



**Greater
Manchester:
Digital update
Report for Overview &
Scrutiny
January 2025**

**GREATER
MANCHESTER**
DOING DIGITAL DIFFERENTLY

Our Digital Blueprint, 2023-26

- We want to better the lives our people, to live well and to be empowered by the opportunities a digitally-fuelled city-region brings.
- We want to use technology and data better to make this a greener, fairer, more prosperous city region, with our residents at the heart.
- The Greater Manchester Digital Blueprint sets our 2023-26 ambitions and our approach to meeting them.



Andy Burnham
Mayor of Greater
Manchester



Cllr Nick Peel
GMCA Lead for Digital; Leader of
Bolton Council



Lou Cordwell
OBE, Chair of Greater
Manchester Business
Board (LEP)



CURRENT STATE OF DIGITAL EQUITY IN GM



Up to 1.2 million people

in GM are limited digital users or non-users

Around 32% of adults

experience some form of digital exclusion



Approx 228,500 adults

do not have consistent access to internet connectivity

1 in 8 people

do not feel confident in using digital services and tools¹



3 in 5 people aged 75

are digitally excluded in some way



205,600 adults

do not have consistent and reliable access to digital devices²



41% of people aged 75+ and 27% of disabled people

report a lack of confidence in independently accessing online services

2 in 5 disabled people

are digitally excluded in some way



77% of people

believe internet access is now an essential need³



EMPOWERING PEOPLE: GREATER MANCHESTER'S DIGITAL INCLUSION AGENDA

POWERED BY:

- The **Digital Inclusion Taskforce**, a 250 members group that works collaboratively to join up activity across the region, maximise capabilities, identify need and target action to address the interrelated barriers to digital inclusion, and ensure no one is left behind.
- A **Digital Inclusion Action Network** set up to lead targeted action with a specific focus on supporting under-25s, over-75s and disabled people.
- The **Local Authority DI Leads Group**, joining up approach and resources across the

A KEY OUTCOME OF THE COLLABORATIVE APPROACH HAS BEEN "GET ONLINE GREATER MANCHESTER", A CAMPAIGN INCLUDING INITIATIVES SUCH AS:

- **Greater Manchester Databank** - working with Good Things Foundation to tackle data poverty for people at risk of digital exclusion
- **Digital inclusion pilot for social housing residents** - five of the UK's largest internet service providers, collaborating with the public and housing sector to tackle digital exclusion, and developed a standardised Wayleaves Agreement for the UK
- **Care leavers digital inclusion initiative** - a comprehensive package of digital support for care leavers
- **Doing digital in later life** - new resources designed for anyone to support someone they know to do digital in later life
- **Digital Champion Volunteer Network**- building a network of skilled community champions, embedded in communities



"If Greater Manchester is truly going to be a world leading digital city region, we have to make a big commitment to fix the digital divide, the consequences of not doing so are severe"

Andy Burnham, Mayor of Greater Manchester



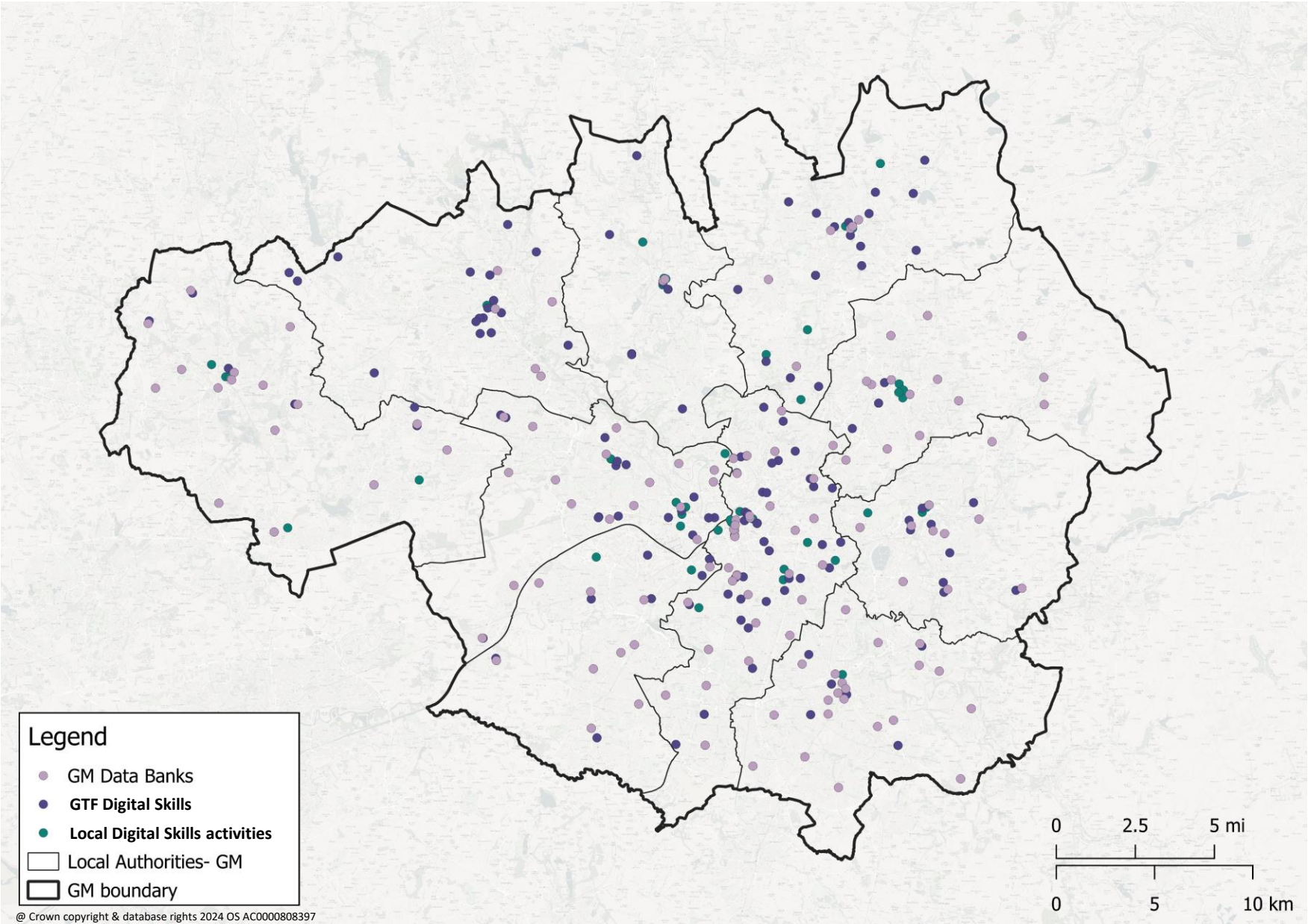
Get Online Resources

136 Data Banks

228 GTF Digital Skills Online Support

276 Local Digital Skills activities

Data up to date as of end-March 2024 and refers to resources that are open and published to the public



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CURRENT STATE OF DIGITAL INCLUSION: GET ONLINE GREATER MANCHESTER ANALYSIS

3 elements to think about:

Digital inclusion support zones

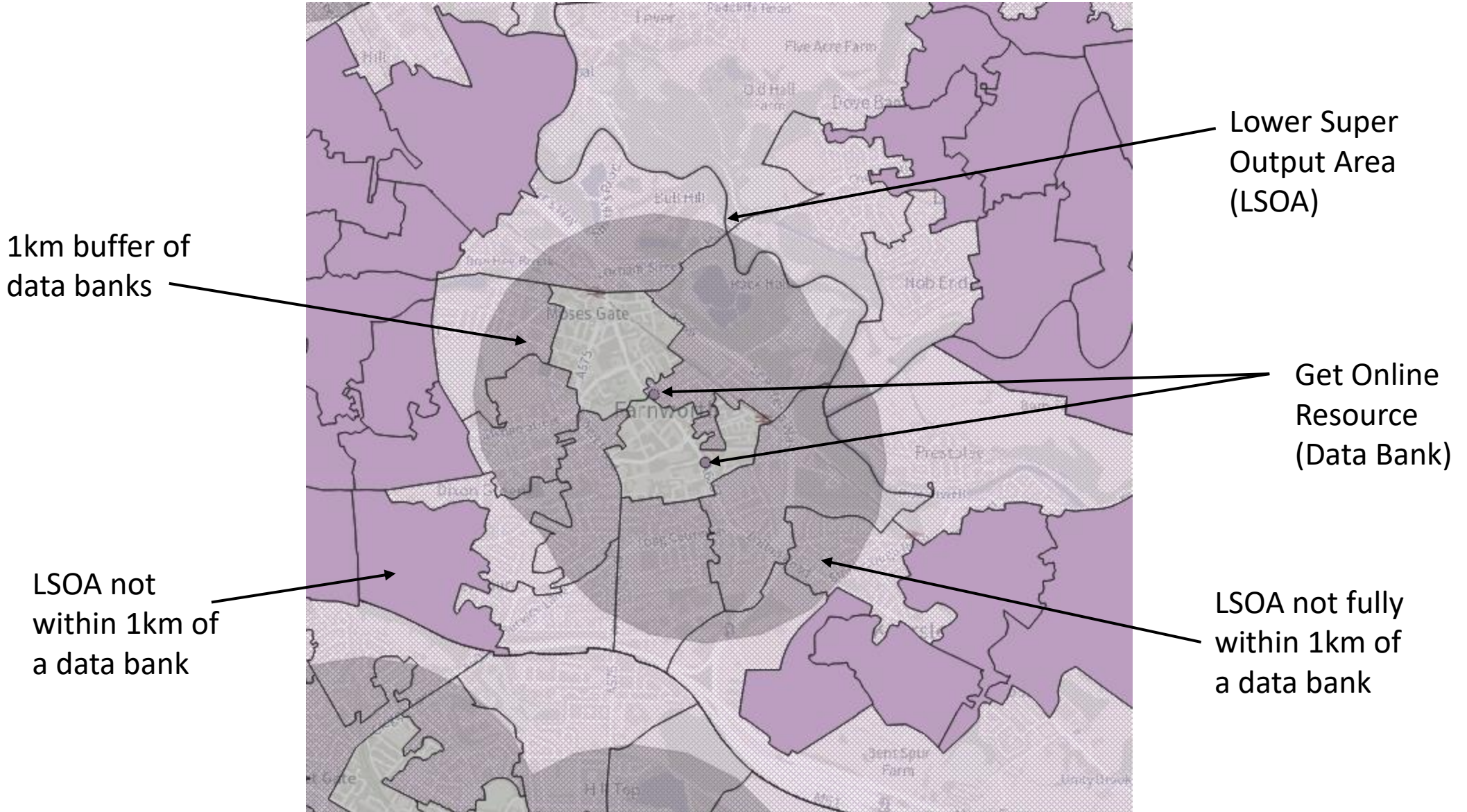
- **Accessibility** – *essential services and amenities within a short walking distance*
- **Community Connectivity** – *the connectivity and integration of neighbourhoods within the broader urban boundaries*
- **Walkability** – *this promotes physical activity, reduced the reliance on cars and fosters vibrant street life*
- **Environmental Sustainability** – *reduce carbon emissions associated with commuting and promoting active travel*
- **Social Equity** – *helps identify disparities in access, ensuring residence have equitable access to essential services*

1km Buffer

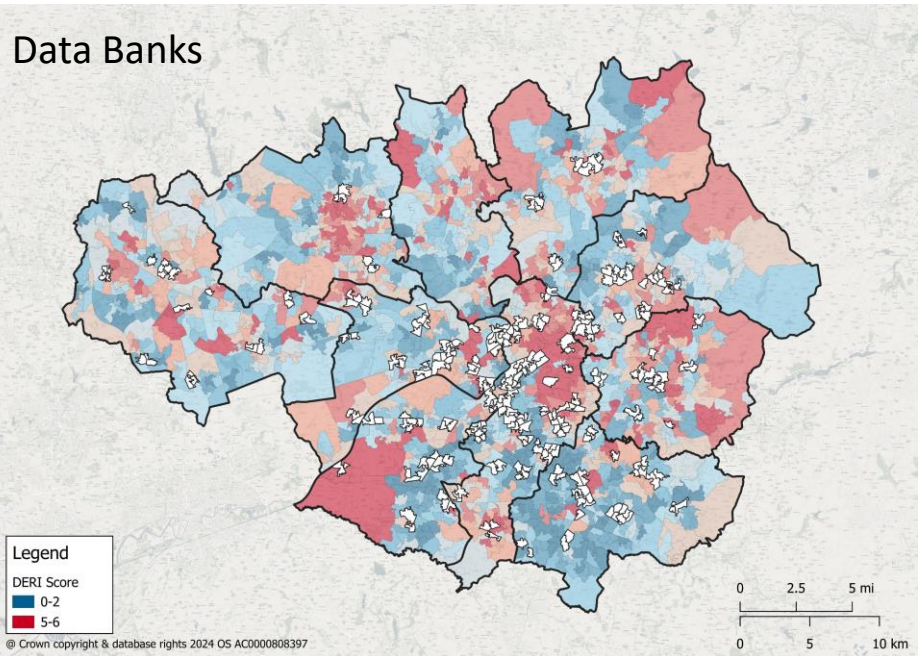
- This is the average distance someone can walk in 15 minutes
- Gives us an indication of the outreach the resource could have

Geospatial Distribution

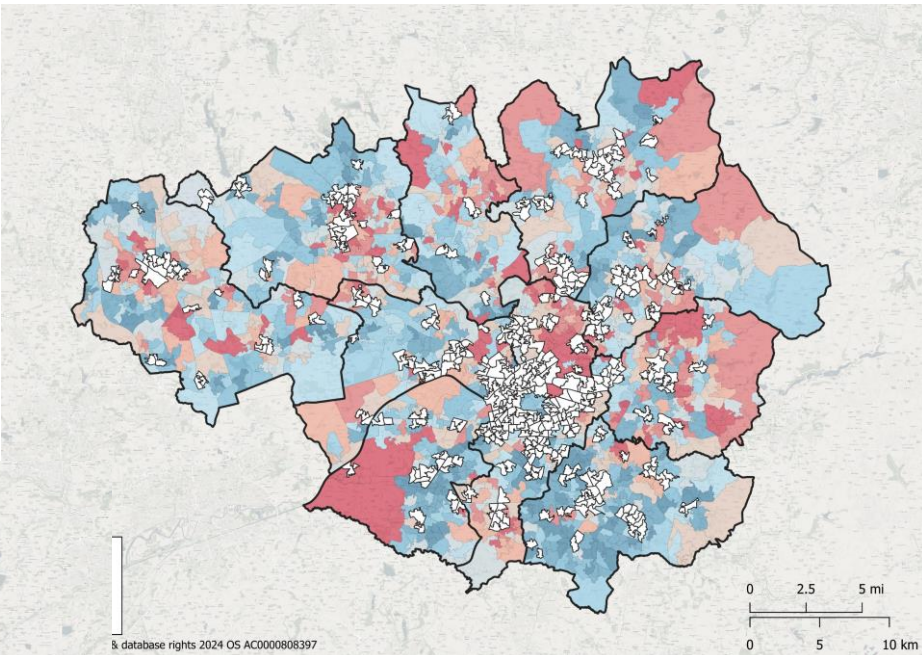
- Using what we already know about GM and seeing how this aligns with the Get Online resources we have available



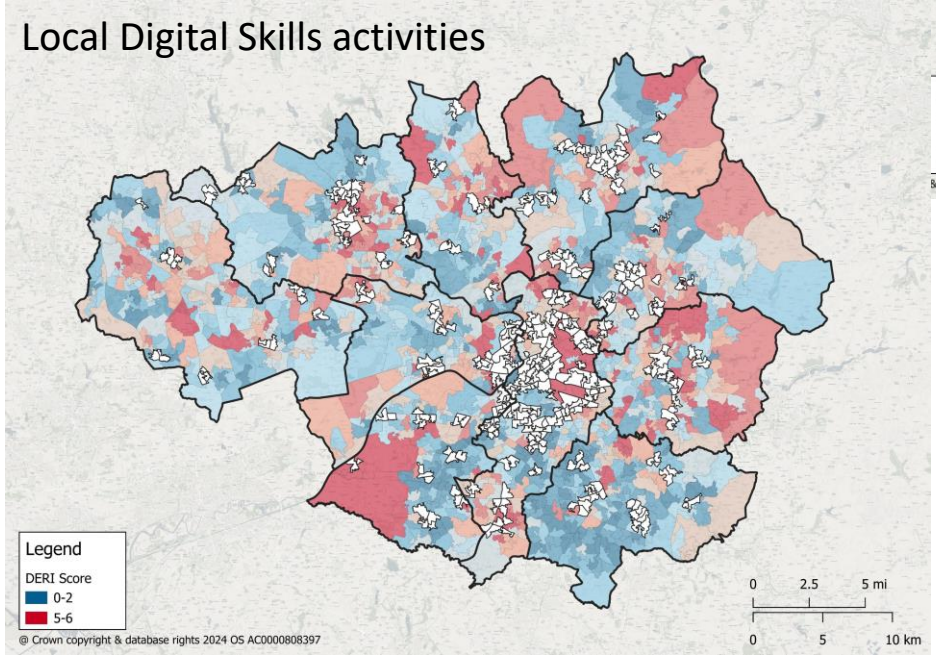
Data Banks



GTF Digital Skills Online



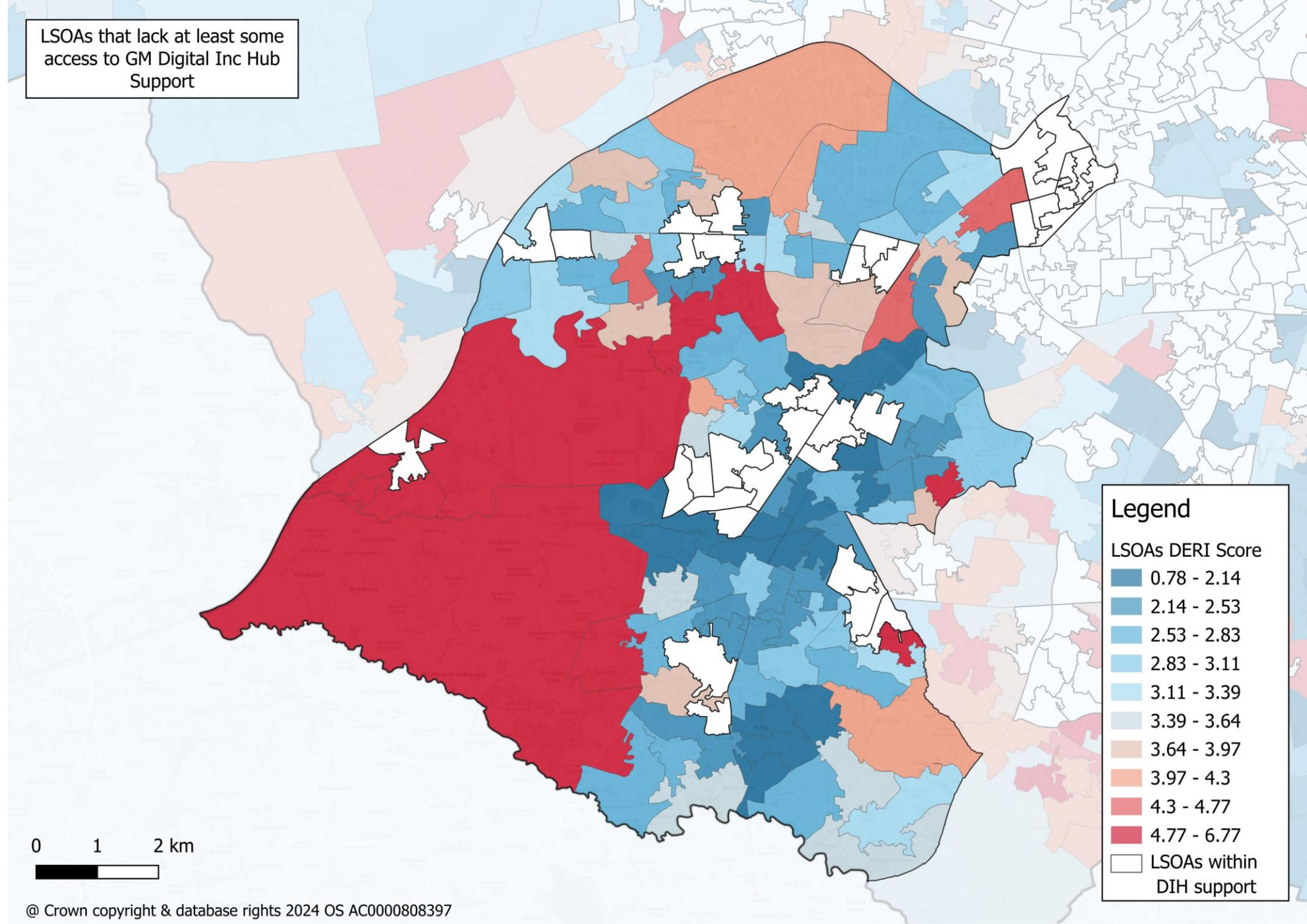
Local Digital Skills activities



1,113 LSOAs in Greater Manchester have areas where resident would not be within 1km of a GM Online Resource

68% of LSOAs

LSOAs that lack at least some access to GM Digital Inc Hub Support



Legend

LSOAs DERI Score

- 0.78 - 2.14
- 2.14 - 2.53
- 2.53 - 2.83
- 2.83 - 3.11
- 3.11 - 3.39
- 3.39 - 3.64
- 3.64 - 3.97
- 3.97 - 4.3
- 4.3 - 4.77
- 4.77 - 6.77
- LSOAs within DIH support

0 1 2 km

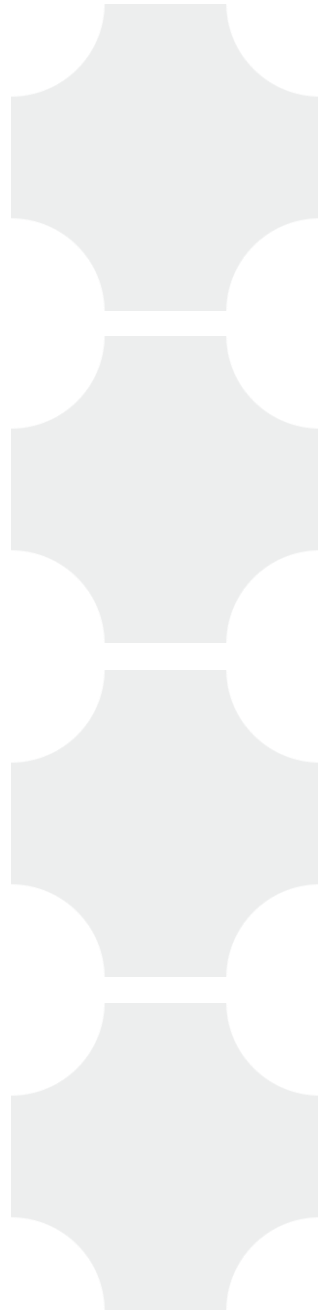
EMPOWERING PEOPLE: OPPORTUNITIES AND RISKS

Opportunities

- The new government's commitment to a new Digital Inclusion Strategy. GM hosted the ministerially led Digital Inclusion All Party Parliamentary Group on 16th January hosted by Mayor Andy Burnham and other UK regions. GM working closely with Dept Science, Innovation and Technology to emphasise the importance of a locally-led approach to developing a national strategy.
- Grant structure established for the Strengthening Communities Digital Inclusion Fund offers scalable potential as a national trailblazer approach.
- Recognised as an important component in GM's "LiveWell" strategy
- Continued locality, academic, VCFSE, and industry support and action

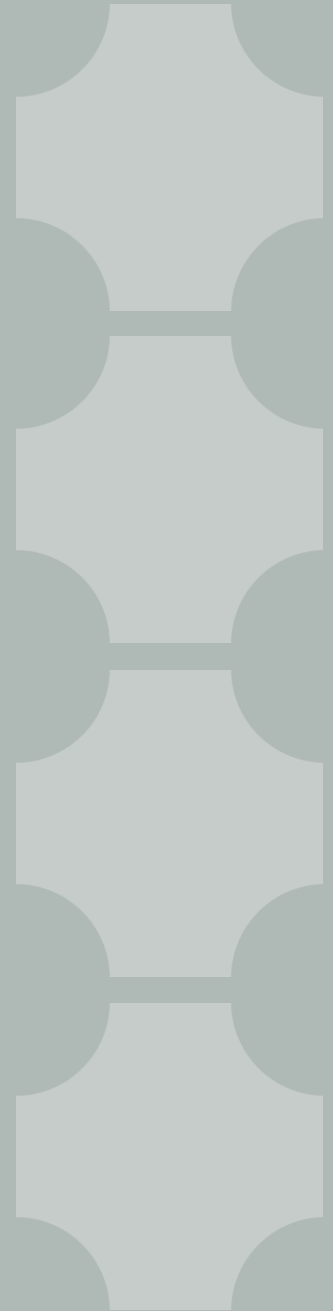
Risks

- Support for this agenda continues to be funded via short-term mechanisms and goodwill, therefore is quite fragile and with inconsistent support across GM.



End

Questions?



Supporting slide: PSTN requests of Gov't taken to GMCA 23 Feb 2024:

A National Action Plan overseen by Government is urgently needed to ensure that the telecommunications industry's guarantee, that no vulnerable person is left disconnected, can be demonstrably achieved. It is proposed this should include as a minimum:

- A mandatory requirement that any of the 600+ communication providers which are implementing switchover sign up to the **PSTN Charter** before continuing implementations, and that the **common definition of vulnerability** referenced in the Charter is established before work continues. **AGREED AND IN PROGRESS**
- An agreed **Telecare Industry Charter** setting out the switchover responsibilities of that sector to sit alongside the PSTN Charter agreed with telecommunication providers. **IN PROGRESS**
- A national **communications plan** that is Government fronted and financed. **NOT YET AGREED.**
- An agreed, joint, and adopted LGA, NHS, telecommunication and telecare sectors **“On the Day” process** for public and privately funded telecare users, and other people at higher risk. **AGREED AND IN PROGRESS**
- **A centrally co-ordinated approach to data sharing** that enables proactive PSTN switchover support, between public and private telecare providers and telecommunications sector and in relation to households with vulnerable people. **NOT RESOLVED**
- Enforcement and implementation of a **reporting mechanism** to record and escalate serious issues as they arise. **AGREED BY OFCOM**
- One-off Government **capital funds** to assist organisations such as housing associations and care providers to invest in digital equipment for the purpose of switching over the telecare service. **NOT RESOLVED.**