

CDP Delivery Planning 2022/23



This paper presents the feedback from attendees to the first CDP network meeting and proposes ten actions for the partnership to focus on during 2022-23. This includes the delivery of an internal and external communication and meeting plan.

Contents

Proposed CDP Actions for 2022/23	P. 1
Delivery proposal	P. 2-3
Proposed Communication & Meeting Plan	P. 5
Notes from CDP Network meeting 25 January 2022	P. 6 - 9

CDP Actions 2022/23

- 1** Deliver quarterly network meetings with opportunity for members to give updates, hear from guest speakers on best practice, work together to create resources and promote digital inclusion.
- 2** Set-up and maintain internal and external information sharing platforms for network members to communicate with each other and to raise awareness of their work.
- 3** Make a communications pack to raise awareness of the partnership and incorporate into the partnerships welcome.
- 4** Work in partnership to seek funding and explore options for an external directory that maps digital services in the city and county.
- 5** Deliver virtual CambsDigi conference in line with Get Online Week October 2022.
- 6** Build connections with businesses, primarily through Steering Group and host a themed event as part of the conference.
- 7** Deliver communications plan (P.5) to support network meetings and advocate beyond members.
- 8** Explore and apply for appropriate funds to pay for CDP administration
- 9** Continue conversations about organisation structure, applying for charity status when appropriate.
- 10** Deliver annual review of network through evaluation survey.

CDP Delivery Plan, in detail

CDP stays under the umbrella of CCVS for the next year, with a membership charge unlikely to be introduced during this time.

This enables CDP to have a more open approach to running the network, that could help to share information and make connections with a wider range of people and organisations.

This approach would see a slight shift in how we talk about the network, with ‘supporters’ rather than ‘members’ and perhaps Network Events rather than meetings.

Supporters

- The Network Events are open to all, but we do encourage organisations to sign-up as ‘supporters’ when relevant. This may primarily be those delivering a service that tackles digital exclusion.
- Supporters receive priority tickets to the conference.
- Have the option of a static page on the CDP website.
- Are invited to a shared platform to communicate in-between meetings.
- Receive a quarterly newsletter that is in the majority a collection of blogs.

Organisations who are looking for support, advice, or partnership opportunities due to their work with people who experience digital inequality, will be encouraged to come to network meetings. Nevertheless, CDP will only facilitate conversations. Detailed advice might be given outside the partnership, due to connections initially made through network. If this occurs consultation charges would apply, as deemed appropriate, by the advice or support giving organisation.

How will communication be facilitated around Network Events?

Strand 1 – Network Events

- Before and after a Network Event, CDP Coordinator will email an ‘updates’ MS Word document to attendees, asking for each to input their current information. This will include relevant contact details.
- The happenings of each network event will be shared via a blog. Which will be emailed to attendees, along with details of the next event and the current ‘updates’ document.
- Bookings for Network Event can be made via Eventbrite and Meet-Up.

Strand 2 – In-between Network Events

- Supporters will be invited to Slack to have conversations in between meetings, share updates, asks, and projects.
- They will also be invited to our new meet-up group, to have the opportunity for wider business and individual connections.

Topics & themes identified for Network Events

- Funding and partnership opportunities
- Aspirational examples from other geographical areas
- Accessibility
- County Council / City Council on digital strategy
- Training / skills development
- Working in partnership

CDP Delivery Planning 2022/23

2022/23 Meetings & Communication Plan

Social Media, Twitter & LinkedIn approx. x2 posts per week				
Month	Week 1	Week 2	Week 3	Week 4
Jan 22		SG Meeting		Network Meeting
Feb			SG Meeting	Blog (SP) NW follow-up
March			SG Meeting	
April	Guest Blog		SG Meeting	Network Meeting
May		Blog (SP) NW follow-up	SG Meeting	
June	Newsletter		SG Meeting	Guest Blog
July		Network Meeting	SG Meeting	School holidays
Aug		Blog (SP) NW follow-up	SG Meeting	
Sept			SG Meeting	Blog (conf)
Oct	Newsflash	SG Meeting	Conference X5 events including one networking	
Nov	Blog (conf)		SG Meeting	
Dec	Newsletter		SG Meeting	Guest Blog
Jan 23		Review	SG Meeting	Network Meeting
Feb		Blog (SP) NW follow-up	SG Meeting	
March	Guest Blog		SG Meeting	

CDP Network Event, 25 January

Notes from breakout rooms

<p>How does your organisation come across digital inequality?</p> <p>Comments linked to Digital Skills are highlighted yellow Comments linked to access to devices are highlighted blue Comments linked to impact of digital exclusion are highlighted in pink</p>
<p>Council encouraging self-serve but those without digital skills unable to access</p>
<p>Oasis – low literacy. Can do eBay and Facebook. School took laptops back. Parents lost access.</p>
<p>Providing other services means an opportunity to discuss digital needs.</p>
<p>Where do you market non digitally? At a time when people are not going out. Whole group of people missing out on vital information.</p>
<p>Trust issues preventing people from asking for help.</p>
<p>Levels of literacy.</p>
<p>Refuges/refugees? – learning during the pandemic when face to face was taken away</p>
<p>Free wifi provider restrictions that make it difficult for low skilled people to use</p>
<p>Older generation massive digital inequality – particularly as Dr’s surgery’s and the like send out</p>
<p>text message updates or emails and most of the older generation have a mobile phone or device in the draw not even turned on.</p>
<p>The digitally deprived asked if they need help need a device, however some in the village areas in remote areas are unable to read or write and need help here first</p>
<p>This as mainly in the provision of services to help people with claims and access to services, though complexity in that the issues are sometimes a lack of access to devices, and sometimes a lack of confidence to use them or interact digitally.</p>
<p>Universal Credit application access difficulties</p>
<p>Asking people if they need to do things online like job applications – direct route – people attend day centre</p>
<p>The pandemic has been tricky in that finding people who are digitally excluded can’t be contacted on Zoom</p>
<p>Those in debt, no digitally included and most helpful is online.</p>
<p>Having problems with housing benefit or councillor needing to contact them and having no way to access digitally</p>
<p>Poor credit history, unable to get contracts/ They need to know there are options available.</p>

CDP Delivery Planning 2022/23

Expensive mobile phone bills / taking advantage of people.
The pandemic had brought greater efficiency by driving access to a lot of things online and while more people we are being reached with services, it was hard to know who might be falling through the cracks because of digital inequality.
Mobile phone access for homeless – a true lifeline
Databank – other countries allowing you to donate extra data to those who need it.
Red Hen – families no £ for internet for devices. Limited access. Not so much skills.
Don't have access to physical devices so have to wait to get a connection to the internet
Needing an email address and signup process to use free Wi-Fi services.
Chris, connectivity – quality is poor in lots of areas.
Job Hunting very difficulty without digital access
Even with free Wi-Fi need device and know-how
Mobile phone charging – homelessness. Know where you can charge.
Complicated application processes. Some have to be done on laptops rather than mobiles.
People can't engage with debt issues, big divide – come have no knowledge whatsoever, even at very basic level. Some young people have some skills, but only very limited ones, not necessarily the skills they need
Those without knowledge don't even know what options there are, including how to manage finances to enable them to afford digital packages
DWP Job Centres. Process to supply laptop/devices support from TalkTalk. 6 months free broadband. Allows up skilling/courses. Assessed on a case-to-case basis.
Varying degrees of confidence using tech this was spoken about across the board
The younger generation tend to be on social media but don't have email addresses so are unable to get updates on how they can be helped
Those without children find it harder to get access to digital resources. More help for those with children.

What would you like this network to achieve?

Comments linked to share, solve, learn are highlighted yellow

Comments linked to making connections within the sections are highlighted blue

Comments linked to connecting with businesses highlighted in pink

Exploring networks and opportunities

Red Hen – know who to refer people to for what type of help. Signposting.

Directory we can all access. Source networks. Know who does what.

There is a directory of digital services in Cambridge City.

<p>Directory of what's happening – who is providing what? E.g. CAPCA and NACRO. Spread resource.</p>
<p>Finding out about what others are doing / networking</p>
<p>Sharing of information / directory of services. What can other organisations offer which others can tap into.</p>
<p>Opportunity to share information from other orgs.</p>
<p>Consensus around seeing the partnership as a conduit to access all the skills and expertise of its members in one place – both said that they were unaware of just how many people were involved in this area, and to have a place where these people can all come together to share ideas and expertise would be very valuable.</p>
<p>Awareness of available devices and help</p>
<p>Encourage collaboration</p>
<p>Looking at ways for larger organisations to donate their equipment and overcome concerns about wiping hard devices etc</p>
<p>Engaging with businesses / making the wider business community aware of issues and how they are in a position to help.</p>
<p>Funders fund long term projects for long term problems.</p>
<p>Making access to physical equipment easier.</p>
<p>Not just talking about issues but finding ways we can get to get together and solves issues and share resources in a more practical way</p>
<p>Training provisions all the way up from the very basic to higher levels that businesses are asking for.</p>
<p>One to one learning where possible particularly for those who struggle to read and write (no shaming)</p>
<p> </p>

<p>What would you like from future meetings?</p> <p>Comments linked to training are highlighted blue Comments linked to sharing information are highlighted yellow Comments linked to delivering projects are highlighted in pink</p>
<p>Who does what? Who can provide kit, connectivity etc.</p>
<p>Keep up to date with what's going on across the area</p>
<p>New to the group- sharing info and being made aware of other's challenges – where DWP can help. Where DWP can signpost to.</p>
<p>Should/and how, we avoid overlap with other initiatives</p>
<p>Able to easily connect with other members on specific projects and ideas</p>
<p>Encourage collaboration</p>

CDP Delivery Planning 2022/23

Thought that if the contact details of all the people who had attended today could be shares would already be very useful – would like to see it as a networking opportunity to understand better what is available.
Having messages that everyone can share – so everyone can know about what we are trying to do, not just members
Geographical Mapping for digital inclusion (HAY)
Focus on a particular part of the country
Looking at opportunities for future developments – like having a digital ‘shop’ in the city centre
Bring in the business sector
Accessibility – need more knowledge or FAQs about Alt text etc
Helping people learn English
Looking at the next groups likely to be excluded – 40 – 60-year-olds, upskilling ‘sitting’ workforce
Lots of English courses online
Support for parents keeping up with digital skills
What partners already offer . Where partnerships might develop, funding opportunities
Hub to teach people how to use computers