GD No: 2016/0040

DIGITAL INCLUSION STRATEGY 2016-2021

CABINET OFFICE

July 2016

To the Hon Clare Christian MLC, President of Tynwald, and the Hon Council and Keys in Tynwald assembled

Foreword from the Minister for Policy and Reform

The web has transformed almost every aspect of private, public and work life. It has underpinned the economy; from changing the way workplaces communicate to creating entire new industries. Through the Isle of Man Government's Digital Strategy the public service is improving the effectiveness and efficiency of its internal processes, better supporting front line services across all channels and improving service outcomes for staff and customers.

As the Government moves towards more digital services we need to ensure that the Island is equipped with the access, skills, motivation and trust to go online, to help those who want to be digitally capable to make the most of the internet. There are still people who lack access and the basic digital skills to benefit from the internet, for example an individual searching for a job, a business able to sell their products online, a charity being able to seek donations online. There are broader benefits as well in tackling social issues like isolation, health and well-being.

The Digital Inclusion Strategy offers a shared vision on digital inclusion between public, private and voluntary sectors because, given the complexity and the multiple barriers people face to getting online, any intervention will require a partnership approach. Partnership working will help ensure the needs of digitally excluded people are addressed in a sustainable way.

The strategy is flexible, it can be refined and updated as we progress. While the strategy seeks to be ambitious it also needs to be realistic and therefore the plan is seen within a 5 year timescale.

The strategy also tells a positive story about the many efforts already undertaken by the private, public and voluntary sectors to provide opportunities to help people get online.

Many voluntary organisations on Island have spent time talking with us to help us better understand the challenges people on the Isle of Man face getting online and I would like to thank them for their help. We have also spoken to a number of private sector organisations and again I would like to thank them for taking time to talk to us. I hope they will all stay in touch and work with us going forward.

I would like to take this opportunity to thank staff at the Greater London Authority and the Digital Engagement Team at the UK's Department of Culture, Media and Sport for their help in providing much of the evidence referred to in the strategy. We have begun to undertake our own research, to gather together and analyse information from many sources which will begin to give us a view of the true face of digital inclusion on the Isle of Man.

Recommendation

It is recommended that the Digital Inclusion Strategy 2016-2021 be endorsed, for the development of a shared vision on digital inclusion between public, private and voluntary sectors to tackle digital exclusion over the next five years.

Contents

1.   Executive summary

1.1   The Digital Inclusion Strategy sets out how government and partners from the public, private and voluntary sectors will increase digital inclusion. This means helping people become capable of using and benefiting from the internet and digital technologies.

1.2   In June 2015 the [1]Digital Strategy provided the following information on the use of technology on the Isle of Man –

- [2]91% of households have broadband.
- There are more mobile phones in use than people.
- There are 45,000 registered Manx accounts on Facebook.
- Over £1billion worth of payments have been made to Government online services since its launch in 2006.

1.3   Most people take digital technology and the internet for granted. It is something that has become so deeply embedded in daily life that it is hard to function when access to it is lost. Yet there is still a small portion of the population who are not online which includes vulnerable and disadvantaged individuals, small businesses and voluntary, community and social enterprise organisations.

1.4   The reasons for this can include a number of factors. There are those that would like to be online but are prevented from doing so by a lack of [3]accessibility, skills,

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[1] Digital Strategy Isle of Man Government V 0.1 June 2015

[2] Communications Commission Isle of Man Market Statistics 2011-2015 now states 93% household broadband penetration.

[3] Government Digital Inclusion Strategy - GOV.UK

motivation and trust, without which people will continue to be digitally excluded. There will also be those who will choose not to go online and those who have impediments that cannot be overcome.

1.5   Those that want to be online but are facing barriers are the people that the strategy aims to help.

1.6   Examples of the value of people being online are:

- being better connected,
- being less isolated,
- improved access to goods and services,
- helping people save money,
- improved job prospects.

1.7   Small businesses can benefit from building digital capabilities, helping them to grow their customer base, access international markets and work with large businesses. According to [4]online charity donation website 'JustGiving', over half of all donations will be made online by 2020, making access to this donor base vital for voluntary organisations.

2.   Introduction

2.1   It has been a year since the Digital Strategy was approved by Tynwald. It set out how Government would improve the effectiveness and efficiency of its internal processes, better support front line services across all channels and improve service outcomes for all staff and customers.

2.2   Although a five year journey, significant change has already been seen. In health patients are now able to book their appointments, request repeat prescriptions and access their own personal health record from their own device. In education parents of children in all secondary schools are now starting to see the benefits from an online portal to top up and view their child's catering requirements. In law and order, all police officers have now been issued with smart phones/ devices, and a new website has been launched to better support their interaction with the community. In the economy stream online work permits and online company filing have been rolled out. These are just some of the examples of progress in the last twelve months, supported by increased public wi fi to expanded places including GP waiting rooms and public transport buses.

2.3   In line with providing more digital services, Government needs to ensure that residents of the Island are equipped with the access, skills, motivation and trust to go online, to help those who want to be digitally capable to make the most of the internet. This will bring several benefits:

> [5]Government will benefit through delivering simple and convenient digital services for customers with the benefits that the cost of digital transactions can be less than $^1/_{50}$ of their traditional face-to-face counterparts.

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[4] http://www.thirdsector.co.uk/fundraising-week-almost-half-donations-will-made-online-2020/fundraising/article/1392174
[5] Digital Strategy Isle of Man Government V 0.1 June 2015

> ➤ The Island will benefit more broadly if the population are more digitally capable. Digital skills lead to improvements in education; connecting older and isolated people to their families and communities more effectively; helping adults back into work and improving health and social services.

2.4 There is still a percentage of the population that lack the basic digital skills and capabilities required to realise the benefits of the internet. Figures from the [6]UK Government show that 21% of Britain's population lack these skills, 18% of the UK population are not online and two-thirds of small businesses and charities are not using the internet. Initial qualitative research through interviews and focus groups show that it is likely the Isle of Man is broadly similar in this regard. By using the information gathered in the UK, the Isle of Man Government can focus on those with the most to gain by getting online. The strategy recognises that some people will choose not to access online services and that Government will continue to provide alternative options.

2.5 The definition of digitally excluded for the purpose of the strategy is "people who are unable or unwilling to get online or lack basic digital literacy skills to make the most of the opportunities from being online".

2.6 Creating a Digital Inclusion Strategy allows Government to set out how it will work with partners from the public, private and voluntary sectors to address the challenges required to reduce the number of digitally excluded people.

3. Key Priorities and Outcomes

3.1 This section sets out the key priorities and outcomes of the Digital Inclusion Strategy which link to a number of national outcomes in the [7]mid-term report from the Council of Ministers on the Agenda for Change, the key one being 'We are a digital island with skills to match'.

Key Priority 1: Raise awareness of digital inclusion

Outcomes
- Increased understanding of who is digitally excluded, and what interventions stand the best chance of making a real difference.
- An accessible and comprehensive point of reference is available for all activities that support digital inclusion.
- Small businesses better understand how digital technologies can help improve their business.
- Voluntary organisations better understand how digital technologies can help through publicity and online donations.

Actions
- The Cabinet Office will carry out research to better understand the numbers of people who are digitally excluded and the reasons why.

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[6] https://www.gov.uk/government/publications/digital-landscape-research#uk-digital-landscape
[7] Securing a Sustainable Future for our Island: A mid-term report from the Council of Ministers on the Agenda for Change November 2014 GD No. 0073/14

- The Cabinet Office will develop and initially maintain a 'marketplace' of offers of training, equipment and other facilities which can be accessed by charities and voluntary organisations seeking support and assistance.
- The Cabinet Office will work with MICTA to explore the possibility of developing a central resource, highlighting best practice for digital inclusion as well as resources and opportunities for help.
- The Cabinet Office will work with the Department of Economic Development (DED) to ensure that small businesses get every opportunity to develop and grow their digital skills and online presence.

Key Priority 2: Work closely with partners to increase digital inclusion

Outcomes
- Increased commitment to and awareness of digital inclusion and why it is important to ensure everyone has the opportunity to get online.
- A wide range of stakeholders in the private, public and voluntary sectors working together to align plans and co-ordinate activities to help maximise the benefits for the public.
- The voluntary sector and the private sector develop a closer working relationship.

Actions
- Government will publish a Digital Inclusion Charter which sets out the reasons why digital inclusion is important as well as setting out a common set of principles and actions on tackling digital inclusion together.
- All Departments, Boards and Offices in Government will sign the Charter
- Government will form a digital inclusion board which will act as a co-ordinating and steering group to help address digital inclusion from a national perspective.
- Government will actively increase publicity about the benefits of getting online

Key Priority 3: Empower all citizens to be able to take advantage of digital technologies to enhance their quality of life

Outcomes
- All citizens have affordable access, support and the right skills to benefit from the advantages of being online.
- Specific support is provided for those people in the community whose life changes are adversely affected by an inability to readily use or access the internet, such as the elderly, those applying for jobs etc.

Actions
- The Government will facilitate cross-sector partnerships to ensure that the needs of digitally excluded people are addressed in a sustainable way.
- The Government will work with telecom providers to explore the creation of an affordable solution or other solution for low income households to get access to broadband at home.

Key Priority 4: Increase Government's recognition of digital inclusion

Outcomes
- Government policies across Departments are aligned to achieving digital inclusion.
- Public servants have the relevant digital skills so that they can help the public to access government services on line.

Actions
- Government will develop a digital skills training programme for public servants
- Government will integrate digital inclusion into future policies.
- All Departments, Boards and Offices in Government will sign up to a set of digital inclusion principles.

4. What digital inclusion means

4.1 Digital inclusion, or reducing digital exclusion, is about making sure that people have the capability to use the internet (and wider technology) to do things that benefit them day to day. The strategy recognises that there will always be some level of exclusion because some people will never have an interest in the ability to get online.

4.4 [8]Digital inclusion can be defined in terms of:

- Digital skills – being able to use computers and the internet
- Connectivity – access to the internet and devices
- Accessibility – services should be designed to meet all users' needs.

5. Why are people digitally excluded

5.1 [8]Research shows that people that aren't online can lack one or more of the following:

Access	Skills	Motivation & trust

• Cost
• Location
• Physical accessibility
• Technology
• Infrastructure
• Language
	• Literacy
	• Numeracy
	• Digital skills
	• Training
	• Security skills
		• Necessity
		• Knowledge of benefits
		  • Social
		  • Financial
		  • Health
		  • Wellbeing
		• Knowledge of risks
		  • Security
		  • Identify
		  • Reputation

5.2 Over 11 million people in the UK (21% of the population) currently lack the basics – either in terms of education, skills, confidence, infrastructure, or content accessibility – to go online.

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[8] Government Digital Inclusion Strategy - GOV.UK

5.3   [8]Basic online skills can be summarised as –

Communicating	• Communicate, interact, collaborate, share & connect with others
Managing information	• Find, manage & store digital information
Transacting	• Buy & sell goods and services, bank online & use digital government services
Problem solving	• Increase independence & confidence by solving problems with digital tools
Creating	• Create basic digital content to engage with digital communities & organisations

5.4   Digital exclusion affects some of the most vulnerable and disadvantaged groups in society:

- older people,
- vulnerable young people,
- people with disabilities,
- social housing tenants or people in poor quality private rented sector homes,
- low income households.

5.5   Location can be a factor in digital exclusion. The [9]Island's Joint Strategic Needs Assessment 2014 (JSNA) was designed to give a comprehensive understanding of social need in communities throughout the Island. The JSNA collated information to identify areas of deprivation and while digital exclusion was not one of the deprivation indicators examined there is a relationship between social and digital exclusion. One of the key figures in a [10]2007 UK report was that $^3/_4$ of people identified as socially excluded were also digitally excluded. That means that people already at a disadvantage – and arguably with most to gain from being online - are the least likely to be making use of it and most likely to be further disadvantaged by their non-use.

5.6   Using the JSNA and the information gathered while developing the strategy provides the Isle of Man Government with a good understanding of the areas of the Island that are most likely to be digitally excluded. Being able to go online is not an end in itself, but it does offer one way to help improve wider social and economic outcomes like improved health, employment or reduced loneliness.

5.7   Some small businesses and voluntary organisations face a number of challenges to going online. Appendix A explores these digitally excluded groups in more detail.

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[9] Developed by: Joint Strategic Needs Assessment (JSNA) Working Group. Isle of Man Government June 2014
[10] FreshMinds UK Online Centres: Digital Inclusion: A discussion of the Evidence Base

6.   [11]Economic benefits of digital inclusion

6.1   On the individual level, digital inclusion means:

- Time and monetary savings – through increased consumer choice and better access to information.
- Improved educational attainment – through more effective learning and stimulated motivation.
- Improved salary prospects – through e-learning and computer literacy.

6.2   For the Government, digital inclusion means:

- Cost savings and increased efficiency and productivity – stemming from increasing use of online public services.
- Improved health and wellbeing - through increased awareness.

6.3   Small businesses and voluntary organisations can benefit from:

- Increased efficiency and productivity – in terms of employees using internet based applications to process work more efficiently.
- Increased sales opportunities – stemming from the application of technologies to reach customers.
- Increased demand for information and communications technology (ICT) products and services – more access and use of the internet will lead to greater demand.
- Increased donations and access to potential volunteers.

6.4   The wider society benefits from:

- Decreased social exclusion – through involving members of marginalised groups in mainstream society activities.
- Enhanced working environment – through fostering a more stimulating working environment as well as flexible and remote working practices.

6.5   The wider economy can benefit from:

- Increased demand for the ICT industry – driving further innovation and efficiency gains.
- Increased competitiveness – through attracting inward investment.

7.   What is being done to address digital exclusion

7.1   A wide range of activities already take place across the Island and more information about projects and facilities available can be found in Appendices B and C.

7.2   Government
The Government, through the [12]Digital Strategy, actively supports digital inclusion to ensure that the whole of society is able to benefit from the digital age.

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[11] FreshMinds UK Online Centres: Economic benefits of digital inclusion: building the evidence
[12] Digital Strategy Isle of Man Government V 0.1 June 2015

7.3   Local Authorities
       Local Authorities are developing and expanding their online services and have ideas
       for the future, and they are also well placed to deliver locally.

7.4   Private sector
       Private sector organisations provide support through Corporate Responsibility
       programmes, raising awareness of the benefits of going online and providing support
       for individuals and organisations in building their trust, motivation and skills to go
       online.

7.5   Voluntary Sector
       There are many options available to people who want to learn and develop their digital
       capability.

8.   How will the strategy make a difference?

8.1   Through the strategy the Isle of Man Government will:

       ➢ Provide a clear strategic framework for the Island, setting out the Government's
         ongoing commitment to help tackle digital exclusion.

       ➢ Bring together stakeholders in the private, public and voluntary sectors to help
         deliver the strategy, helping everyone to co-ordinate activities to maximise impact
         for the digitally excluded.

       ➢ Raise awareness of the help available by establishing and promoting a single point
         of reference, via a website, for all activities that support digital inclusion.

       ➢ Increase Government's recognition of digital inclusion by ensuring that Government
         policies become more aligned to support those digitally excluded.

8.2   This in turn will help to break down barriers to getting online for the people of the Isle
       of Man who are digitally excluded, ensuring that all citizens have access, support and
       the right skills to benefit from the advantages of being online.

8.3   A Digital Inclusion Charter has been developed which organisations will be encouraged
       to sign up to. The Charter sets out principles for cross-sector partnerships working
       towards a reduction in the number of people who are offline by 2021. The Charter can
       be found at Appendix D.

8.4   The Government will sign up to the Charter and will also sign up to a set of principles
       which can be found at Appendix E.

8.5   Digital technology gives Government a tremendous opportunity to empower people,
       transform lives and support vulnerable groups. By working towards the outcomes set
       out in section 3, supported by signatories of the Digital Inclusion Charter, the number
       of people who would like to be online but are prevented from doing so by a lack of

access, skills, motivation and trust will be reduced and everyone who can be digitally capable will be.

9. Monitoring and Review

9.1 For the first time the Isle of Man Government will gather together and analyse digital inclusion information from across the Island – talking to charities, government departments and local authorities. This will give Government a good understanding of the true face of digital exclusion on Island.

9.2 Agreeing common measures and evaluating and testing what works is critical to realising the benefits of digital inclusion and achieving maximum gains.

9.3 The Government will establish a Digital Inclusion Board from the private, public and voluntary sectors to oversee delivery of the Digital Inclusion Strategy. The Board will review the strategy on an annual basis with their main focus being on the delivery of the outcomes listed in section 3.

9.4 An annual digital inclusion seminar will be held to bring together digital experts and community organisations to reflect on what's been achieved and consider what to do next.

Appendix A: Digitally Excluded People

From the information gathered by the Isle of Man Government from the public, private and voluntary sectors, the potentially excluded groups are:-

Existing UK data shows that:

Older people
[13]Over 53% of people who lack basic digital skills are aged over 65, and 69% are over 55. One of the risks for older people living in their own home is loneliness, particularly for those people for whom mobility is an issue. [14]It is thought that social isolation and the net effect – loneliness – can lead to increased chronic health issues. These chronic illnesses affect the ability of the older person to live independently and also lead to increased use of the health service and therefore increased cost to the government.

Reducing digital exclusion can help address many wider equality, social, health and wellbeing issue. 81% of people over 55 that are online say that it makes them feel part of modern society and less lonely by allowing them access to a range of different benefits including the ability to connect online with friends and family.

Young people
[12]6% of people who lack digital skills are between 15 and 24 years. Only 27% of young people who are offline are in full-time employment. Young people's lives are increasingly mediated by information and communication technologies at home, at school and in the community. Children are widely perceived to be online experts however even though children have access to computers and the internet at school and learn some IT skills there, they may be impacted by digital exclusion at home.

People with disabilities
[12]30% of the disabled adult population (3.5 million people) have never used the internet. [15]In terms of baseline and trends, the proportion of people in households with internet access increased from 60% to 84% amongst non-disabled people between 2005 and 2010, and in contrast the percentage increased from 40% to 58% amongst disabled people. Disabled people are one of the hard-to-reach audiences in terms of combating digital inclusion.

[13] https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy
[14] Steptoe, Shankar, Demakakos and Wardle, Social isolation, loneliness, and all-cause mortality in older men and women
[15] http://www.tinderfoundation.org/our-thinking/blog/disability-and-digital-inclusion#sthash.XR2peLSd.dpuf

Social housing tenants or people in poor quality private rented sector homes
[12]37% social housing tenants are likely to be digitally excluded. This equates to around 1.85 million people.

Low income households
[16]Those on lower wages, or unemployed - 17% of people earning less than £20,000 never use the internet, as opposed to 2% of people earning more than £40,000. 44% of people without basic digital skills are on lower wages or are unemployed.

[17]Unemployed people who get online could increase their chances of getting employment with an estimated lifetime benefit of over £12,000 for every person moved into employment.

Small businesses
[18]Research suggests that nearly 2 million UK businesses are not online, and of those that do have an online presence; over two-thirds are not transactional. 31% of small businesses in the UK lack basic digital skills, making them less competitive than many of their peers. The UK is embracing technology more and more with new jobs and new businesses being 'born' online; yet just half of small businesses and charities have a website.

Thousands of potential customers search online for local small businesses and without an online profile businesses will lose out. The UK Government 'Do more online' campaign helps microbusinesses and sole traders find customers, spread word of mouth, be more efficient, and sell their goods and services online.

Voluntary sector
Some voluntary organisations face a number of challenges to going online and have no internet access at all. A high percentage of charitable donations are made online, making access to this donor base vital for charities and voluntary organisations. Social media and web presence are also essential for recruiting volunteers to support their work.

[19]Charities without an online presence are missing out on the £2.4bn now donated every year using the internet, over a third of all the annual charitable donations made in the UK.

[16] https://www.gov.uk/government/publications/government-digital-inclusion-strategy/government-digital-inclusion-strategy
[17] Mayor of London: A digital inclusion strategy for London January 2015
[18] Government launches support to help small businesses Do More Online
[19] PWC 2009 Champion for Digital Inclusion

Appendix B: What is currently being done to address digital exclusion

The following appendix shows only some of the projects and activities taking place across the Island, there are many more.

1. Government

All Government
Digital inclusion will be embedded in relevant Government policy areas, with projects underway in Health & Social Care.

Learning and Development
All public servants will have the basic digital skills needed to do their jobs effectively and encourage them to help at least one family member, neighbour, colleague or friend to get online and to develop digital skills. Online learning and IOM College classes will support staff to develop their digital skills further.

Welcome Centre
The Welcome Centre provides an important point of access to Government and other services. As well as offering phone and counter service, the Centre will provide tablets for customers to use and later this year plans to offer workshops and drop-in sessions on site for people who can't use online Government services on their own. This could mean guiding a user through the digital service or entering information on their behalf where appropriate.

Tablet Pilot Project
In 2015, the Department of Health and Social Care's Adult Services Division and the Cabinet Office worked with Manx Telecom and Southern Befrienders on an innovative tablet pilot project. The initiative aimed to test the hypothesis that giving isolated older people living at home access to the internet through a tablet would reduce their feelings of loneliness and thus over time improve their wellbeing. Although the project was run on a very small scale with three participants, it proved extremely successful.

The project showed that the internet has the power to transform people's lives, giving them access to information, entertainment and online resources. Importantly, it allowed them to communicate easily with family and friends, reducing feelings of loneliness and improving mental wellbeing. A vimeo film outlining the project is available.

Affordable Broadband
The Government recognises that while there is excellent 4G and broadband coverage across the Island there are still those that would like to be online but are facing access barriers such as affordability of the ongoing monthly home connection bills.

There are many initiatives happening on Island to increase digital inclusion however more creative and sustainable solutions are required to ensure the issues of affordability are addressed. The Government is in talks with the Island's telecom providers to explore the creation of an affordable tariff or other solution for low income households to get access to broadband at home.

Schools – Digital Leaders
Most schools encourage some students into this role, some more formally than others.

In primary schools there are two types of support: ICT Monitors and ICT Ambassadors. The monitors will help to make sure the equipment works well (e.g. charged up, projectors

turned off after a lesson, run app updates). They will also help teachers to project to an Apple TV or get their sound working etc. ICT Ambassadors learn software and apps and support teachers in delivering it to classes or are on call to help during lessons. They are focused on the use of technology to support learning and are currently supporting staff in getting used to the new learning platform. Both Monitors and Ambassadors wear badges so that they are easily identified and sometimes attend staff meetings to either present or learn new ideas or software.

In secondary schools students contribute in a range of ways. Queen Elizabeth II are well-established with their Digital Leaders having been working for several years supporting staff and delivering training sessions and in-class support. Ramsey Grammar School are fairly new to this and have launched their Digital Leaders group, who are now offering in-class support.

Department of Economic Development
Job Clubs run through the Job Centre support job seekers to learn new skills such as creating online CVs and completing online job applications, as well as basic ICT skills for employment. Support to small businesses and micro-businesses by DED currently include financial assistance to buy computer equipment and to set up a website. Google Digital Garage workshops were held as part of the ISLEXPO in May 2016 and provided free practical digital workshops to help businesses make the most of their online profile.

2. Local Authorities

A number of the Isle of Man's local authorities offer a range of services online -

- Use online forms to report problems such as fly tipping, pot holes, lighting.
- Portals where residents can access housing, library and waste services and operate self-service.
- Libraries offer access to pcs and tablets, and have free wi fi available for library users. Support for residents through the libraries is also offered in Ramsey, Douglas, Port Erin, Onchan, Peel and Castletown with some volunteer or ad hoc support and training available.
- Initiatives such as free wi fi in public spaces.

Specific digital inclusion activities being carried out by local authorities largely take place in local libraries and are concentrated in the larger villages and towns. In more rural areas there are less opportunities or demand for community facilities or training, and local authorities/commissioners in these areas may not offer anything specific to residents but can signpost people to libraries or voluntary organisations in nearby towns.

Eighteen of the 23 local authorities have a website, eight offer at least one online form, 15 post their minutes online, and seven have a social media presence through Facebook or Twitter with followers currently ranging between 450 and 6,800.

3. Private Sector

Barclays Bank
Barclays bank has recognised the benefits of upskilling staff, customers and wider society, and provides free support to anyone who wants it. Its' Digital Eagles' – 15,000 staff based in branches across the UK including the Isle of Man – help novice internet users with tasks

such as online banking, shopping and using Skype. You don't even have to be a customer. Barclays also holds 'tea and teach' sessions on Island.

Another big initiative is a free online interactive learning resource, the Barclays Digital Driving Licence, which is endorsed by City & Guilds. This provides high-quality training ranging from 'A Beginner's Guide to the Internet', through social media and online security, up to 'Building an App' and 'Cognitive Computing'.

Manx Telecom
Manx Telecom support a range of community projects including the Manx Telecomputer bus. Individuals or organisations can apply for between £100 to £1,000 from the community fund towards innovative projects to improve communities. Sponsorship can also support community events with telecoms support including mobile dongles and broadband.

Sure
Sure support a range of community projects, including local events and a variety of clubs with one-off donations to help with fund-raising and telecommunications. Examples of this include providing mobile phones so local charities can have volunteers on call 24/7, plus providing mobile broadband to a charity which visits vulnerable and elderly people in their homes - helping to keep them connected with family worldwide.

4. Voluntary Sector

Voluntary organisations offer a range of support for their service users and wider communities -
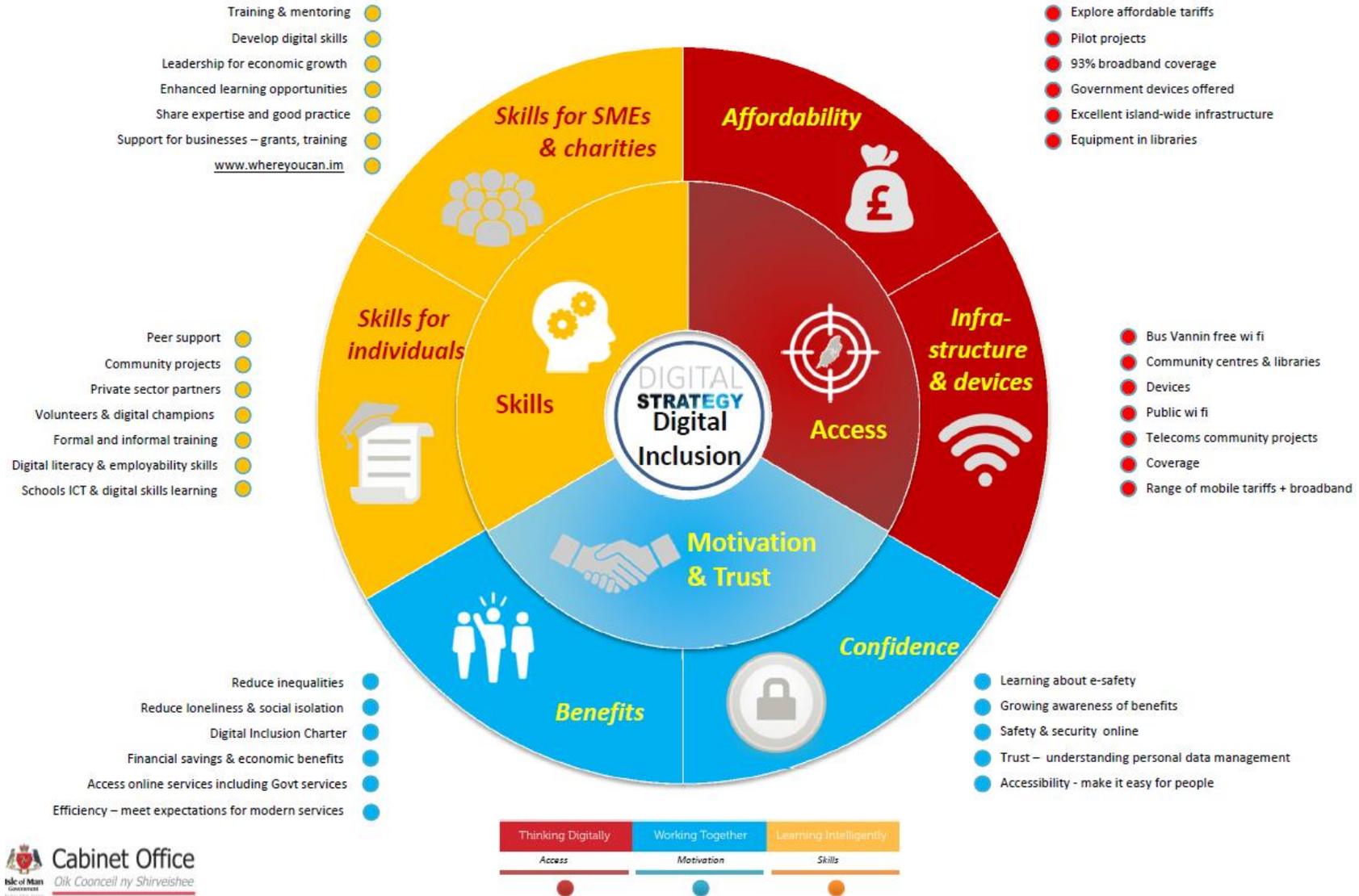
- Age Isle of Man computer clubs in Ramsey, Peel, Douglas and Castletown
- Leonard Cheshire computer drop-in, Onchan
- Crossroads – digital and employability skills development with carers.
- Council of Voluntary Organisations (CVO) - social media and digital skills for the voluntary sector.
- Kenyon's café – wi fi and tablets.
- Manx ICT Association Code club/bus.
- Mobile Family Library

Organisations who do not specifically focus on digital skills and inclusion often offer some level of support to their service users and clients to access the internet, find information online, and access services, although this is not their main focus e.g. Graih and Citizens Advice Bureaux.

Local voluntary organisations have secured support from telecoms providers - Sure and Manx Telecom both offer free or subsidised broadband or other support to voluntary organisations.

Feedback from voluntary organisations throughout the consultation includes matching expertise and skills on offer with their volunteering opportunities, a desire to explore the potential for assisted technologies to support people to live at home, accessing free or subsidised equipment and making Government services easier for people to access.

Appendix C: Projects and Policy Goals

Skills for SMEs & charities
- Training & mentoring
- Develop digital skills
- Leadership for economic growth
- Enhanced learning opportunities
- Share expertise and good practice
- Support for businesses – grants, training
- www.whereyoucan.im

Affordability
- Explore affordable tariffs
- Pilot projects
- 93% broadband coverage
- Government devices offered
- Excellent island-wide infrastructure
- Equipment in libraries

Skills for individuals
- Peer support
- Community projects
- Private sector partners
- Volunteers & digital champions
- Formal and informal training
- Digital literacy & employability skills
- Schools ICT & digital skills learning

Infra-structure & devices
- Bus Vannin free wi fi
- Community centres & libraries
- Devices
- Public wi fi
- Telecoms community projects
- Coverage
- Range of mobile tariffs + broadband

Skills

Access

Motivation & Trust

Confidence

Benefits
- Reduce inequalities
- Reduce loneliness & social isolation
- Digital Inclusion Charter
- Financial savings & economic benefits
- Access online services including Govt services
- Efficiency – meet expectations for modern services

Confidence
- Learning about e-safety
- Growing awareness of benefits
- Safety & security online
- Trust – understanding personal data management
- Accessibility - make it easy for people

DIGITAL STRATEGY Digital Inclusion

Thinking Digitally	Working Together	Learning Intelligently
Access	Motivation	Skills

Cabinet Office
Oik Cooncil ny Shirveishee
Isle of Man Government

Appendix D: Draft Digital Inclusion Charter

Isle of Man Digital Inclusion Charter

The Government and signatories of the Isle of Man Digital Inclusion Charter will work in partnership towards the aims of the digital inclusion strategy, so that by 2021 everyone who wants to be digitally capable will be.

The internet has transformed almost every aspect of private, public and work life. It has underpinned the economy, changing the way workplaces communicate and creating entire new industries. It is changing Government through improved public services and increasing transparency.

We are all aware that there are advantages to being online, ranging from an individual searching for a job to a a small business being able to sell their products online to a global market. There are broader benefits too, particularly in tackling social issues like isolation and health and wellbeing. Online access and digital skills can also make a real difference to the Island's small businesses and charities – helping them to improve customer experiences, operate more efficiently and to generate more income.

However, there is still a percentage of the population that would like to gain the access, and skillsrequired to realise the benefits of being online.

Together, we commit to:

1. Work together and coordinate our activities to support the aims of the digital inclusion strategy.

2. Support Island-wide projects and partnerships, including piloting practical ways to support people and make internet access, kit and digital skills cheaper and more easily available.

3. Ensure that all of our staff and volunteers have an opportunity to learn basic digital skills and develop digital leadership skills so we build the online skills and capabilities of our own organisations.

4. Encourage our staff to become digital champions who will support existing volunteer schemes and help to develop new schemes, to create an Island-wide network.

5. Share best practice and use data to measure performance and improve what we do.

Appendix E: Draft Digital Inclusion Principles

ISLE OF MAN GOVERNMENT

DIGITAL INCLUSION INTERNAL PRINCIPLES

Government's National Outcomes –

"We are a digital island with skills to match"
"We have tackled the inequalities in our Island society"

1. Make digital inclusion part of wider government policy, projects and digital services

   Government will identify where increasing digital capability will improve policy outcomes and integrate it into relevant projects.

2. Establish a quality cross-government digital capability programme

   Government will identify the type of support offline users across different Government services need.

3. Give all public servants the digital capabilities to use and improve Government services

   Government will identify the digital capability public servants need to do their jobs and provide services to users, and provide training where needed to fill any gaps.

4. Support digital inclusion partnerships

   Government will sign up to the Digital Inclusion Charter and encourage partners to sign up to the principles.

5. Improve and extend partnership working

   Government will facilitate public, private and voluntary sector partners to help fund and grow digital inclusion initiatives that work, using expertise and resources from all partners to develop good ideas into initiatives.

6. Deliver a digital inclusion programme to support small businesses and voluntary, community and social enterprises.

   Government and cross-sector partners will join together to build digital capabilities across these organisations, partnering with big business to secure pledges of support.