

100% Digital Leeds evaluation

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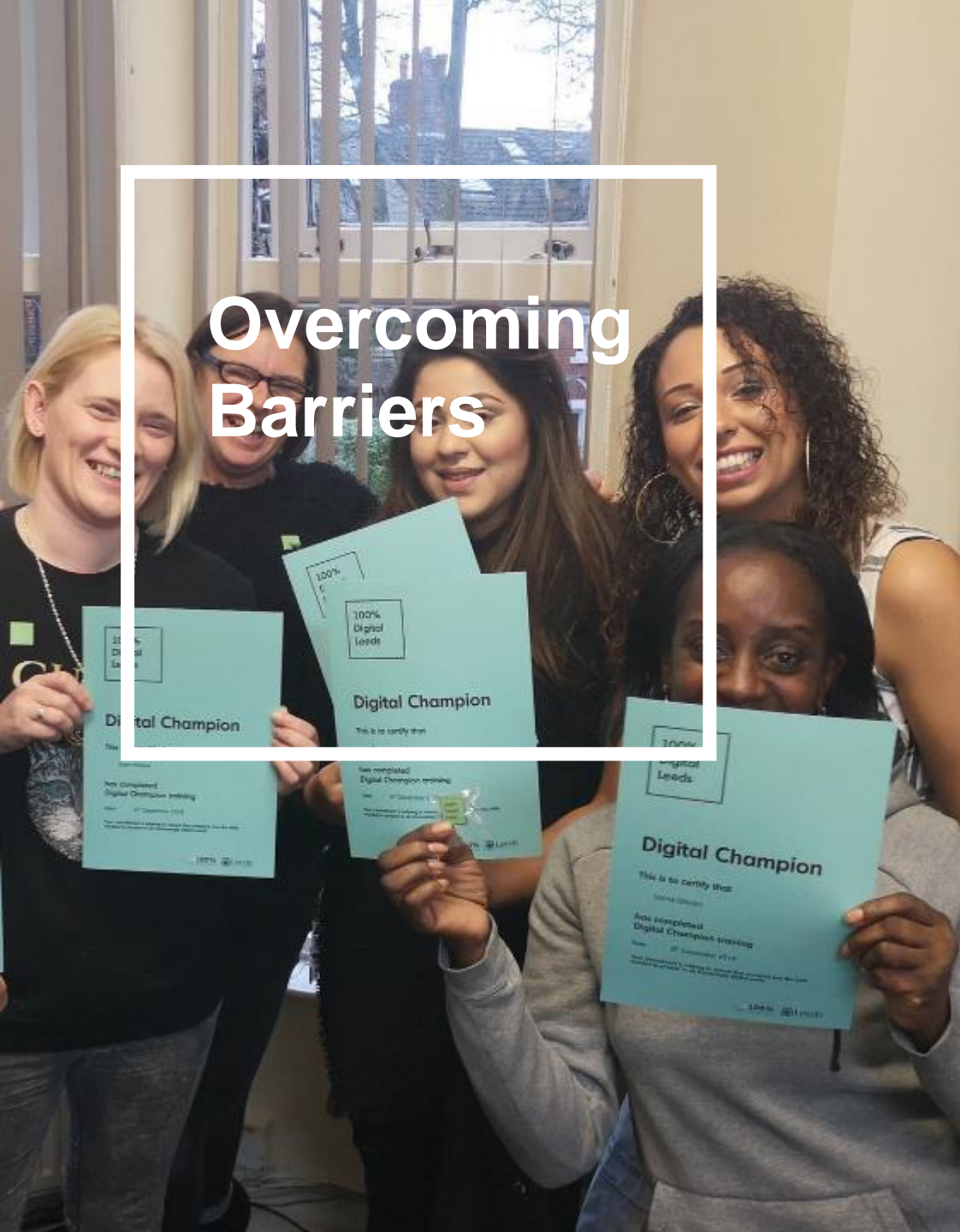


100% Digital Leeds

The 100% Digital Leeds approach

- A citywide digital inclusion programme led by a council team
- Building the capacity of intermediary organisations across third sector, public sector and health and care
- Making Leeds the most digitally inclusive city for everyone
- Funding from: Business Rates, CCG, Digital and Information Service, Housing Leeds, NHS Digital, Public Health, Smart Leeds

Overcoming Barriers



A strengths-based collaborative effort to tackle the barriers to digital inclusion

- **Access and accessibility:** Creating more opportunities to get online
- **Skills and confidence:** Building networks of organisations working together to increase digital inclusion
- **Motivation and trust:** Helping organisations to promote the benefits of digital inclusion and support people to overcome the barriers



**Digital
exclusion
is
social
exclusion**

People who are digitally excluded are also more likely to be...

- Homeless or at risk of homelessness
- Refugees, asylum seekers and anyone who has English as a Second Language
- At risk of social isolation
- Adults with a physical or learning difficulty or disability
- Living with long-term health conditions, especially older people
- Overcoming issues such as addictions and substance misuse, domestic abuse and mental health issues



Digital inclusion: Strategic context

Governance and oversight

Ongoing Council Scrutiny Board inquiry into digital inclusion

100% Digital Leeds digital inclusion programme in Leeds Best Council Plan, Health and Wellbeing Strategy, Inclusive Growth Strategy, Economic Recovery Framework, Dementia Strategy, Smart Leeds commitments

City priorities

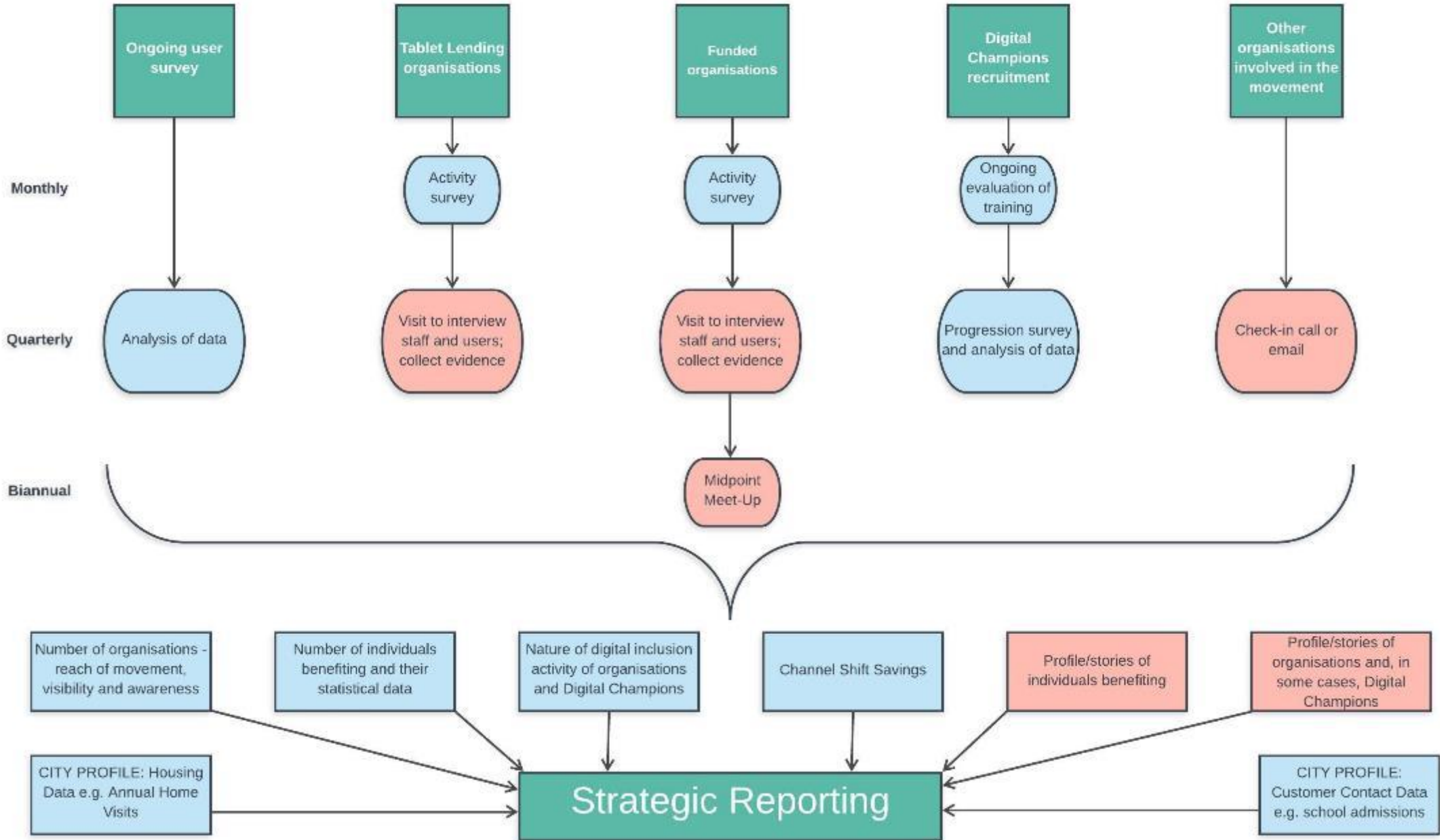
Tackling poverty and reducing inequalities

A healthy and caring city for all ages, where people who are the poorest improve their health the fastest



Quantitative Qualitative

Evaluation framework



**Measuring
progress towards
100% digital
inclusion:**

Outputs to date

Outputs to date include:

2,273 Digital Champions trained, including **839** with a specific Health focus, across **200+** teams and organisations working across the city, to help promote the benefits of being online to digitally excluded people in their communities.

135 organisations borrowed **909** iPads as part of the 100% Digital Leeds tablet lending scheme, to pilot approaches to digital inclusion with their service users.

£200,000 funding into the community, with **150+** organisations directly funded to increase digital inclusion.

£781,612 initial calculation of return on investment to January 2020.



Health and Care

Digital Inclusion across Health and Care

- Addressing health inequalities with Local Care Partnerships and Healthwatch Leeds
- Digital Health Champions across Primary Care
- Increasing digital inclusion across care homes in Leeds
- Digital Health Hubs
- NHS Widening Digital Participation: Dementia Pathfinder
- Applying the 100% Digital Leeds approach to self-management solutions



Digital Health Hub

Digital Health Hub Model

- Launched the first Digital Health Hub in Leeds with Cross Gates and District Good Neighbours.
- Enabling patients to develop their digital skills, improving digital health literacy and increasing opportunities.
- Improving self-management via digital tools.
- Reducing loneliness and isolation.
- Behaviour change reducing pressures on front-line NHS services.
- Establishing key referral pathways in partnership with local NHS.



NHS Widening Digital Participation Dementia Pathfinder

NHS Widening Digital Participation Dementia Pathfinder

- Over 8,000 people in Leeds living with dementia.
- 798 people engaged with the project.
- Using innovative and non-traditional approaches to technology to engage this target group.
- Trialled virtual reality as reminiscence therapy.
- Using voice technology such as Amazon Echo to help people to self-manage their conditions.



myCOPD

myCOPD in Leeds

Supporting the adoption of myCOPD, an app to help people living with COPD to have the skills, confidence and knowledge to self-manage and take control of their condition.

- Digital Champions offering peer support across Breathe Easy groups to help patients overcome barriers to digital inclusion.
- Offering myCOPD across practices in highest prevalence areas to reduce health inequalities.
- Digital Champion training for clinical staff to identify and overcome digital inclusion barriers.
- Partnerships with local third sector organisations to provide digital support, access to connectivity and motivating patients to use it.

**Measuring
progress towards
100% digital
inclusion:**

Outcomes to date

Outcomes for individuals, organisations, sectors and the city include:

Key initiatives, case studies, testimonials:

- [Supporting the development of the Autism and Learning Disability Digital Inclusion Network](#)
- [Localised approaches to improving digital inclusion and reducing health inequalities](#)
- [Increasing digital inclusion and improving health outcomes with Leeds Gypsy and Traveller Exchange](#)
- [Supporting care homes during the pandemic](#)

Reports to Council Scrutiny Board, Smart Cities Portfolio Board, Better Care Fund, Personalised Care digital sub-group and elsewhere

Shared our work with almost 100 councils, charities, health sector bodies and others from across the country

Service	Savings
A&E	£310,426
GP	£230,427
Leeds City Council	£98,686
Other government offices	£72,703
Jobcentre Plus	£69,370
Total:	£781,612

“I’ve struggled with my mental health since losing my wife, I had several 999 call outs last year. Using the myCOPD app has really helped me to adapt my breathing techniques and control my panic attacks.

I didn’t think I’d be able to use an app but with the support of digital champions my confidence and digital skills have increased. It’s such a lifeline for me and I haven’t needed to call 999.”

Increasing digital inclusion for everyone

Use this toolkit to find and share information about tackling digital exclusion in your community. Contribute your own findings and learn from the experience of others.

Search the Toolkit



www.digitalinclusionkit.org



100%
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Leeds



**Keeping
in
touch**

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www.digitalinclusionleeds.com