

Digital Brighton & Hove

Brighton and Hove Digital Resilience Project

Baseline Analysis

Executive Summary

February 2016

Citizens Online

## **Executive Summary: Recommendations for Digital Inclusion**

Digital Brighton & Hove is a partnership project involving Brighton & Hove City Council; Citizens Online; BT and a network of public, private and community sector organisations including Job Centre Plus and the NHS. Digital Resilience is the approach taken.<sup>1</sup> It aims for a seamless alignment between service transformation and the digital inclusion needs of citizens. This document establishes the Baseline for the Digital Brighton & Hove project and provides the evidence individual partners require in order to commit time or resources. It also sets the direction for the project and local teams.

### **Sources and outputs**

The sources of evidence we have drawn from include:

- open source and demographic data (Experian Mosaic public sector profiling tool)
- review of relevant policies, strategies and action plans
- surveys and assessments with staff, key stakeholders and wider partners
- local asset mapping of existing resources and training

Substantial research has already been carried out in Brighton & Hove. This work has been updated and now includes asset mapping, surveys and assessments in greater depth, and provides recommendations to form a basis for the action planning work that will follow.

There are five outputs from this work:

1. This Executive Summary with Recommendations
2. Baseline Analysis Reports<sup>2</sup>
3. Raw Data and Mapping Resources
4. A process for keeping track of relevant updates in the landscape (to be produced end Feb 2016)
5. A report on the funding landscape, with recommendation (due late Spring 2016)

### **Summary of findings**

- Brighton & Hove organisations have good experience of partnership working in other fields, however working together to address digital resilience is new. There are opportunities to build on previous experience to enable resource sharing, commissioning and improving funding through the project.
- Brighton & Hove Council have a clear strategy for digital by default, through their Customer First in a Digital Age strategy. The roll out of Universal Credit with DWP is also taking place at the moment. Therefore it a good time for this project. Whilst, partners had no specific strategies for digital inclusion or assisted digital, they have been carrying out activities towards this end.
- Many frontline staff had good digital skills, but up to 1 in 5 may lack basic skills. Three quarters of staff were willing to signpost to support and access and demonstrate digital services then and there.

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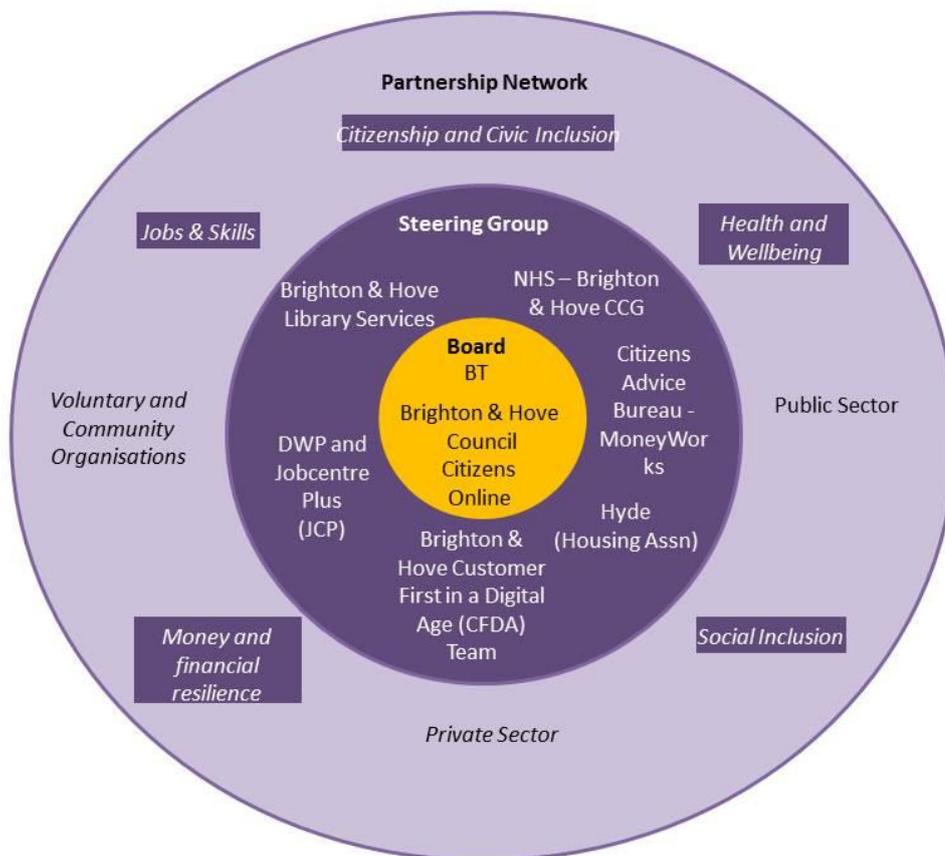
<sup>1</sup> Developed by Citizens Online, for an overview see here <http://www.citizensonline.org.uk/wp-content/uploads/Digital-Resilience-Final-Marketing-Collateral.pdf>

<sup>2</sup> Contains Baseline Stage 1; Baseline Stage 2; Survey Spreadsheets and Supporting Action Planning documents

- Training and provision across the city is generally good with the libraries and job centres providing support and access. The lack of evening and weekend support may create barriers for low income families and older workers.
- The following themes emerge as priorities for the partnership:
  - Reaching out to the Young and Excluded
  - Creating Resilient Households
  - Digital Retirement

### Local Partners, priorities and partnership development

Digital Brighton & Hove partners are shown in the diagram below:



The partnership has good representation from key partners, from across the sectors and strong links to the community and voluntary sector. It was clear from the DWP and BHCC survey responses that the Digital Brighton & Hove partnership is not yet mature, having only recently formed. The local partners have good experience of working together in other areas, but this is a relatively new area to focus on and may require working together in a different way. Citizens Online now have a local project co-ordinator working in the area, so there is an opportunity to develop stronger local links through the team on the ground. In order to move the partnership forward and to support digital resilience in the area, the

project will need to share information and resources, plan activities and improve resilience in funding.

There are some missing partners who are not currently represented. Tinder Foundation is already working in Brighton & Hove with some local departments and it would be good to ensure that the work they undertake in the area is in line with the broader programme. Affinity Sutton are a national housing provider who have housing stock in Brighton & Hove, and also a One Digital partner who could become part of the local partnership as well as the wider Consortium. Several other housing providers completed hub surveys including Orbit Housing Association and Brighton Housing Trust. They are also working on digital and financial inclusion for their residents and this ensures a joined up approach.

### **Policies and strategies**

There is a clear commitment from Brighton & Hove City Council (BHCC) to use digital self-service, as part of a wider change programme aimed at putting citizens and business at the centre of service design. This is clear in its corporate plan and also links to the desire to deliver services in a cheaper and so 'more sustainable' way as its income falls and many demands, such as supporting an ageing population, rise. The Customer First in a Digital Age programme (CFDA) leads this work and its remit includes channel shift and inclusion. BHCC has made a conscious decision not to have stand-alone channel shift or inclusion projects and programmes, preferring to integrate them into the work of the CFDA programme.

The Council has also been active through its Library service in promoting digital skills and access. It is currently offering both free access and training in ICT basics to residents through its libraries network and also supporting job seeking. Overall it is clear that BHCC has a vision for digital service delivery.

The BHCC Financial Inclusion strategy clearly states that there is a link between financial and digital exclusion and that this may become greater with 'digital by default'. We have not yet obtained any evidence of work linked to assessing how well residents will cope with the shift to a 'digital by default' state benefits system. This may in part be due to the relatively slow roll out of Universal Credit (UC) which currently affects fewer than 200 cases between December 2015 and March 2016. However, from March 2016 implementation is scheduled to accelerate significantly.

DWP is providing support as UC is rolled out starting on 14<sup>th</sup> December 2015. Digital support will be provided for people who are claiming UC via signposting to pre-existing services including libraries and other council facilities. It is also being provided through specific referrals to third sector community advice organisations via Moneyworks, which is an umbrella organisation for a number of advice agencies in Brighton & Hove. These referrals are chargeable on a case by case basis. The model for provision of support from

March 2016 onwards has yet to be decided. It will need to be able to provide the additional capacity needed for a larger number of clients and clients with more complex claims/needs.

In principle Brighton is very well placed to exploit digital technology and the web in the delivery of healthcare and social care as well as employability. Based on DMA responses and discussions with stakeholders, two health related areas have been identified as potential areas for digital inclusion work; adult mental health and adult social care. The first of these also has a significant overlap with opportunity, employment and poverty as Brighton & Hove has around 13,000 ESA claimants of which just over half have mental health needs. At the time of completing this report we have not received any strategy or policy documents from local healthcare providers relevant to digital inclusion. However, this is a line of work that is worth pursuing during the course of the project.

The Digital Maturity Assessment (DMA) provides strong evidence of multiple activities that could be described as 'digital inclusion' despite the absence of a formal digital inclusion strategy or policy. Overall BHCC and DWP appears to be engaged in most of the individual activities required to deliver digital inclusion for residents. There is also a bid for National funding in place to provide assisted digital in Libraries which should have a decision by February 2016.

Work is currently being undertaken to define the critical path and we hope that the Digital Brighton & Hove project will help shape the digital inclusion aspects of that programme.

#### *Connectivity*

Brighton & Hove is extremely well connected in terms of digital infrastructure for fixed line broadband and mobile connectivity. Ofcom data from 2013 placed The City of Brighton & Hove as the local authority with the highest percentage take-up of broadband of any UK local authority. The uptake of broadband at this time was 87.3% with 33.1% taking superfast. In the second quarter of 2014, just 0.008% of the population was receiving under 2Mbit/s.

In 2013 no area within the borough did not have a reliable 3G phone signal. While it is possible that some 'not spots' may still exist in Brighton & Hove, lack of digital infrastructure is very unlikely to be a cause of digital exclusion. Data from 2015 used slightly different formats, but still has Brighton & Hove 16<sup>th</sup> highest of 185 Local Authorities with 95% of premises having superfast available to them. In 2015 just over half broadband lines in Brighton & Hove were faster than >30 Mbps (superfast is >24Mbps) and only around 2% of lines gave 2Mbps or less.

#### *Access*

The City of Brighton & Hove is a relatively compact geographic area which has a high population density and is well served by public transport. We have identified 26 locations

where residents could obtain free access to the internet and more may be added during the project. There will almost certainly be more access available, but this list of 26 locations represents the major providers of free access. In total 222 free public access PCs were identified with the major providers being BHCC Libraries, DWP/JCP and Brighton Unemployed Centre Families Project (BUCFP).

In terms of availability the picture is more complex as the opening times of the venues providing these PCs limits availability. Few locations are currently offering access at weekends and evenings and fewer drop-in sessions for job-seekers than expected. This could prove significant for residents claiming in work benefits and/or with family commitments.

### *Accessing Digital Services*

The council reported receiving very high numbers of e-mails and web-forms which is in keeping with an area with a young, urban and technically adept population. It has also been extremely successful in configuring its services so that two out of three digital contacts are via web-forms rather than unformatted e-mails. However, in 2013/14 it was receiving around 223,000 face to face visits (1.9 per household) per year which is significantly higher than its peers on a per household basis. Currently a large proportion of face to face contact in Brighton & Hove is related to parking permits and fines and potentially avoidable. However, even if the council has success in eliminating most of the contact associated with parking fines and permits, it would still have contact levels near the mean for its peers.

While these levels of contact are by no means unusual, given the affluent urban nature of a large part of its population and high levels of uptake achieved for digital forms, lower levels of face to face contact might have been expected. Similarly, while the levels of telephone contact are good in relation to peers, they represent nearly seven calls per household per year. While more work would be needed to confirm who is calling and why, it is likely that many residents that are well able to access services online are continuing to use face to face or telephone channels.

### **Employment**

Service sector jobs make up a much greater proportion of the jobs market overall even compared with the relatively high figures for the United Kingdom or the South East (94.5%), with a far smaller proportion in Manufacturing and – to a lesser extent - Construction. A breakdown of service jobs show an understandably larger proportion employed in food and accommodation. However, a surprisingly high proportion are employed in public administration, education and health and at 31.5% of jobs this is 5% higher than for the South East as a whole. The City also has a higher percentage of self-employment (14% compared to 10.1% across the UK).

If we consider the size of employers, it is apparent that in Brighton & Hove micro businesses are very important to the economy, with a larger proportion of business with less than 250 employees, than the South East. Micro and small businesses appear to provide the majority of jobs in the area. This may be a way to reach some of the lower income households that are in employment.

Recreational and business tourism play an important role in the area's economy. The most recent strategy obtained was 'City of Brighton & Hove: A Refreshed Strategy for The Visitor Economy 2008/2018. Given the excellent infrastructure present in the area, connectivity is very unlikely to be a problem for visitors. However, the strategy says very little about the role of digital technology and skills in promoting tourism.

### *Benefits*

At May 2015, The City of Brighton & Hove overall had a higher level of JSA claimants at 1.5% than the South East (1%) but was in line with the figure for the UK overall (1.7%). In 2014, gross weekly earnings for full time employees in Brighton & Hove at £543.30 are above the Great Britain average of £520.80, but below the South East average of £567.00. In the age group 50-64 Brighton & Hove has JSA claim rates higher than the SE region and England, despite having fewer than average people in the age range within the borough. It should also be noted that this age group is also the most likely to spend more than 12 months claiming JSA and the most likely to be digitally excluded. 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%).

Comparing Housing Benefits for Brighton & Hove shows that the area has a rate of claims per household that is around 50% higher than the SE region and 20% above the rate for England as a whole. This is likely to be due to a higher cost for accommodation and in part to a larger number of people on lower income jobs. In August 2015 there were 26,306 housing benefit claimants in Brighton & Hove, representing around 1 in every 5 households. However, it is significant that there are also a large number of much older claimants aged 70+. A more detailed analysis of this group shows that most of these older claimants are tenants of the Council or Social Landlords. It should also be noted that a much higher percentage of people rent from private landlords in Brighton & Hove than in either the SE or UK.

### *Frontline staff*

The people who are in regular face to face or telephone contact with those at risk of digital exclusion are a vital link in tackling this issue. They have regular opportunities to engage, 'nudge', support or signpost people towards help or support. The front-line survey had a large response, with 119 front-line staff completing the survey. 48 staff worked in housing, 30 in libraries and 28 in finance and resources. Over 85% were already acting as informal

digital champions and just over half (52%) were willing to become formal digital champions. Staff were generally confident with their internet skills and 90% stating they had good or excellent skills. However, when asked specific questions about some of the basic digital skills, just over 80% were able to positively answer all of these. This suggests that as many as 1 in 5 front-line staff may lack basic digital skills, particularly within housing and libraries.

Approximately 40% of staff were directing customers to online services, and around half of staff thought it was part of their job to help people with digital skills. Many others were referring to local organisations including: library, CAB, money advice, Brighton unemployed centre and Whitehawk Inn.

When asked if staff jobs could be changed to help people more with digital skills, only 12% agreed. Many felt they were already doing this, but others cited lack of time as a barrier. However, over 75% of staff were willing to signpost people to places of support and a similar number were willing to show people how to do things then and there.

From the DMA return DWP/JCP estimated that about half of its customer-facing personnel have good digital skills are confident advocates of online service delivery and actively promote digital options to service users. This is very much in line with what has been seen in other project areas, but implies that low confidence and skills may be a blocker for change and effective engagement with clients. As Universal Credit is rolled out this 'skills gap' is likely to become more important and could provide a powerful incentive to develop digital skills in customer-facing personnel. We did not have any staff from JCP complete the surveys. It would be useful to work with JCP to complete a staff survey with their frontline staff.

### **Targeting our interventions: Local Need**

In order to target interventions/support, it is necessary to look in more detail at the circumstances of excluded groups. Many of these 'digitally excluded' people will have been online at some point, some have smart phones and some have an internet connection at home. However, the critical issue regarding digital exclusion is whether they have the right skills and confidence and many will not. Analysis of the Brighton & Hove population with the Experian Mosaic tool implies that **16% of the population are at risk of digital exclusion.**

This is a major contrast to the other project areas (that are part of the Lottery funded Digital Resilience work) where between 35 and 50% of households were in these 'at risk' sub-groups. This is undoubtedly in part due to very good internet connectivity which means few if any households cannot get a mobile or fixed line broadband connection. In addition a population with a high proportion of young people and graduates means fewer will be offline.

Those offline, fall into a large number of Experian Mosaic groups with relatively few households in any one group. However, three themes have been identified:

- i) **Reaching out to the Young and Excluded.** This would target people in their late teens to late twenties who may be living on the fringes of society. It would include Experian Mosaic group O63 Streetwise Singles (2.5% of households) who are likely to be heavily dependent on benefits and with low income jobs, low skills and relatively high health needs. It would also include many of the younger people claiming ESA and groups experiencing problems with substance misuse, homelessness and mental health problems. In this context it should be noted that currently around 50% of ESA claimants in Brighton & Hove have mental health problems.

It is anticipated that most of this target group will have a mobile phone, possibly a smart phone and will have used the internet. However, it is also anticipated that many will lack many of the key transactional skills needed to access services – including health services – and gain or maintain employment. For some basic literacy or lack of English may be the key barriers. These individuals are likely to be both hard to reach and hard to influence. Achieving positive change will rely on working through partners via a ‘hub and spoke’ model. Developing the digital skills of specialist workers in contact with these people and supporting access through signposting will be important.

- ii) **Creating Resilient Households.** This theme is targeted at people or households that could become more resilient if they were able to improve their digital skills. In this context more ‘resilient’ would mean better able to access services and benefits themselves, stay employed, financially included and healthy. This would include Mosaic group M56 ‘Solid Economy’ (6.2% of households) which are families on low income with children and relatively high benefits dependency. It would target groups I39 Ageing Access (13.4% of households), O64 High Rise Residents (1.7%) and O66 Inner City Stalwarts (1.61%) representing a total of 22.9% of Brighton & Hove households.

It is anticipated that while the majority of people in this group will have access to the internet and go online fairly regularly they are likely to lack transactional skills and confidence. These groups are currently likely to be affected by changes to benefits entitlement and will be affected by Universal Credit as it is rolled out. Interventions are likely to range from gentle reminders and nudges through to quite involved support and coaching. Reaching them is likely to involve close cooperation with the Libraries service, DWP/JCP and social housing providers. Active and effective signposting by partners is likely to be critical.

- iii) **Digital Retirement.** This theme is aimed at people at or well beyond retirement age. The aims would focus on greater financial inclusion, social welfare and

health through accessing digital services. It would target Experian Mosaic groups F Senior Security (6.1%) and N Vintage Value (4.0.)

It is anticipated that the range of abilities in this group will be very wide. It will include 'silver surfers' who will have little problem with technology but may need a nudge to access services online. Some will need coaching and support. For others getting them online is unrealistic and there will need to be a focus on assisted digital. Working through established partners will be vital.

## 1. Reaching out to the Young and Excluded

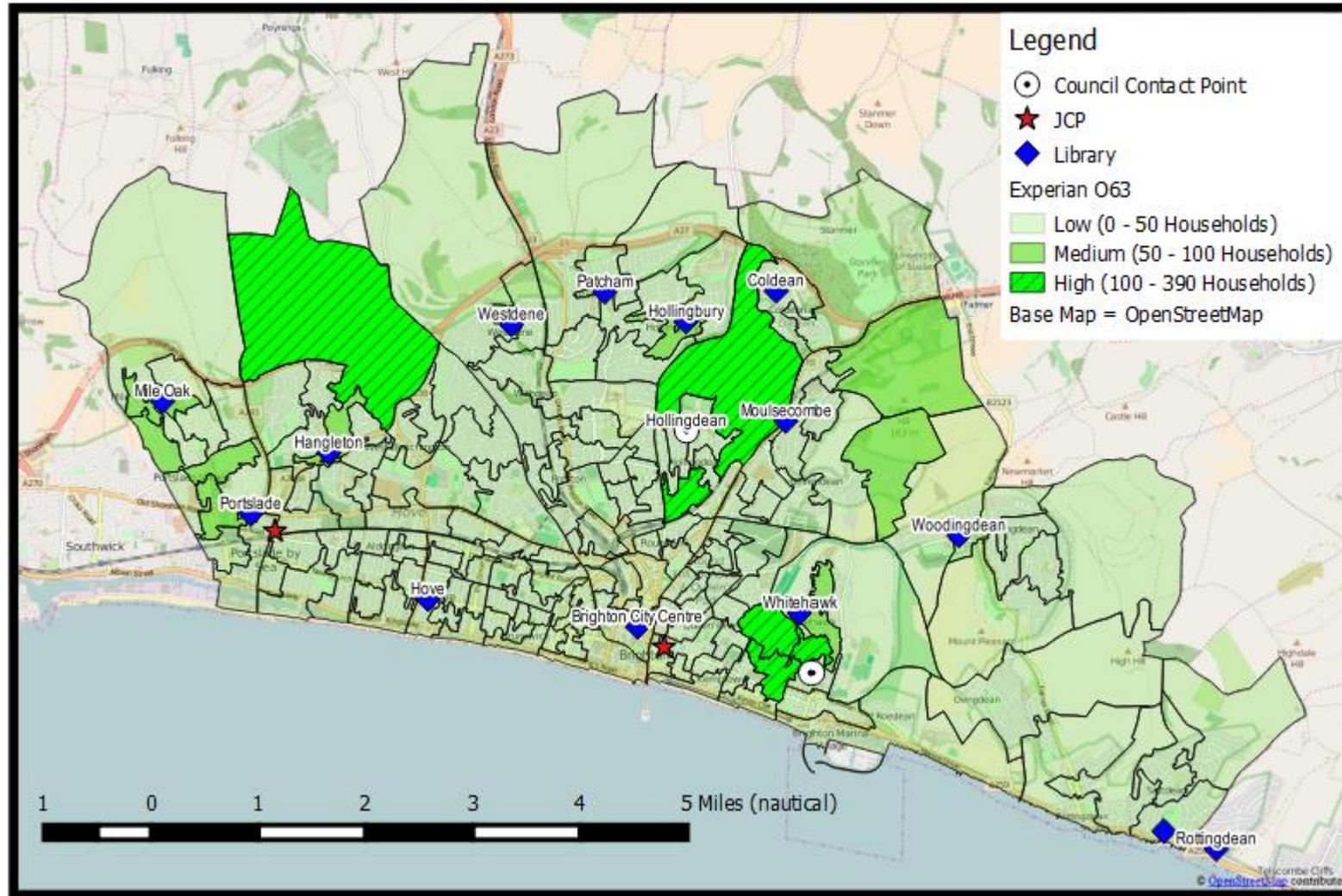
This priority would fit with BHCC's work on financial inclusion, and the DWP focus on ESA Claimants. This priority includes people in their late teens to late twenties who may be living on the fringes of society. It includes Experian Mosaic group O63 Streetwise Singles (2.5% of households). Mapping indicates around 1000 households in the area could fall into this Mosaic group, with the addition of 13,000 ESA claimants this makes up a significant group to work with.

Mosaic Group O63 Streetwise Singles are hard-pressed single people renting very low value social flats and searching for opportunities. Without the benefit of many qualifications, their options are often limited. They are likely to be heavily dependent on benefits and with low income jobs, low skills and relatively high health needs. It would also include many of the younger people claiming ESA and groups experiencing problems with substance misuse, homelessness and mental health problems.

The work being carried out within the financial inclusion agenda would be relevant for this group. This group are also likely to be affected by changes in benefit and the introduction of Universal Credit. Working closely with mental health teams and support groups in partnership is likely to have an impact on this group as well and may be an alternative route to making contact. Housing Associations may be a good route to contacting this group and work to map housing stock in the priority areas would be useful.

Community hub partners who would be useful to work with on this priority include Brighton Housing Trust, The Bridge Community Education Centre and WhiteHawk Inn. Other spoke organisations that may be in touch with this group include: Kent, Surrey and Sussex Community Rehabilitation Company Ltd; Friends, families and travellers; Money Advice, MindOut LGBTQ Mental Health Service, and the Hangleton and Knoll project. Working to embed digital champions, and signpost to and from services, will be vital to support this group.

Citizens Online Access VS Need: Households defined by Experian as group O63



## 1. Reaching out to the Young and Excluded

Where	Recommendations
<p><b>Hangleton</b>            Hangleton Library and/or the Hangleton and Knoll project can be used to target this group based on benefits, work and financial exclusion.</p> <p><b>Hollingdean and Coldean</b>            to the east of Moulsecoomb Library. There is a high local need for working age state benefits.</p> <p><b>Race Hill and Whitehawk</b>            to the East of Jubilee library is a priority. While the Jubilee Library may provide valuable access and would be relatively easy to reach, it is suggested that options involving local community centres/projects are also explored. These include Whitehawk Inn and Whitehawk Hub and may be more suitable for providing a highly targeted support package.</p>	<p><b>Achieving Digital Journeys</b></p> <ul style="list-style-type: none"> <li>• Explore the opportunities to change customer journeys in housing benefit claims.</li> <li>• Work with DWP to identify channels used by ESA claimants and use these to introduce nudges/signposting and triage.</li> <li>• Explore opportunities to work with mental health teams, training staff in digital inclusion awareness, triage and signposting to provide referrals for digital support.</li> <li>• Work with community hub and spoke partners to embed digital inclusion awareness, signposting and triage.</li> </ul> <p><b>Enhancing provision, plugging gaps</b></p> <ul style="list-style-type: none"> <li>• Deploy a Mobile Digital Champion to provide coaching support for transactional services in areas identified.</li> <li>• Work with local partners to identify opportunities to deploy a mobile digital champion to existing support sessions (i.e. hub and spoke organisations above) on a regular basis.</li> <li>• Explore options of using libraries as contact points and library staff as Digital Champions in areas with poor access and support.</li> <li>• Work with Housing Associations to identify housing offices and map housing stock to identify potential support/access venues in these key areas.</li> <li>• Work with Banking Sector to include banking Digital Champions on the sign-posting tool as part of financial inclusion support.</li> <li>• Work with community partners to fully map and engage with this group by locating relevant hostels and other relevant support projects.</li> <li>• Work with hub and spoke organisations to embed digital champions and skills sessions.</li> </ul> <p><b>Digital Champions</b></p> <ul style="list-style-type: none"> <li>• Work with JCP ESA teams, Council Housing Benefit teams, Housing Associations and CAB to identify and train staff as Digital Champions.</li> <li>• Work with NEETs teams and homelessness agencies to identify opportunities to deploy digital champions.</li> <li>• Train digital champions in Brighton Housing Trust, The Bridge Community Education Centre, WhiteHawk Inn, Kent, Surrey and Sussex Community Rehabilitation Company Ltd, Friends, families and travellers, Money Advice, MindOut LGBTQ Mental Health Service, and the Hangleton and Knoll project.</li> </ul>

## 1. Reaching out to the Young and Excluded

### Partnership

- Build links with hostels and support projects in the area to bring into the partnership.
- Strengthen relationships with Housing Associations to identify areas of overlap and map further assets that may be useful for the partnership.
- Develop links with mental health teams and those working with ESA claimants.

## 2. Creating Resilient Households

This theme is targeted at people or households that could become more resilient if they were able to improve their digital skills. In this context more 'resilient' would mean better able to access services and benefits themselves, stay employed, financially included and healthy. There are two distinct sub-groups in this category:

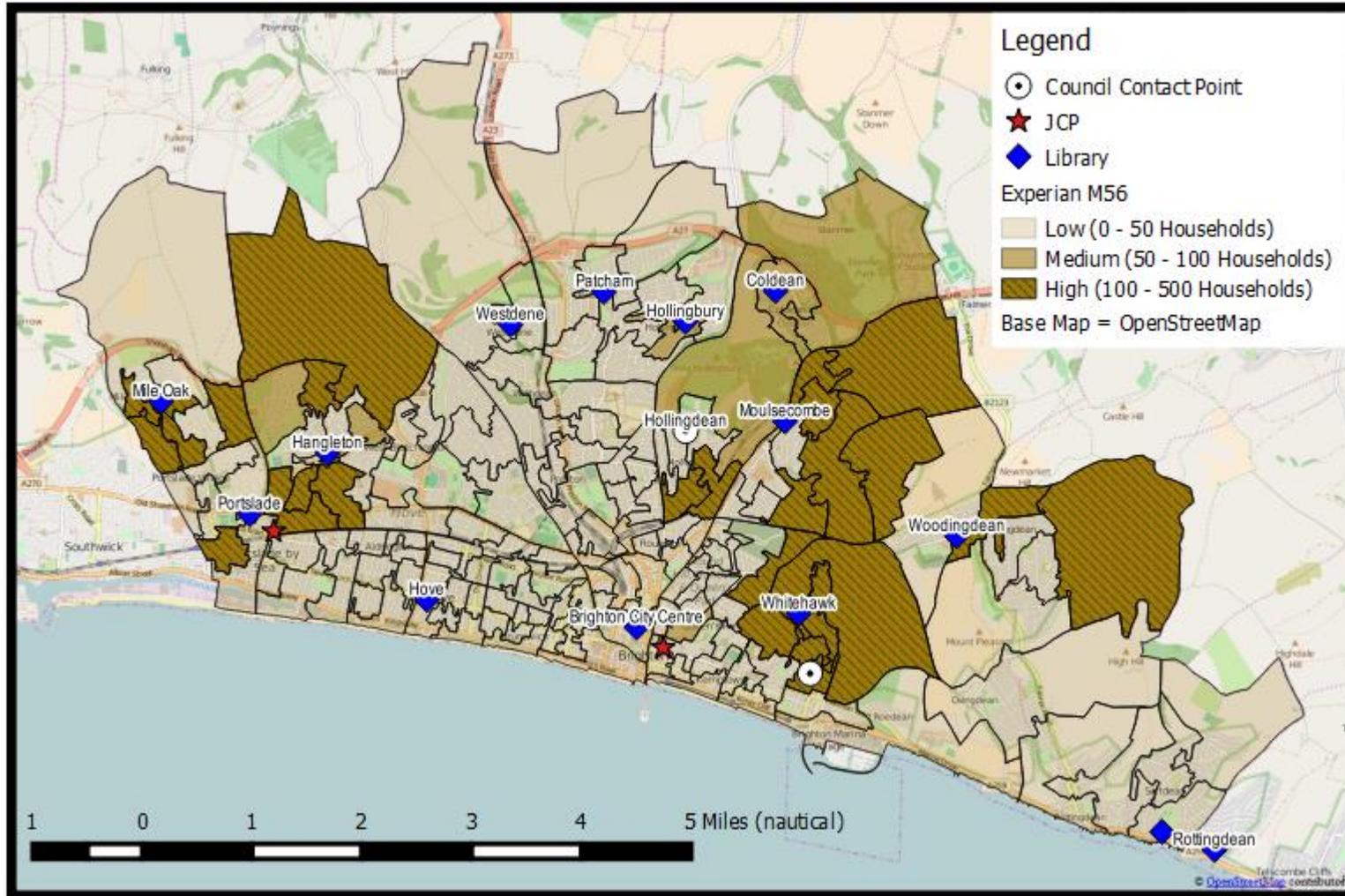
- i) **Low income families.** This would target group M56 'Solid Economy' (6.2% of households) which are families on low income with children and relatively high benefits dependency.
- ii) **Older Workers.** This would target groups I39 Ageing Access (13.4% of households), O64 High Rise Residents (1.7%) and O66 Inner City Stalwarts (1.61%) representing a total of 16.7% of Brighton & Hove households.

**M 56 'Solid Economy'** is four times more prevalent than the UK average. These are typically households headed by adults in their mid 30s to mid 50s. Families are large, commonly with two or more children and are sometimes headed by lone parents. They are stable households with adults mainly in employment and most families have lived at their address for several years. They send a lot of texts and some keep in touch on social networks. They are more likely than average to receive support from a range of state benefits, but less so than some other less affluent families. In addition to Income Support, they mainly rely on Tax Credits. They don't frequently shop using the internet but go online for entertainment such as bingo. They are in the early majority to adopt technology and may need support to transact more effectively online.

There are several community organisations that may reach this group in Brighton & Hove. Friends, Families and Travellers , Brighton Unemployed Centre Families Project, Hangleton & Knoll Project and Whitehawk Inn as well as Housing Associations would be useful partners.

## 2. Creating Resilient Households

### Citizens Online Access VS Need: Households defined by Experian as group M56, by LSOA



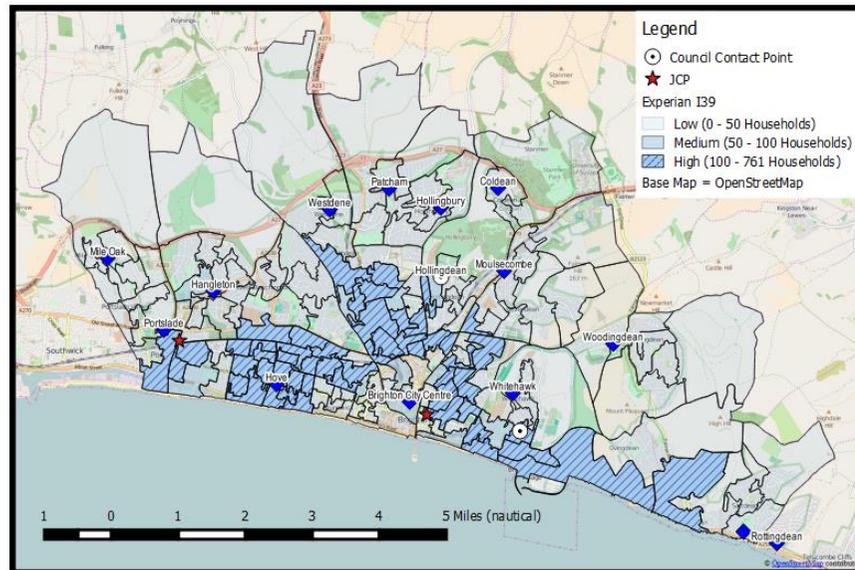
## 2. Creating Resilient Households

**I 39 'Ageing Access'** is over six times more prevalent than the UK average. It contains people approaching or beyond pensionable age, many single, who enjoy living in small yet well-appointed homes in pleasant inner suburbs that afford them good accessibility to local amenities and cultural events. They are not technophobes and most will be online, but are late adopters of technology and may use it in a limited way.

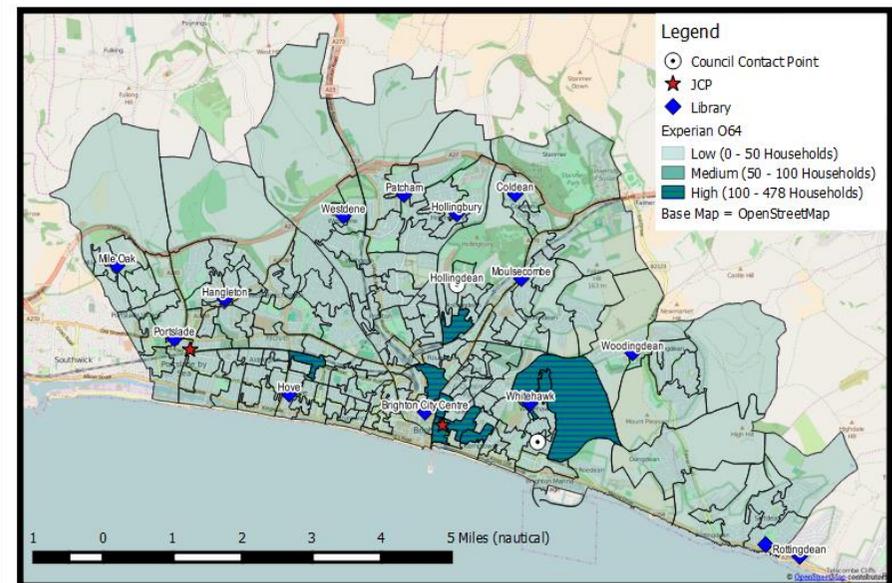
**O64 High Rise Residents and O66 Inner City Stalwarts** are aged 56-60, They have low incomes, are mainly single, and have a high reliance on state benefits. They are early majority technology adopters, with a high reliance on mobile phones. They are likely to be online but limited in skills/confidence.

For the older people in this theme, Housing Associations are likely to be a useful partner, as are The Trust for Developing Communities, Older LGBT, Hangleton & Knoll Project, Impact Initiatives, Age UK and BHT Advice.

Citizens Online Access VS Need: Households defined by Experian as group I39, by LSOA



Citizens Online Access VS Need: Households defined by Experian as group O64, by LSOA



## 2. Creating Resilient Households

**It is anticipated that while the majority of people in these groups will have access to the internet and go online fairly regularly they are likely to lack transactional skills and confidence.** This group are an obvious group to target for BHCC's Customer First in a Digital Age, having higher levels of contact with partners for transactional activities, particularly benefit claims, but being fairly au fait with the internet so may only require nudging to encourage digital by default activity.

Mapping of benefits claims and impact of changes to benefits entitlements implies residents of these areas have a high dependency on state benefits. Overall the impact of changes to entitlement is moderate, with the exceptions being Whitehawk, Hove, Hollingdean, Bevingdean where changes to benefits are likely to have a high impact.

Given that the local economy has higher numbers of workers in public administration, education and health, these households may be reached through employers in the public sector and their HR departments. The city also has a higher self-employment rate, particularly with many small and micro businesses and reaching people through networks of SMEs may be a good way to reach those in employment.

Where	Recommendations
<p><b>Mile Oak, North Portslade, Hangleton and Hove</b> While there are three Libraries and three community centres available, transport links would imply North Portslade and Hove may be the better choices as they lie on the principle routes into the city centre.</p> <p><b>Preston and Hollingdean</b> Both areas have a high proportion or group 139 Ageing Access, who are likely to be approaching retirement age and have low reliance on state support. It is recommended that the two local community centres; St John's Church and Hollingdean Community Centre be investigated as potential sites for support. However, the logical access points</p>	<p><b>Achieving Digital Journeys</b></p> <ul style="list-style-type: none"> <li>• Explore the opportunities to change customer journeys in housing benefit claims.</li> <li>• Work with frontline staff in JCP offices, Housing Associations and Council Contact Points to introduce triage and signposting to support.</li> <li>• Exploring opportunities for nudging and encouraging simple transactions need to be used to influence this group.</li> <li>• Consider working with HR departments of large employers e.g. BHCC, NHS to ensure all staff have basic digital skills.</li> </ul> <p><b>Enhancing provision, plugging gaps</b></p> <ul style="list-style-type: none"> <li>• Deploy a Mobile Digital Champion to provide coaching support for transactional services in areas with high levels of claimants.</li> <li>• Consider developing engaging propositions for the two sub-groups e.g. families and older workers. These may include accessing school meals online, school applications, and child care vouchers for the low income families. For the older workers, these may include working with pre-retirement courses to build in digital skills or looking at leisure activities as a way of maintaining interest.</li> </ul>

## 2. Creating Resilient Households

are the Jubilee Centre or Moulsecoomb Library.

### **Bevingdean and Woodingdean**

Work with the 5 community centres present in the area as potential premises to provide support from. However, Jubilee or Moulsecoomb libraries would also be the logical point for providing internet access.

### **Whitehawk and Race Hill**

While the Whitehawk and Jubilee libraries are likely to be important access points as is the DWP run 'Loft' other community group premises are also likely to be very important. The large numbers of people likely to need support and potential reluctance to seek it are likely to make support and signposting at these locations very important.

- Explore options of using libraries as contact points and library staff as Digital Champions in key areas.
- Work with Housing Associations to identify housing offices and map housing stock to identify potential support/access venues in these areas.

### **Digital Champions**

- Project Co-ordinator to work with JCP, Council One Stop Shops, Housing Associations and CAB to identify and train staff as Digital Champions s.
- Work with community centres in key areas to train staff as digital champions.
- Deploy mobile digital champions to offer digital skills sessions focused on activities that are relevant for this group e.g. family or recreation and include evening sessions to offer support outside of usual working hours.
- Identify business networks that may be able to host or train as digital champions to support SMEs.
- Train digital champions with Friends, Families and Travellers , Brighton Unemployed Centre Families Project, Hangleton & Knoll Project and Whitehawk Inn, The Trust for Developing Communities, Older LGBT, Impact Initiatives, Age UK and BHT Advice.

### **Partnership**

- Identify further partners who may be supporting these groups already e.g. children's and family centres, Home start and other local partners.
- Work with local business networks to help people working in SMEs develop better digital skills.

### 3. Digital Retirement

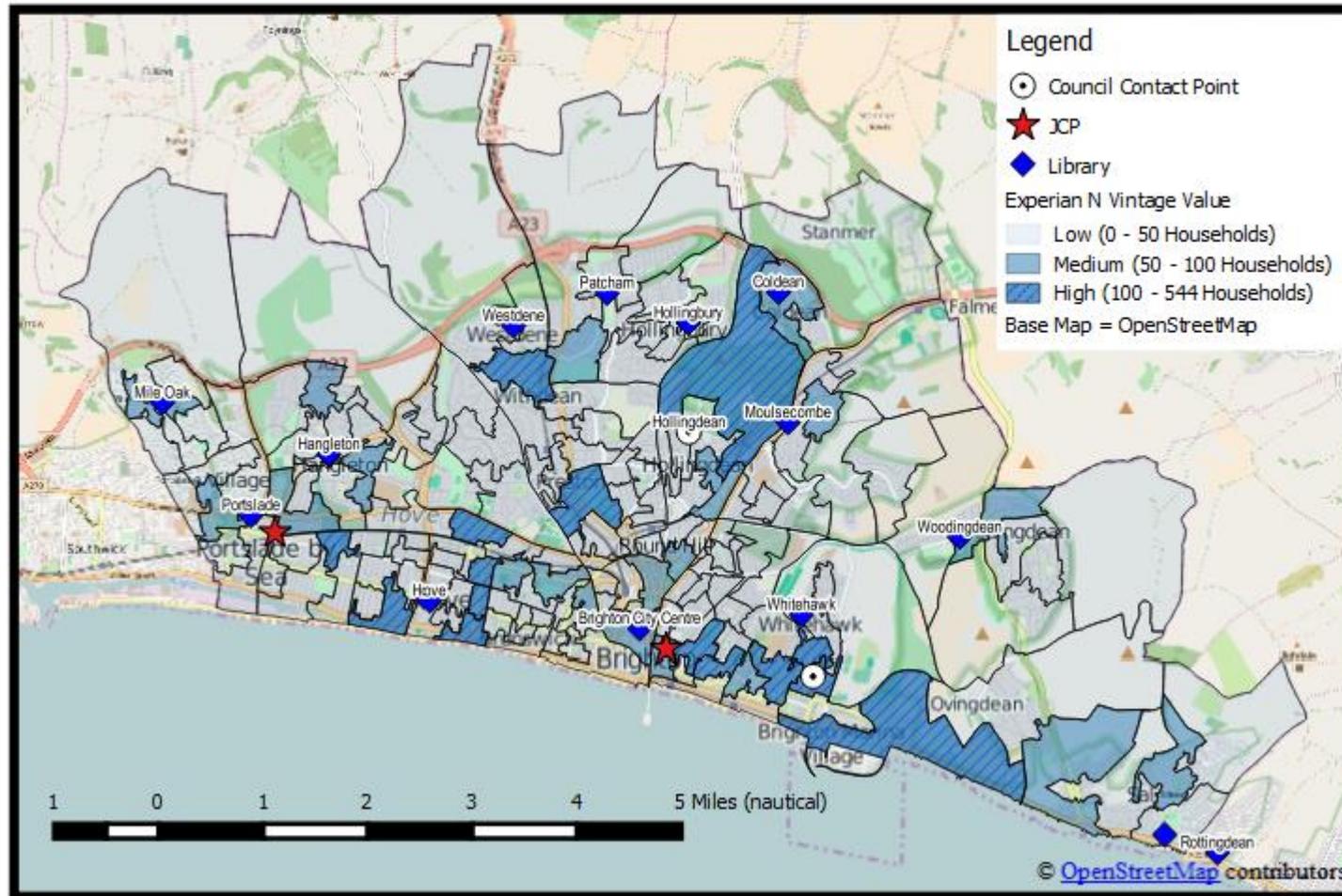
This theme is aimed at people at or well beyond retirement age. The aims would focus on greater financial inclusion, social welfare and health through accessing digital services. It would target Experian Mosaic groups F Senior Security (6.1%) and N Vintage Value (4.0%). It is anticipated that the range of abilities in this group will be very wide. It will include 'silver surfers' who will have little problem with technology but may need a nudge to access services online. Some will need coaching and support. For others getting them online is unrealistic and there will need to be a focus on assisted digital. There will also be an overlap in terms of needs and interests with older working people approaching retirement.

**Group N Vintage Value** is mostly over retirement age, largely single person households on low incomes (<£15K). Ages range from near retirement through to 80's. Their degree of dependency on the state also varies. N60 Dependent Greys, are aged 66-70 single and on low income. Most likely of all elderly groups to need state support. Early majority technology adopters, with a high reliance on mobile phones. Many likely to be offline. N58 Aided Elderly are slightly older, between 76-80 years. Again on low incomes with higher than average benefits dependency. They are late majority technology adopters and many any likely to be offline. This sub-group in particular may also need assisted digital to access services in future.

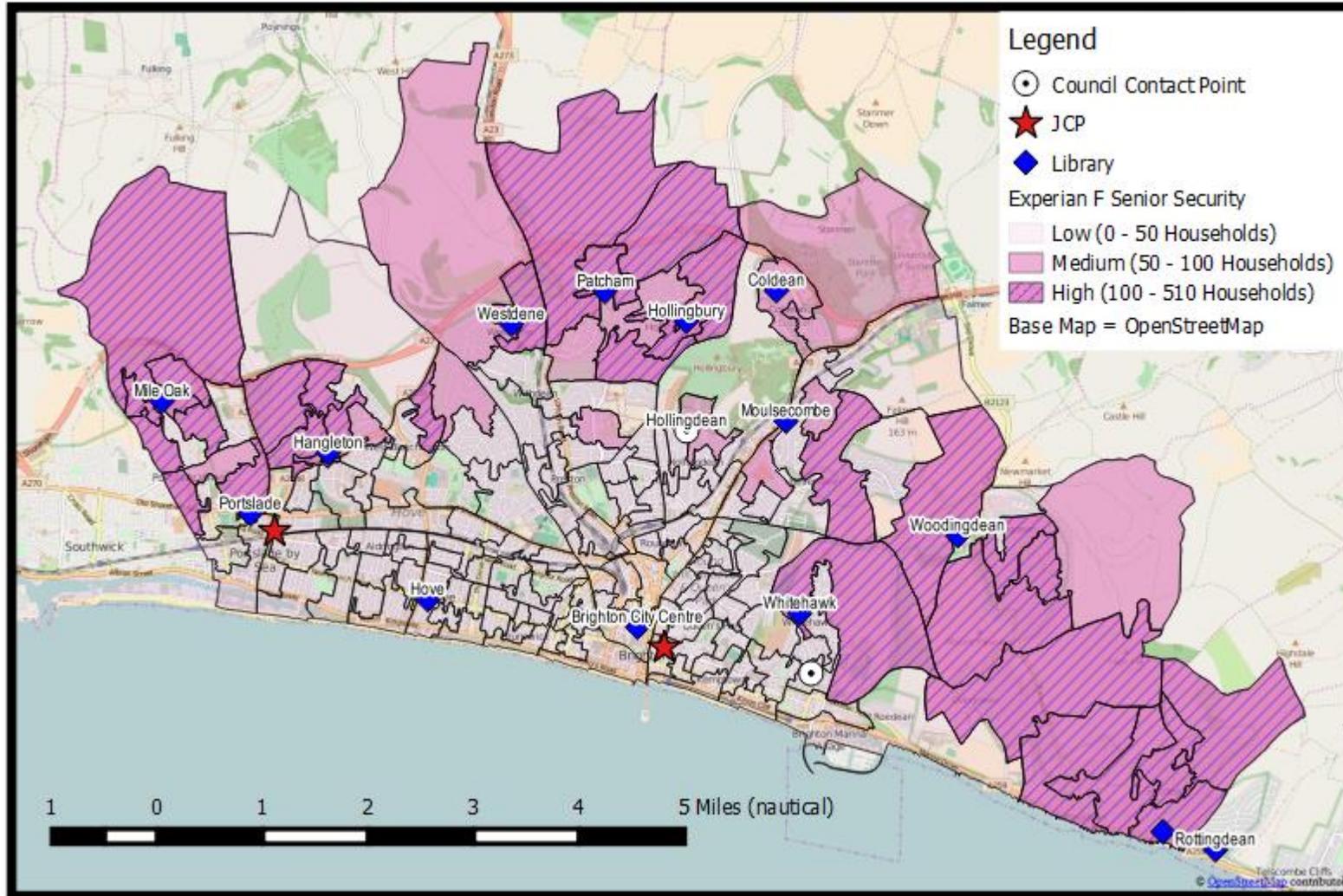
**Group F Senior Security:** These are relatively comfortable financially and typically not reliant on state benefits apart from the state pension. Many may find the internet something that is interesting/useful rather than something that is a pressing need. This may be a low priority group for partners as they are likely to be low demand users of services. However, they are likely to benefit financially and socially from being online and may be a logical target for the project. Sub groups include F22 Legacy Elders – with an average age 78, this group has modest incomes from final salary pensions and very low take up of benefits. They are late majority technology adopters and many are likely to be offline. Sub group F23 Solo Retirees are aged 76-80 years and single. Although on low incomes, they have lower than average benefits dependency. They are also late majority technology adopters, and many are likely to be offline.

It also needs to be noted that these retired people are clearly spread according to socio-economic status. The more self-reliant Group F Senior security is concentrated away from the city centre and coast in areas to the east and west of the city. The less well-off group N Vintage Value is seen in pockets within the centre of the area, possibly linked to social housing projects. Working in partnership through trusted intermediaries e.g. housing associations and partners who have existing relationships with these groups will be important. Potential hub and spoke partners include: Somerset Day Centre, The Trust for Developing Communities, Hangleton & Knoll Project, Older LGBT project, Impact Initiatives, Age UK, Carousel a and BHT Advice.

Citizens Online Access VS Need: Households defined by Experian as group N - 'Vintage Value', by LSOA



# Citizens Online Access VS Need: Households defined by Experian as group F - 'Senior Security', by LSOA



### 3. Digital Retirement

Where	Recommendations
<p><b>Mile Oak and Hangleton</b> There are libraries in this area, but these groups can be difficult to engage and may need to focus on working with partners who already have contact.</p> <p><b>Hove</b> This area has libraries and community centres. Impact Initiatives may be a useful community partner to engage with this age group in Hove.</p> <p><b>Patcham and Hollingbury</b> There are three libraries and community centres in this area, but the population of groups F and N are fairly well spread out, so other partners may be required to fill in the gaps.</p> <p><b>Woodingdean, Saltdean and Ovingdean.</b> The populations in need are in areas away from the libraries and community centres. Local partners will be needed to engage and work in this area.</p> <p><b>Whitehawk and RaceHill</b> While the Jubilee Library may provide valuable access and would be relatively easy to reach, it is suggested that options involving local community centres/projects are also explored.</p>	<p><b>Achieving Digital Journeys</b></p> <ul style="list-style-type: none"> <li>• Work with library staff, Housing Associations and CAB teams to support older people to gain basic digital skills.</li> <li>• Pension credits or HB Claims could be used to work with older people on lower incomes and encourage online transactions and/or sign-posting to access and support. For those more financially secure, contact with Age UK or Council Contact Points may be the best route to influence customer journeys.</li> <li>• Work with Council and Housing Association customer facing teams to triage and signpost older people to access and support for basic digital skills. This will need to include provision for assisted digital.</li> <li>• Work with carers and social care teams to raise awareness of digital inclusion and assisted digital provision could be another way to reach this group.</li> </ul> <p><b>Enhancing provision, plugging gaps</b></p> <ul style="list-style-type: none"> <li>• The project may need to attract older people with courses on leisure/recreation e.g. family history sessions or digital photography.</li> <li>• Work closely with Housing Associations in the lower income areas to increase provision for older people.</li> <li>• Deploy a Mobile Digital Champion to provide coaching support for basic skills support in areas with older populations, linking in with bus times during the day if possible.</li> <li>• Explore options of using libraries as contact points and library staff as Digital Champions in areas with poor access and support.</li> <li>• Work with Housing Associations to identify housing offices and map housing stock to identify potential support/access venues in these areas.</li> </ul> <p><b>Digital Champions</b></p> <ul style="list-style-type: none"> <li>• Project Co-ordinator to work with libraries, Housing Associations and Age UK to identify and train staff as Digital Champions in the key areas.</li> </ul> <p><b>Partnership</b></p>

### 3. Digital Retirement

These include Whitehawk Inn and Whitehawk Hub and may be more suitable for providing a highly targeted support package.

- Partners need to develop strategies and plans for assisted digital to support this group with online services in partnership and ensure funding reaches the right groups.
- There may be other local organisations that are supporting older people in Brighton & Hove. Relationships with these organisations may need to be strengthened.