

By 2035 Sunderland will be a connected, international city  
with opportunities for all.

**NO ONE AND  
NOWHERE LEFT  
BEHIND**

# City of Sunderland **Smart**

No One and Nowhere Left Behind

**Sunderland  
City Council**

**boldyn**  
NETWORKS



# Digital 'in' or 'ex' clusion landscape in Sunderland

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## Key Points

- 13,900 (5%) people offline
- 77,784 (28%) people with very low digital capacity
- 277,846 people live in Sunderland
- Nearly 1 in 3 experiencing / at risk of digital exclusion
- Certain Groups more likely to be at risk are:
  - *Ethnic minority groups; Carers; Children and young people; People on low wages; People without a job; Older people; People with physical and learning disabilities; Refugees and asylum seekers; Single parents and Veterans*
- Healthy behaviours and social determinants
  - *Addictions, abuse, few or no qualifications, long term health conditions, physical or learning disabilities, poverty, low income, isolation, offline workforce*



# Our Plan

<p><b>Sunderland's Smart City Vision is one of an engaged collective of people, places and opportunities</b></p> <p>Opportunities to live, learn and earn - to grow as individuals and as successful businesses, with no one and nowhere left behind. Underpinned by the next generation of connectivity to stimulate economic growth and reduce digital exclusion</p>		
<p><b>Smart Digital City</b></p> <p>All sectors can connect better with people who live, work and visit our city</p>	<p><b>Smart Digital Workforce</b></p> <p>Build a council workforce with an enthusiastic attitude to embrace, evolve and continuously develop everyone's digital knowledge and skills</p>	<p><b>Smart Digital Residents</b></p> <p>Ensure those most at risk of digital exclusion due to age, ability or social circumstances should have a choice to Go Online</p>
<p><b>Shared priorities building upon the Co-operative Council Values</b></p>		
<p>1. Better digital infrastructure and access to equipment</p> <p>2. Improve digital knowledge and skills</p> <p>3. Create motivation and awareness</p>	<p>4. Build trust</p> <p>5. Designed for all</p> <p>6. Coordinate intervention</p>	
<ul style="list-style-type: none"> <li>Investment in 5G and free Wi-Fi hotspot zones across the city</li> <li>Create a city-wide digital resource hub</li> <li>More organisations shifting to digital platforms</li> <li>Secure a pledge from anchor institutions to fix the digital divide</li> <li>Support Organisations to access external funding streams which contribute towards the priorities set out in this Strategy</li> </ul>	<ul style="list-style-type: none"> <li>Support staff to use devices and access buildings to Go Online</li> <li>Upskill the workforce and support career progression</li> <li>Support local and national decision-makers with data</li> <li>Create a fully integrated website, covering transport, environmental, enterprise, housing, employment, education, culture and health digital platform that is designed for all and fully accessible</li> </ul>	<ul style="list-style-type: none"> <li>Develop connectivity with fastest download speeds</li> <li>Reduce barriers and challenges facing digital inclusion</li> <li>Support people to use devices and access buildings to Go Online</li> <li>Improve the availability of digital skills support to help people gain Skills for Life</li> <li>Establish a Minimum Digital Standard Offer to residents</li> </ul>
<p><b>Shared Outcome Measures</b></p>		
<p>A Dynamic Smart City is a lower carbon city with greater digital connectivity for all, more and better jobs and housing, with local people gaining qualifications and skills</p>	<p>A Healthy Smart City establishes equitable opportunities and life chances, reduced health inequalities, supports independent living, cleaner neighbourhoods with greater transport and travel links</p>	<p>A Vibrant Smart City supports more resilient people, feeling safer, proud of their city and participating in their community with a vibrant cultural offer</p>





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## Smart Digital City:

### Digital Inclusion Network Membership

- 313 Members: 11 Private, 143 VCS, 159 Public Sector
- 6 published e-newsletters
- Digital Inclusion Course
- Digital Inclusion Toolkit

### Go Online Sunderland

- Dedicated website covering accessibility, careers, skills, connectivity, courses, funding opportunities, assistive technology, e-safety, funding opportunities.

### Regular Events

- Minecraft Competition – transformed city centre into the world of Minecraft. Young people offered the chance to design their Teen Room for Culture House
- Generational Event: 30 young people + 50 older people discussing what makes a Smart City
- Sensory Exhibition: Royal Society of the Blind, 15 exhibitions and 250 members of the public.

### The Sunderland App

- To build trust between the Council, partners and residents.
- Everything you need to know about what's going on in Sunderland.

### Ward Dashboards

- 25 ward dashboards – PTO



Population

10722

Child Poverty

564

Unemployed

4.2%

Older People in Poverty

30.2%

Older People Living Alone

32.2%

Can not Speak English

0.3%

IMD Ward Rank (/25)

6

IMD Score

39.10

Income Deprivation

25.5%

Ave. Download Speed

138.73

% of prem unable to receive 30Mbit/s

1.43

Digital Inclusion Scoreboard

St. Anne's

### Existing Digital Provision

USKPF bid approved to develop one Community Digital Health Hub: Pennywell Community Centre improving connectivity, access to devices and upskilling the workforce / volunteers.

St Annes RC are members of the NCCE.

South Hylton Tansy Centre offers Wi-Fi access, along with access to digital devices. Residents can access 1-2-1 support, timetabled sessions or drop in sessions.

Pennywell Next Door Hub (formerly PYP) is being set up as a mini hub, working with Hope 4 All. Funded by Area Committee with Media Savvy.

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

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

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.

### Challenges to Address

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

People more at risk of digital exclusion are children and young people; people without a job; people on low wages. Further consideration for Veterans, single parents and people with disabilities.

Higher levels of older people living in poverty, unemployment and income deprivation.

### Potential Opportunities for Members

Develop more spaces for people to access face to face digital support i.e. Pennywell Bowling Pavilion

Raise awareness and encourage sign up to the NCCE at Academy 360, Christ's College, North View, South Hylton and St Cuthberts.

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)

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

Set up IT donation points and encourage people to gift their old devices which can be upcycled and reused

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

Promote digital skills and training to residents, volunteers and partners

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## Smart Digital Workforce



### Embedding Digital Skills

- 800+ digital devices and licenses to offline employees
- Established 10 x Digital Touch Down Zones
- Working with Trade Unions
- Tech Mates Volunteering Programme
- Building digital competence levels into every role
- Built in Corporate Induction Programme
- Dedicated site on The Hub (intranet)
- Learning Management System - iLearn
- Putting digital inclusion into policy to influence practice.
- Essential Digital Skills Toolkit - PTO





# Essential Digital Skills Toolkit

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Communicating	Handling Information	Transacting
1. The Hub ( <i>find a colleague, view employee benefits, and lots more</i> )	8. Printer and photocopier ( <i>How to print information off, copy, scan documents</i> )	14. Employee Self Service ( <i>Submit overtime payments, expenses, leave requests</i> )
2. Microsoft Teams ( <i>post, chat, share files, and top tips</i> )	9. Signature email ( <i>Add a personalised signature to your email</i> )	15. Payslips ( <i>Access payslips, P60s, download and print</i> )
3. Microsoft Outlook ( <i>open, read, reply, send an email</i> )	10. Performing browser searches ( <i>Access Microsoft Edge, using the browser search</i> )	<b>Being Safe</b>
<b>Problem Solving</b>	11. Suspicious emails ( <i>Spam, scam and fake emails, reporting a concern</i> )	16. Internet Use Policy ( <i>covers hardware, software, your account to log on and agile working</i> )
4. iLearn ( <i>log on, find a courses, complete it and receive the certificate</i> )	12. Data Protection and GDPR ( <i>Keep data secure, the law, good practice</i> )	17. Connecting to Wi-Fi ( <i>secure connections, suspicious or dangerous websites</i> )
5. Report an ICT issue ( <i>access the ICT Service Desk, report issues</i> )	13. Digital footprint ( <i>find out how to reduce your carbon footprint</i> )	18. Workstation assessment ( <i>complete an assessment, where to get support</i> )
6. Accessibility tools ( <i>learn how to use them and increase your own productivity</i> )		19. Passwords ( <i>Keep it safe, make it strong, reset password, multi-factor authentication</i> )
7. Personal and Council Devices ( <i>set up an account to access emails and Teams</i> )		20. Device updates ( <i>software centre, check for updates and install</i> )

# Feature: Smart Digital Residents

## Digital Health Hubs

- addressing digital exclusion and tackle health inequalities



Sunderland City Council

POWERED BY  
**LEVELLING UP**

Funded by  
UK Government



Wi-Fi and Sensors



200+ Devices, Databanks and Online Centres



Links for Life  
Sunderland



eSports Community Hubs



Tech Mates



43 VCS, ICB, Council,  
Boldyn Networks

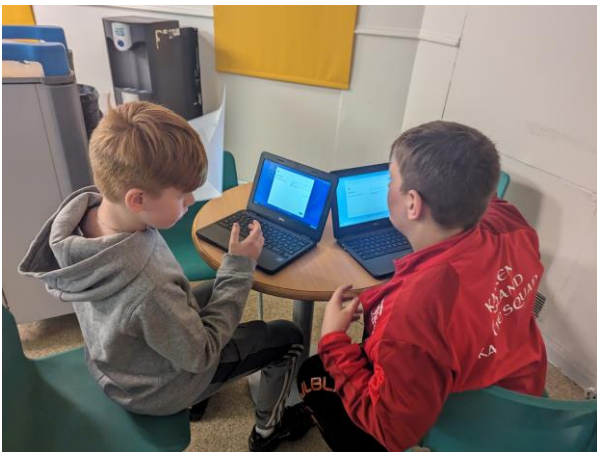


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## What I want for you....

Consider low-cost quick wins you can deliver to support digital inclusion in your area:

1. Join the National Digital Inclusion Network via Good Things.
2. Log onto other sites to see what's on offer: e.g. National Careers Services, Digital Poverty Alliance, Get Safe UK and Ability Net.
3. Lift and shift information from Sunderland's webpage and use it.
4. Deliver or support events, it doesn't need to be big i.e. Tech Tea Party, as part of the social value agenda.
5. Commit to helping at least one family member, friend or work colleague go online for the first time.
6. If you've got decent devices which aren't being used, can you donate them to a local charity for rehoming.





# City of Sunderland **Smart**

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