

Terms of Reference

DIGITAL GLASGOW WORKING GROUP

Digital Participation and Inclusion

Background

The Coronavirus pandemic has fundamentally changed the digital landscape, digital access and skills have become a universal need and those on the wrong side of the digital divide have been hardest hit. Lockdown has exposed the cost of digital exclusion in our city more clearly than ever before, and this cost is set to continue as the UK economy faces the huge challenges of recovery.

The most recent (2019) Glasgow Household Survey¹ reported 87% of respondents had access to the internet. From other data sources² we know that the following groups are more likely to be digitally excluded:

- Older people (65+)
- Social housing tenants
- The unemployed
- People whose first language is not the county's native language
- People with visual and other disabilities
- Lower income groups
- Homeless people
- People with lower levels of education

In addition we know that home broadband take up rates in the city's most deprived neighbourhoods remain very low with many families relying on smartphone as their main access device.

In the immediate term there is an urgent need for more coordinated action to ensure that all Glaswegians have access to equipment, connectivity, skills and support they need to get, and stay, online. In the longer term all city partners must coordinate our efforts to ensure our most vulnerable citizens have access to healthcare, education, housing, financial and employment services as well as the community information, neighbourhood networks and social connections which can make a tangible difference to their wellbeing, resilience and aspirations.

The ambition set out in the Scottish Government's current discussion document "Renewing Scotland's Full Potential in a Digital World: Updating the Digital Strategy for Scotland³" echoes the goals for Digital Inclusion and Participation as well as those for Digital Community Engagement in the Digital Glasgow Strategy:

"A Digital Scotland can be a more inclusive nation in which the benefits of digital technology can be for everyone. It can be a country where there is universal Digital Citizenship, with world-leading levels of digital inclusion, participation in community and democracy, accessible by all – where no-one is unable to participate because of poverty. A nation in which the services that digital technology can deliver the access it provides to information and knowledge and the job and business opportunities it creates can be for all. Where we use technology to promote wellbeing, and tackle, rather than reinforce, the inequalities of the analogue world. "

¹ <https://www.glasgow.gov.uk/CHttpHandler.ashx?id=46672&p=0>

² NHS Digital and Eurostat, 2020

³ <https://www.gov.scot/publications/renewing-scotlands-full-potential-digital-world/>

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Purpose of Working Group

- Work with city partners and elected members to agree a set of common priorities for digital participation and engagement.
- Agree partnership working arrangements for our priorities which will enhance our outcomes.
- Establish a coherent city-wide catalogue of digital inclusion training and support in partnership with all sectors in the city.
- Provide opportunities for people to further develop their essential digital skills by signposting opportunities to develop advanced digital skills for the work-place.
- Agree a set of priorities and associated actions to take forward the Digital Community Engagement and Empowerment outcomes set out in the Digital Glasgow Strategy.
- Develop a marketing and communications plan for promoting digital inclusion and participation opportunities in the city.

Approach

The following approach is based upon the Council's Renewal Principles;

- 1. Commitment to Vision:**

Organisations across the public, third, community and private sectors collectively agree a shared vision for the City and work together to deliver on this. Activities will take place both **within** and **across** organisations that will contribute to shaping and delivering our shared vision. Focus should be on delivery through the most appropriate partner organisation that ensures the best approach for our citizens.
- 2. Flexibility and Responsiveness is key:**

Our new normal will require very different ways of working. We might not all be able to be in the office, or to work the same hours that we previously did. Our roles might change and dictate new practices. As an organisation it is important that we are able to both respond to, but also predict changes to the way in which we work.
- 3. Data-Driven Planning**

Our insights are gathered from a range of statistical data sources but also qualitative testimony from service users, residents or staff. Collectively this informs our understanding of what is required, what is missing, what works and what doesn't. Understanding the impact of our interventions is crucial to be able to effectively respond to new issues and to continually refine and realign our service provision. We will go further however and use our insights to understand emerging trends and challenges
- 4. Opportunities and Innovation**

Our leaders are forward thinking and embrace different ways of doing things, positively disrupting our current environment. They encourage, support and inspire staff to develop and trial new ideas and ways of working. They champion bold changes to our strategic commitments and how we do business in order to do better.

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Membership

<p>Elected Members</p>	<p>Elected members will be invited to participate within the working group. The role of elected members will be to:</p> <ol style="list-style-type: none">1. Represent the needs of communities2. Ensure that the needs of different and diverse community groups are represented3. Provide challenge and review to assumptions and decisions where appropriate4. Act as a champion for digital inclusion and participation at both a Council and Ward level
<p>Partner Organisation Representation</p> <ul style="list-style-type: none">• Scottish Council for Voluntary Organisations (Connecting Scotland rep)• Glasgow Life• Glasgow Health and Social Care Partnership• Wheatley Group• West of Scotland Housing Association• Govan Housing Association• Glasgow Council for Voluntary Services• Glasgow Clyde College• Glasgow Kelvin College• Clyde Gateway• Glasgow CLD Partnership	<p>Representatives of relevant partner organisations across the public, private, academic, and third sector will be invited to the working group as both active participants as well as providing resource as appropriate. The role of partners includes:</p> <ol style="list-style-type: none">1. Provide leadership in agreeing priorities, actions and subsequent partnership arrangements.2. Provide domain knowledge and insight into the areas of greatest need and current gaps in provision.3. Work collaboratively with partners to;<ol style="list-style-type: none">a. Develop a shared vision for digital inclusion and participation in the city.b. Identify priority areas under the themes of equipment, connectivity, skills and support.c. Align resources to support the delivery of our priority actions.
<p>Council Officer Representation</p> <ul style="list-style-type: none">• DRS• Financial Services• Community Empowerment Services	<p>Representative officers from ??? within the council will:</p> <ol style="list-style-type: none">1. Chair and coordinate the working group2. Document the vision and output of the group3. Coordinate delivery of individual projects/outcomes4. Report on progress

Membership

Frequency

- Every 2 months for 1.5 hours

Quorum

- DRS/CED, Glasgow Life and Elected members representation

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Secretariat

- ???