exclusion in Brighton and Hove; instead, those offline are spread across a large number of groups with relatively few households in any one group.

A high proportion (two-thirds) of contacts made with Brighton and Hove City Council were achieved via web forms, which are easier to process efficiently. The council was also managing to reduce contact by telephone call, but a lot of communication remained face-to-face rather than online. The majority of payments to the council are automated and digital, but a significant minority are still made using less efficient methods and these are most likely being made by a less digitally-savvy minority of the population.

KEY STATISTICS

POPULATION

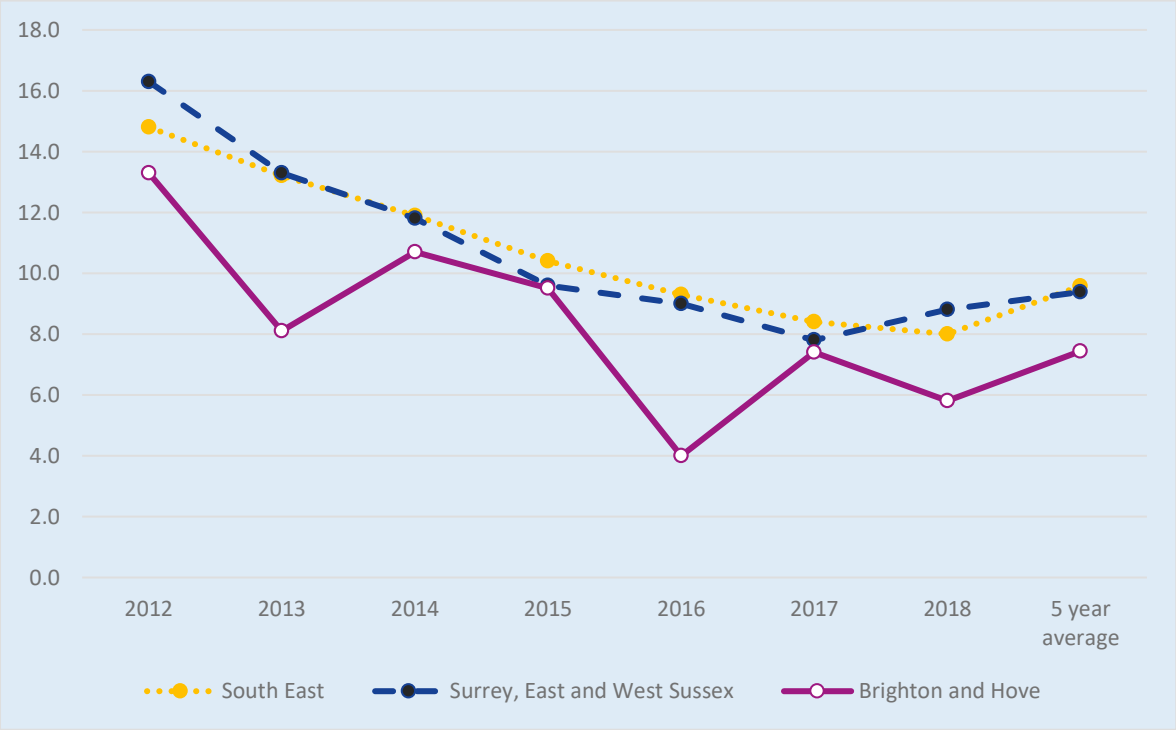
The population of Brighton and Hove has increased by 14,200, or 5.2%, since 2011. The most recent estimate (ONS, 2016) for the total usual resident population of Brighton and Hove is 287,200. The percentage aged 65+ is very slightly higher than it was in 2011 (13.4% compared to 13.1%).[1] However, the percentage of the population aged 65+ remains much lower than for the SE (18.9%) or for England (17.9%).

INTERNET USERS

The latest ONS data on Internet Users implies that the proportion of people aged 16 or over in Brighton and Hove who have never used the internet or last used it over three months ago is 5.8% - an estimated 14,000 people. However, this data is based on a very small sample, which explains the variability shown in Table 1. The weakness of the estimate can be improved by collating data from across the most recent five years, which would suggest the rate in Brighton and Hove is 7.4%, or 17,000 people. This remains lower than the figures for Surrey, East and West Sussex (8.8% in 2018 and 9.4% over the past 5 years) and for the South East as a whole (8.0% in 2018 and 9.6% over the past 5 years) – though as the Brighton and Hove figure is based on a smaller sample this may reflect sampling quality as well as a difference in the population. The South East figure in turn is slightly lower than that for the UK as a whole (10% and 12.3% over the past 5 years).

[1] In 2011, 228,500 (83.7%) residents were aged 16+ and 192,700 were aged 16-64 (70.6%). In 2016, 241,500 (84.1%) are aged 16+, and 203,100 (70.7%) are aged 16-64.

Figure 1: Percentage of population aged 16 years and over who have never used the internet or last used it over 3 months ago. Source: ONS Internet Users, 2018.



POTENTIAL INDICATORS OF DIGITAL EXCLUSION: UNEMPLOYMENT AND BENEFITS

In the Brighton and Hove Baseline report, we used data about unemployment as proxies to help us identify people more likely to be digitally excluded. The 2018 Lloyds Consumer Digital Index estimated that almost one in five working-age benefit claimants have low or no digital capability (18%), an estimated 1.2 million people – compared to the UK average of 15%. In the South East, 16% of benefit claimants are estimated to have low or no digital capability.[2]

7,700 people are currently unemployed in Brighton and Hove, accounting for 4.8% of economically-active population, compared to a rate of 3.2% in the South East region and 4.4% for England overall.

[2] The 2018 Lloyds Consumer Digital Index

JOB SEEKERS ALLOWANCE

We said that the level of JSA claimants was 1.5% (May 2015); November 2016 figures suggest this had fallen to 1.0%. However with the introduction of Universal Credit there is a now a measure called Out of Work Claimant Count. The claimant count is higher than the level of JSA claims alone, and at April 2018 was at 2.0% (4,010 people) of the resident population aged 16-64 in Brighton and Hove.

HOUSING BENEFIT AND UNIVERSAL CREDIT

Housing Benefit is a particularly useful proxy indicator as unlike benefits associated with unemployment it covers those on low incomes for other reasons as well. Lower income is associated with lower likelihood to have all five basic digital skills. For instance, the 2018 Lloyds Consumer Digital Index found that just 64% of those earning under £17,499 a year had all five Basic Digital Skills, compared to 84% of those earning up between £17,500 and £39,999, and 94% of those earning over £40,000.

In 2016 we reported that 26,306 households in Brighton and Hove claimed Housing Benefit (HB): “that’s 1 in 5 households” (August 2015) – 21.64%. This figure is now lower: 23,707 (November 2017) – which is 19.5%. The figure for HB claimants is likely to be affected by the introduction of Universal Credit (UC) – which some people who would previously have claimed HB will now be receiving in order to help meet housing costs. At the same time, the number of households used to calculate a percentage, which comes from the 2011 Census, is likely to be even more outdated than in 2016, and the percentage hence lower than the statistic suggests.

Based on HB claims figures (February 2018) and population estimates (2016), the proportion of the population aged 16+ claiming HB in Brighton and Hove was 9.4%, compared to 6.5% for the SE as a whole (and 8.1% for England as a whole). The ratios are slightly lower than they were in 2015 (44% rather than 50% higher than SE; 16% rather than 20% higher than England).

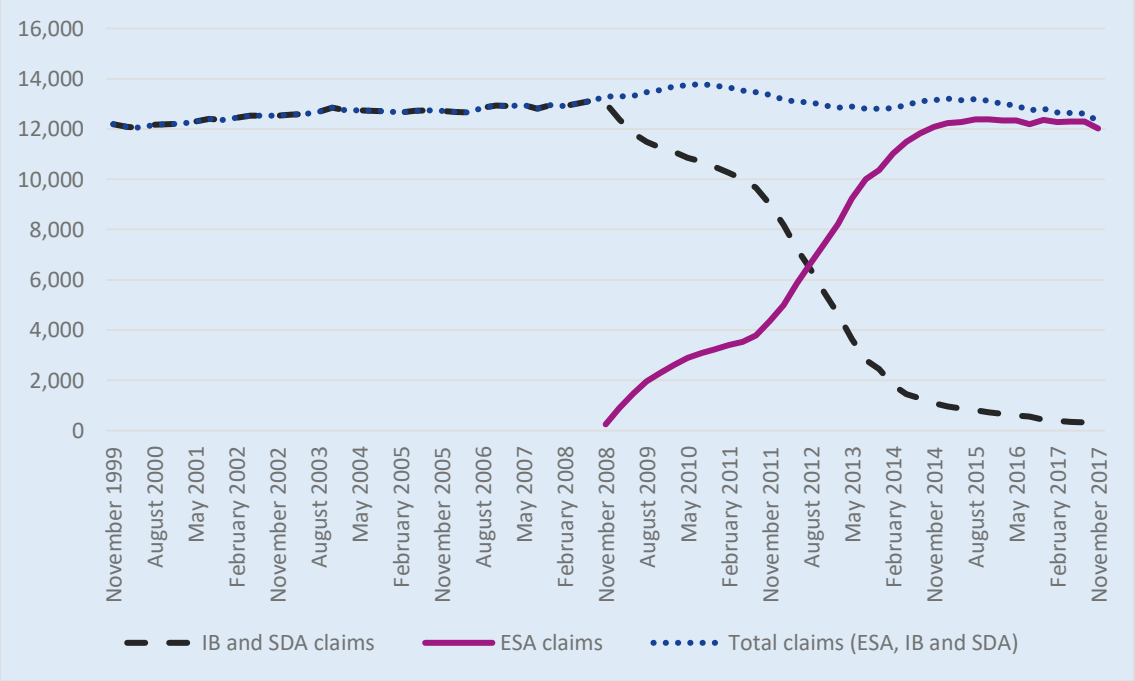
In 2016 we said that there was a "large number" of HB claimants over the age of 70, though we did not give a figure. The most recent figure is 4,250 (November 2017) – or 17.9% of HB claimants in Brighton and Hove.

EMPLOYMENT SUPPORT ALLOWANCE (ESA)

As of November 2017, there are 12,314 claiming either ESA, Incapacity Benefit (IB), or Severe Disablement Allowance (SDA) in Brighton and Hove. This is a reduction on the May 2015 figure given in the Baseline which was given as 13,000 (for "ESA and incapacity benefits"). The figure for ESA, IB and SDA for May 2015 is 13,152. Comparing like with like, the reduction is 838, or 6.4% - shown in figure 2.

These figures does not include UC claimants – which may account for the slight reduction. The ESA rate is now 6.2% (12,670 people) of the resident population aged 16-64 (DWP, November 2016), compared to 6.6% in 2015. The rate of 6.2% is in line with the overall rate across Great Britain (6.1%) but above the rate for the South East (4.4%).

Figure 2: ESA and IB/SDA claimants, August 1999 – August 2017. Sources: DWP StatXplore, Nomis.



DCN RECORD ANALYSIS

In this section we look at the records created using the Digital Champions Network. Provided by Digital Unite, we use this system to register and train Digital Champions – who in turn use the system to record activity they undertake with learners. As not all of the activity conducted by Digital Champions is reported on the DCN, a later section analyses and Activity Snapshot. The latter can give us a better idea of the total activity taking place, but only the DCN records can be allocated to geographic areas and hence compared to the information we presented in the original baseline about areas more likely to require targeted digital skills support.

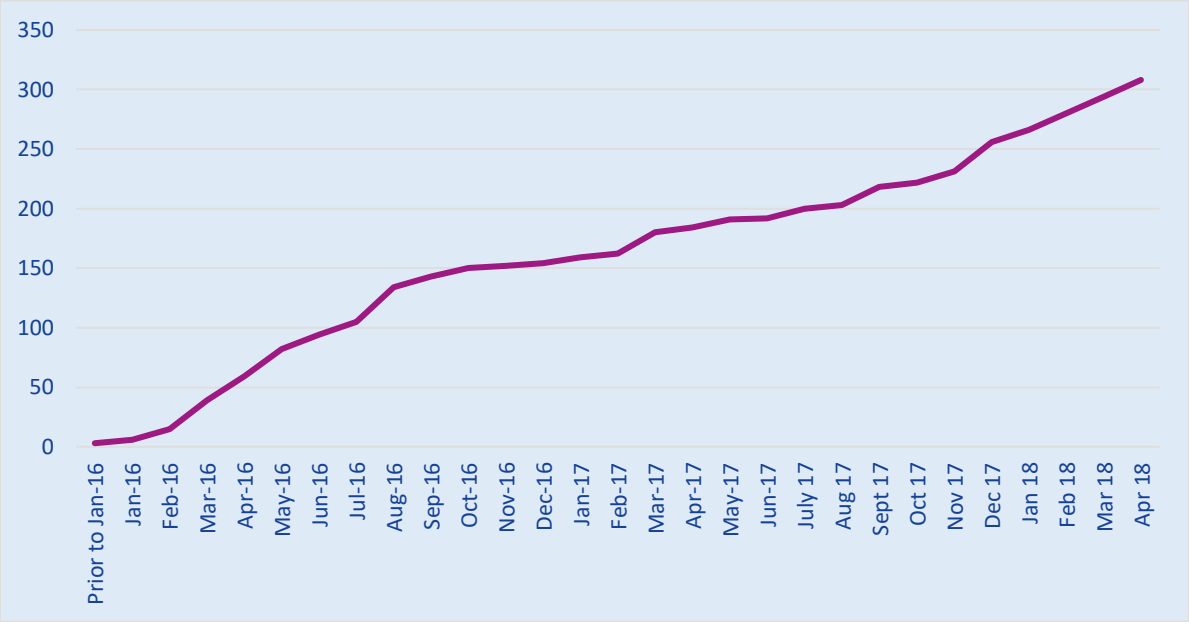
DIGITAL CHAMPIONS

As of April 2018, 288 Digital Champions were registered on the Digital Champions Network (DCN). Table 4 shows how recruitment breaks down over 3 periods since the project began. Figure 3 shows cumulative recruitment by month. In both cases, these figures total 308 – the discrepancy being a function of twenty Digital Champions leaving the DCN.

Table 1: DCs recruited by period

	Start-up	Year 1	Year 2
DCs recruited	59	125	124

Figure 3: Cumulative Digital Champions registered each month to the DCN



Of these 288 Digital Champions registered on the DCN, 212 have completed a DCN course (74%), and 205 have completed one of three courses considered 'core' to the project: "Digital Champions Essentials", "Making Digital Work", "Using your role to help customers get online" (71%).

END LEARNER RECORDS

2,781 Activity Records were created on the Digital Champions Network by Digital Champions registered through the Digital Brighton and Hove project between 15/02/2016 and 30/04/2018. These records indicate the project has helped 1,913 Unique End Learners by the end of April 2018. Table 5 shows the breakdown for three periods of the project, while Figure 4 shows the cumulative number of sessions provided by month and Figure 5 shows the cumulative number of Unique End Learners helped over time.

Table 2: Unique End Learners in Brighton and Hove by period

	Start-up	Year 1	Year 2	Total
UELs	84	831	998	1,913

Figure 4: Cumulative Sessions, Brighton and Hove. Source: DCN

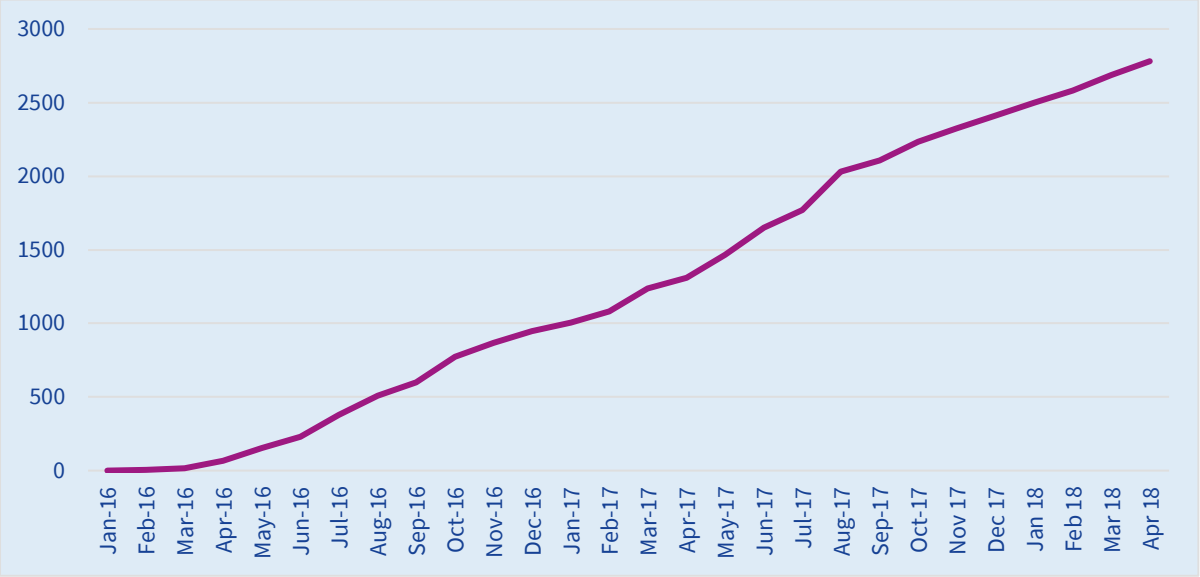
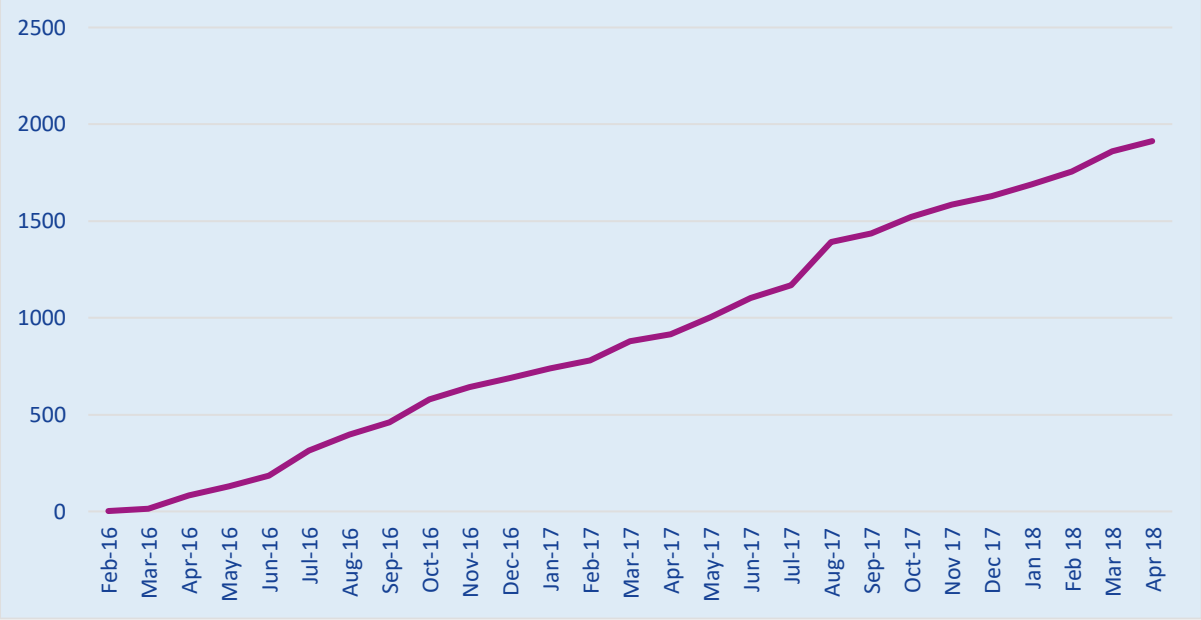


Figure 5: Cumulative Unique End Learners, Brighton and Hove. Source: DCN



ACTIVITY SNAPSHOT ANALYSIS

During the week 16-22 April 2018, Citizens Online surveyed a sample of Digital Champions across the digital inclusion project locations in Gwynedd and Brighton and Hove. A total of 54 Digital Champions (DCs) recorded details about their activities in providing Basic Digital Skills training and support to people in their communities during that week, 38 of whom are based in Brighton and Hove.

The 38 Digital Brighton and Hove DCs recorded 361 sessions with 335 Unique End Learners. Additionally, one of the Professional DCs in Brighton and Hove was active that week but did not complete the Activity Snapshot form (but did record sessions on the DCN). When this activity is included, the totals increase to: 39 DCs, providing 387 sessions with 351 UELs, and the reporting below is made on the basis of these more complete figures.

Table 3: Digital Champion Activity Snapshot (week of 16-22 April 2018)

Digital Champion type	Number of DCs	ELs supported	Average ELs per DC
Embedded	31	300	9.7
Volunteer	7	35	5
Professional (Snapshot)	0	0	0
Professional (from DCN)	1	16	16
Total	39	351	9

On average, each DC conducted 9.9 sessions and helped 9.0 individuals over the week (Table 1), meaning that – using a crude analysis multiplying these numbers by 40 weeks – these DCs collectively might assist 14,040 people per year. The equivalent figure recorded on the DCN over a year is 998 unique individuals helped. *This would imply that less than 10% of usual DC activity is being recorded on the DCN.*

The tendency with a sampling methodology like this is for the sample to over-represent the average level of activity per DC. Respondents are more likely to be those who are more involved in digital skills support, and working with more people. Those who act as a DC less often, or where it is a less significant part of their role, are perhaps less likely to record their work and/or to return their survey form.

That said, there are 205 DCs in Brighton and Hove who have completed one of three 'core' courses on the DCN, implying a degree of engagement. If each of these DCs assisted individuals at the average rate for those who completed the Activity Snapshot, we would estimate between 55,000 and 74,000 people could be assisted (55,350 for 30 weeks, 73,800 for 40 weeks). If all 288 people who have registered on the DCN in Brighton and Hove were to provide assistance at the same rate, there is *theoretically* capacity to help up to around 80,000 to 100,000 people over the course of a year (77,760 over 30 weeks and 103,680 over 40 weeks). However, in addition to the caveats above, the number of digitally excluded people or those requiring assistance is unlikely to be this high.

A more realistic estimate of total activity is around **21,500 sessions per year**: see Table 2. This combines three calculations:

- An annualised calculation for the number of sessions we would expect to see recorded on the DCN based on the six month period from November 2017 to April 2018,
- an annualised calculation based on the Activity Snapshot results being multiplied by a 40 week year, and
- an estimate using the Activity Snapshot data and applying a modified version of it to the DCs who are not currently completing either DCN records or the Activity Snapshot but who have completed one of three 'core' DCN courses. [3]

[3] To calculate these numbers, we have taken the total number of DCs who have completed a 'core' course on the DCN (205), and split them across the DC types. We know there are 3 Professional DCs in B&H, and have simply divided the remaining 202 DCs between Volunteer and Embedded types – and have then subtracted all those DCs we know to be using the DCN. As this remains crude, and because these DCs are unlikely to be helping as many learners as those who either use the DCN or completed the snapshot, we have assumed that these DCs only help one tenth the number of sessions (and UELs) as those of their type

Table 4: Estimate of total sessions

DC type:	Professional	Volunteer	Embedded	Total
Snapshot week: active DCs	1	7	31	39
Snapshot week: sessions	26	47	314	387
Average sessions per DC (Snapshot)	26	6.7	10.1	-
DCN (Nov-Apr): active DCs	3	13	0	16
DCN (Nov-Apr): sessions	343	206	0	549
Average sessions per DC (DCN)	4.4	0.6	0	1.3
Annualised DCN sessions	686	412	0	1,096
Annualised Snapshot sessions	1,040	1,880	12,560	15,480
Estimated session by other DCs	-	2,175	2,836	5,011
Final estimate (DCN actual, plus annualised snapshot, plus estimate for remaining DCN core trained DCs)				**21,587**

Table 2 shows that just 16 DCs have been actively recording sessions on the DCN since 1 November 2017. In the period November 2017 to April 2018, they recorded 549 sessions, or 1.3 per DC per week (a much lower rate than the 9.9 sessions per week recorded by the 39 DCs who completed the Activity Snapshot).

In our snapshot sample, an extra 35 DCs were active in addition to those recording sessions on the DCN (4 of those who completed the Snapshot have also recorded sessions on the DCN). The majority (31) of these 35 are Embedded DCs: it can be assumed that since digital skills support is only a part of their job role, and it may take place incidentally as part of their work with clients, they would usually not have time or the motivation to record their sessions on the DCN.

Similar calculations are provided for UELs in Table 3 below, again combining Snapshot and DCN data to provide an estimate of total annual DC activity - suggesting a total of around **19,000 UELs helped per year**.

---

who completed the snapshot. We have also based the estimated on multiplying weekly averages from the Snapshot only by 40 weeks. The calculations used are as follows: 81 Volunteer DCs x 0.5 UELs/week x 40 weeks; 70 Embedded DCs x 0.97 UELs/week x 40 weeks.

Table 5: Activity estimate calculations

DC type:	Professional	Volunteer	Embedded	Total
Snapshot week: active DCs	1	7	31	39
Snapshot week: UELs	16	35	300	351
Average UELs per DC per week (Snapshot)	16	5	9.7	-
DCN (Nov-Apr): active DCs	3	13	0	16
DCN (Nov-Apr): UELs	234	144	0	378
Averaged UELs per DC per week (DCN)	3	0.4	0	-
Annualised DCN based on Nov-Apr	468	288	0	756
Annualised Snapshot UELs[4]	640	1,400	12,000	14,040
Estimated UELs helped by other DCs	-	1,620	2,710	4,330
Final estimate (DCN actual, plus annualised snapshot, plus estimate for remaining DCN core trained DCs)				**19,126**

MAPPING DELIVERY

Of the 2,782 DCN Activity Records, 2,249 contained data sufficient for analysis through the Home Postcodes provided by End Learners.[5]

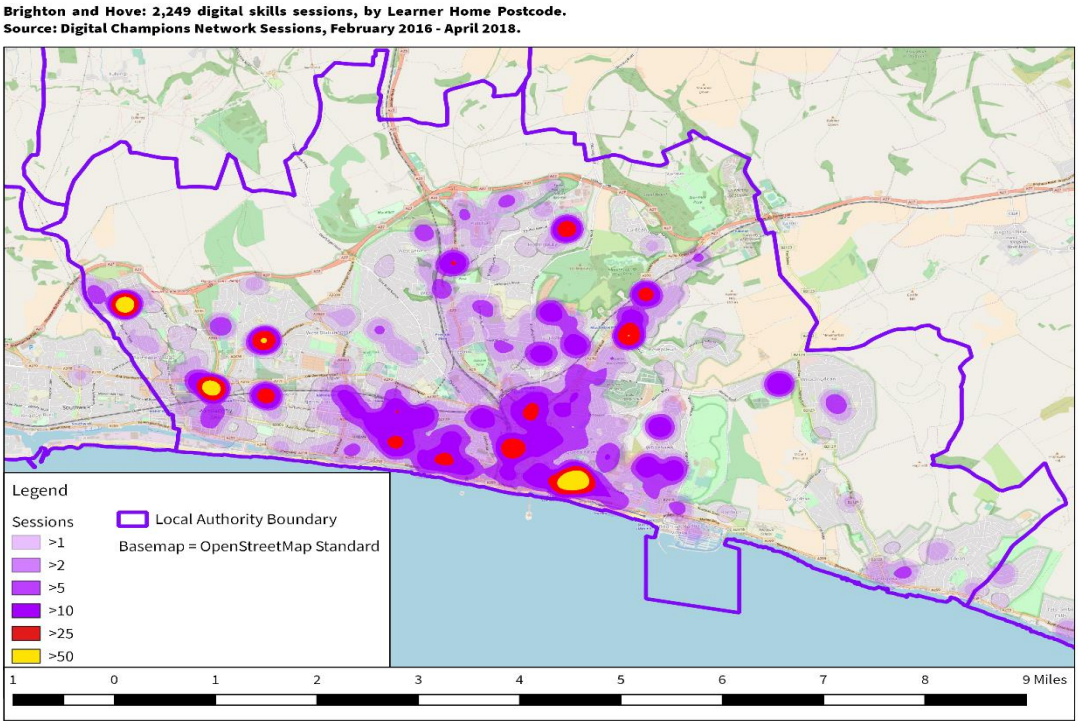
These 2,249 sessions are associated with 773 Home Postcodes. For 506 postcodes, there is only a single session recorded, and for another 120 postcodes only two sessions are recorded. In total, fewer than 10 sessions are recorded at 731 postcodes, while there are 43 different postcodes with which 10 or more sessions were associated – including four postcodes associated with over 50 sessions each, and a total of 253 sessions (11% of the

[4] These are estimates based on a learner not returning a week – over the course of a year they are more likely to return or other words, less likely to be a *unique* learner. Therefore these numbers will be overestimates. However, based on the underestimate applied to other DCs, we have left these numbers unaltered.

[5] Of records not included in analysis: 4 were test records, learner home postcodes were not provided in 28 cases, and were incomplete in 206 cases. In 87 cases, postcodes could not be mapped to geographic locations at first attempt – of these 15 edits were made where typographic errors or mishearing of a dictated postcode could be clearly identified as the issue. Of the 2,480 sessions where 'Home' Postcodes were provided and could be linked to geographic locations, 231 were given as the 'Venue' Postcode as well. As such these were treated as unavailable records, rather than as Home Postcodes. This left 2,249 records to analyse.

total). The distribution of Learner Home Postcodes is shown in Figure 6. These are related to target areas in figures 7-9 and 11-17.

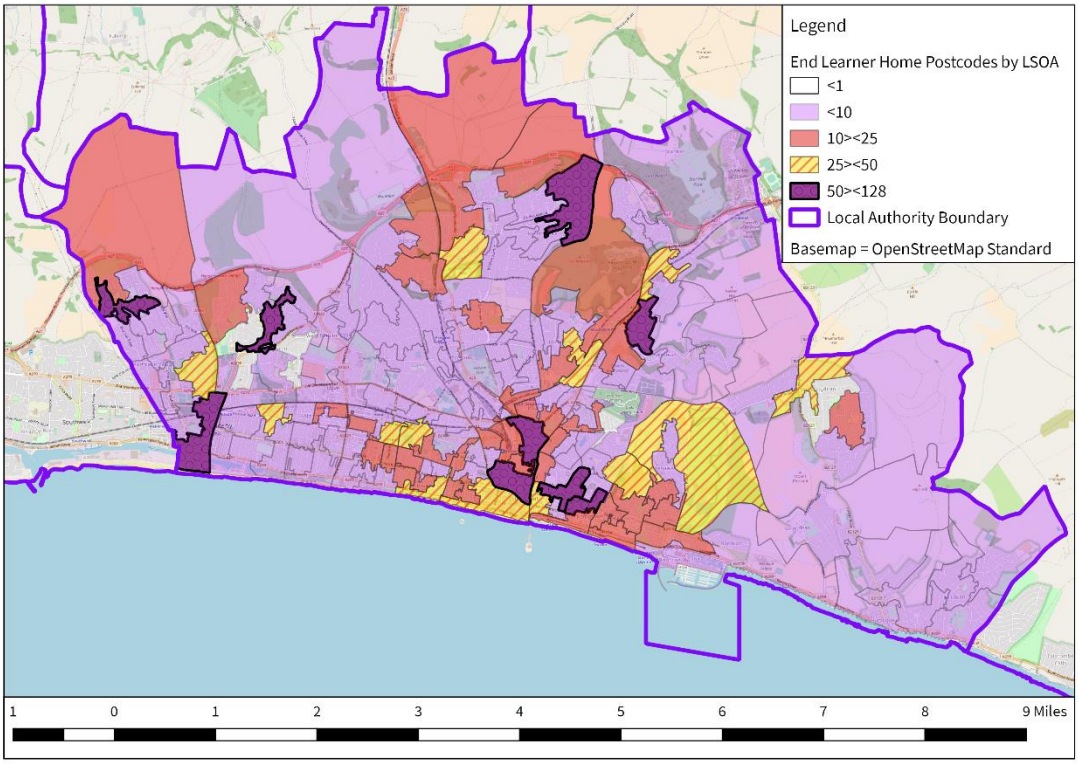
Figure 6: Digital skills sessions by Learner Home Postcode



When these sessions are allocated to 195 Lower Super Output Areas, there are just 44 where only 1 learner lives, while fewer than 10 sessions each are associated with 131 LSOAs. There are 64 LSOAs with which 10 or more sessions are associated. Over half (52.2%) of sessions with home postcodes took place in 24 LSOAs with which 25 or sessions were associated (1,175). Nine LSOAs account for more than 50 sessions each – and in total 686 or 31% of all sessions (Figure 7).

Figure 7: Digital skills sessions by LSOA of Learner Home Postcode

Brighton and Hove: 2,249 digital skills sessions, by End Learner Home Postcode allocated to LSOA.
Source: Digital Champions Network Sessions, February 2016 - April 2018.



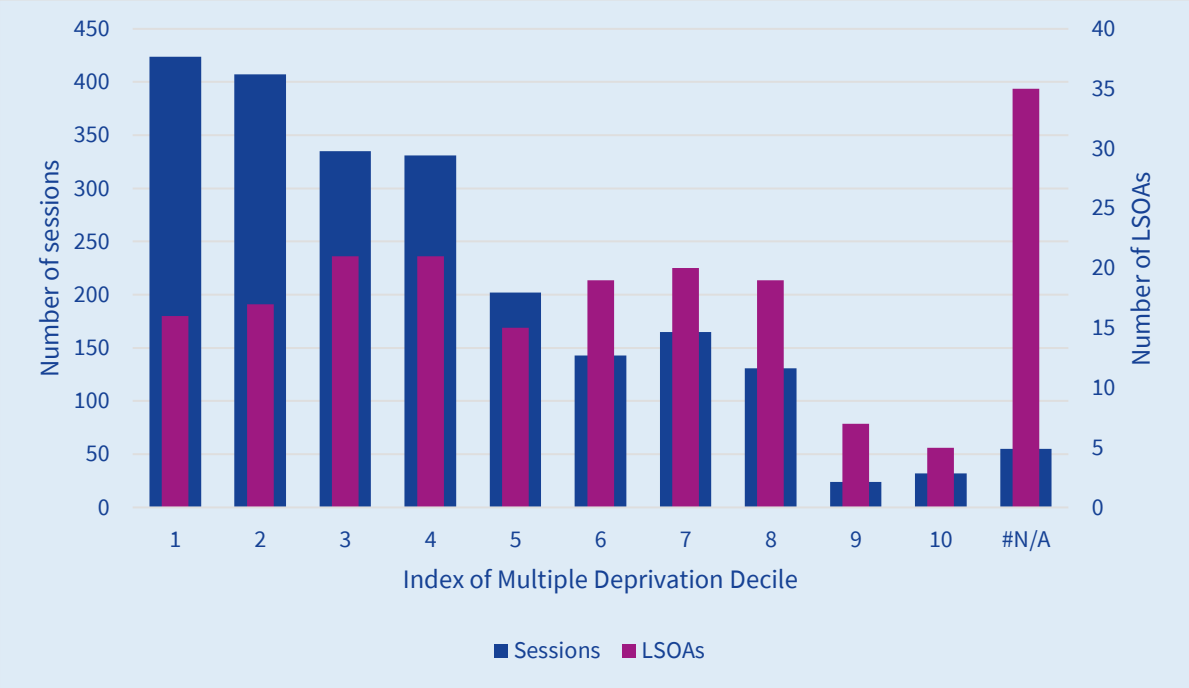
Once End Learner Home Postcodes have been allocated to LSOAs, it is possible to make comparisons with demographic data used to identify target locations, and thus to assess – to an extent – whether concentrations of people seeking assistance with digital skills match expectations about areas where digital excluded people might be concentrated. Such comparisons are tentative – digitally excluded people could live in an area where few others are digitally excluded. In addition, these records represent only a portion of the records made – it may be that the most excluded people are those least likely to provide their Home Postcode. Furthermore, the records made on the Digital Champions Network represent only a fraction of the total digital skills sessions undertaken (our Activity Snapshot analysis above suggests DCN records account for less than 10% of activity). Nonetheless, these comparisons provide some insight into the effectiveness of targeting based on the Baseline produced for the Digital Brighton and Hove project and/or how targeting could be improved in the future.

INDEX OF MULTIPLE DEPRIVATION

The Index of Multiple Deprivation (2015) is the official measure of relative deprivation, and ranks every LSOA in England from 1 (most deprived area) to 32,844 (least deprived area). These ranks can in turn be allocated to deciles. In Brighton and Hove, there is a clear correlation between the sessions with a recorded Learner Home Postcode on the one hand, and the relative deprivation of the LSOA from which the End Learner who received digital skills training.

The largest proportion of sessions (424, 18.9%) have been with learners who provided a postcode within an LSOA among the 10% most deprived in England. This is particularly significant given just 17 LSOAs fall into this category, representing just 10% of Brighton and Hove LSOAs. Furthermore, 831 sessions (36.9% of the total) took place in LSOAs among the 20% most deprived. Again, the significance of this is increased by just 33 LSOAs being in these categories, 16.9% of Brighton and Hove LSOAs (Figures 8 and 9, Table 6).[6]

Figure 8: Sessions by LSOA of End Learner Home Postcode vs. IMD Decile of LSOA



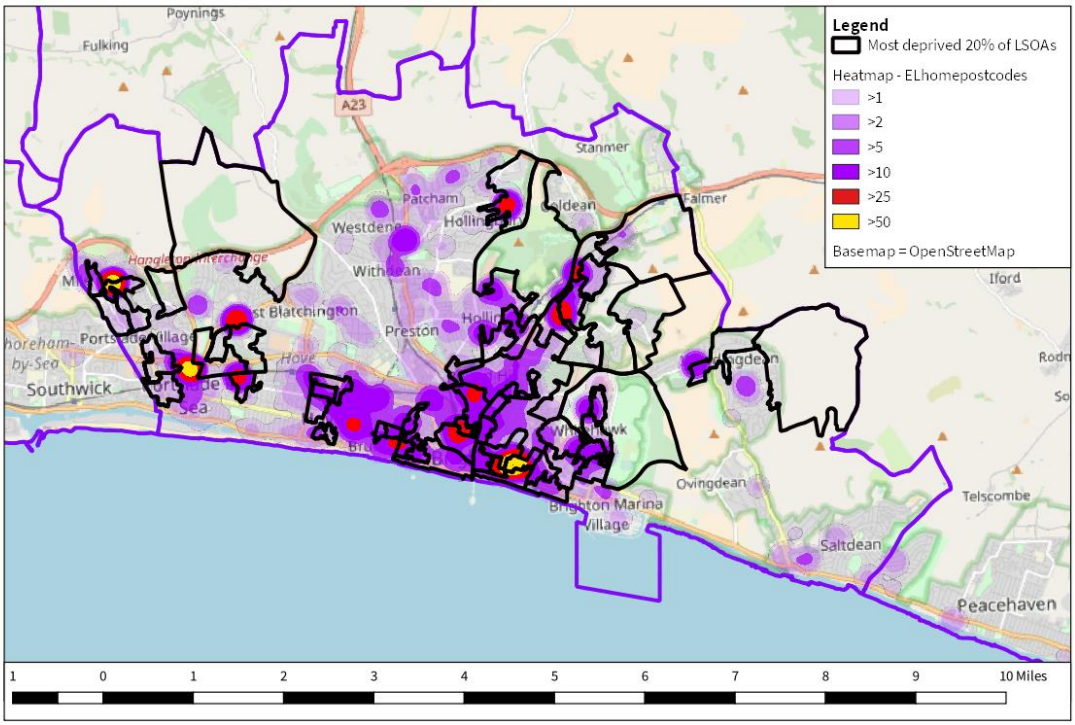
[6] Overall, **75.5% of sessions were with End Learners who gave Home Postcodes in LSOAs in the 50% most deprived in England**.

Table 6: Sessions and LSOAs by IMD Decile, Brighton and Hove

IMD Decile	Sessions	LSOAs	% Sessions	% LSOAs
1	424	16	18.9	8.2
2	407	17	18.1	8.7
3	335	21	14.9	10.8
4	331	21	14.7	10.8
5	202	15	9.0	7.7
6	143	19	6.4	9.7
7	165	20	7.3	10.3
8	131	19	5.8	9.7
9	24	7	1.1	3.6
10	32	5	1.4	2.6
#N/A	55	35	2.4	18
Total	2,249	195	100	100

Figure 9: Digital skills sessions vs LSOAs in 20% most deprived in England

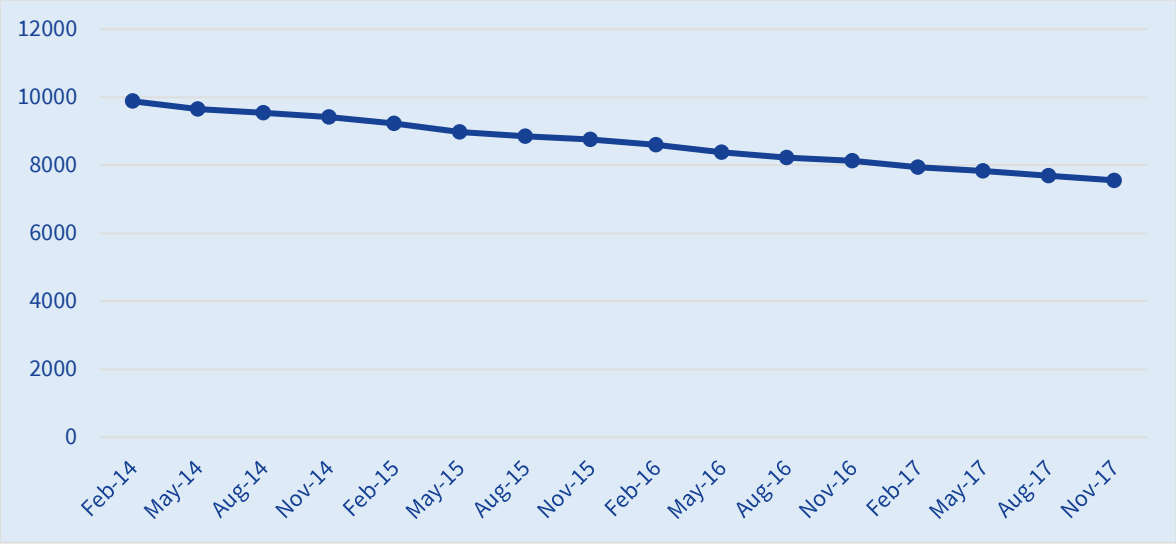
Brighton and Hove: 2,228 digital skills sessions, by LSOA of Learner home postcode vs LSOAs in 20% most deprived.
Sources: Digital Champions Network activity records (Feb 2016 - April 2018), Index of Multiple Deprivation (2015).



PENSION CREDIT

In November 2017, the most recent quarter for which data is available, there were 7,555 active Pension Credit claims in Brighton and Hove.[7] This number has been steadily falling since 2014 – as it has been across the South East (to 76.5% of the February 2014 total in Brighton and Hove, and 75.7% across the South East) – see Figure 10.

Figure 10: Pension Credit claims in Brighton and Hove. Source: DWP Stat-Xplore



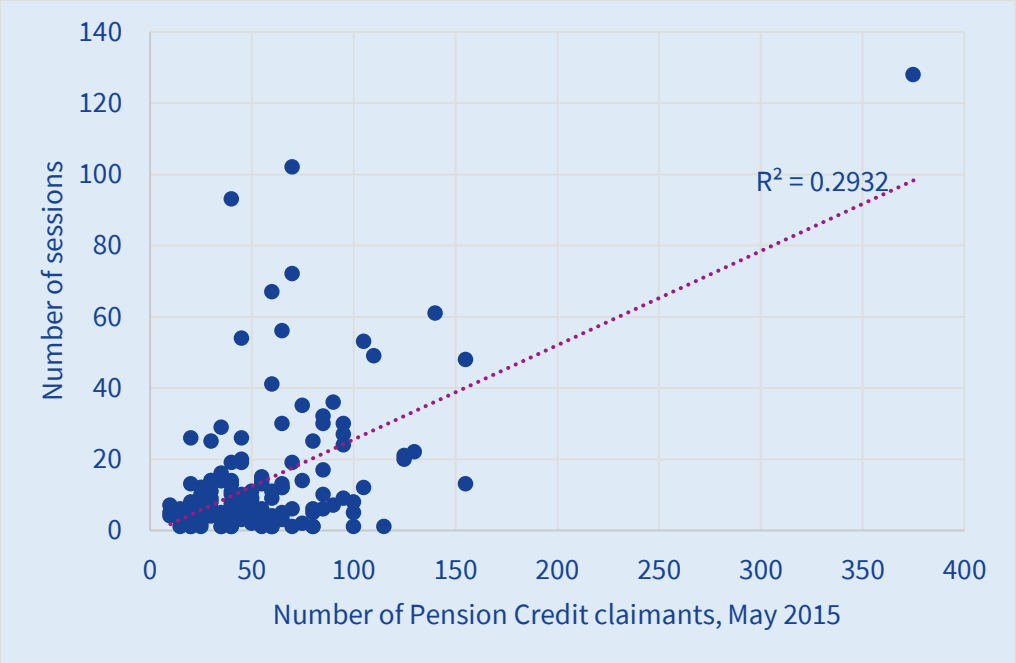
In the 2016 Baseline, we presented a map of Pension Credit claimants (from May 2015) against community assets that could be used to provide digital skills assistance. Figure 12 shows the original map, while figure 13 plots 2,228 learner home postcodes against the May 2015 Pension Credit data. The pattern of sessions in Figure 10 does appear visually to approximately match the distribution of Pension Credit claims, though sessions have not (yet) taken place in every LSOA with between 50 and 100 Pension Credit claims.

Indeed, of the 13 LSOAs where there were over 100 Pension Credit claims, just one has had zero learners with home postcodes in the area undertake sessions, and only two have had fewer than twenty sessions. At the same time, in all 9 LSOAs with which over 50 sessions

[7] To be entitled to Pension Credit, the applicant must be of qualifying age and living in Great Britain. The benefit is designed to guarantee that no-one of State Pension age need live on an income of less than a guaranteed amount (the qualification age is gradually increasing from 60 to 65 between April 2010 and April 2020).

are associated, there were over 40 Pension Credit claims in May 2015. By assessing this relationship statistically, we found that – of the data on benefits and Experian Mosaic profiles which Citizens Online presented in the 2015 Baseline Evaluation – Pension Credit proves to be the metric most associated with sessions for which home postcodes were provided, figure 11 (R^2=0.29). In other words, it would be the best predictor of where sessions would take place.

Figure 11: Pension Credit claims vs. Learner Sessions, by LSOA



The 2016 Baseline report also included a map of Housing Benefit claims in August 2015. This map also appears to have affected provision, as there is a similar though slightly weaker correlation between the number of Housing Benefit claims in an LSOA and the number of sessions by home postcode from the same LSOA (figure 14, R2=0.22). Alternatively, this correlation shows our assumption that areas with higher numbers of Housing Benefit claims would be likely to be places with greater need digital skills support. By contrast, while a map was also provided of JSA claims (February 2015), there is little correlation between the number of claims and the number of sessions delivered (Figure 15, R^2=0.07). This is likely explained by the lower number of JSA claims. A correlation was also conducted against ESA claimants (R^2=0.15), lower than for Housing Benefit and Pension Credit but nonetheless a relatively good predictor of sessions.

Figure 12: Baseline 2016 Map of Pension Credit Claims by LSOA, May 2015

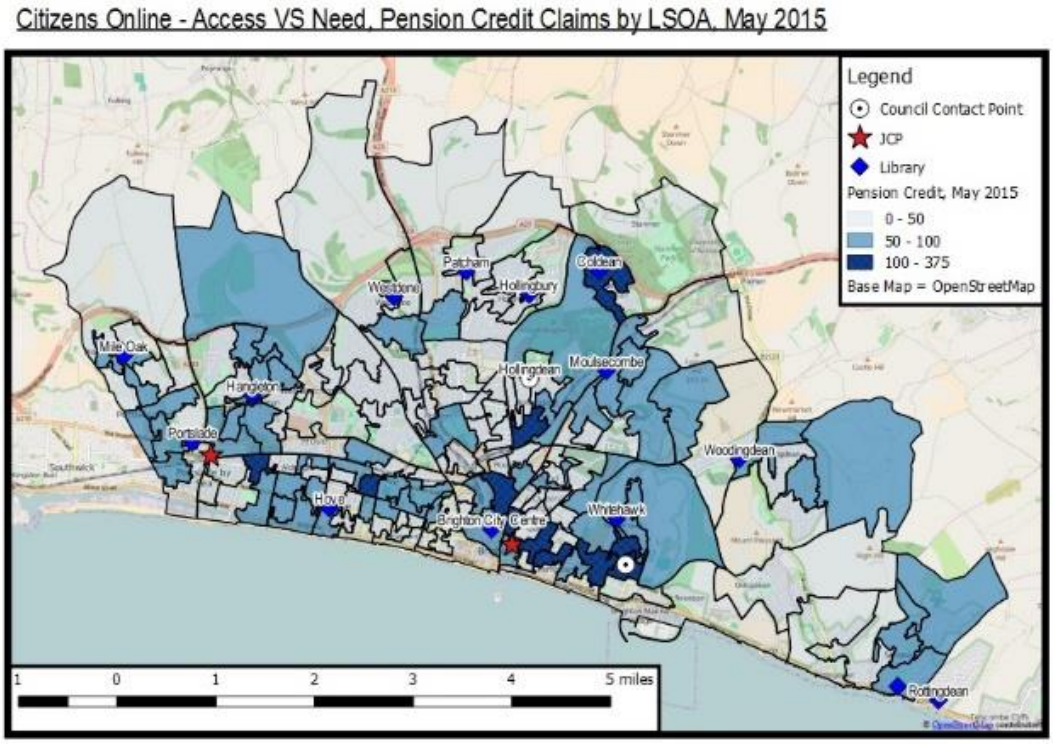


Figure 13: Digital Skills Sessions vs Pension Credit by LSOA

Brighton and Hove: 2,228 digital skills sessions, by LSOA of Learner home postcode vs Pension Credit claims by LSOA.
Sources: Digital Champions Network activity records (Feb 2016 - April 2018), DWP Stat-Xplore (May 2015).

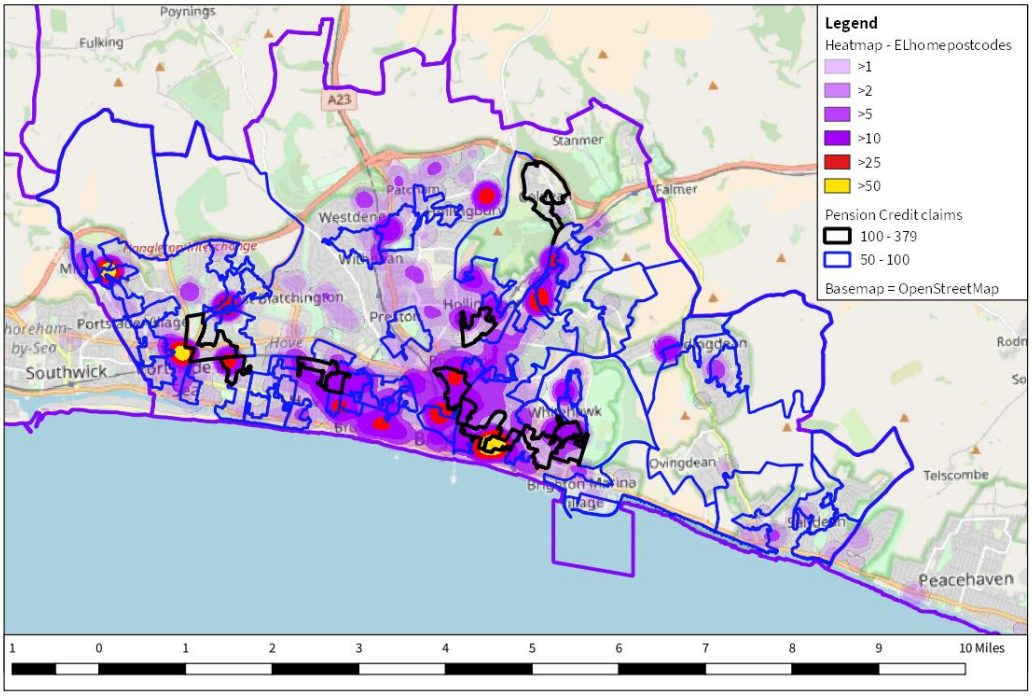


Figure 14: Housing Benefit claims vs. Learner Sessions, by LSOA

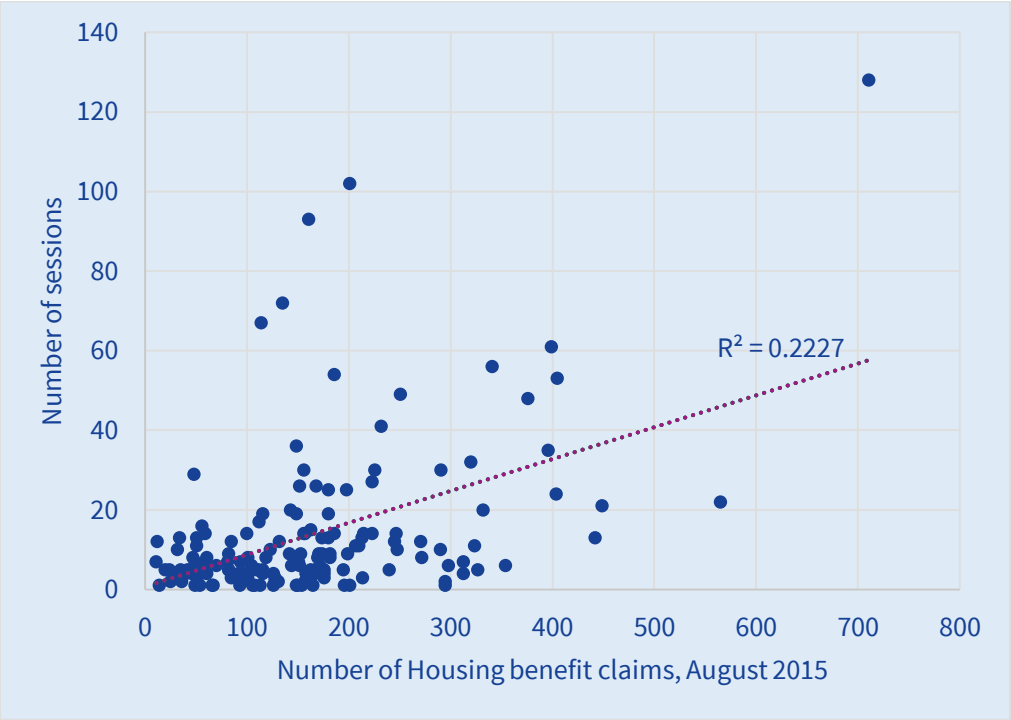
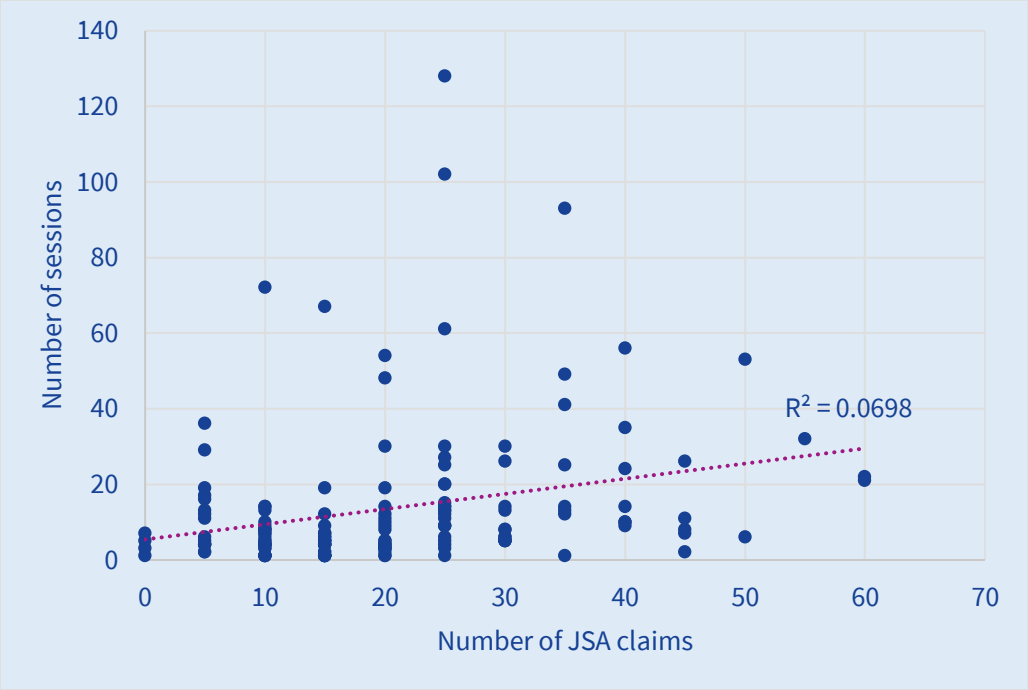
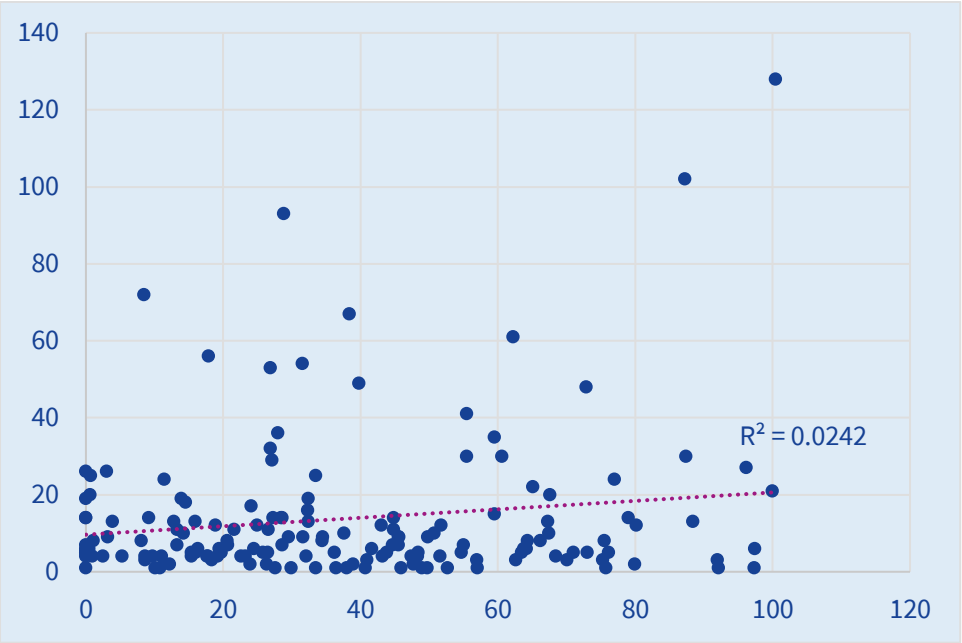


Figure 15: JSA claims vs. Learner Sessions by LSOA



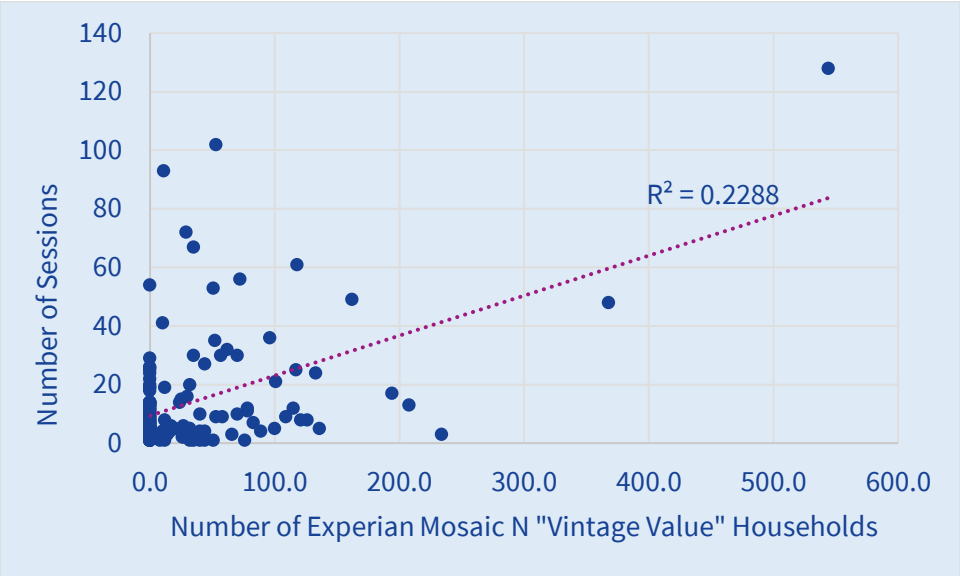
Information about several Experian Mosaic groups and types was also used to allocate potential areas for targeting of provision and support. Figures 16 and 17 show the correlation against all Experian Mosaic Households assessed by Citizens Online as being at greater risk of digital inclusion (R^2=0.02), and the group where the correlation was strongest – Experian Mosaic N "Vintage Value" (R^2=0.23). That Group N provides the best indication is not surprising given the findings about Pension Credit as households in Group N are more likely to be benefit claimants generally, and particularly of Pension Credit.[8]

Figure 16: Experian Mosaic Households at greater risk of digital inclusion vs Learner Sessions by LSOA



[8] For the other Experian Groups and types, correlations were lower. In descending order: Experian O63, O64 and O66 combined - R^2=0.14, Experian I39 - R^2=0.007, Experian F – R^2=0.002, Experian K47 – R^2=0.0002, Experian M56 – R^2=0.0001.

Figure 17: Experian Mosaic N Households vs Learner Sessions by LSOA



VENUES

Once data cleaning had been completed, 2,228 records with an identified venue location were available for analysis.[9] 108 unique full venue postcodes were recorded. On average, this means that just over 20 sessions have been recorded at each venue (20.63). However, in reality, the number of sessions varies considerably – from locations where a single session has taken place to three venues where over 100 sessions have been recorded. Indeed, 6 postcodes account for over half (51.9%) of all sessions recorded with a full postcode. 642 sessions (28.8%) have taken place at BN1 1GE – the postcode for Jubilee Library in central Brighton, 234 (10.5%) took place at BN1 1JE – the postcode for Brighton Customer Service Centre, and 109 (4.9) at BN3 2FL – the postcode for Hop 50+ /

[9] Of the 2,782 Activity Records created between 15/02/2016 and 30/04/2018, 545 had a missing (524) or incomplete (21) record for Venue Postcode. A further seven used postcodes which appeared not to be in use, while 14 postcodes were updated to correct apparent typographic areas. Two postcodes were corrected where typographical errors appeared to result in the symbols ! and $ replacing the numbers 1 and 4. One postcode had a letter replaced making it a workable postcode (BN2 9JL to BN2 9JA). In two cases two postcodes were corrected to match data for what appeared to be the same learner (BN 0DE to BN2 0DE). For two postcodes (BN418LD) a figure 4 was removed to make a postcode in use (BN1 8LD). For two postcodes (BN512AA) a figure 5 was removed to make a postcode in use (BN1 2AA). BN2 0LN corrected from BN2 OLN. Other postcodes were apparently complete but did not exist, presumably also resulting from typographic errors – but in these cases ones without obvious solutions: BN1 14G, BN1 1GW, BN2 6AP, BN32JK. Together, these postcodes accounted for 4 sessions.

Cornerstone Community Centre. Table 7 provides a list of the venues where the highest numbers of sessions have taken place.

Figure 18: Sessions by Venue Postcode

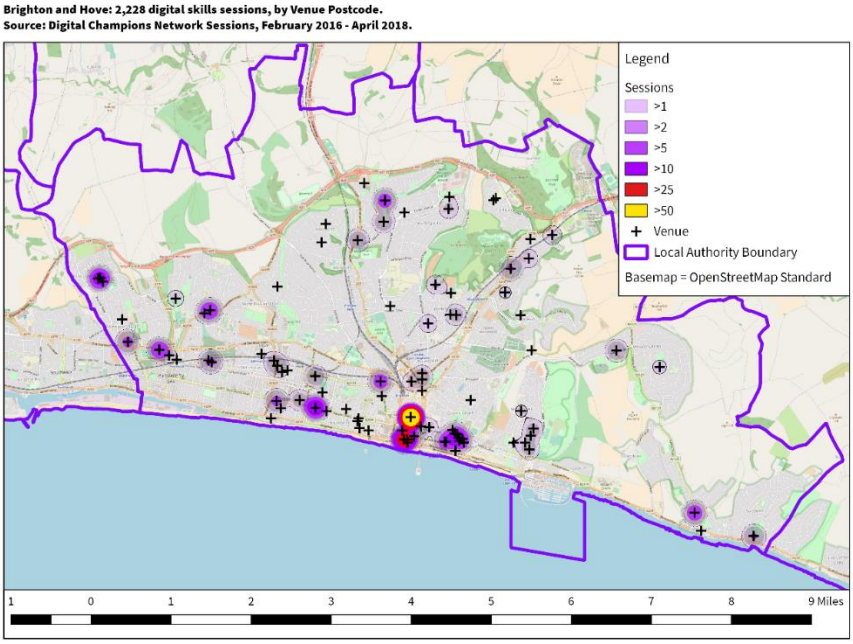


Table 7: Table 7 Postcodes/Venues where more than 10 sessions have been recorded via DCN Activity Records. Source: DCN.

Rank	Post Code	Venue Name	Activity Records	Percentage of Activity Records	Cumulative percentage
1	BN1 1GE	Jubilee Library	642	28.8	28.8
2	BN1 1JE	Bartholomew House Customer Service Centre	246	11.0	39.9
3	BN3 2FL	Hop 50+	109	4.9	44.7
4	bn41 1XR	Portslade Library	59	2.6	47.4
5	BN41 2WF	Hazelholt Seniors Housing Scheme, Portslade	57	2.6	50.0
6	BN2 7HA	Rottingdean Library	55	2.5	52.4
7	BN3 8LD	Hangleton Library	54	2.4	54.8
8	BN1 3TJ	AGE UK	50	2.2	57.1
9	BN1 8TA	Patcham library	50	2.2	59.3
10	BN2 1JS	Somerset Point, Seniors Housing Scheme, Kemp Town	46	2.1	61.4
11	BN3 2EG	Hove library	40	1.8	63.2
12	BN41 2AA	Evelyn Court, Sheltered Housing	39	1.8	64.9

Rank	Post Code	Venue Name	Activity Records	Percentage of Activity Records	Cumulative percentage
13	BN2 0DE	Leach Court, Sheltered Housing	38	1.7	66.7
14	BN2 8SP	Saltdean Library	36	1.6	68.3
15	BN2 4QF	Broadfields, Sheltered Housing	35	1.6	69.8
16	BN41 2WU	Paddock Court, Sheltered Housing	32	1.4	71.3
17	BN2 6BA	Woodingdean Library	28	1.3	72.5
18	BN1 1EG	n/a	27	1.2	73.7
19	BN1 8WU	Elwyn Jones, Sheltered Housing	26	1.2	74.9
20	BN2 1PR	St Anne's Day Centre	26	1.2	76.1
21	BN3 3EX	Elizabeth Court, Sheltered Housing	26	1.2	77.2
22	BN3 5NW	Sanders House, Sheltered Housing	26	1.2	78.4
23	BN1 8NG	Jasmine Court, Sheltered Housing	25	1.1	79.5
24	BN2 1LG	Lavender House, Sheltered Housing	25	1.1	80.7
25	BN3 3BQ	Hove Town Hall	20	0.9	81.6
26	BN1 7AY	Lindfield Court, Sheltered Housing	19	0.9	82.4
27	BN3 3WR	Vallance Communirty Centre	17	0.8	83.2
28	BN2 5GB	Southease, Sheltered Housing	15	0.7	83.8
29	BN3 7SG	Churchill House, Sheltered Housing	15	0.7	84.5
30	BN1 4JU	Brighton Open Market	14	0.6	85.1
31	BN1 7HX	Laburnum Grove, Sheltered Housing	14	0.6	85.8
32	BN1 8DD	Warmdene Surgery	14	0.6	86.4
33	BN2 4PN	The Bridge Community Education Centre	14	0.6	87.0
34	BN2 5NS	Whitehawk Inn	14	0.6	87.7
35	BN3 5NS	Muriel House, Sheltered Housing	14	0.6	88.3
36	BN1 6JX	Ditchling Gardens, Sheltered Housing	13	0.6	88.9
37	BN2 4QL	Moulsecoomb Housing Centre	13	0.6	89.5
38	BN2 1LT	Evelyn Glennie Court, Sheltered Housing	12	0.5	90.0
39	BN3 3HF	Woods House, Sheltered Housing	11	0.5	90.5
40	BN3 8AN	n/a	11	0.5	91.0
41	BN1 4HS	Rose Hill Court, Sheltered Housing	10	0.4	91.4
42	BN20LN	Brighton Job Centre	10	0.4	91.9
13	BN2 0DE	Leach Court, Sheltered Housing	38	1.7	66.7

CONNECTIVITY

Finally, fast broadband and 4G mobile data connection availability remains excellent in Brighton & Hove:

- The proportion of premises with superfast broadband (SFBB) was 95%, and is now at least 98% (Ofcom, 2018) or 99.5% (thinkbroadband, 2018)
- The proportion of premises unable to get basic broadband (<2Mbps available) remains 0.01% (Ofcom 2018; thinkbroadband, 2018)
- 98% of premises have 4G access from all operators outdoors, and 84% indoors. There are still 0 premises with no 3G mobile data access, and 0 premises with no 4G mobile data access (Ofcom, 2018)
- Data from Experian Digital reports there are nonetheless 30,968 individuals without home broadband of 8Mbps or faster, and 14,786 who never use mobile internet.