

# Digital Inclusion Rotherham Action Plan April 2023 to September 2025

## Phase 1 - Information gathering (Completed)

### **i) Objective:**

*A third-party organisation with a proven track record of assessing and analysing digital inclusion/exclusion, be commissioned to:*

- Identify and profile the target group within the Rotherham Place.
- Understand the local barriers to digital inclusion at an individual and Rotherham Place level.
- Identify existing digital inclusion activity (and the gaps) across the Rotherham Place.
- Identify best practice Digital Inclusion activities and programmes at a local and national level to inform the type of digital inclusion activities that best respond to the broad wide needs and aspirations.

Ref	Outcome	Actions	Lead / Org	Timescales	Progress	Baseline Ref / Priority
1.1	Robust and effective programme governance in place	<ul style="list-style-type: none"> <li>• Form a Digital Inclusion Stakeholder group with a diverse set of members from organisations across Rotherham to help form the strategy and action plan. This group will meet monthly</li> <li>• Appoint Digital Delivery Manager</li> <li>• Establish a governance framework that ensures accountability to the Rotherham Place Partnership Board and the Rotherham Together Partnership</li> </ul>	H. Barker RMBC A. Clayton NHS	Complete November 2021		

1.2	Digital Inclusion Baseline report provides place-based evidence of digital inclusion/exclusion in Rotherham	<ul style="list-style-type: none"> <li>• Create and sign off a specification document.</li> <li>• Appoint an independent research specialist to produce a Rotherham place baseline review to include: <ul style="list-style-type: none"> <li>• National and Rotherham population level analysis</li> <li>• Consultation with residents across all channels, with particular focus on groups most likely at risk of digital inclusion.</li> <li>• An indication of the digital maturity of organisations in Rotherham</li> </ul> </li> <li>• Review report to ensure meets requirements specified</li> </ul>	Digital Inclusion Stakeholder group	<p>Complete November 2021</p> <p>Complete November 2021</p> <p>Report completed and published April 22</p>		
<b>Phase 2 - Develop evidence-based intervention strategies and programme governance (Complete)</b>						
<p>i) <b>Objective</b> (based on the findings derived from Phase 1)</p> <ul style="list-style-type: none"> <li>• <i>Develop a Digital Inclusion strategy, the outcomes of which can be delivered by a range of projects and initiatives that target Rotherham's most digitally excluded using the most appropriate method of delivery within the budget available.</i></li> </ul>						
Ref	Outcome	Actions	Lead / Org	Timescales	Progress	Baseline Ref / Priority

2.1	Digital Inclusion Strategy and Action Plan created in response to priorities identified in Baseline review	<ul style="list-style-type: none"> <li>Workshop with representatives from different organisations across Rotherham inputting into the creation of a Digital Inclusion Action Plan.</li> <li>Financial Plan completed and signed off by budget holder (RMBC)</li> <li>Work up a one-page visual document to highlight the work intended in 2023</li> </ul>	Digital Inclusion Stakeholder group  P Rushton/L Williams RMBC P Woodhouse RMBC	April 23  March 23 March 23	Drafts in progress  Drafts in progress Drafts in progress	
2.2	Strategy and Action Plan supported by all organisations represented at the stakeholder group, Place Board and Rotherham Together Partnership Board	<ul style="list-style-type: none"> <li>Sign off final version of strategy and action plan by respective organisations/people</li> <li>Presentation to Place Board</li> <li>Presentation to Rotherham Together Partnership Board</li> </ul>	Digital Inclusion Stakeholder group  H Barker RMBC/ A Clayton NHS  H Barker RMBC/ A Clayton NHS	March 23  April 23 May 23		
2.3	Publication of a Place Based Digital Inclusion Strategy	<ul style="list-style-type: none"> <li>Stakeholder group to make the agreed Digital Inclusion strategy publicly available</li> </ul>	Digital Inclusion Stakeholder group	TBC	launched when the website goes live – Scheduled for September	
2.4	Communication Strategy in place	<ul style="list-style-type: none"> <li>Develop a communications plan for the programme</li> </ul>	W Wilcock RMBC	February 23 - Ongoing	This is a live document; subject to frequent review	
2.5	Action plan visual document	<ul style="list-style-type: none"> <li>Create a visual one-page action plan for purposes of sharing externally. It will follow the same visual style of as the strategy</li> </ul>	P Woodhouse RMBC W Wilcock RMBC	Completed March 23		

**Phase 3 - Delivery (In Progress)**

**i) Objective**

- *Following the completion of phases 1 and two, identify the different delivery mechanisms that can add most value to the communities of Rotherham.*

Ref	Outcome	Actions	Lead / Org	Timescales	Progress	Baseline Ref / Priority
3.1	Key roles in place to focus on delivering the Digital Inclusion Action Plan in Rotherham	<ul style="list-style-type: none"> <li>• Recruit a small team to work on delivering the action plan and Digital interventions in the community 1 FTE Digital Inclusion Delivery Manager 2 FTE Digital Support Officers</li> </ul>	H Barker RMBC A. Clayton NHS	Oct 23	Job advert closed 10 <sup>th</sup> September, interviews w/c 25 <sup>th</sup> September	Page 5, 55,63
3.2	Residents of Rotherham to have increased access to technology including Wi-Fi, Devices and sim cards	<ul style="list-style-type: none"> <li>• Map 'free Wi-Fi' locations Publish this information both on the website and using offline methods</li> </ul>	Digital Inclusion Team	Sept 23	This links to Website launch	
3.3		<ul style="list-style-type: none"> <li>• Launch a National Databank pilot in RMBC libraries starting initially in Riverside House to offer free sim cards to residents.</li> </ul>	A Heggie RMBC	Launched April 23 - Onwards	Launched 9 <sup>th</sup> May from Riverside only. To be expanded to 4 more libraries in September	
3.4		<ul style="list-style-type: none"> <li>• Explore the feasibility of installing free Wi-Fi in community settings:                             <ul style="list-style-type: none"> <li>• Identify pilot location – to be based in one of the following high priority areas: East Herringthorpe, Rotherham Central, Thrybergh or Maltby East</li> </ul> </li> </ul>	Digital Inclusion Team	May 23 Onwards	Initial research phase with Sky and BT to determine a out personal v business. Will work with the stakeholder group to eventually identify a pilot location from one of the high priority areas,	Page 28 - Feedback from residents

		<ul style="list-style-type: none"> <li>• Implement</li> <li>• Measure impact and outcomes</li> <li>• Determine whether model can/should be rolled out more widely</li> <li>• Create model that can be sustained moving forward</li> </ul>				
3.5		<ul style="list-style-type: none"> <li>• Work with the assisted technology teams in RMBC to make sure activities/priorities are aligned</li> <li>• Promote technology that helps people with their health.</li> <li>• Engage and link up with various departments and boards within Public Health</li> <li>• Engage and Link into mental health organisations / networks as the cost-of-living crisis is having a huge impact in this area</li> <li>• Engage and Link into the Rotherham Prevention and Health Inequalities group</li> </ul>	<p>P Woodhouse RMBC</p> <p>P Woodhouse RMBC</p> <p>P Woodhouse RMBC</p> <p>P Woodhouse RMBC</p> <p>P Woodhouse RMBC  A Clayton NHS</p>	<p>April 23 Onwards</p> <p>April 23 Onwards</p> <p>Sept 23</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Engaging with Sandra Whiting and the Assisted Tech team</p> <p>Included on website</p> <p>Presentation to Health and Wellbeing board by Helen Barker is scheduled for September</p> <p>PW has presented to the Health and Inequalities group</p>	
3.6		<ul style="list-style-type: none"> <li>• Collaborate with the NHS to on their Virtual Wards programme</li> </ul>	<p>P Woodhouse RMBC</p>	<p>Ongoing</p>	<p>PW is part of the Digital Board for Virtual Wards</p>	

3.7		<ul style="list-style-type: none"> <li>• Research and explore the feasibility of offering a device loaning or gifting scheme. <ul style="list-style-type: none"> <li>• Create a proof of concept</li> <li>• Implement</li> <li>• Measure impact and outcomes</li> <li>• Determine whether model can/should be rolled out more widely</li> <li>• Create model that can be sustained moving forward</li> </ul> </li> </ul>	Digital Inclusion Team/ Digital Inclusion Stakeholder group	May 23 Onwards	<p>PW has spoken to a number of other towns / cities who have successful schemes, and this is still in the research phase. Will be a priority of the team once new roles in post.</p> <p>The employment hub have a set of 10 tablets that they are happy could be used for this pilot.</p> <p>The libraries have expressed interest in being the base for these, but further discussions to be had with the stakeholder group to determine its scope</p>	Page 52,56
3.8	Provide information that gives people more confidence in being safe online	<ul style="list-style-type: none"> <li>• Identify local organisations to engage with to deliver safety talks into their community</li> <li>• Engage with Safer Rotherham Partnership</li> </ul>	Digital Inclusion Team	March 23 Onwards	Agreed with RMBC Community Safety team to do some in the community safety talks. Would also be part of the Digital Support Officer roles. Can also engage with other organisations, have a contact at the police to speak to.	
3.9		<ul style="list-style-type: none"> <li>• Signpost to existing online safety information <ul style="list-style-type: none"> <li>• Identify and make use of already published good practice safety guidelines</li> <li>• Promote using online methods (website, YouTube etc) but also when out in the community</li> <li>• Work with organisations to help support young people</li> </ul> </li> </ul>	CS Web team RMBC  Digital Inclusion Team/CS web Team  Digital Inclusion Stakeholder group  Digital Inclusion team	April 23 Onwards	Awaiting Website launch	Page 36, 56

		<p>with information about being safer using social media</p> <ul style="list-style-type: none"> <li>Promote safety information to parents/carers to help them feel better informed as to the different types of social media out there, their uses and risks.</li> </ul>	Digital Inclusion Stakeholder group / W.Wilcock (RMBC)			
3.10	<p>Help residents across Rotherham increase their Digital Skills:</p> <p>Activities and actions to be initially focused on the high-risk groups (Older People, Deprivation, LTC / Learning Disability, Disadvantaged Young People) living in the</p>	<ul style="list-style-type: none"> <li>Identify organisations across Rotherham currently offering free digital skills training.</li> <li>Promote and share these opportunities via Rotherham digital website, partner websites, social media and whilst out in the community.</li> </ul>	Digital Inclusion team  All	Ongoing	Part of the website content	
3.11	<p>high risk wards (East Herringthorpe, Rotherham Central, Thrybergh, Maltby East)</p>	<ul style="list-style-type: none"> <li>Create 'digital surgeries' in libraries and community centres in East Herringthorpe, Rotherham Central, Thrybergh, Maltby East) (where people can drop in to learn more about digital and how to do things online)</li> </ul>	A Clayton NHS  Digital Inclusion Team	May 23 Onwards	Focus for the new Digital Support Officers once in post. Initial site would be Maltby Community Hub which houses the library but also the Manor Field GP Surgery.	
3.12		<ul style="list-style-type: none"> <li>Establish volunteer programme with RNN whereby Digital students go into community groups to help residents with their use of technology</li> </ul>	P Woodhouse RMBC  D Smith RNN	March 23 Onwards	First phase was very successful with great feedback. Will start again in September when the students return to college	Page 28, 63

3.13		<ul style="list-style-type: none"> <li>• Develop a longer term plan of community-based activities linking in with existing and established outreach programmes eg. Warm welcome, poverty &amp; financial inclusion</li> <li>• Create activities that focus on helping residents with their digital skills</li> <li>• Provide and promote an easy way for residents to seek help if unsure how to do something online</li> </ul>	Digital Inclusion Team	May 23 Onwards	Will be a main focus of the new Digital Support Officer Roles once in post	Page 55
3.14	Residents use and develop their digital skills working in the voluntary sector to help others	<ul style="list-style-type: none"> <li>• Create a digital champion model that compliments existing volunteer programmes across Rotherham</li> </ul>	Stakeholder group members	Ongoing		Page 56,63
3.15		<ul style="list-style-type: none"> <li>• Work with community groups to encourage people to become involved in volunteering so they can support other people in their local area</li> </ul>	Digital Inclusion team/ Digital Inclusion Stakeholder group	Ongoing		Page 56,63
3.16	Opportunities seized to learn from the best practice of others	<ul style="list-style-type: none"> <li>• Continue dialogue and learning from all the current work happening in other parts of the country to learn from best practice and identify opportunities for shared benefit.</li> </ul>	P Woodhouse RMBC	Ongoing	Continued communication, for eg ,recently with Barnsley to talk about their Databank and their digital champion roles, and Stockport to talk about their device gifting service	
3.17	A robust and effective Communication Strategy is in place to ensure the Digital inclusion programme is communicated across Rotherham using both online and offline methods	<ul style="list-style-type: none"> <li>• Publish the Digital Inclusion Strategy in different formats so people can find out more about the programme aims and support available</li> </ul>	W Wilcock RMBC CS Web Team RMBC	Sept 23	Starts with launch of website	
3.18		<ul style="list-style-type: none"> <li>• Launch the 'Rotherham Digital' website:</li> </ul>	W Wilcock RMBC	Sept 23		



		<ul style="list-style-type: none"> <li>• Website that captures all Digital Inclusion information, case studies, best practice, and activity in Rotherham,</li> <li>• Promote the website through social media and other available messaging to encourage and inform residents, communities, and businesses.</li> </ul>				
3.19		<ul style="list-style-type: none"> <li>• Promote digital inclusion work using all available offline and online communication channels so people are aware of what's happening, how they can get involved, and how they can access the help and support they may need</li> <li>• Plan attendance at events across Rotherham like the Rotherham Show and various roadshows.</li> <li>• Create easy way for organisations to make contact to share information about their Digital Inclusion activity and/or request support/help.</li> </ul>	<p>W Wilcock RMBC Digital Inclusion Stakeholder group</p> <p>Digital Inclusion team</p> <p>Digital Inclusion team</p>	<p>Ongoing</p> <p>Start of each financial year</p> <p>June 2023</p>		

**Phase 4: Develop a sustainability and ongoing financial model (longer term)**

**I) Objective**

- *Evaluate the effectiveness of digital inclusion interventions to demonstrate how the programme has added value; the evidence from which can be used to inform “what future delivery would look like.”*
- *Agree a programme of continued support for all partner organisations to establish digital inclusion activities as a core component of service offerings.*
- *Explore options for additional funding and pool potential match funding to support the programme and future sustainability.*

Ref	Outcome	Actions	Lead / Org	Timescales	Progress	Baseline Ref / Priority
4.1	The effectiveness of the programme is fully evaluated to inform what future delivery would look like	<ul style="list-style-type: none"> <li>Establish measurement mechanisms that are designed to evaluate the impact of actions taken; to both residents and organisations/businesses within the Rotherham Place</li> </ul>	Digital Inclusion Stakeholder group	July 2023	Measuring Impact draft produced. Will form part of the new Digital Support Officers induction to ensure they understand its importance.	
4.2		<ul style="list-style-type: none"> <li>Through established programme governance, ensure the Digital Inclusion programme continues to focus on agreed priorities and is being delivered to timescale within budget</li> </ul>	Digital Inclusion Stakeholder group	Ongoing		
4.3		<ul style="list-style-type: none"> <li>Constantly review the membership of the group to identify any gaps in representation and look to address this by inviting new members to join</li> </ul>	P Woodhouse RMBC	Ongoing		
4.4		<ul style="list-style-type: none"> <li>Share case studies involving local people and community groups to inspire others onto the website and through regular updates to our partners</li> </ul>	P Woodhouse RMBC	Ongoing		
4.5		<ul style="list-style-type: none"> <li>Keep a track of national, regional digital inclusion levels and compare against the baseline review</li> </ul>	P Woodhouse RMBC	Ongoing		
4.6		Partner organisations have each established digital inclusion activities as a core	<ul style="list-style-type: none"> <li>Identify activities/best practice that should/could be absorbed by all organizations</li> </ul>	Digital Inclusion Stakeholder group	Ongoing	

	component of their service deliver/approach	<ul style="list-style-type: none"> <li>• Review the digital maturity findings of the baseline report to identify organisational gaps</li> <li>• Create a library of best practice guidance that all organisations can access when undertaking any work with a digital inclusion aspect</li> </ul>				
4.7	Activities/actions required to further increase digital inclusion have been identified	<ul style="list-style-type: none"> <li>• Identify any actions that have not been completed due to timescales/budget</li> <li>• Assess the impact of any work not undertaken and likely risks if not completed</li> <li>• Identify critical actions/activities and deliverables that should be considered as key to the continued reduction of digital exclusion</li> </ul>	Digital Inclusion Stakeholder group	Ongoing		
4.8	Options for the future sustainability of the programme have been fully considered	<ul style="list-style-type: none"> <li>• Briefing paper created setting out activities undertaken, impact on the Rotherham Place and recommendations/risks of continuing/ending the programme</li> </ul>	Digital Inclusion Stakeholder group	To be completed by July 2024		