

Population

10616

Child Poverty

572

Unemployed

3.6%

Older People in Poverty

27.7%

Older People Living Alone

42.5%

Can not Speak English

2.5%

IMD Ward Rank (/25)

10

IMD Score

30.90

Income Deprivation

18.6%

Ave. Download Speed

94.69

% of prem unable to receive 30Mbit/s

0.8%

Digital Inclusion Scoreboard

Millfield

Existing Digital Provision

Betsy Jenny Café, Northern Rights, St Marks CA, Sunderland's Women Centre, Uplift Associates offers Wi-Fi access, along with access to digital devices. Citizen Advice provide all the support above, in addition to being a registered Data Bank.

Encouraging organisations to share activities to a centralised hub to support social prescribing to raise awareness of support available

Working with Schools on digital careers, work placements and T-qualifications

Currently building links with VCS organisations, including schools to provide further support

Diamond Hall Juniors are members of the NCCE.

Challenges to Address

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

People more at risk of digital exclusion are ethnic minority groups, single parents, children and young people; people without a job; people on low wages and Veterans.

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

Highest population of ethnic minority groups living in the City.

Some paid provision offering support with digital skills.

Potential Opportunities for Members

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

Set up a Tech Mates / Buddies Volunteering Scheme

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

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

Promote digital skills and training to residents, volunteers and partners

Raise awareness and encourage sign up to the NCCE at St Anthony's RC, Diamond Hall Infants and St Joseph's RC.

Explore funding opportunities to introduce free friendly Wi-Fi into publicly accessible buildings, open spaces and parks. i.e. Diamond Hall Pocket Park