100%
Digital
Leeds

100% Digital Leeds programme summary

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#DigitalInclusion

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The 100% Digital Leeds team

Working with partners across the city and across sectors to increase:

Support

We work with organisations already supporting people and communities more likely to be digitally excluded.

Collaboration

We help build partnerships and bridges between services and organisations that serve particular communities.

Participation

So that everyone can engage and participate in an increasingly digital society, in the right way for them.

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The 100% Digital Leeds team

We want everyone to:

- Understand the relevance of digital to their lives
- Be aware of the benefits of being digitally included
- Have access to the resources and support they need to get connected
- Be able to develop their digital skills
- Feel confident on their digital inclusion journey

We are putting in place the support people need, in the places they need it.

We know that those who would most benefit tend to be those who are least likely to be online.

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Who is more likely to be excluded?

There is no single measure of digital exclusion

The picture in Leeds in 2019-20:

- **6,423** adults living with dementia
- **12,900** adults with a learning disability
- **14,468** households where no-one has English as a main language
- **41,606** people accessed a foodbank
- **57,429** households in fuel poverty
- **89,833** people aged 70+

(Source: Leeds Observatory, pre-pandemic figures)

Digital inclusion is social inclusion.

Everyone in Leeds should have equal opportunity to use digital tools, technology and services in the right way for them.

Skills

- Embedding ad hoc digital skills support into existing programmes.
- Offering digital skills support in safe welcoming spaces delivered by trusted people.
- Supporting people to use the digital tools most useful to them.

Connectivity

- Wi-Fi and equipment in spaces and communities
- Equipment and data loaned or gifted to those who need it most, for use at home.
- Making digital equipment available for use throughout wider services.

Confidence

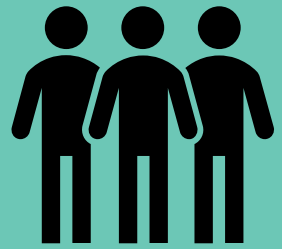
- Support from someone who knows the person and who can take into account risks and potential benefits.
- Relationship with a trusted person.
- Embedding digital in an immersive way allows people to explore digital at their own pace.

Motivation

- Linking digital inclusion to personal motivations and life goals.
- Framed as a way of connecting with others and accessing services – the right services for that person, at that time.
- Supporting access, independence, and wider social determinants.

Build a coordinated and connected digital inclusion ecosystem across Leeds.

Increase the capacity of organisations across the city to deliver digital inclusion in a sustainable way.



Implement interventions in response to community need.

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The 100% Digital Leeds approach

Building capacity for digital inclusion interventions

Taking a person-centered, holistic approach.

Embedding digital elements within existing locations, services and activities.

Utilising and maximising trusted relationships.

Working collaboratively through partnerships and networks.

Everyone playing their part in removing barriers.

Working towards sustainable, long-term solutions.

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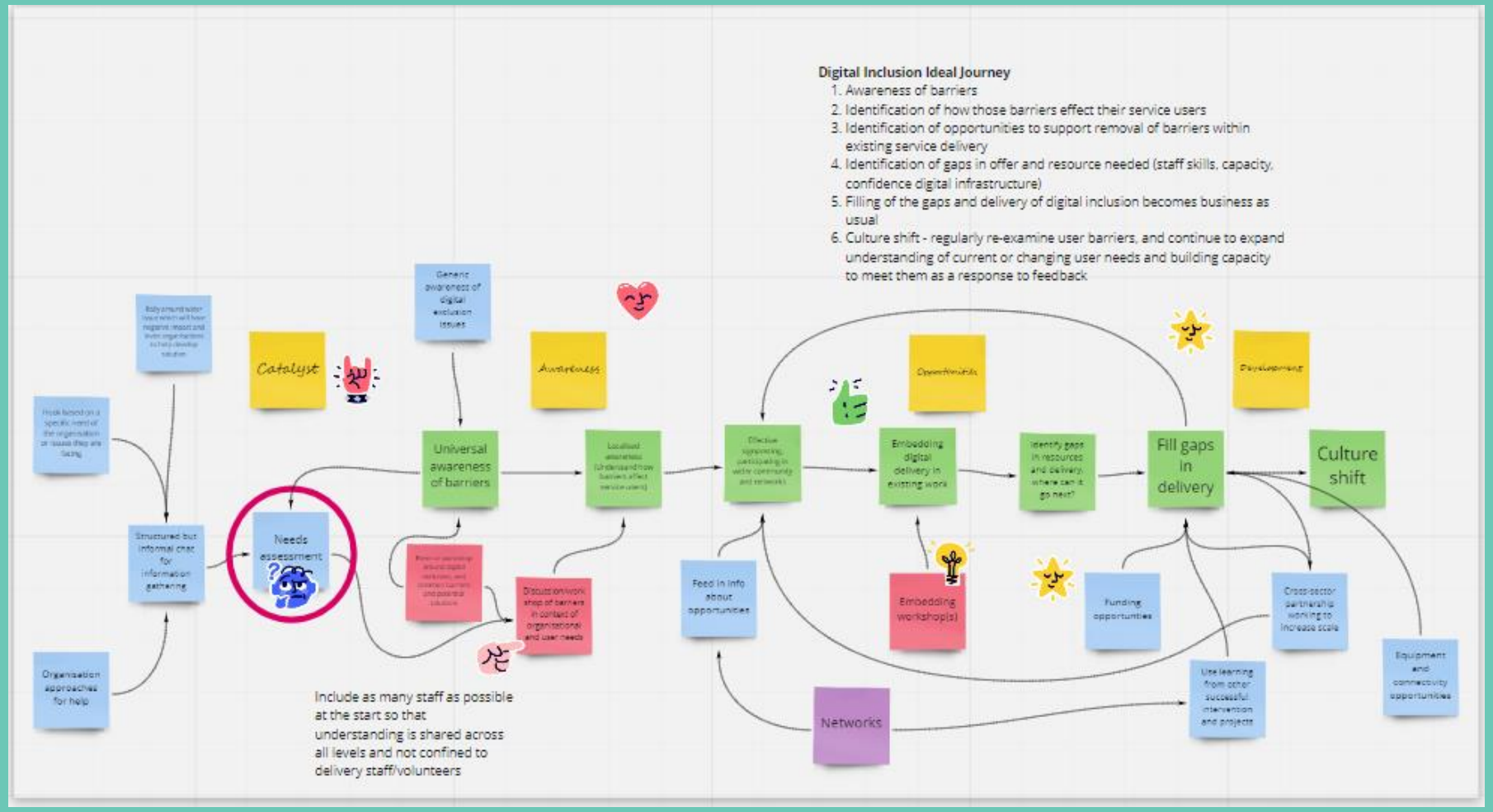
The digital inclusion journey

Working in collaboration to increase digital inclusion

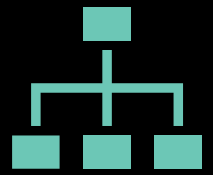


Digital Health Hubs

A network of trusted community organisations and professionals embedding digital engagement and support within their offers and championing the benefits of being online, to support increased health participation.

Collaborative and supportive

Responsive to community need



Everyone has a role to play

Embedded within own work, policies and agendas

More support

Community partners have the knowledge, skills, confidence, capacity & resource, to support the digital and health inclusion of the people they work with, in the way that best meets the needs of the community.

Better support

People and communities get the digital and health support that they need, in the way that works best for them, from the people they know and trust, in the places they feel comfortable and safe.

Healthier people

People and communities can utilise digital to access health services, understand & self-manage their conditions, & improve wider health determinants, in the most appropriate way for them.

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Developing digital inclusion networks

60+ organisations across the different networks

Supporting audience-specific digital inclusion networks across the city to enable and empower organisations working with particular demographics:

- Older people.
- People with sensory impairments.
- People with learning disabilities or autistic people.

Bringing together partners to work collaboratively to improve digital inclusion for a specific community.

100% Digital Leeds make sure that organisations are supported on their digital inclusion journeys and save time and effort by working collectively.

Autism and Learning Disability Digital Inclusion Coordinator

Demonstrating a citywide commitment to digital inclusion for people with learning disabilities and autistic people.

- **Funded for two years by NHS Leeds Clinical Commissioning Group**
- **Matrix-managed by 100% Digital Leeds in Leeds City Council**
- **Line-managed by Pyramid of Arts in the Third Sector**

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Outputs

- 3,000+ Digital Champions trained.
- Across 300+ partner organisations and settings.
- Engaging and working with tens of thousands of people across Leeds.
- £1million additional funding secured for digital inclusion interventions in community organisations.

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Outcomes

What those outputs lead to:

For communities

Ensuring better digital access to support people's independence and ability to make informed choices.

For partners

Enhancing service offers, improving efficiencies and strengthening sector resilience to deliver digital inclusion interventions.

For the city

Enabling the delivery of place-based and regional priorities and strategies.

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Leeds CITY COUNCIL