

By 2035 Sunderland will be a connected, international city
with opportunities for all.

City of Sunderland **Smart**

No One
and Nowhere
Left Behind

Sunderland
City Council

boldyn
NETWORKS

Round robin

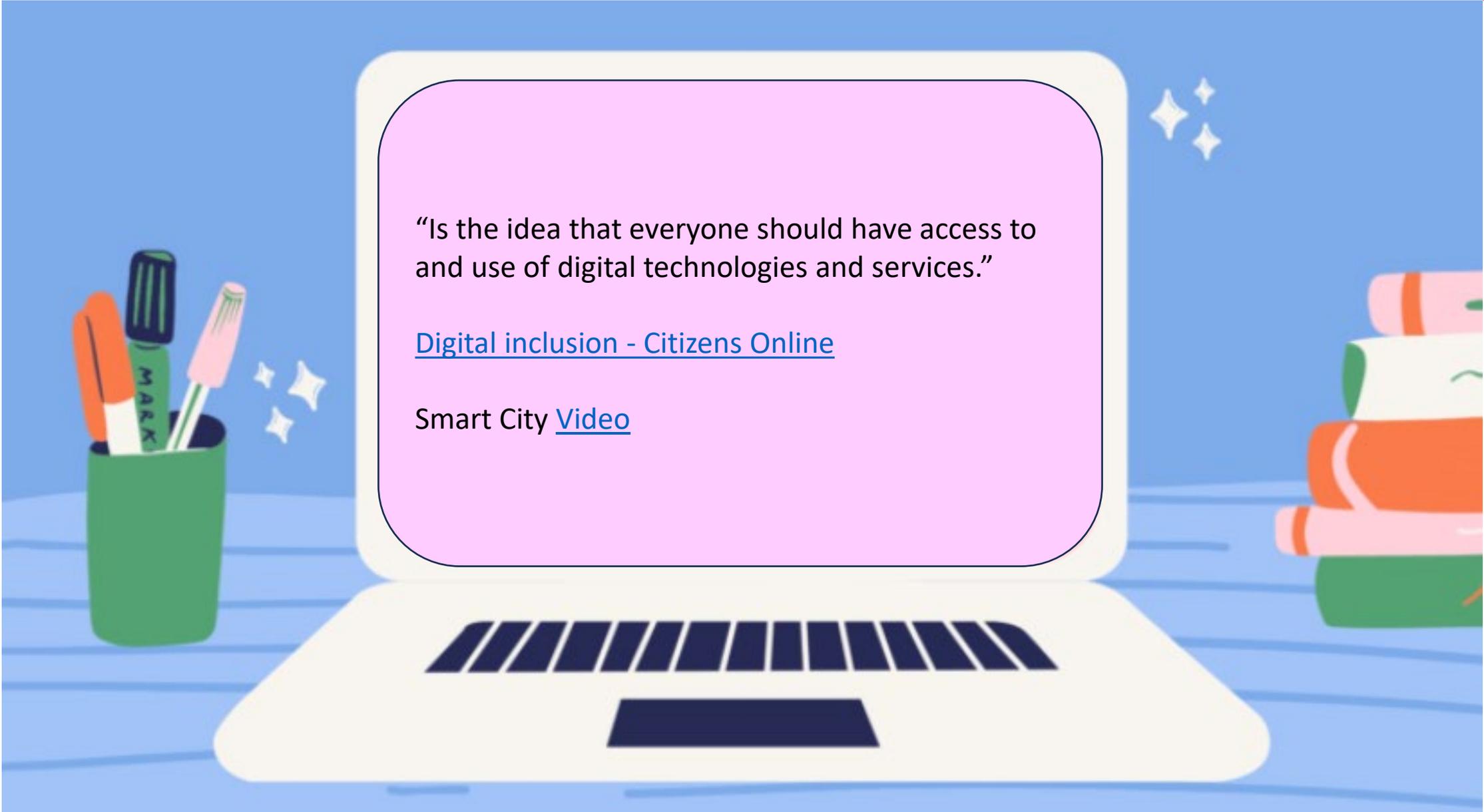
- Name, where you're from
- Population and Workforce sizes
- Experience in Digital Inclusion

Definition of Digital Inclusion

“Is the idea that everyone should have access to and use of digital technologies and services.”

[Digital inclusion - Citizens Online](#)

Smart City [Video](#)

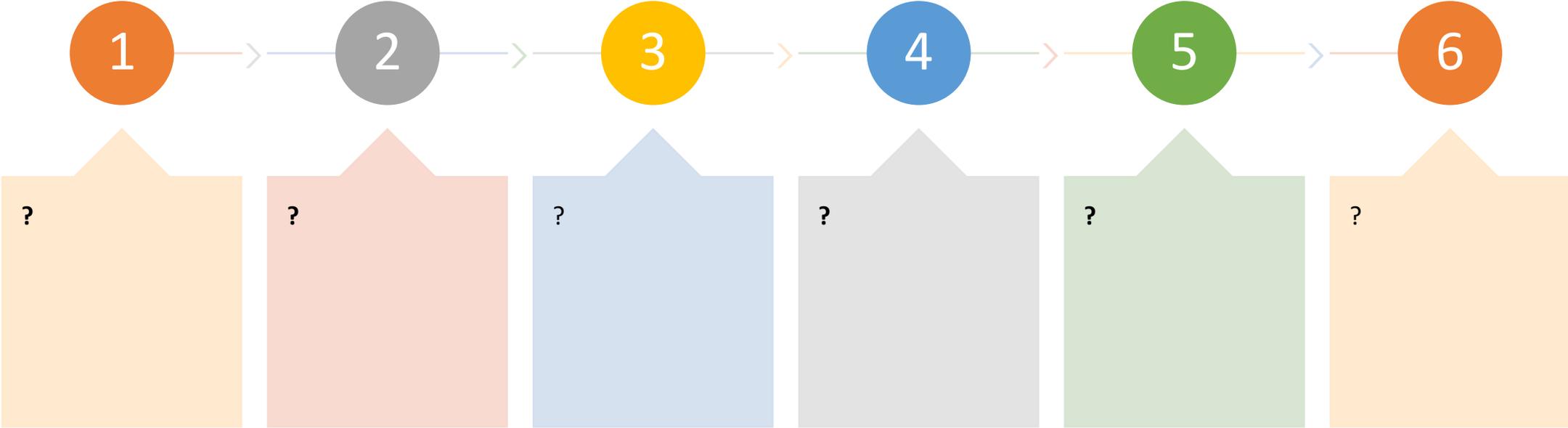


Periodic Table of Internet Elements: Kat Dixon 2022

Me Medical	Ho Housing	Fn Finances	Et Employment/ Training	Gv Government services	Ci Civil	Ed Education	Et Entertainment	Cm Community	Cr Creativity	Sc Social connection	Mo Mobility/ access
Te Test results	Sh Social housing application	Pc Price comparison	Jh Job hunting	Wc Work commitments	Oa Online activism	Se Search engines	Vi Video streaming	Og Organising	Se Self expression	Ff Friends & family	Na Navigation and maps
Pr Prescriptions	Ha Housing association contact	Fi Financial information	Ap Applications	Be Benefits application	Pe Petitions and protest	Cl Classroom learning	Ga Gaming and e-sports	Cg Community groups	Re Making reels	Vc Video calls	Ac Assistive technologies
Ph Public health information	Hh House hunting	De Debt advice	Ne Networking	Im Immigration services	Nw News	Ol Online learning	Gm Gambling	Su Survivor support	Bl Blogging	Sm Social media	Vo Voice activated assistance
Mh Mental health	Mm Mortgage management	In Online investing	It Interviews	Uc Universal credit journals	De Democratic debate	Hw Homework submissions	Eb eBooks	Vo Volunteering	Pl Platforms	Em Email	Db Doorbells
Gp Consultations	Mn Maintenance requests	On Online shopping	Wk Working and learning	Co Council services	Mp MP email	Li Online libraries	Mu Music streaming	Oc Online communities	Mc Music creation	Im Instant messaging	DI Deliveries
Hs Hospital appointments	Bl Manage bills	Ob Online banking	Tx Tax forms	Me Free school meals	El Electoral register/census	Kn Online knowledge	Mv Metaverse	Vp VoIP Platforms	Vr Virtual reality	Ev Events	Sm Smart systems
Sg Support Groups	Ct Council tax	En Energy Bills	Sh Side hustle			St Student finance	Ra Radio/ podcasts		Ar Art	Od Online dating	Pm Password Managers

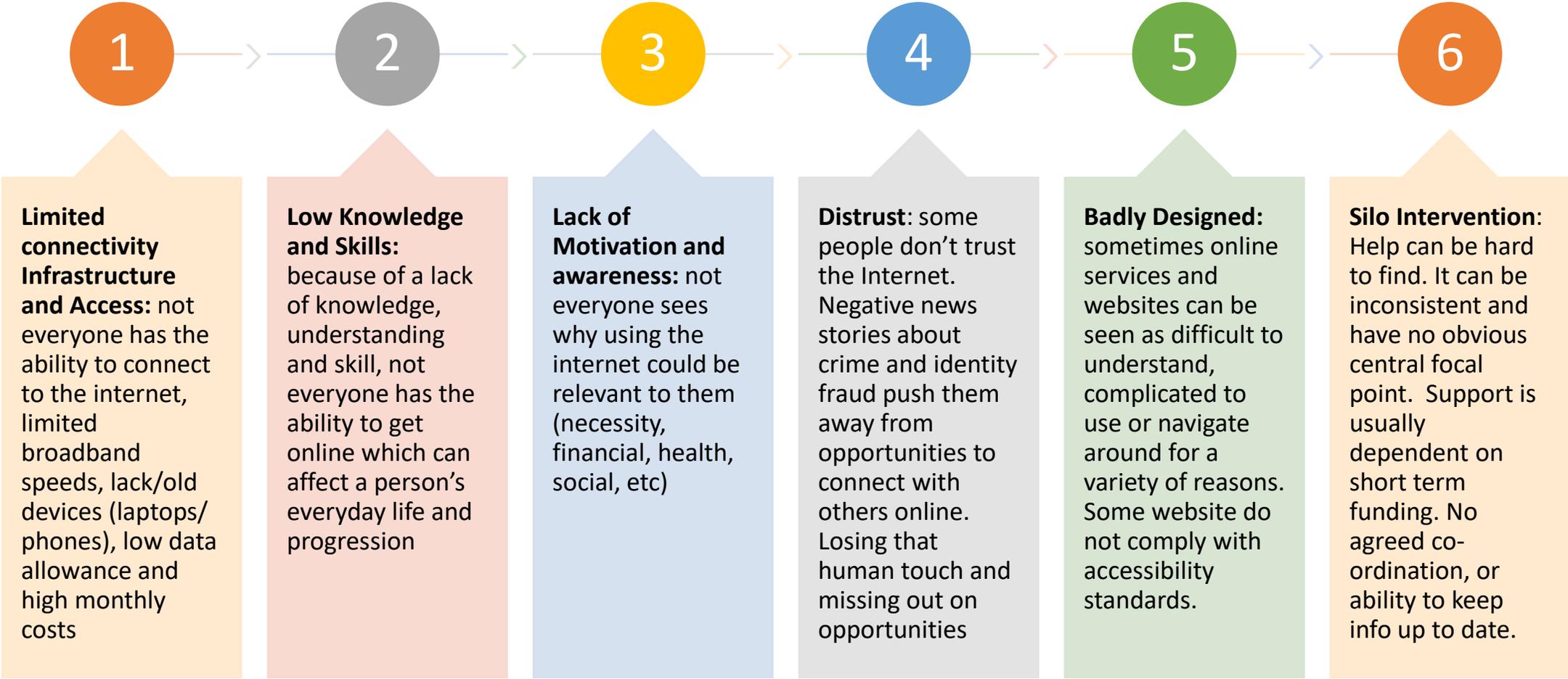
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Digital Inclusion: Challenges



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Digital Inclusion: Challenges



Digital Inclusion Plan - Sunderland City Council

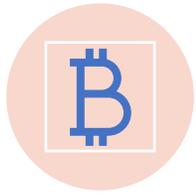
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- Sets the ambition and direction of travel for Sunderland
- Acts as a guide to improve and use resources to reduce digital exclusion
- Focuses on three pillars
 1. Smart Digital City
 2. Smart Digital Workforce
 3. Smart Digital Residents



Shared Priorities

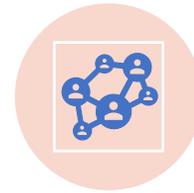
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**Better
Infrastructure
and Access**



**Improve
Knowledge and
Skills**



**Create
Motivation and
awareness**



Build trust



Designed for All



**Coordinated
Intervention**

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SMART DIGITAL CITY

Better Infrastructure

- Promote [low-cost](#) broadband packages
28,800 people = £5.8m saving p.a
- 2 minute [video](#) -**Sign Up** to the [National Databank](#)
- Joining Dots: Free Wi-Fi
[City Centre / Roker](#), [Digital Hubs](#) and [Libraries](#)

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Low-cost broadband deals

If you are in receipt of certain benefits, you could get a discount on your broadband service.

Save the City £5.8m p.a.

Youth Almighty Project · Follow
22 August at 12:38 · 🌐

★ £540 a year SAVED ★

After a quick chat with our Cost of Living Community Support Worker, Jan made a few phone calls and managed to save Margaret £540 a year on her broadband!

If you need any support get in touch to see if we can help you on the details below -
If you live in Silksworth contact Jan - 07938581965
If you live in St Chads contact Pat - 07795308259
If you live in Barnes contact Shelley - 077953082959

[#costoflivingcommunitysupport](#)



Feedback from Customers

“Susan, Washington, reduced monthly bill from £79 to £20 per month”

“Alan, Albany, claims PIP, reduced his bill by £15 per month”

“Robert, Sunderland, switched provider and is saving £20 per month”

“Lily, Shiney Row, heart warming that the Council would write to people to let them know about the Scheme”

- Go to settings, then Wi-Fi
- Wait a few seconds
- 'Free Sunderland Wi-Fi'
- Click once

- **Join the Dots**

- GOV.UK WiFi / Eduroam
- Community Centres, Libraries
- Transport Hubs
- Retail and Leisure Facilities

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Free Sunderland Wi-Fi

**Easy as
1, 2, FREE.**

Go to your Wi-Fi network
and click **_Free Sunderland Wi-Fi**

Our smart city is getting even smarter! We're proud to say that our new, friendly, ultrafast and ground breaking Wi-Fi network is here. So when you're out and about in the city centre or Roker you can like, love, laugh, upload, download, watch and enjoy as much as you like... on us.

City of Sunderland | bai communications

The graphic features a large white Wi-Fi symbol on a red background. The text is arranged in a clean, modern layout with varying font sizes and weights. The City of Sunderland and bai communications logos are positioned at the bottom right.

Pledge

By 2025, you'll be within a 10-minute walking distance of free WiFi

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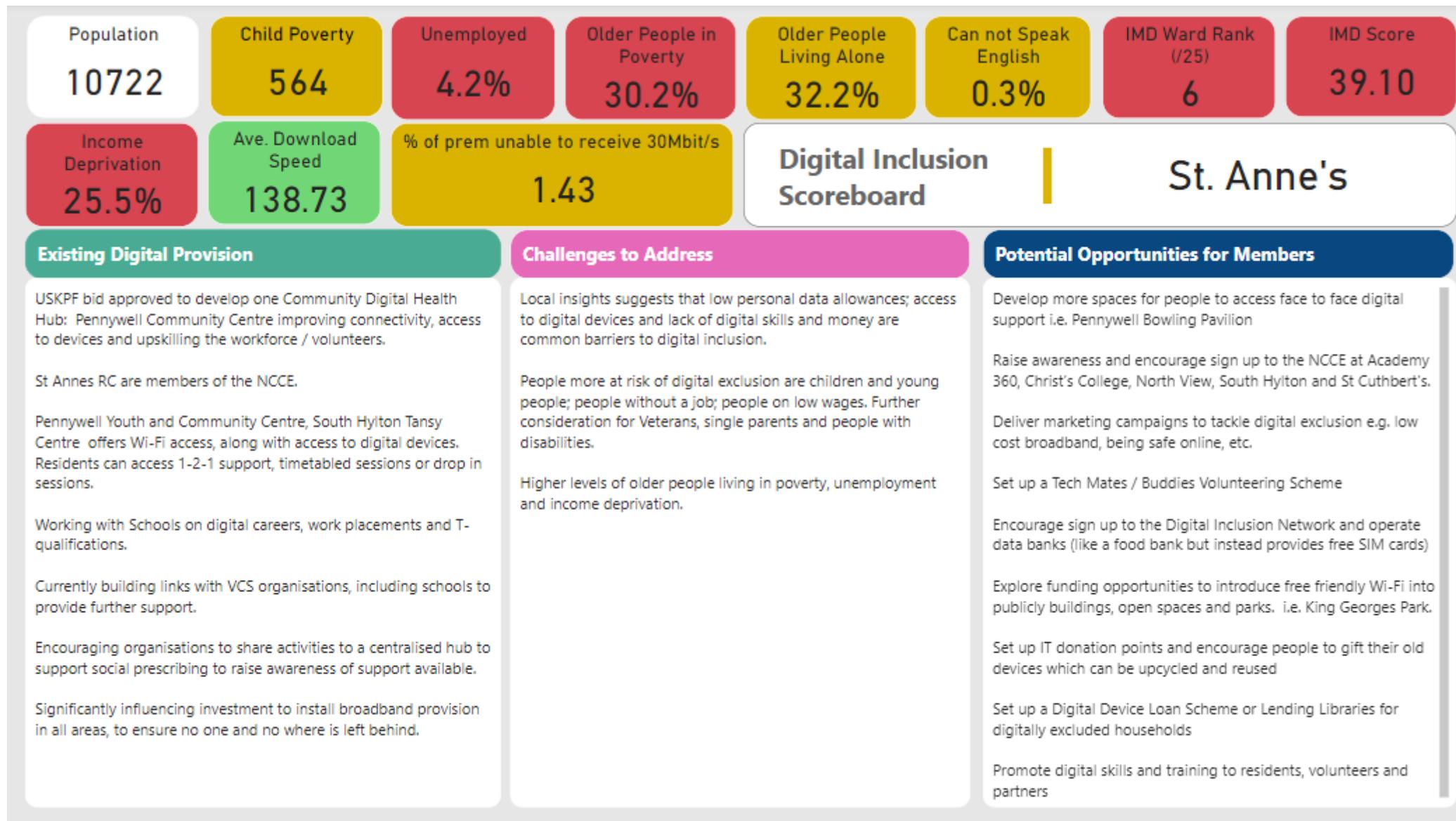
Ward Dashboards

- Community Leaders leading the challenge against digital exclusion
- Area Committees / Members Digital Steering Group
- Majority of data relating to digital inclusion is collected at a regional / national level, not the best for local ward Councillor.
- Took regional stats and applied them to local stats – starter for ten

City Population: 275,000

- 30,000 people (11%) Never been online
- 77,000 people (28%) Limited user
- 89,000 people (32%) Confident user
- 79,000 people (29%) Extensive user

Ward Dashboards



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SMART DIGITAL WORKFORCE

SMART DIGITAL WORKFORCE

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Q- in your local authority, do all employees have digital skills?

Q- what job roles would you associate with not needing to have digital skills?

Q- how do you think employees would react to the opportunity to improve digital skills?

Smart Digital Workforce

- Online pay slips
- Pen and paper 'v' electronic
- Invested in devices/licences, not being used
- Limited connection with the Employer
- Established a Task Group

Aim: Enable all employees to have digital skills

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Digital Touch Down Zones



- 10 Digital Touch Down Zone
- Services covered
 - Local Services (Grounds maintenances, Arbor, cleansing)
 - Highways and road safety
 - Refuse and Environmental Services
 - Fleet Management
 - Property Services, Cleaning, School Meals
- Minimum (Desktop, connectivity, quiet zone)
- No booking, open from 7am-6pm, can be later
- Personal and professional usage

Meet the “Tech Mates on Tour”

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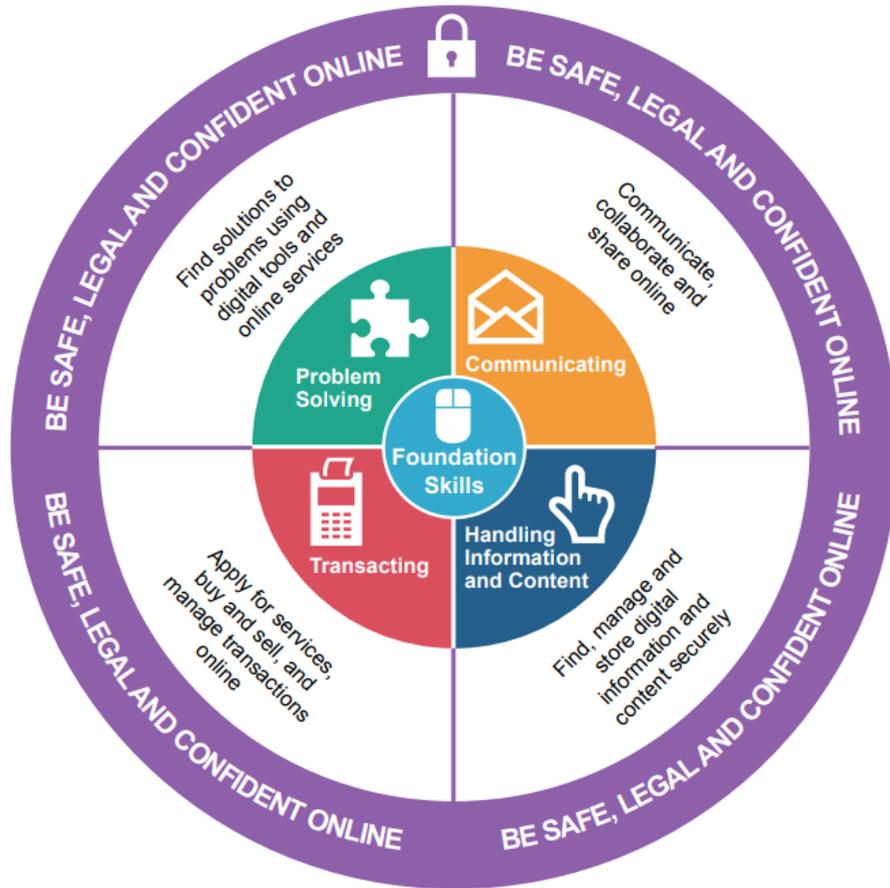
- Transformation
- IT Services
- Local Services
- Business Investment
- Smart City
- Property Services
- Libraries

Toolkit

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Essential Digital Skills - Framework Diagram



Index

Table One: Access to All

Managers/employees should feel confident in these digital tasks

Foundation Skills (stage before Essential)

- 1a. Using a mobile phone
- 1b. Use a computer/laptop
- 1c. Privacy and accessibility tools

Communicating

- 2. The Hub (Intranet)
- 3. Microsoft Teams (Chat)
- 4. Microsoft Team (Calls)
- 5. Microsoft Team (Meetings)
- 6. Microsoft Outlook (emails only)

Problem Solving

- 7. iLearn – how to register, what is on offer
- 8. ICT support -report an issue

Handling Information

- 9. Using a printer
- 10. Adding a signature to your email
- 11. Emptying your e-recycling bin
- 12. Data Protection / GDPR

Transacting

- 13. Employee Self Service - complete digital records e.g. leave and payments requests
- 14. Payslip portal - access your salary, P60, etc digitally

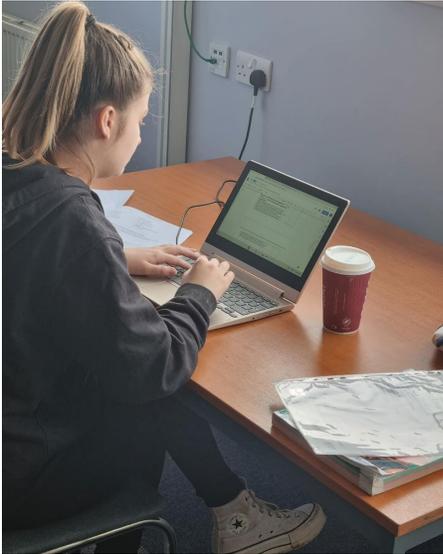
Being Safe

- 15. Internet Use Policy
- 16. Connecting to WiFi and secure websites
- 17. Workstation assessments
- 18. Passwords
- 19. Recognising e-risks
- 20. Updating devices

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SMART DIGITAL RESIDENTS

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Improving digital skills and knowledge

Online support, delivered in community spaces or at home

- Learn my Way: Perfect for people just [starting on](#) their digital journey
- IdEA: Great for groups ready for [next steps](#) to learning
- Ideal for voluntary and community [organisations](#)
- Building foundation skills for a [Tech Role](#) or pre-employment courses
- Starting a digital [career](#)

Face to face support, commissioned by Sunderland City Council

- Learning and Skills [Services](#)

Organisational Support

[National Careers Services](#) and [Education Partnership NE](#), can work with employers to upskill staff and volunteers. At nil cost.



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Build Trust

- [Get Safe Online](#) - UK's leading internet safety website
- [Read](#) free, impartial online safety advice for organisations

Free courses to promote

- Learn Money Management, from budgeting, banking, borrowing, money and mental health and how to save money online, [see how it works](#).



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Designed for All



- 64,000 in Sunderland reported as having limited long term illness or disability, supported by 32,000 carers, over 2,000 young carers
- Work with local specialist charities
- Promote free accessibility [testing tool](#). ANDI tests the accessibility of forms, images, headings, colour contract, data tables, links and more.
- Top tips to ensure the [language](#) you use is readability to all.
- [Free Screen Reader](#) – enabling every blind and vision impaired person the deserved right to freely and easily access a computer



Digital Health Hubs

- UKSPF £1.1m
- 22 Digital Health Hubs
 - Online Learning Centres
 - New Devices
 - Upskilled staff and volunteers
 - Donation Device and Rehoming Hubs
 - Community Broadband
 - Databanks
 - 5 Esports Community Hubs
 - Social Prescribing / Links for Life



Sunderland's Smart City Vision is one of engaged collective of people, places and opportunities to live, learn and earn



with no one and nowhere left behind. Underpinned by the next generation of connectivity to stimulate economic growth and reduce digital exclusion.



Subscribe to our [newsletter](#)



Watch our [video](#)



Download the [Plan!](#)

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