

25 June 2018

Financial Report: Annex Three



Call for Projects: East Digital Inclusion Programme (EDiT) Phase Two

Submitted Application

Since June 2017 the People Board carried out research and held numerous workshops to identify the best way forward for the EDiT programme. In March 2018 Area Committee were provided with information and agreed that a call for projects should be advertised across the East VCS Area Network inviting voluntary and community groups to submit ideas and suggestions to deliver actions against the EDiT Programme. The Programme was split into two phases. This report updates Members on Phase Two – Deliver IT Outreach activities to build digital skills, capacity and confidence of people who fall under the following categories:

- a. Households effected by universal credit
- b. Adults who maybe digital isolated (Age UK Sunderland have received £50,000 to target older people)
- c. People with learning difficulties or visual impairments

Focusing on:

- i) Developing an outreach multi skilled team to proactively identify and engage with the target audience across the East area, using a variety of participation tools e.g. home visits, centre based activities to capture people's interest levels in using IT for the first time, ranging from one to one introduction to a computer to small group work using tools, such as, www.learningmyway.com. Afterwards if people wanted to learn more, then they could progress onto existing funded courses delivered by F.A.C.L. providers or other educational providers such as Sunderland College.
- ii) The outcome of the project is to enable the target group to develop skills and confidence to use the internet for their personal and professional benefit (report, pay, apply)

£70,000 was aligned against the East area. The information below provides a summary of the full application submitted.

Organisation / Output	Target audience	Participation tools	Develop IT skills	Amount	Recommendation
East Sunderland					
Back on the Map	✓	✓	✓	£69,785	Approve

Application One

Name of Organisation	Back on the Map
Title of Project	Get Online (G.O. for short)
Full Cost of project	£69,785
Match Funding	£0
Total SIB requested	£69,785 (shared across different partners: BoTM: £31,175; The Box £8,775; Blue Watch £8,775; Media Savvy £8,775; SNCBC / SPF £3,510)
Start / End	October 2018 / March 2020
Declaration	Cllr Mordey is a Trustee

Project Description

1. Target audience

The project will be led by Back on the Map (Hendon), but delivered in partnership with The Box Youth Centre (Doxford), Media Savvy (Millfield), Blue Watch Youth Centre (Ryhope and St Michael's wards). Specialist support will be provided by Sunderland North Community Business Centre for universal credit, and Sunderland People First for people with disabilities / visual impairments.

Each ward will have a lead project providing daily support to the target groups; households affected by universal credit, digitally isolated adults and people with learning and/or visual impairments. The project will be delivered by established, locally rooted organisations with multi skilled staff who will proactively identify and engage local people defined as the target audience.

2. Participation tools

A variety of community engagement tools will be used to reach beneficiaries, these include home visits, outreach sessions in other community buildings (Doxford: TBYC, Doxford Park CA and SAPs; Hendon: BoTM, Sunderland Bangladesh International Centre and CHANCE; Millfield: TBC; Ryhope: BWYC, Ryhope CA and St Michaels Grangetown CA) and delivering presentations to established groups and centre to raise the profile of the GO project. Seeking to address the main reasons why people do not use the internet:

- Access - the ability and cost getting online
- Skills - the ability to use the internet
- Motivation - recognising the reasons why the internet is a good thing
- Trust and fear of crime - for those unfamiliar with the internet it can appear unsafe

3. Skills

Each delivery partner will develop customer's skills by:

- Providing positive and enjoyable experience of using a computer and the internet.
- Dispel existing fears and myths about using the internet
- Help to reduce digital exclusion especially for those residents in households affected by Universal Credit
- Help to reduce social isolation by introducing residents to using email and social networking sites to keep in touch with family and friends.
- Develop digital skills and improve access to digital services such as shopping online, making payments online, online banking, online prescriptions, and using comparison websites to save money.
- Raise awareness of Sunderland City Council's 'Pay, Apply, Report It' web services.
- Reduce the cost of phone calls especially long distance and international calls by using free phone apps including free video chatting.
- Promote online safety
- Encourage people who want to further develop their skills to access other training opportunities and/or interest groups.

All residents across the East will receive the same level of service and also be able to access support from any of the delivery partners. Staff will be funded in each ward/organisation to provide frontline support to residents who are digitally isolated. Partners will work alongside Phase One of the EDiT programme to ensure the investment in infrastructure is targeted to where services will be delivered protecting and enhancing the Area Committee's investment in East Sunderland.

training workshops delivered	18
people enabled to use IT	200
outreach / home visits carried out	85
volunteers recruited	10
Awareness sessions delivered	8

The lead organisation have a good record of managing, monitoring and delivering quality programmes funded by Area Committee.

The lead organisation are well established in the East Sunderland bringing with it a thorough knowledge and understanding of existing partnerships, services and activities delivered across the whole area.