

Salford's Digital Inclusion Team is dedicated to achieving a **100% Digitally Inclusive City** as part of our vision for a better Salford.

2017 - 2020

DigitalYou
#DigitalSalford

2021 – Present Day

 **Digital
Everyone**
| No One Left Behind |

These initiatives ensure residents can effectively use the internet for daily benefits.

Key Data:

- **15%** of residents lack essential digital skills.
- This group often faces additional barriers like **poverty, unemployment, and homelessness.**

As services become increasingly digital, access to timely information is more challenging. The **Digital Inclusion Triage Tool** addresses these issues, improving access to services and enabling all residents to reap the benefits of being digitally connected.



Digital Everyone Programme:

- Mobilises a movement of organizations to engage digitally excluded residents.
- Integrates digital support into service delivery.

Digital Providers Network:

- **83 members** from public, voluntary, community, and business sectors.
- Collaboratively addresses digital exclusion.

Impact:

- Over **48,000** Salford residents supported with digital skills, primarily those facing social exclusion.

Key Figures:

- Showcase of support for digital access and skills in the past 12 months.



Devices distributed

421



Connectivity provided

355



Digital Providers Network members

83



People supported to get online

19,735

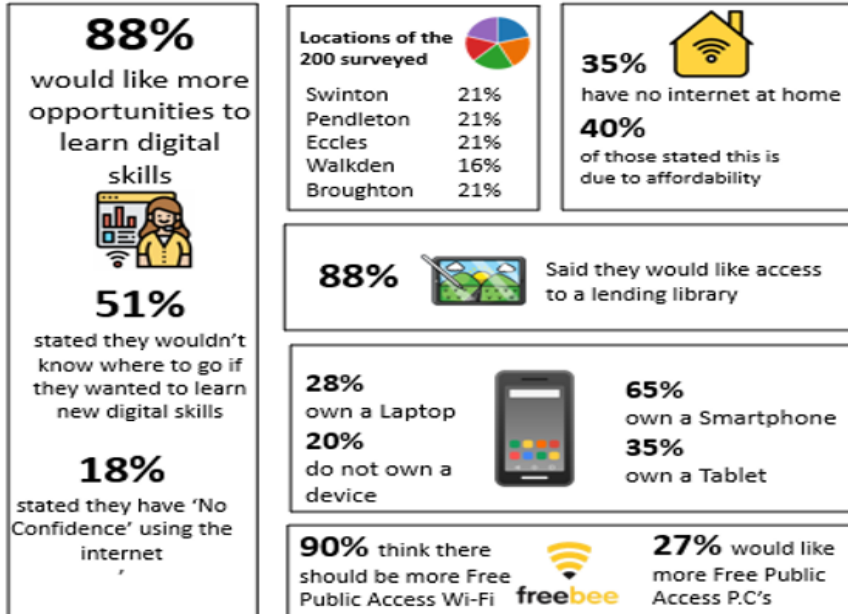




Digital Everyone

| No One Left Behind |

Through our data we are aware that 15% of Salford Residents lack the basic digital skills to transact online. We conducted face-to-face surveys with 200 digitally excluded residents



Addressing the need for better communication and signposting of the digital inclusion skills and support offer

Front-line service staff do not know what services and resources are available to support digital skills development of residents

Existing services and resources are not being utilised or reaching their intended beneficiaries

User needs are not being effectively or efficiently recognised or addressed

Residents are unsure of where to find support for learning digital skills and obtaining devices or internet access

Digital Inclusion Triage Tool

Helping people get online, use the internet and improve their digital skills



Why is the tool needed?

Front-line service staff do not know what services and resources are available

Existing services and resources are not being utilised or reaching their intended beneficiaries

User needs are not being effectively or efficiently recognised or addressed





Agenda

- 1. Introduction
- 2. Overview of the project
- 3. Key findings
- 4. Recommendations
- 5. Next steps

Supporting residents with skills, connectivity, and skills to use the internet to do things that benefit them everyday

One Stop Advice Office

For more information, visit our website: www.karfun.gov.uk

For more information, visit our website: www.karfun.gov.uk

Discovery

- Stakeholder Group
- User persona workshops
- Understanding Digital Inclusion
- User journey planning and co-design



Olivia

Age: 28
Status: Mum of two children (under 5) claiming Universal Credit with no laptop

"If I could somehow get online to attend online courses I could then start looking for work. Being able to get online at home would help me keep on top of my bills and keep my Universal Credit diary up to date."

Olivia has two children, a son who is 3 and a daughter 4yrs old. Olivia is a single parent who is currently not employed and is hoping to apply for work once her children are in school. She has recently received a summons notice for her property which she rents. As she is struggling financially to make payments and unsure where to turn Olivia came in to Swinton Gateway, where she is being supported via the BetterOff Coffee & Chat session to discuss financial support and how we can help her achieve her goals of getting into work.

Digital skills



Basic Digital Skills

Digital Inclusion

Connectivity

Digital Skills

Access



Williams Family

Age: 52
Status: Family mum, dad and four teenagers.
Dad is unemployed and receiving disability allowance. Mum is carer at home for her husband.

"Having access to a device at home would help me keep track of my children's school work and it would be great for my husbands mental health to attend online support groups. Connectivity support will be one of the things I would like to see me to not worry about at the moment."

Mr Williams suffers from poor physical and mental health. Since Covid this has become much worse and Mrs Williams has had to give up her part time job to become a carer for her husband. The family have four teenagers 17,15 and 13. Costs are mounting for the family and they are struggling each month, Mrs Williams came into Walkden Gateway for Foodbank support, she also mentioned her situation to a member of staff who has supported her with a Device Donation application, National Databank Support and signposted her to the BetterOff service to make sure she is receiving all benefits she is entitled to.

Digital skills to be learnt



Basic Digital Skills



Digital Life Skills



Digital Skills for Work

Digital Inclusion

Connectivity

Digital Skills

Access

Behavioural Stage

1. Pre-Contemplation
2. Contemplation ✓
3. Preparation
4. Action
5. Relapse
6. Maintenance

Motivations

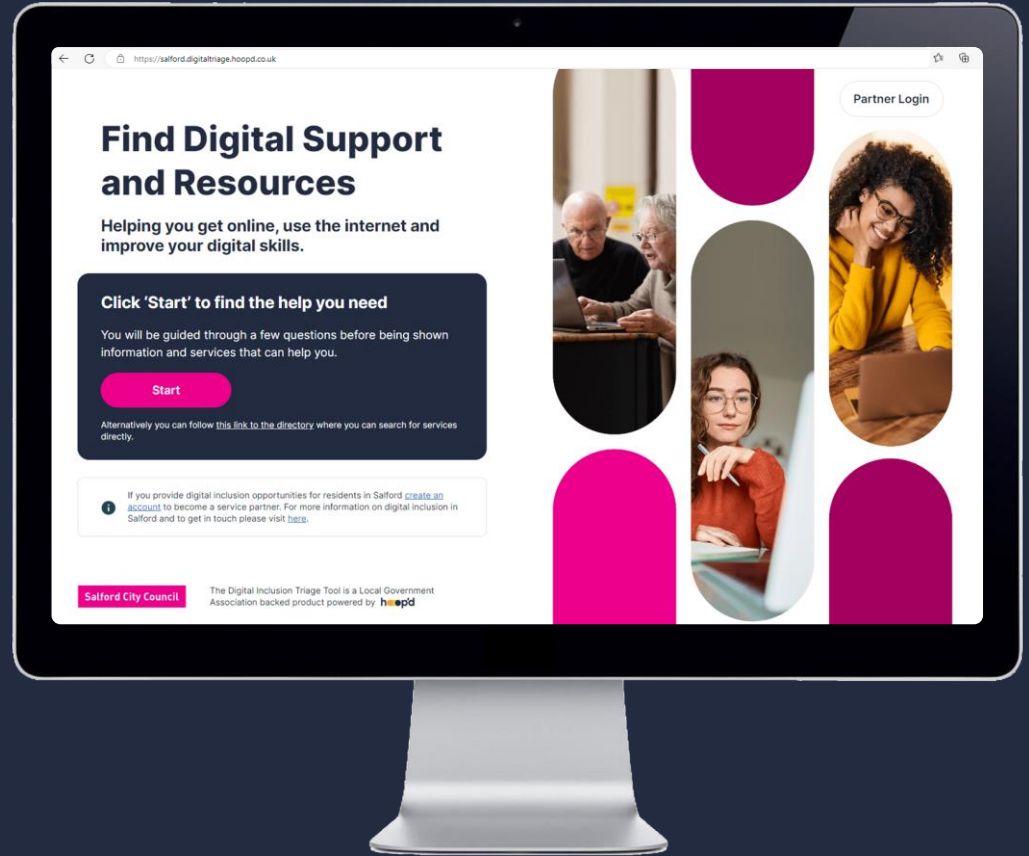
- Manage financial
- Keeping track of schooling
- Opportunity for attend online mental health support

Frustrations

- Financial difficulties
- Lacking access
- Support for her husband in using

Digital Inclusion Triage Tool

First developed as an LGA Digital Pathfinders project the Digital Inclusion Triage Tool provides local areas with the environment, support and resources for delivering tailored Digital Inclusion campaigns and initiatives





Scan me

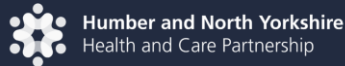
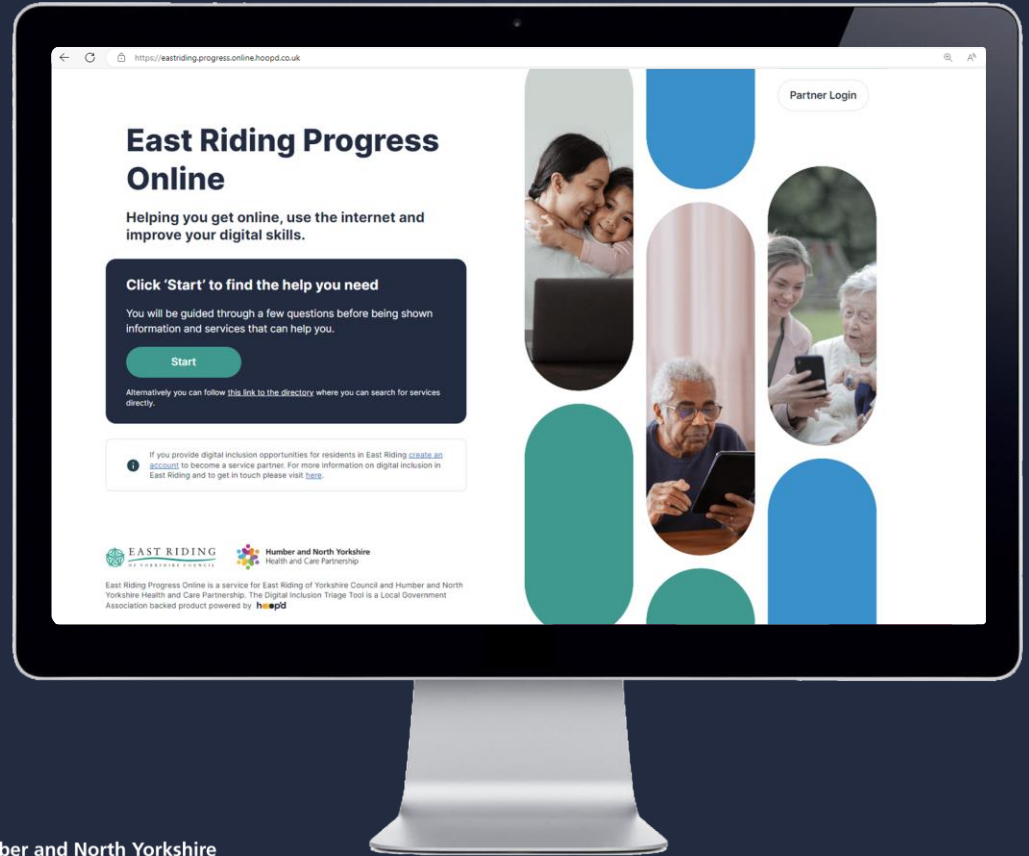
To learn more about the support available
visit digitalinclusion.salford.gov.uk or come
and see us in any of our Gateways



Digital
Everyone

Digital Inclusion Triage Tool

Salford is the Lead Partner in the tool's Beta development, where the tool is delivering the Find Digital Help service



Digital Help Finder

Helping you get online, use the internet and improve your digital skills.

Click 'Start' to find the help you need

You will be guided through a few questions before being shown information and services that can help you.

Start

Alternatively you can follow [this link to the directory](#) where you can search for services directly.



If you provide digital inclusion opportunities for residents in Salford [create an account](#) to become a service partner. For more information on digital inclusion in Salford and to get in touch please visit [here](#).



Partner Login

← Back

Part 1 of 8

Postcode

What is your postcode?

Your postcode will help us to locate the most appropriate resources for you. If you don't want to provide a postcode just leave this blank and select 'Skip this question'.

[Skip this question →](#)

← Back

Part 2 of 8

Device Access

Do you need access to a computer, smartphone or tablet to get online?

If you need help getting access to a device please select 'Yes'.
If you already have access to one of these devices, please select 'No'.

Yes

No

Continue

[Skip this question →](#)

← Back

Part 3 of 8

Internet Access

Do you need access to the internet?

To get online and visit websites you need access to the internet. You might have a device but are still unable to get online because you need one of these options. Please select what you need from the list. You can select multiple options.

If you already have what you need to access the internet please select 'I do not need any of the above'.

WiFi is wireless internet. Places that have free WiFi, such as libraries, allow you to connect to the internet using your mobile phone, tablet or laptop for free. There are many places with free WiFi and if you have a device you can use it to connect to their internet.

An internet connection at home

Data for your mobile phone

A contract for your mobile phone

A place near me with free WiFi

or

I do not need any of the above

Continue

[Skip this question →](#)

← Back

Part 4 of 8

Basic Skills

Do you need help to use the internet?

You have an internet connection, but you don't know what to do next to get online and find websites. Perhaps your computer is not working, or you have a smartphone but you do not know how to use it. If you need help with getting connected to the internet please select 'Yes'.

If you are already successfully connected to the internet and able to use your device to get online then please select 'No'.

Yes, I need help to use the internet

No, I do not need help

Continue

[Skip this question →](#)

← Back

Part 5 of 8

Improving Internet Skills

Do you need help to do things online?

Please select the areas that you would like to learn more about. You can select multiple answers. Or, if this is not relevant, or none of these areas are of interest to you, please select 'I do not need any of the above'.

Yes, for connecting with people online (using Zoom or other video applications)

Yes, for using social media (such as Facebook and Instagram)

Yes, for searching for information (using search engines such as Google)

Yes, for finding travel information and getting directions (using maps and planning journeys)

or

I do not need any of the above

Continue

[Skip this question →](#)

← Back

Part 6 of 8

Professional Improvement

Do you want to find training courses to improve your job or help you find employment?

Yes

No

Continue

[Skip this question →](#)

← Back

Part 7 of 8

[Help Topics](#)

Do you need help with a specific task or problem?

Please select the tasks that you need help with. You can select multiple options. Or, if none are relevant to you, please select 'None of the above'.

I am looking for social activities and things to do

I need help applying for benefits

I need help using online banking

I need help to find housing or help with my home

I am trying to find a job or get work

I want to get in touch with a health practitioner

I want to improve my health and wellbeing

I want to find volunteering opportunities

or

None of the above

← Back

Part 8 of 8

Support Needs

Do you have any other areas of support or need?

If any of the following options apply to you please select them to access specific support. You can select more than one option.

If you do not know, or if none of these areas are relevant to you at this time, then please select 'None of the above'.

I have learning difficulties

I have dementia

I am unable to leave home

I am a carer and provide care to others

I am a veteran and served in the forces

or

None of the above

Continue

[Skip this question →](#)

This resource list has been created depending on your answers. You may [change your answers](#) to find other resources.

Search resource database

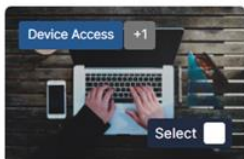
Search

Filter

167 results found for **salford** [Reset search](#)

0 resources selected [Select all](#)

[Print \(all\)](#) [Send Email \(all\)](#)



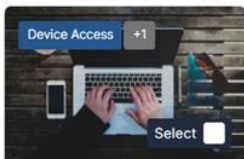
Worsley Village Library

Free to use computers and basic help with using computers.

Public Location **0 miles**

Area **Worsley & Westwood Park**

Service by **Salford Community Lei...**



Winton Library

Free to use computers and basic help with using computers.

Public Location **0.88 miles**

Area **Barton & Winton**

Service by **Salford Community Lei...**



Boothstown Library

Free to use computers and basic help with using computers.

Public Location **1.52 miles**

Area **Boothstown & Ellenbrook**

Service by **Salford Community Lei...**



Free connectivity through SIM Card Distribution

Free mobile data through SIM cards donated by Vodafone, Virgin Media O2, or Three.

Public Location **1.52 miles**

Area **Boothstown & Ellenbrook**

Service by **Boothstown Library**



Basic Skills **+2**

Select



Internet Access **+4**

Select



Help Topics

Select



Support Needs **+6**

Select



iTea & Biscuits

iTea & Biscuits - help local people get to grips with IT and technology. Sessions are helpful and fun, covering subjects including:

Location Public Location

Area Cadishead & Lower

Service by Hamilton Davis

Professional Improvement



Public Location

iTea & Biscuits

The course aims to help local people get to grips with IT and technology whether they're a silver surfer or a total beginner! Sessions are helpful and fun, covering subjects including:

- How to get online
- Entertainment services
- Digital photographs: How to digitally view, send and print (discuss 'Free Prints' app)
- Advice on buying a computer
- Internet safety
- Mobile phones
- How to setup and use email
- Internet shopping and banking
- Kindles and iPads
- Online services (eg. doctors, pharmacies, car tax, libraries and more)
- Different applications (eg. car parking apps, Free Prints, news apps and more)
- Ancestry

Search resource database


Search

Filter

2 resources selected [Select all](#) [Deselect all](#)

[Print \(2\)](#) [Send Email \(2\)](#)

Internet Access +3



Select

iTea & Biscuits


iTea & Biscuits - help local people get to grips with IT and technology, come along and drop in and join us.

Location Public Location

Area **Cadishead & Lower Irlam**

Service by **Hamilton Davis Trust**

Device Access +1



Selected

Worsley Village Library


Free to use computers and basic help with using computers.

Location Public Location

Area **Worsley & Westwood Park**

Service by **Salford Community Lei...**

Device Access +1



Selected

Winton Library


Free to use computers and basic help with using computers.

Location Public Location

Area **Barton & Winton**

Service by **Salford Community Lei...**

Device Access +1



Select

Walkden Library


Free to use computers and basic help with using computers.

Location Public Location

Area **Walkden North**

Service by **Salford Community Lei...**

Professional Improvement



Support Needs +6



Device Access +2



Device Access +2



Winton Library

Free to use computers and basic help with using computers.

Device Access Internet Access

Service by Salford Community Leisure

 Service Address Old Parlin Lane Winton M30 8BY	 Contact Email winton.library@sctl.co.uk	 Contact Phone Number 0161 927 2780
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Worsley Village Library

Free to use computers and basic help with using computers.

Device Access Internet Access

Service by Salford Community Leisure

 Service Address Worsley Road Worsley M28 2PB	 Contact Email worsleyvillage.library@sctl.co.uk	 Contact Phone Number 0161 794 8750
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Print

1 page

Destination

 Save as PDF ▼

Pages

All ▼

Layout

Portrait ▼

More settings ▼

Cancel

Save



Search service provider

+ Add New Service Provider

Awaiting Approval (0)

Approved Applications (49)

Declined Applications (5)

Service Provider	Contact Person	Contact Email	Contact Phone Number	Status Provider
Scott's Service	Scott's Service Profile	scott.patterson@live.co.uk	07815324141	Approved
Skills City		SkillsCity@hostsalford.com	0161 686 5770	Approved
Salford Disability Forum		office@salforddisabilityforum.com	0161 737 1092	Approved
Jewel		isaac@jewel.org.uk	0161 798 2123	Approved
Wai Yin		info@waiyin.org.uk	01618330377	Approved
Foundation 92		tom.hutton@foundation92.co.uk	07511219130	Approved
Binoh		office@binohofmanchester.org.uk	0161 720 8585	Approved
The Energise Centre		info@thebiglifegroup.com	07776959872	Approved
The Broughton Trust		office@thebroughtontrust.org.uk	0161 831 9807	Approved
Salford Foundation	Jason King	enquiries@salfordfoundation.org.uk	01617878500	Approved
The Growth Company		EmploymentGM@gcskills-support.uk	0161 240 6124	Approved
Women with Wings	Jasmin	hello@womenwithwingsgroup.org	07466 380 504	Approved
Henshaws		info@henshaws.org.uk	0300 222 5555	Approved
Salford Deaf Community		salforddeaf@gmail.com	07799118968	Approved



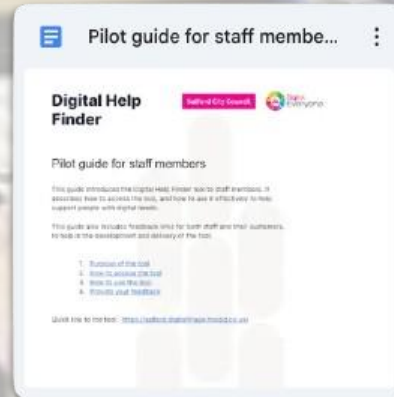
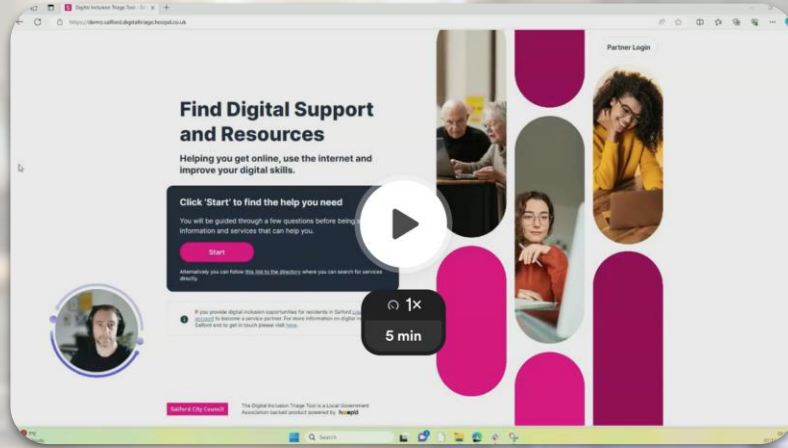
SA

[+ Add New Resource](#)

Resource Name	Service Provider	Service Location	Category
Access to ICT	Connect Talent	Public Location	Professional Improvement Help Topics
Basic Computer Skills	Salford UCRC	Public Location	Internet Access Basic Skills +3
Basic Computer Skills and Job searching/CVs	The Broughton Trust	Public Location	Improving Skills Professional Improvement +1
Basic Digital Support	Europa	Public Location	Basic Skills Improving Skills +1
Basic IT classes	The Angel Centre	Public Location	Internet Access Basic Skills +2
Beginner IT Sessions	Aspire	Public Location	Support Needs Internet Access +3
Boothstown Library	Salford Community Leisure	Public Location	Device Access Internet Access +1
Broughton Library	Salford Community Leisure	Public Location	Device Access Internet Access +1
Cadishead Library	Salford Community Leisure	Public Location	Device Access Internet Access +1
Clifton Library	Salford Community Leisure	Public Location	Device Access Internet Access
Cloud Engineering Bootcamp	Skills City	Public Location	Professional Improvement
Community programmes for the Jewish community in GM	Binoh	Public Location	Professional Improvement Help Topics
Computer Confident Course	Mustard Tree	Public Location	Internet Access Basic Skills +3
Computer Learning Programme	Langworthy Cornerstone	Public Location	Improving Skills Professional Improvement
Create a Learning account with Learn my Way	Hoop'd	Online	Support Needs Basic Skills

Delivery

- Pilot programme in Community Gateways
- Monitoring of feedback
- Capturing of first data sets from the tool
- Creation of tool guides, FAQs and Comms Assets



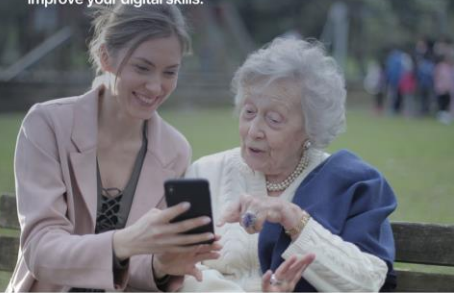
Salford City Council

Do you need help getting online?

Do you struggle using computers and phones?

You can find help using the Salford Digital Help Finder

Helping you get online, use the internet and improve your digital skills.



Scan me

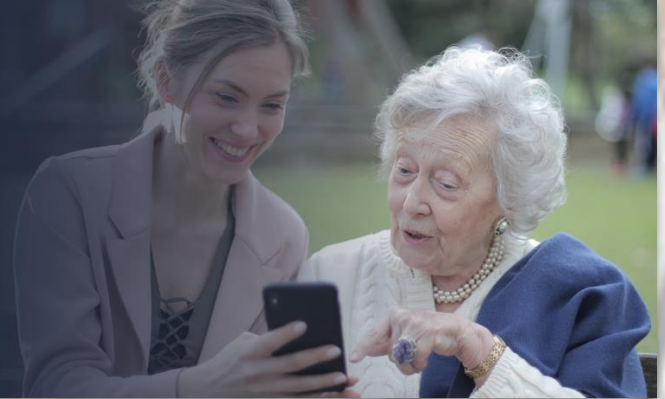
To learn more about the support available visit digitalinclusion.salford.gov.uk or come and see us in any of our Gateways



Salford Digital Help Finder

Helping you get online, use the internet and improve your digital skills.

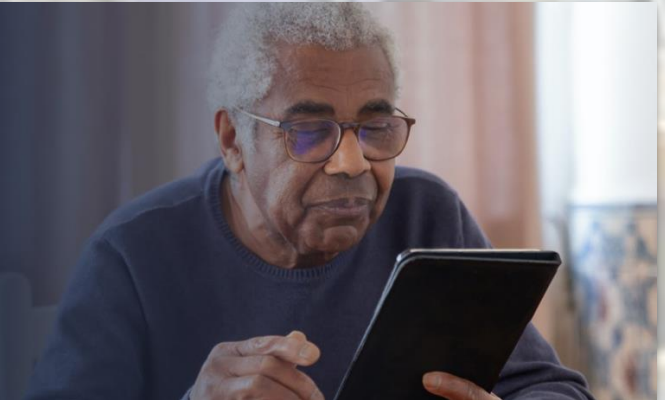
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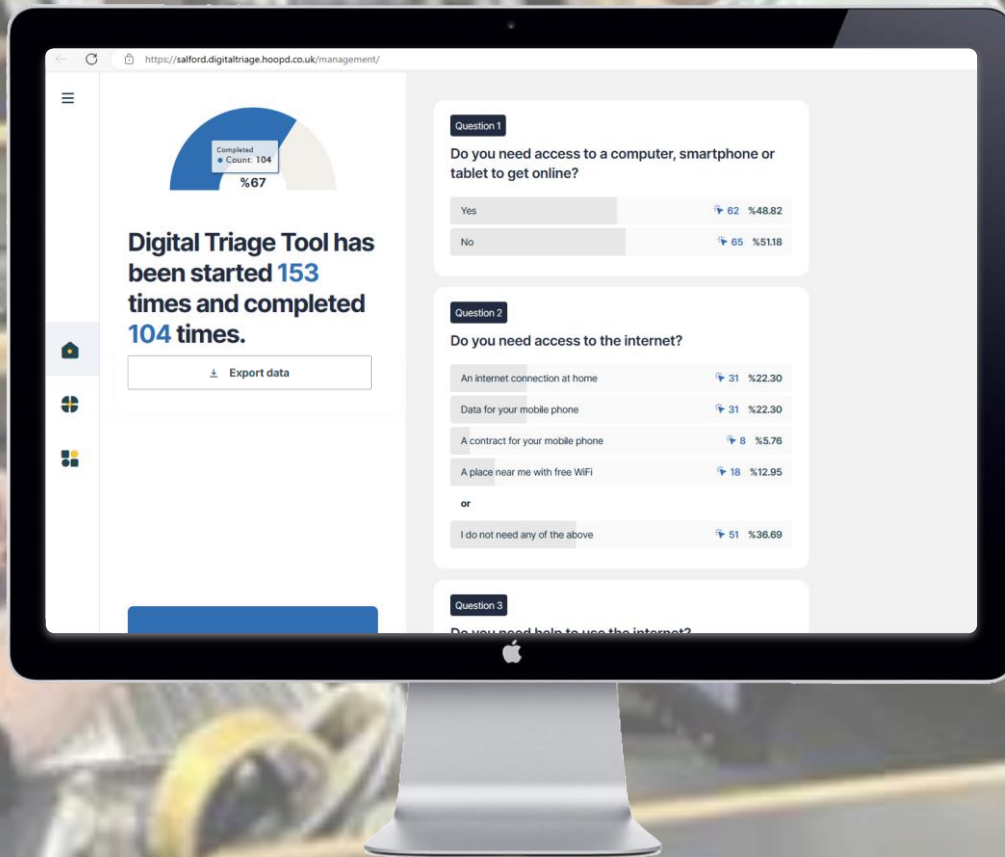


Dataset 1.

How the triage tool is answered. Mapping digital inclusion needs and demand using postcode. A view of multiple needs.

Dataset 2.

How resources are being accessed and utilised. Frequency of appearance, selection, email and print.

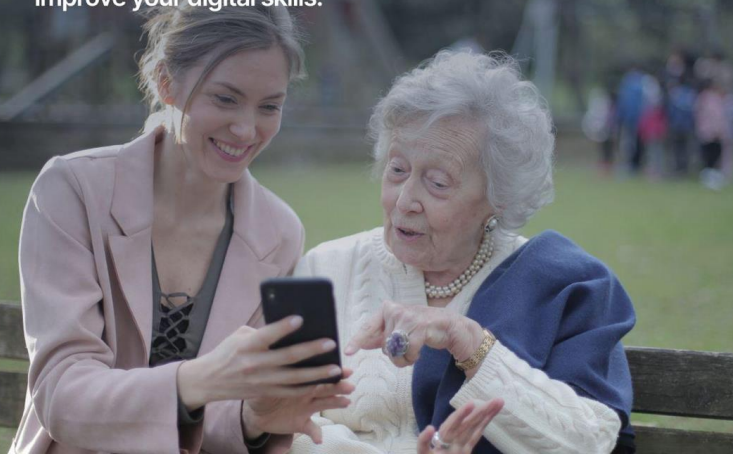


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Impact on Frontline Services

- **Increased Pressure:** Front-line staff face growing challenges, exacerbated by digital exclusion and tighter budgets.
- **Need for Engagement:** Meaningful engagement with vulnerable groups is crucial.

Digital Help Finder (launched March 2024):

- **Impact:**
 - Supported **500+** residents with essential digital skills.
 - Saved **26 hours weekly** and **£19,000 annually** for front-line services.
- **Staff Feedback:**
 - **40% decrease** in stress levels.
 - **32% boost** in confidence for signposting and referrals.

Outcome: Enhanced service delivery and a more confident, less stressed workforce.

Accredited Tool Resources



49 Approved local service providers now on Salford's Digital Help Finder



91 local area resources now present on the tool



Access to over **80** resources supporting pathways in the tool's Digital Inclusion National Resource Service (DINRS)

Cost Analysis



Enquiries which took an average of 13.4 minutes have been reduced to 4.9 minutes when using the tool.

A saving of 8.5 minutes per enquiry



For Salford this represents a FTE saving of 0.71. Equivalent to:

£19,511.77 in customer service officer time



In addition the tool created numerous 'soft' outcomes:

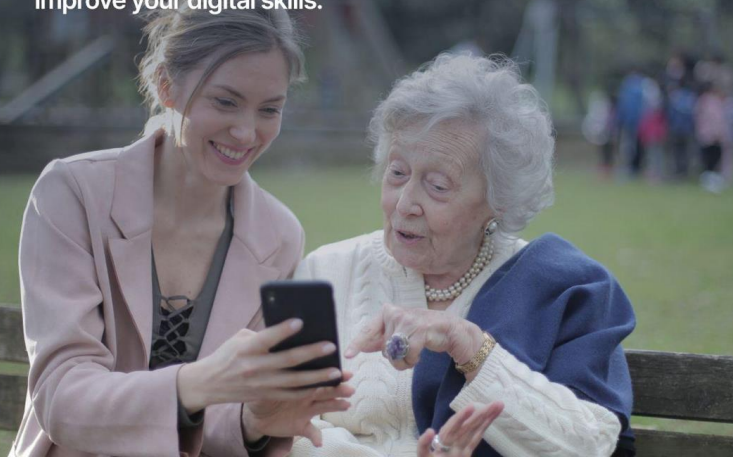
Reduced stress levels by 40%
Increased confidence by 32%

Do you need help getting online?

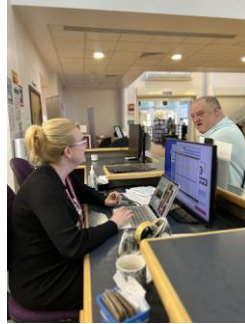
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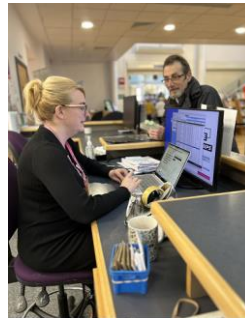


Impact - User Feedback



Pauline Pantangi Customer Service Officer at Walkden Gateway- *"I found the triage tool exceptional. It speeds through the directory to directly hit the immediate needs of the customer. It's useful when you have a customer who has multiple needs, and they have already tried many avenues to reach their goal. Customers are thankful and impressed at the speed in which they can get the right information and offer of support".*

Elizabeth Perrin a Customer Service Officer at Eccles Gateway found it very promising, stating, *"The tool has saved us lots of time on the frontline and given us the added confidence that the information we provide is accurate rather than a google search."*



Danielle Ainsley a Locality Manager at Broughton Hub - *I have found the tool extremely useful and time saving! The tool is quick and easy to use and the ability to email or print out the available resources for the customer in an easy-to-read format has been fantastic. It has saved us so much time searching the internet for the right service in the right area. This tool has proved to be invaluable in helping us to support those residents who need that extra support to become digitally enabled.*

Significant Impact on Salford Residents

Easy access to digital resources, training programs, and support services

Addresses the digital divide by tailoring resources to individual needs

Efficiency Improvements

Reduced average enquiry time from 13.4 minutes to 4.9 minutes

Saved 25.7 hours weekly or £19,511.77 annually in staff time

Empowerment and Engagement

Enhanced employability and engagement

Helped over 500 residents get online

Positive Feedback and Increased Referrals

Reduced frontline staff stress levels by 40%

Impact – User Feedback

Customer needed help using the internet and using his new phone. He didn't want to ask his daughter as he felt like a burden. I was able to find him classes and courses to build his confidence and help him to use his device.

Liz – Customer Service Officer

An elderly Customer came into Swinton Gateway, they asked for some support at getting online. The Customer Service Officer completed the Triage Tool, it then identified that there was a service available called Tech and Tea.

We provided all the information on how to access this service, the customer went away satisfied and wanted to complete the course.

Chelsey – Team Leader

Salford City Council



Scalability of the Tool

- **Impactful & Scalable:** Designed for easy adaptation and replication.
- **Implementation:** Already used in East Riding, Worcestershire, and Waltham Forest, benefiting thousands.
- **Resources:** Toolkit and guide available for organisations wanting to adopt or develop the tool.
- **Expansion:** Currently discussing wider rollout across Greater Manchester.
- **Collaboration:** Eager to share learnings and best practices for a 100% digitally inclusive society.

**Shortlisted for the 2024 DL100
for Digital Skills or Talent
Initiative of the Year**

