

**OVERVIEW AND SCRUTINY COMMITTEE  
(REGULATORY, COMPLIANCE AND CORPORATE SERVICES)**



**DIGITAL INCLUSION  
WORKING GROUP  
FINAL REPORT  
OCTOBER 2018**

Overview  
& Scrutiny



# Overview & Scrutiny

**'Valuing  
Improvement'**

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## LEAD MEMBER'S INTRODUCTION

I am very pleased to introduce this Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services) Digital Inclusion Working Group report.

The Working Group adhered to its established terms of reference and objectives (see paragraph 2 below) in the drafting of its recommendations.

I wish to thank all those people who gave up their valuable time to be involved with the Working Group. The input and expertise of officers greatly helped the Working Group in the formulation of its recommendations. Finally, I am extremely grateful to my fellow Working Group Members for their commitment, ideas and contribution.



Councillor Patrick McKinley  
Lead Member, Digital Inclusion  
Working Group

## 1.0 BACKGROUND

- 1.1 At its meeting held on 13 June 2017 the Overview and Scrutiny Committee (Regulatory, Compliance and Corporate Services) established the Digital Inclusion Working Group. The commencement of the Working Group was deferred to enable the objectives of the ICT Development Programme to be progressed and thereafter aspects of the Programme to be included in the Working Group's Scoping Document
- 1.2 Councillors Bradshaw, Linda Cluskey, Daniel Lewis, McKinley, Michael O'Brien and Angela White, Sefton CVS were appointed to serve on the Working Group.
- 1.3 At the first meeting of the Working Group Councillor McKinley was appointed Lead Member. Details of Working Group meetings are set out below:-

Date	Activity
21.02.18	Scoping Document approved Additional information/background reading material suggested Potential witnesses identified
21.03.18	Consideration of information requested at previous meeting
25.04.18	Presentations regarding Sefton Older Persons Forum, Sefton Community Learning and demographic profiling
23.05.18	Presentations regarding Hugh Baird College's promotion of Digital Inclusion, Liverpool City Region Combined Authority on the Liverpool City Region's digital skills priorities and Poverty Modelling and Digital Exclusion in Sefton
27.06.18	Presentation on the Sefton@Work and Adult Community Learning Digital Inclusion Programme Sefton CVS Include-IT Mersey Digital Inclusion Project Update
08.08.18	Consideration of initial findings, draft report and recommendations

## 2.0 TERMS OF REFERENCE AND OBJECTIVES

- 2.1 The Terms of Reference and Objectives of the Working Group were approved as part of the scoping exercise at the first meeting and are set out below.
- 2.2 Terms of Reference and Objectives
  - 2.2.1 Overview

Digital inclusion is a principal and approach that aims to ensure that people have the capability to use the internet to do things that benefit them on a day to day basis – whether they be individuals, businesses or other entities e.g. the voluntary sector.

Likewise digital inclusion aims to reduce digital exclusion & the digital divide that can exist within society for a variety of reasons



The government's Information Economy Strategy called for greater focus on digital inclusion in order to:

- help businesses make smart use of information technology and data;
- ensure citizens benefit from the digital age; and
- underpin economic growth

Digital inclusion will be one of the areas that the Council will seek to contribute to and enable within the Borough of Sefton and as such this working group can help to develop a series of recommendations and principles for consideration as part of this work.

### 2.2.2 Objectives

- Identify the opportunity for the Council in supporting and enabling Digital Inclusion within the Borough of Sefton and the wider City Region;
- Identify how this can feed into the Councils future ICT and Digital Strategies;
- Confirm the strategic themes that should be addressed as part of this work e.g. connectivity and skills;
- Identify potential council activities that could be provided on a more digital basis and the enabling activity that will be required to support this; and
- proactively engaging with the Combined Authority and their advisors/consultants to ensure that opportunities identified for Sefton are incorporated in to the Liverpool City Region Digital Infrastructure Action Plan to ensure positive outcomes for the borough and its constituent communities

it was noted that all proposals would need to take account of resource requirements and be within the parameters of the current Medium Term Financial Plan

## 3.0 METHODS OF ENQUIRY

- 3.1
- Engagement with Council officers e.g. within the ICT service and Heads of Service;
  - Research papers and case studies from other local authorities;
  - Site visits where appropriate;
  - Engagement with ICT providers;
  - Engagement where appropriate with education providers and the business community
  - Engagement with Public Sector partners.



## 4.0 WORKING GROUP MEETING – 21 FEBRUARY 2018

- 4.1 The Working Group approved its [Scoping Document](#) at the meeting.
- 4.2 Stephen O'Brien, ICT Partnership Manager, updated on Sefton's Digital Inclusion Strategy; and indicated that the Strategy was developed in 2014 with the aim of reducing the digital divide (the economic inequality between groups regarding of access to, use of, or knowledge of information and communication technologies which have become more prevalent in recent times as a result of welfare reform changes) and the promotion of digital inclusion. The Strategy, which was in the process of being updated, comprised of 5 key themes and Stephen O'Brien provided information on each of the themes, namely:-

1. Access
2. Skills
3. Take-up
4. Community
5. Economy

The Working Group agreed that the Digital Inclusion Strategy was a really helpful document and that it should be used as the framework for the Working Group's review.

- 4.3 Jan McMahon, Head of Strategic Support, referred to [Sefton's 2030 Vision Outcomes Framework](#) and reference was made to Sefton Being a "confident and connected borough"; and the Customer Interface workstream as part of Sefton's Public Sector Reform proposals. The aim of the PSR project was to improve the customer experience and work includes the implementation of a customer interface tool to support a 'channel shift' and deliver a customer account approach, where people could track progress and view key information. A digital marketing and communication tool has also been introduced to increase digital engagement, grow digital audience by cross-promoting content, maximise the use of online services, and build communities around data. However it was acknowledged that not all residents had the necessary ICT or skills to take advantage of this and therefore, an Accessibility Policy had been produced. Angela White, Sefton CVS agreed with this latter point and referred to a hard copy booklet that had been produced by her organisation titled "Connecting You to Services in Sefton".
- Jan McMahon also updated on the work around Adult Social Care (ASC) regarding the provision of information, advice and signposting; and the partnership working with Sefton CVS whereby Community Connector posts supported the triage process in ASC half a day a week and that additional support had been agreed with the Council's contact centre.
- Jan McMahon concluded by referring to MerseyNow Sefton, a new community messaging system for staff, residents and businesses to receive the latest news, events and important information via email.

4.4 The Working Group acknowledged that communities, the Council and employers would have different perspectives on digital inclusion and it was agreed that the Working Group should focus firstly on the community impacts, followed by the Council and concluding with employers. However, it was also acknowledged that due to tight timeframes that the Working Group would have to be realistic in what it could achieve.

4.5 The Working Group concluded by approving the following ways in which its review could be progressed by using the following methods of enquiry/information gathering:-

- documentation associated with the Liverpool City Region Digital Infrastructure Action Plan
- documentation associated with the Liverpool Enterprise Partnership Sub-Group re: Digital Inclusion
- Community and voluntary sector contributions, via Sefton CVS, focussed on the Linacre and Dukes Wards
- The use of digital champions by Sefton CVS to support residents making Universal Credit claims
- The Digital Mapping exercise being undertaken by Sefton CVS using google maps showing available ICT and wifi public access from VCF, Council and other agencies
- The production of a “route map” for Sefton highlighting how we can access digital inclusion provision to obtain the best access for Sefton’s residents
- Obtaining information from Sefton’s Further Education colleges and Registered Social Landlords to find out what they were doing, or could do, to promote digital inclusion
- Invite a representative from one of Sefton’s Further Education colleges as a witness to give evidence to the Working Group
- Invite a representative of the Liverpool City Region Employment and Skills Board to make a presentation to the Working Group on the Board’s strategy to promote digital inclusion
- Invite Wayne Leatherbarrow, Performance and Intelligence Service Manager to make a presentation to the meeting on the profile of Sefton residents

## 5.0 WORKING GROUP MEETING – 21 MARCH 2018

5.1 The Working Group considered a briefing note prepared by the Senior Democratic Services Officer that updated on actions requested at the previous meeting of the Working Group held on 21 February 2018 relating to:-

- [Documentation](#) associated with the Liverpool City Region Digital Infrastructure Action Plan and including the [presentation update from](#)





- [the party awarded the contract](#) and the [LCR press release](#)
- [Documentation](#) associated with the Liverpool Enterprise Partnership Sub-Group re: Digital Inclusion
- [Include-It City Region digital champion programme](#) focussed on the Linacre and Dukes Wards in Sefton including IT provision and the use of digital champions
- The Digital Mapping exercise being undertaken by Sefton CVS on behalf of the Welfare Reform and Anti-Poverty Partnership using google maps showing available ICT and wifi public access from VCF, Council and other agencies
- The production of a “route map” for Sefton highlighting how we can access digital inclusion provision to obtain the best access for Sefton’s residents
- Obtaining information from Sefton’s Further Education colleges and Registered Social Landlords to find out what they were doing, or could do, to promote digital inclusion. Information provided by RSL’s in Sefton can be found [here](#)
- The invitation of a representative from one of Sefton’s Further Education colleges as a witness to give evidence to the Working Group
- The invitation of a representative of the Liverpool City Region Employment and Skills Board to make a presentation to the Working Group on the Board’s strategy to promote digital inclusion
- [People and Place Introductory Profile](#) (Note: An updated version of this document would be produced before the end of March 2018)

The Working Group also considered an email from Steven Penn, Sefton CVS detailing the progress made in connection with the digital mapping exercise Sefton CVS were currently pulling together as part of the ongoing Welfare Reform and Anti-Poverty Partnership (WRAP) work. Work had commenced to populate an online map showing digital access provision across the borough – focusing on voluntary, community and faith (VCF) providers as well as Sefton’s libraries and one-stop shops. This exercise would help members of the public to access digital services to help them, for example, to complete Universal Credit forms. The following link provides further information

<https://www.google.com/maps/d/viewer?ll=53.49741143214181%2C-3.009335304785168&z=12&mid=1X4iehhrsRr44PZtuVDj-TfThpseP5bc>

## 6.0 WORKING GROUP MEETING – 25 APRIL 2018

6.1 The Working Group considered a number of presentations as set out below:-

6.2 Knowsley Older Persons Voice and Sefton Older Persons Forums

A presentation was made from Justine Shenton, Older Persons’ Forum Co-



ordinator for Sefton Advocacy about a joint Digital Inclusion [Position Statement](#) with the Knowsley Older Persons' Voice. The Position Statement indicated that:-

- We welcome and support all forms of technology where it can enhance the lives of older people, and promote their participation in family and community life
- We will support and encourage older people to take advantage of the benefits of technology through additional learning and information
- We will continue to highlight the needs of those who do not wish to use digital or other technology to access information or services, so they will not be excluded but be able to continue to use those more traditional routes that they are more familiar with
- We encourage service providers to promote and publicise alternative contact routes such as telephone numbers and addresses alongside websites and emails
- We further encourage providers to regularly review websites and technology developments to ensure they remain user-friendly for their intended audience and involve older people in testing their suitability.

Ms. Shenton detailed how she publicised meetings of Older Persons Forums via notices in public buildings and churches and via an email distribution list to organisations with a request that they circulate the notices to attendees at their organisation; but that her organisation did not have a big budget to carry out wide scale public advertisement of the Forums. She also stressed that the big hurdle was getting older people to embrace and become more confident with the use of ICT.

It was suggested that press releases to local newspapers such as the Champion could help publicise upcoming events and Jan McMahon and Councillor McKinley indicated that they could help in this matter via the Council's Communication Team and Maghull Town Council respectively.

Members acknowledged the importance of the penultimate bullet point on the Position Statement regarding the encouragement of service providers to promote and publicise alternative contact routes such as telephone numbers and addresses alongside websites and emails.

Jan McMahon also referred to helpful information contained in the Council's [Accessible Communications Policy](#) and how the Council communicated with people in a way they could understand; [Accessibility and Communication Top 10 Tips](#), and the [Accessible Information Standard](#) which could be distributed to Members for information. Justine Shenton confirmed that the group was represented on the Improving Information Group.

Finally, concern was expressed about bank closures which meant that digitally excluded older people had to travel long distances to meet their banking needs at the nearest open branch.

### 6.3 Sefton Community Learning

A [presentation](#) was made from Andy Clayton, Head of Service, Sefton Adult Learning Service on how Sefton Community Learning (SCL) were supporting the community regarding digital inclusion.

Mr. Clayton indicated that:-

- SCL covered 58 venues
- SCL was Education and Skills Funding Agency funded and amongst other things, covered Community Learning; provided over 600 Digital IT basic skills courses in 2016/17; and provided basic computer courses which included iPads for beginners, Internet and email and Facebook and Twitter
- SCL achievements included being Grade 2 Good Ofsted provider; over 2000 learners annually; was Matrix accredited; had 35 fully qualified tutors and 183 learners recruited for qualifications; that 96% of learners achieved their course; that 92.3% of tutors observed were deemed to be good or better teaching grades (27 tutors); that 97% of learners said they would recommend the Service to others; that 8.6% of learners surveyed gained employment (responses 638); and that 100% of learners completing GCSE qualifications passed
- In 2018/19 the aim was for SCL to be recognised as a Google Centre and Google classrooms being utilised in some subject areas; for learners on every course being able to access and use IT; the extended use of video conferencing to communicate with subcontractors and tutors; Tutors using video conferencing with learners; and the introduction of basic IT qualifications

Stephen O'Brien indicated that he was working with Andy Clayton to improve the broadband infrastructure at the Cambridge Road Adult Learning Centre.

Mr. Clayton was asked did SCL target areas of deprivation. Mr. Clayton indicated that they did via its two sub-contractors who targeted postcode areas.

Following a question regarding how SCL worked with other providers, i.e. Hugh Baird College, Mr. Clayton indicated that SCL delivered low level courses which did not duplicate courses at further education colleges. The aim was hopefully for the student to further their education with a higher level course or one leading to a formal qualification.

Councillor McKinley, Lead Member, indicated that the Liverpool City Region had a learning and skills budget and that this was an opportunity for Sefton to gather evidence and recommend courses of action.

## 6.4 Demographic Profiling

A presentation made from Wayne Leatherbarrow, Performance and Intelligence Service Manager, on the demographic profiling/identification of 5 Wards/super output areas by deprivation in order that resources could be targeted at such areas as a pilot scheme.

Mr. Leatherbarrow indicated that in summary:

- Linacre, Derby, St Oswald, Ford and Litherland Wards had the highest average IMD scores and national IMD ranking for Sefton.
- The five highest ranking geographical Lower Layer Super Output Areas (LSOAs) in Sefton were in Derby and Linacre Wards.

Mr. Leatherbarrow advised of the following useful links:-

detailed profiles for each of the wards.

<https://www.sefton.gov.uk/your-council/plans-policies/business-intelligence,-insight,-performance/borough-ward-profiles.aspx>

detailed MOSAIC profiles for each of the wards.

<https://www.sefton.gov.uk/your-council/plans-policies/business-intelligence,-insight,-performance/mosaic-profiles.aspx>

The Working Group also considered a [document](#) showing the Index of Multiple Deprivation – Breakdown of IMD by ward and top 5 Lower Super Output Areas in Sefton.

Mr. Leatherbarrow also detailed how the Council worked collaboratively with other key partners to gather greater insight, including a practical example of information sharing with Merseyside Fire and Rescue Service.

Members acknowledged the important work undertaken by Mr. Leatherbarrow's team as the information and data sets obtained enabled the Council to "measure" problems. This was critical in the identification and targeting of cohorts.

## 7.0 WORKING GROUP MEETING – 23 MAY 2018

### 7.1 Hugh Baird College's promotion of Digital Inclusion

A [presentation](#) was made from Janet Trigg, Assistant Principal Vocational Studies and Foundation Learning and John Kendal and Emma Griffiths, Hugh Baird College on the college's promotion of Digital Inclusion.

Ms. Trigg, Mr. Kendall and Ms. Griffiths indicated that:-

- As part of community provision, a lot of requests were made for basic



training on use of email, job search skills, on line banking, shopping and on line safety training

- Include-It Mersey, a project that had recently been introduced within the college to benefit Hugh Baird Students, the local community and Hugh Baird Staff
- Digital champion volunteers, which included Hugh Baird learners (aged 18+) on level 2 and 3 IT Practitioner programmes volunteering as Digital Champions
- Initial plans at the college that would include hosting drop-in sessions for students, staff and the local community to access training to improve their own IT skills with support from Digital Champion Volunteers; that the drop-in sessions would be advertised indicating set times/dates where students would be available to provide support; and following the drop-in sessions, participants may be eligible to attend further course if they met the set criteria
- Advanced skills at the college that included a project developed in conjunction with Microsoft to enable staff and students to work more digitally, all students having access to cloud storage, replacing the virtual learning environment (VLE) with Teams – a more collaborative approach to digital learning and looking at the use of phones / tablets/ macs and PCs.

Ms. Trigg also provided information on:-

- Hugh Baird College's [successful collaboration](#) with Mersey Care to win a grant from the Liverpool City Region Combined Authority (to support skills and learning opportunities for communities across Liverpool) to transform the former St Winefride's Roman Catholic Church in Bootle. The extensive refurbishment of the main church would see it become a training academy and base for levels 1 to 6 health and social care training in partnership with Mersey Care. A new Life Rooms would also be built on the footprint of the current presbytery, delivering courses to provide practical life skills and offering a hub for the local community
- Hugh Baird college's [Passport to Success scheme](#) and associated Passport Employer Charter

## 7.2 Liverpool City Region Combined Authority on the Liverpool City Region's digital skills priorities

A [presentation](#) was made from Paul Amann, Principal Officer Employment and Skills, Liverpool City Region Combined Authority on the Liverpool City Region's digital skills priorities.

Mr. Amann, provided information on:-

- Digital connectivity and in particular becoming a connected digital city;



expanding opportunity and ensuring digital equality; establishing our City Region as an exemplar smart city; and becoming a hub for expertise in AI, VR, AR and robotics

- Level 2 attainment at age 16
- The impacts on Level 3 attainment by age 19
- The proportion of residents (16-64) without qualifications
- Analysis of the 3 key skills showed that Sefton was broadly in line with national, regional and city region performance for Email, this showed over 50% with Level 1 or above; for Word Processing, nearly a third with Level 1 or above and for Spreadsheets, over a quarter with Level 1 or above
- The Skills Strategy that was based upon a survey of over 1,800 employers and extensive partner input; and agreed by Combined Authority and LEP Board
- Based upon Survey of over 1,800 employers and extensive partner input and agreed by the Combined Authority and LEP Board
- Agreed action areas to provide focus to 2023
- Statistics relating to Digital Inclusion regarding growth sectors and apprenticeships
- The Liverpool City Region Skills for Growth Agreement
- Key factors affecting digital access
- The local digital perspective
- Digital inclusion “heatmap”
- Percentage of People (over 16) who have never used the internet (2017 ONS)
- Include-IT Mersey
- Digital Skills Entitlement and that free digital skills training for adults was first announced by the government in October 2016 and became law in April 2017 as part of the Digital Economy Act

Mr. Amann also updated on the profile, skills challenges, meeting demand and future workforce issues associated with the [LCR Digital and Creative Skills summary](#); and reference was made to the [Skills for Growth Agreement](#) but it was stressed that this was less relevant at the moment given that the document was being refreshed with the new version to be published in July 2018.

Working Group Members indicated that literacy and numeracy skills should be embedded as a priority along with digital skills; that any policies formulated by the LCR should be measurable to gauge outcomes; and that it would be helpful to Sefton residents if the areas targeted in the Include-IT Mersey scheme could be expanded beyond Linacre and Dukes Wards.

### 7.3 Poverty Modelling and Digital Exclusion in Sefton

A presentation was made by Wayne Leatherbarrow, Performance and Intelligence Services Manager on a document [Poverty Modelling and Digital](#)



[Exclusion](#) a profile showing Sefton's top 10% Lower Layer Super Output Areas (LSOAs) affected by poverty, with 'Mosaic' digital exclusion data (including technology adoption, online access and consumer view preferences). The purpose of this study was to ascertain if there was a local connection between poverty and groups of people who were digitally excluded in Sefton.

Mr. Leatherbarrow provided information on:-

- Sefton Households Mosaic Group Overview
- Financial hardship, low income and potential poverty in Sefton
- Households across Sefton with below average income (People Aged 65+)
- Households across Sefton with below average income (Working Age & Younger People)
- The Highest areas of financial hardship, low income and potential poverty in Sefton
- Links between poverty and digital exclusion

The document concluded that despite much national research drawing absolute connection between poverty and groups of people who were digitally excluded, that hypothesis was inconclusive in Sefton. Local analysis suggested that digital exclusion and poverty were not generally found in the same areas within Sefton. Further investigation into other possible data set may provide more accurate links, for example age, education levels or culture.

While age remained an important factor to digital exclusion it was however giving way to some new groups such as young, digitally excluded people, ex-offenders, people who have been away from work and people who were socially excluded.

Working Group Members referred to the information contained in Map 8 (Count of Households by LSOA for Mosaic 2018 –Technology Adoption – 'laggards' plus Sefton's Top 10% Poorest LSOAs); Map 9 (Estimate of Households by LSOA for Mosaic 2018 – Online Access – Monthly or Not at All, plus Sefton's Top 10% Poorest LSOAs ) and; Map 10 (Estimate of Households by LSOA for Mosaic 2018 – Consumer View – by Phone or in Person, plus Sefton's Top 10% Poorest LSOAs) and suggested that if further opportunities arose for a roll out of the Include-IT project then the areas identified within the Maps in the Ravenmeols, Ford and Derby Wards should be considered.

## **8.0 WORKING GROUP MEETING – 27 JUNE 2018**

### **8.1 Sefton@Work and Adult Community Learning Digital Inclusion Programme – Update**



The Working Group received an update from Claire Maguire, Employment and Skills Manager and Andy Clayton, Head of Service, Sefton Adult Learning Service on the Sefton@Work and Adult Community Learning Digital Inclusion Programme.

Ms. Maguire indicated that the main issues regarding employability and learning and the contextual factors for our local Communities who were workless were as follows;-

(1) Digital issues arising from rollout of Universal Credit

Universal Credit (UC) rollout was “*Digital by Default*”. Support within Job Centre Plus (JCP) offices to access services other than by digital means had been very much reduced so people needed to seek other assistance. In-work conditionality had introduced new concerns for jobseekers. If they worked less than full time hours or earned less than the National Minimum Wage then they were required to evidence their efforts to find more work, keep any in-work benefits and avoid the risk of sanctions.

Making a claim for UC required login with Universal jobmatch and also a functional CV which was acceptable to a JCP work coach. General level of hardships was evident among those people who were awaiting their claims to be processed or who had been affected by sanctions.

(2) Access to support

A Welfare Rights partnership group, reporting to Councillor Hardy, Cabinet Member – Communities and Housing, had undertaken mapping of community access points but these were by their nature offered digital access for fixed times.

Many people affected by worklessness could not maintain broadband etc. at home; and there were a few agencies able to assist claimants produce CVs, job applications etc.

(3) Misconceptions and Assumptions

All young people were Digital natives – Many young people were adept with Social media and use of smart phones but were less well equipped with the type of digital skills relevant to employment or even seeking employment such as designing appropriate CVs and uploading CVs to job-search sites.

In practice, evidenced by evaluation of Youth Employment Grant there were digital skills needs across many age groups

(4) Skills in the community to enable people to move into employment

Some misconceptions remained among people who had been out





of work for long periods of time that there were current opportunities in the labour market that required few skills. However, increasing automation across many industries meant this was no longer the case and jobs where low levels of literacy, numeracy and ICT skills were required were few.

The great majority of Job opportunities where low skill levels could be accommodated have shifted into agency working and were affected by zero hours and precarious employment practices. This carried its own set of issues, one of which was the fact that temporary or sessional staff were typically less likely to benefit from employer training packages so the opportunities for career progression out of these types of contracts could be limited for these workers.

Shift in recruitment methods had led to increased reliance on online applications where selection was automated. Few employers now offer the opportunity of feedback which could provide important intelligence to jobseekers on how they might improve their applications in future.

- (5) Identifying Opportunities in growth sectors either in Digital development or other sectors where ICT skills are necessary

Sefton@work's Employer Engagement Team offered a free recruitment service for local SME's. This provided all the functions of a HR department free of charge to local employers who were willing to work together with the Service to target opportunities towards Sefton@work clients. This engagement occurred in all parts of the Borough and across all sectors.

Sefton's digital sector was characterised by a predominance of very small companies which were widespread across various areas of the Borough and their capacity for growth was unknown at present. There were many other companies involved in call centres and other aspects of customer service, where increased digitisation was expected.

Ms. Maguire then detailed how the Council's Employment and Learning Services were addressing these issues as set out below:-

Sefton@work response –

A new Customer Relationship management system had been introduced called Evolutive. This allowed for multiple ways of engaging with people digitally such as booking onto interviews with qualified advisory staff, or event booking onto recruitment Open days. Trials had indicated that these methods had been well received by clients.

Increased day to day interaction with Work Coaches in JCP on behalf of clients to ensure they were better able to maintain their claimant commitment



and avoid sanctions.

The increased use of personal advocacy with employers to engage opportunities for clients with multiple needs, including low digital skills.

Activating the “Sefton Pound” through Social Value. Where Sefton Council had commissioned new services, early dialogue enabled Sefton@work to identify any jobs and training dividend for local residents and ensure that these were implemented in practice. A prime example of this was the recently re-procured Domiciliary Care contracts where the three new suppliers had been mandated to engage with Sefton@work.

Interaction with employers to promote better quality job opportunities and promoting the business benefits of a stable workforce. An example of this had been with Flip Out, a new leisure provider coming into Aintree. Sefton@work negotiated with them to modify their recruitment to avoid zero hours contracts and introduce more favourable, stable working hours.

Sefton Adult Community Learning (SACL) response –

SACL had had a thorough overhaul of the entire curriculum and now ensured that all courses used a variety of digital means of engagement, promoting the use and familiarity with ICT for learners.

Addressing Basic skills deficits including Literacy, numeracy and ICT required constant re-invention.

Bespoke sessions to support Universal Credit had been devised and capacity was available to operate these on a roll-on roll-off basis across numerous community venues.

Digitally-based Business practices had been introduced to help the service manage its diverse sessional tutor workforce, its sub-contractors and its numerous outreach locations.

Ms. Maguire concluded by detailing what more could be done in the future which included:-

Devolution of the Adult Education Budget to Liverpool City Region may mean the need to deliver more provision through SACL targeted at local growth sectors; and the need to advocate for support for Sefton’s burgeoning digital sector.

The low levels of referrals into SACL Universal Credit sessions needed to be addressed as the need for this assistance was well evidenced, but the take-up was very low.

Changes in the Adult Education Budget rules this year had enabled SACL to



target learning towards people in employment for the first time. This could assist many people caught in low paid jobs with little access to employer training to gain the skills they needed to progress and increase their earnings.

The Council could take stock of innovative programmes such as Digital Advantage to assess their capacity to rollout to a wider group of participants and employers.

Sefton@work could also promote the successes of the Social Value work to increase awareness of our ability to negotiate with suppliers to target recruitment, training and apprenticeships towards local workless residents as part of their obligations.

More detailed analysis was required to help the Council and its partners better understand the nature of its emerging digital and technology sector, its potential for growth and the skills they required in their workforce.

Mr. Clayton circulated a [handout](#) that advised, amongst other things, that Sefton Adult Learning Service provided 131 ICT courses across 13 Sefton venues; provided information on the status of the learners; and that in total, 690 learners attended ICT courses of which 329 were unemployed, 86 were employed, 202 were retired/not looking for work and 73 other.

## 8.2 Liverpool City Region Employment and Skills Board Strategy to Promote Digital Inclusion

The Working Group considered a [briefing note](#) on email correspondence between Councillor McKinley, Lead Member of the Working Group and Paul Amann, Principal Officer Employment and Skills, Liverpool City Region Combined Authority relating to the Liverpool City Region Employment and Skills Board Strategy to promote Digital Inclusion.

Councillor McKinley had emailed Paul Amann on 25 May 2018 indicating that on reflection from what the Working Group had examined so far it seemed that there was potential to use existing projects to broaden the number of residents in Sefton accessing the DI programmes, particularly in relation to older learners and those in receipt of Universal Credit.

Paul Amann responded by enclosing the interim evaluation of the [Include-IT Mersey Building Better Opportunities \(BBO\) project](#) and indicated that BBO projects were Big Lottery and ESF funded so come with a significant requirement for evaluation, both formative and summative; providing information on a the development of a Digital Skills for Growth Action Plan; indicating that separate work was underway to develop numeracy and literacy Skills for Growth Action Plans; and that Sefton's commitment to work with Liverpool City Region and continue to add value was welcomed.

### 8.3 Include-IT Mersey Digital Inclusion Project

The Working Group considered an [update](#) from Sefton CVS on the Include-IT Mersey Digital Inclusion Project.

The update indicated that the project was progressing well both in Sefton and across the Liverpool City Region and provided statistical information on the outputs and results achieved as at 18 June 2018; provided information on where courses were currently running in Sefton; and that LCR wide 65 volunteer Digital Champions were currently active on the project 28 of whom were Sefton based.

## 9.0 WORKING GROUP MEETING – 8 AUGUST 2018

The Working Group, in accordance with the timetable contained in the Scoping Document, met to consider its initial findings and draft report.

Accordingly, a copy of the draft report was considered by the Working Group and the agreed recommendations are set out in Paragraph 10 below.

## 10.0 RECOMMENDATIONS

- 10.1 1. The Working Group was impressed with the Visitor Economy (VE) 'Passport to Success' scheme aimed at college students across the Liverpool City Region coming into the tourism industry; whereby students are able to achieve a bronze, silver or gold passport standard to provide them with a range of opportunities to either gain quality work experience, an interview, apprenticeship or a full-time job.

The Working Group, at its meeting held on 23 May 2018 acknowledged that literary and numeracy skills should be embedded as a priority along with digital skills.

Accordingly, it is recommended that:-

- (A) The Liverpool City Region Combined Authority Employment and Skills Board be requested to consider the development of a Digital Skills Passport Scheme (incorporating numeracy, literacy and communication skills) to help Sefton residents to gain future employment, via the Learning and Skills budget to be devolved from 2019; and
- (B) Sefton Council, via Sefton@Work, in conjunction with local organisations such as Sefton Community Learning Service, work with the Liverpool City Region with the aim of exploring the application of such a Skills Passport for



the benefit of Sefton employers and residents;

2. Using the Poverty Modelling and Digital Inclusion “Mosaic” data, areas of high unemployment be targeted to enable those Sefton residents excluded from the labour market to develop their ICT skills to improve their opportunities for gaining future employment;
3. To facilitate the above the Liverpool City Region Combined Authority be requested to devolve sufficient funding to Sefton Council to appoint a project worker with the clear objectives of:-
  - (A) Working with local employers to map ICT/digital skills;
  - (B) Working with local partners such as Sefton Community Learning Service to develop and deliver bespoke training programmes to target residents in the areas identified in the Poverty Modelling and Digital Inclusion “Mosaic” data;
  - (C) Identifying, using the data from the Poverty Modelling and Digital Inclusion “Mosaic”, a number of residents who would benefit from and be able to undertake training as referred to in 3. (B) above; and
  - (D) Working with local employers to develop a compact agreement to enable those residents who successfully complete the bespoke training programme(s) to gain relevant employment; and
4. If further opportunities arise for a roll out of the Include-IT project and to support the objectives of recommendation 2 then Sefton CVS be requested to consider such roll out to the priority areas identified within the Poverty Modelling and Digital Exclusion document.

## 11.0 DOCUMENTATION CONSIDERED BY THE WORKING GROUP

- 11.1 [Scoping Document](#) approved by the Working Group on 21 February 2018
- 11.2 [Sefton's 2030 Vision Outcomes Framework](#) referred to at the meeting held on 21 February 2018
- 11.3 [Sefton's 2030 Vision Outcomes Framework Poster](#) referred to at the meeting held on 21 February 2018
- 11.4 [Documentation](#) associated with the Liverpool City Region Digital Infrastructure Action Plan and including the [presentation update from the party awarded the contract](#) and the [LCR press release](#) considered at the meeting held on 21 March 2018
- 11.5 [Documentation](#) associated with the Liverpool Enterprise Partnership Sub-Group re: Digital Inclusion considered at the meeting held on 21 March 2018
- 11.6 [Include-It City Region digital champion programme](#) focussed on the Linacre



- and Dukes Wards in Sefton including IT provision and the use of digital champions considered at the meeting held on 21 March 2018
- 11.7 [People and Place Introductory Profile](#) (Note: An updated version of this document would be produced before the end of March 2018) considered at the meeting held on 21 March 2018
- 11.8 [Knowsley Older Persons Voice and Sefton Older Persons' Forums' Digital Inclusion Position Statement](#) considered at the meeting held on 25 April 2018
- 11.9 [Accessible Communications Policy](#) referred to at the meeting held on 25 April 2018
- 11.10 [Accessibility and Communication Top 10 Tips](#) referred to at the meeting held on 25 April 2018
- 11.11 [Accessible Information Standard](#) referred to at the meeting held on 25 April 2018
- 11.12 [Sefton Community Learning Presentation](#) considered at the meeting held on 25 April 2018
- 11.13 [Document showing the Index of Multiple Deprivation - Breakdown of IMD by ward and top 5 Lower Super Output Areas in Sefton](#) considered at the meeting held on 25 April 2018
- 11.14 [Hugh Baird College's promotion of Digital Inclusion Presentation](#) considered at the meeting held on 23 May 2018
- 11.15 [Hugh Baird College's successful collaboration with Mersey Care](#) referred to at the meeting held on 23 May 2018
- 11.16 Hugh Baird college's [Passport to Success scheme](#) referred to at the meeting held on 23 May 2018
- 11.17 [Liverpool City Region's digital skills priorities presentation](#) considered at the meeting held on 23 May 2018
- 11.18 [LCR Digital and Creative Skills summary](#) considered at the meeting held on 23 May 2018
- 11.19 [Skills for Growth Agreement](#) considered at the meeting held on 23 May 2018. Please note: the document was in the process of being refreshed with the new version to be published in July 2018.
- 11.20 [Poverty Modelling and Digital Exclusion](#) considered at the meeting held on 23 May 2018
- 11.21 [Sefton Community Learning Service 2017 18 ICT Courses](#) considered by the meeting held on 27 June 2018
- 11.22 [briefing note](#) on email correspondence between Councillor McKinley and Paul Amann, LCR considered by the meeting held on 27 June 2018
- 11.23 [Include-IT Mersey Building Better Opportunities \(BBO\) project](#) considered by the meeting held on 27 June 2018
- 11.24 [update](#) from Sefton CVS on the Include-IT Mersey Digital Inclusion Project considered at the meeting held on 27 June 2018
- 11.25 [Information](#) from Sefton based Registered Social Landlords on what they are doing, or could do, to promote digital inclusion

## 12. ACKNOWLEDGEMENTS AND THANKS

In producing the Digital Inclusion Working Group Final Report the acknowledgements and thanks are attributed to the following individuals and organisations for their time and input:-

- Paul Amann, Principal Officer Employment and Skills, Liverpool City Region Combined Authority
- Andy Clayton, Head of Service, Sefton Adult Learning Service
- Emma Griffiths, Hugh Baird College
- John Kendal, Hugh Baird College
- Wayne Leatherbarrow, Performance and Intelligence Service Manager, Sefton Council
- Claire Maguire, Employment and Skills Manager, Sefton Council
- Jan McMahon, Head of Strategic Support, Sefton Council
- Registered Social Landlords – One Vision Housing, Regenda Group, Riverside Housing and Your Housing
- Stephen O'Brien, ICT Partnership Manager, Sefton Council
- Justine Shenton, Older Persons' Forum Co-ordinator for Sefton Advocacy
- Janet Trigg, Assistant Principal Vocational Studies and Foundation Learning, Hugh Baird College



Thanks must also go to the Members of the Working Group who have worked hard and dedicated a great deal of time to this review, namely:-



Councillor Patrick McKinley  
Lead Member, Digital  
Inclusion Working Group



Councillor Sue Bradshaw



Councillor Linda Cluskey



Councillor Daniel Lewis



Councillor Michael O'Brien

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**Sefton Council** 

**Overview  
& Scrutiny**

