

**100%  
Digital  
Leeds**

# **Digitally inclusive and connected communities**

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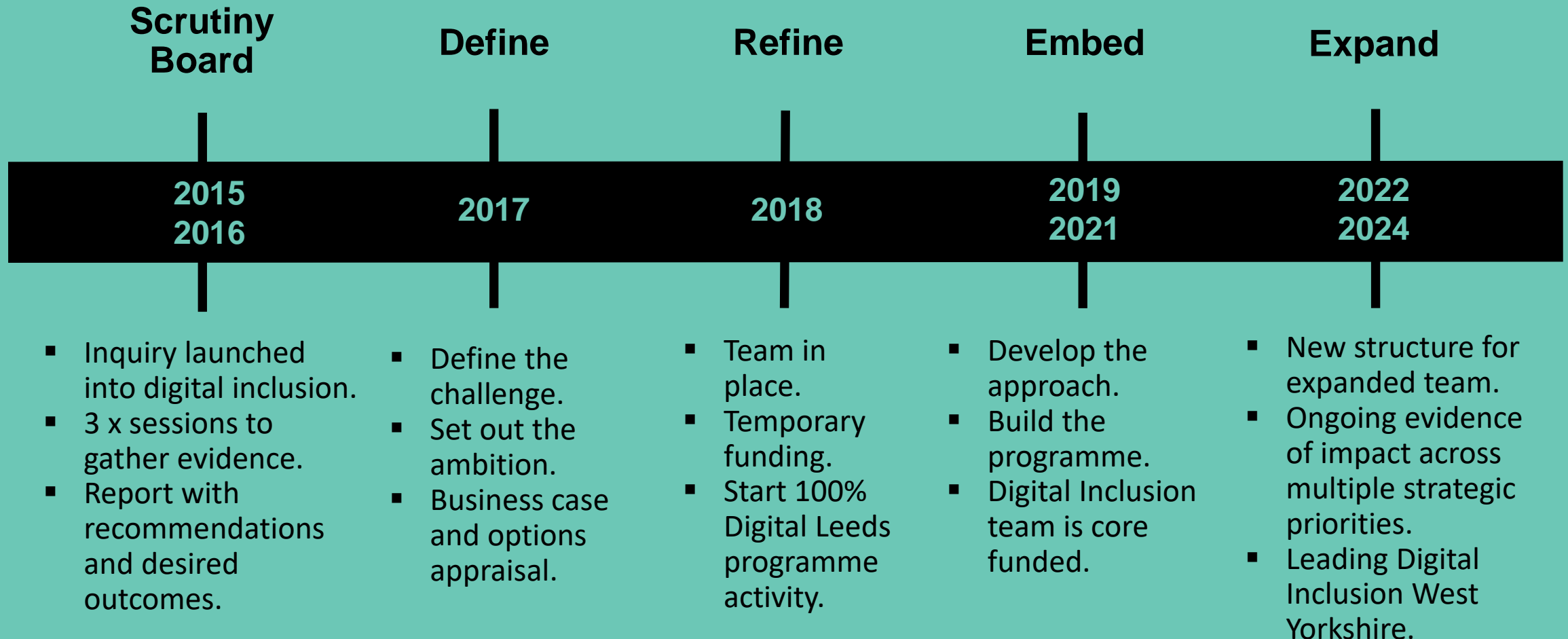
LGA Annual Conference and Exhibition

23 October 2024

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# The development of 100% Digital Leads

Building a cross-sector, citywide digital inclusion programme.



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# Why we care about digital inclusion

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We support digital inclusion because digital is an enabler.

## Digital inclusion is social inclusion.

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Those who would most benefit tend to be those who are least likely to be online.

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

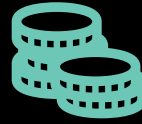
## Everyone should be able to make an informed choice. This means:

- Understanding the personal relevance of digital to their lives and how using digital tools, technology, and services can benefit them.
- Feeling confident in their ability to engage with digital.
- Having access to the resources they need to get connected.
- Having access to the resources they need to be able to develop their digital skills.

# The scale of potential digital exclusion in Leeds

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Digital inclusion and exclusion cannot be easily defined or measured, and are not static, but we can look at figures that indicate which people are more likely to be digitally excluded.



178,630 people in Leeds are living in poverty.

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14,400 people of working age in Leeds are unemployed.

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89,833 people in Leeds are aged 70 or over.

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135,681 people in Leeds have a disability.

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46% of people living in deprived areas of Leeds have multiple long-term conditions.

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# Taking a community-based approach

Putting the right support in the right place, to meet specific need.



# More Leeds residents can access digital inclusion support.

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100% Digital Leeds asked our delivery partners how many people they had supported over the last 12 months.

15% of our partners shared their numbers with us.



**Over 20,000 people supported across the sample.**

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**5,087 people received one-to-one digital skills support.**

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**3,634 people received digital skills support in a group.**

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**11,792 people received SIM cards with free data.**

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**1,042 people borrowed or were gifted a digital device.**

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# Evaluation measures we avoid

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And why...

## Number of people who are digitally excluded.

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- No agreed definition
- Short of surveying everyone, every day, there is no way to know
- Modelled data based on national indicators don't take local interventions into account

## Number of people who have been 'included'.

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- Inclusion looks different to different people
- Inclusion moves across a spectrum and is not a fixed state
- 'Supported' does not necessarily mean 'included'

## A 'Return on Investment' cash figure.

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- Recent 'digital first' and digital transformation agendas mean channel shift can no longer be necessarily attributed to digital inclusion ([see our past framework](#))

# Strengthen the place to empower the person.

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100% Digital Leeds increasing the confidence and capacity of community organisations to support digital inclusion.



**247 teams, services and organisations as partners.**

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**519 professionals trained in Digital Inclusion Awareness.**

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**1,800 people attended 100% Digital Leeds events.**

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**2,451 subscribers to the 100% Digital Leeds newsletter.**

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**£817,355 funding secured for community organisations.**

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# Contact

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Jason Tutin

Head of 100% Digital Leeds

[jason.tutin@leeds.gov.uk](mailto:jason.tutin@leeds.gov.uk)

[digitalinclusionleeds.com](http://digitalinclusionleeds.com)

[digitalinclusionkit.org/model](http://digitalinclusionkit.org/model)