

Population

11458

Child Poverty

807

Unemployed

5.3%

Older People in Poverty

42.3%

Older People Living Alone

42.8%

Can not Speak English

2.2%

IMD Ward Rank (/25)

1

IMD Score

55.80

Income Deprivation

33.9%

Ave. Download Speed

68.94

% of prem unable to receive 30Mbit/s

5.1%

Digital Inclusion
Scoreboard

Hendon

Existing Digital Provision

Back on the Map, CHANCE, IMPACT NE, More Than Grandparents, NERAF, SBIC, City Hall, City Library, Sunderland MIND, YMCA Sunderland, YAV offers Wi-Fi access, along with access to digital devices. Some sites offer 1-2-1 support, timetabled sessions or drop in sessions. In addition, AMAC Media Ltd, FISCUS, ICOS and Media Savvy offer the above and are a registered Data Bank.

USKPF bid approved to develop a Community Digital Health Hub at CHANCE, which will improve connectivity, provide access to digital devices and upskill the workforce and volunteers.

Working with Schools on digital careers, work placements and T-qualifications Encouraging organisations to share activities to a centralised hub to support social prescribing to raise awareness of support available

Significantly influencing investment to install broadband provision in all areas, to ensure no one and no where is left behind i.e. Grain Connect, Virgin Media and 02.

Hudson Road and Grangetown Primary Schools are members of the NCCE.

Challenges to Address

Local insights suggests that limited digital connectivity; low personal data allowances; a lack of money, digital devices and skills are common barriers to digital inclusion.

People more at risk of digital exclusion are people on low wages, ethnic minority groups, unemployed, single parents and people with long term sickness or disabilities.

Hendon is registered in the top 10 wards in the Digital Exclusion Risk Index as having limited broadband.

Hendon has higher levels of children and older people living in poverty, unemployment, income deprivation and older people living alone which may contribute towards loneliness.

Ranked as 1st in the Indices of deprivation index for the City.

2nd highest population in the East, in terms of ethnic minority groups living in this locality.

Listed in the top six wards in Sunderland in the Digital Exclusion Risk Index, when demographic, deprivation and connectivity statistics have been combined.

Potential Opportunities for Members

Deliver marketing campaigns to tackle digital exclusion e.g. low cost broadband, being safe online, etc.

Encourage sign up to the Digital Inclusion Network and operate data banks (like a food bank but instead provides free SIM cards)

Explore funding opportunities to introduce free friendly Wi-Fi into publicly accessible buildings, open spaces and parks. i.e. Villette Road Front Street

Set up a Digital Device Loan Scheme or Lending Libraries for digitally excluded households.

Raise awareness and encourage sign up to the NCCE at Valley Road School.

Build upon and expand the Tech Mates / Buddies Volunteering Scheme at BoTM across other community venues.

Develop more spaces for people to access face to face digital support. i.e. St Aidans Community Hall

Co-design and deliver a project tailored to an 'at risk' group of people or within a physical location.