

**Additional Resources:**

Digital Literacy Co-ordinator (SO2)

Extended tablet lending scheme (procurement currently progressing for up to 100 additional devices; scheme scalable to demand (and budget)

**Impact on outcomes:**

Activity targeted in areas of greatest need to have the greatest impact

Seed-funding or support for organisations that need equipment, connectivity or volunteers/trainers

Tablet lending delivered at scale with organisations across the city seeing the benefits to their clients

Connectivity for residents in social housing supported by engagement activity and training

74% of new internet users access public service websites, supporting the council's channel shift programme

**Local organisations play a key role in engaging excluded and marginalised citizens, supporting them to break down barriers and promoting participation**

# ACCESS

# SKILLS

**Additional Resources:**

Digital Literacy Co-ordinator (SO2)

**Impact on outcomes:**

Co-ordinated targeted activity in the areas with greatest need.

Activating community organisations across Leeds to form a dedicated '100% Digital Leeds Network'

Citywide Network supporting citizens to develop digital confidence and skills

'Train the Trainer' delivered to Digital Champions/Ambassadors recruited from council, business, third sector to ensure sustainability

Up-front training for community organisations in the Network to help them prepare for and deliver the programme

Efficiencies through channel shift and reduced intervention

**Everyone in Leeds has the skills and confidence to play a full and active role in their community and in society**

**Additional Resources:**

Digital Literacy Co-ordinator (SO2)

Referral pathway plotting / literature and promotion

**Improved offer:**

Dedicated team to assist the delivery of channel shift, supporting internal clients as well as citizens, support volunteers and link directly with library/hub front line delivery.

Each DLC is responsible thematically for one of the three digital inclusion barriers – skills, access, and motivation

**Impact on outcomes:**

Campaigns to raise awareness of digital exclusion, promote the benefits of being online and signpost to sources of support (the 100% Digital Leeds Network)

Local events that inspire and engage communities and partners, leveraging people, places and resources to join the movement.

**Leeds' citizens are aware of and understand the benefits of digital and make an active choice to engage**

# MOTIVATION

# MARKETING

**Additional Resources:**

Digital Literacy support officer (C1)

TGTF Campaign Model: actively managed and delivering reach into communities

**Improved offer:**

Galvanise 100% Digital Leeds as a recognised brand/movement.

Support officer manages tablet lending scheme, curates 100% Digital Leeds map, delivers performance reports, and supports board administration.

Three geographical area based lead roles established. Lead for area-based digital events and partner collaboration.

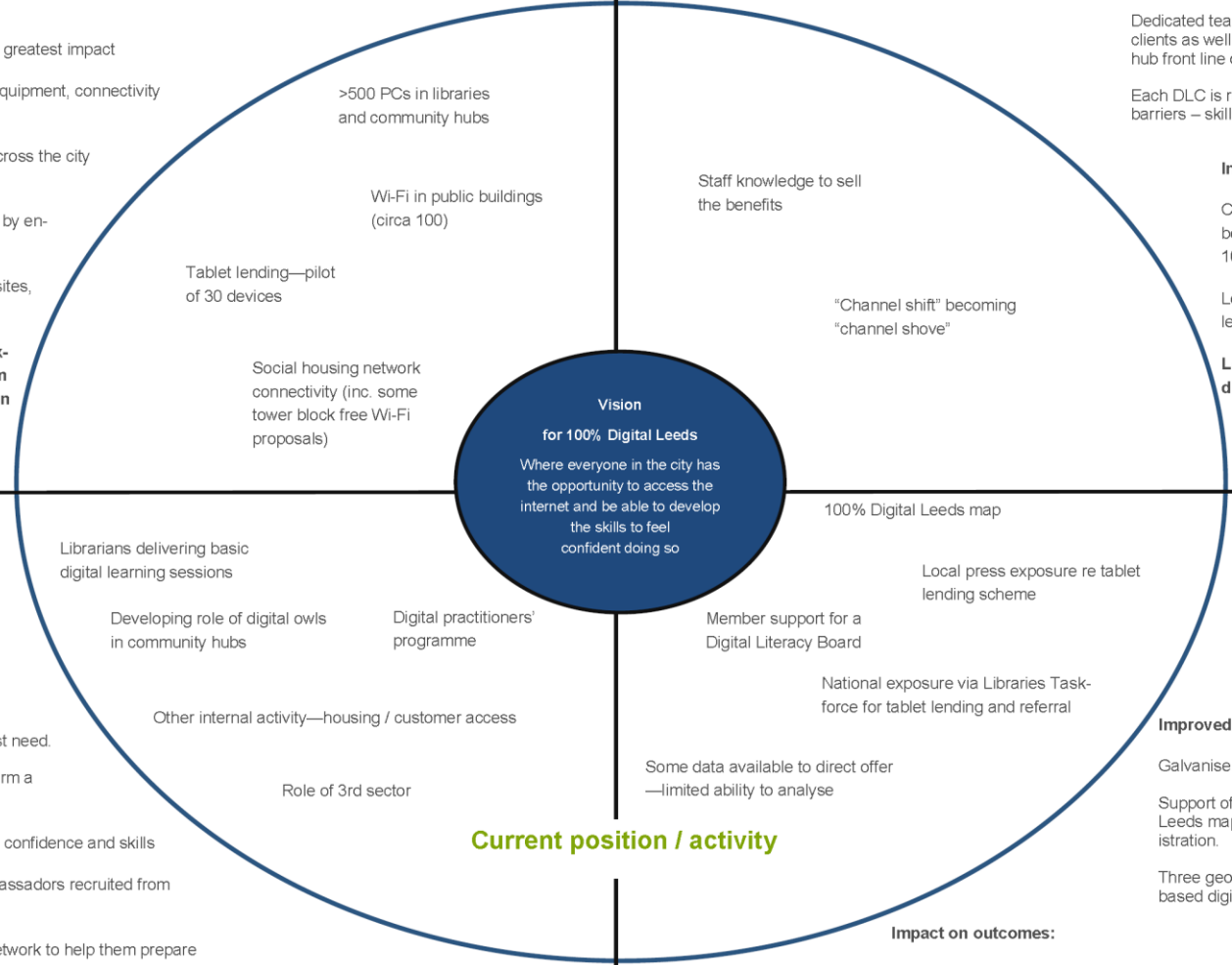
**Impact on outcomes:**

Marketing support and promotional collateral to help community organisations engage citizens

Develop a targeted offer to private sector partners to donate equipment, space or volunteers

Ongoing communications to (and between) Network members to develop and share best practice

**Leeds builds on its national profile as an exemplar city for innovative solutions**



**Stretch position with additional resources**