

The Digital Inclusion Perspective

OECD Workshop on the Economic and Social Impacts of
Broadband

22nd May 2007

Ewen McKinnon
Digital Inclusion Team

Communities and Local Government
Ewen.McKinnon@communities.gsi.gov.uk

Many are enjoying the benefits of ICT

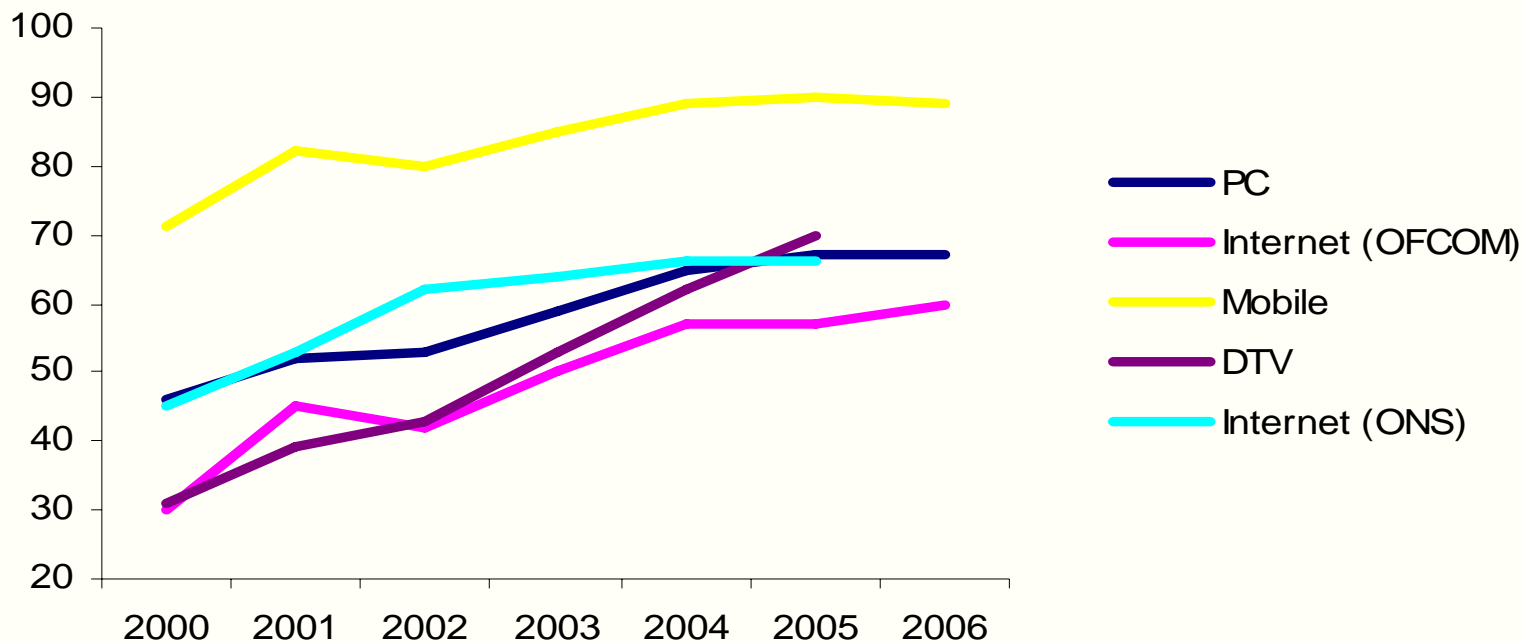
- >12 million broadband connections in UK over twice as many as narrowband
 - half of all Internet users now report using it > once per day
- Many urban areas covered by wifi hotspots
- Over 66 million mobile phone subscriptions,
 - 30% use mobiles as their main phone
 - 35 billion text messages sent in the UK during 2005
- Social networking sites are very popular
 - MySpace and Bebo in top 10 with 5.1m and 3.9m unique users in Apr 06 respectively
 - Over half of online 16-24 year olds regularly use social networking websites
- Internet viewed as a practical tool – banking, shopping and holiday websites considered most useful
- In the first quarter of 2006 an estimated 11.5m music tracks were downloaded legally
- 37% of online 18-24s report contributing to a website or blog

“The Google Generation” - over 19m unique visitors measured in April 2006.

But many are excluded ...

- 11% don't have a mobile phone
- 27% don't yet have a digital TV, and many who do, have limited interactive forms of Digital Terrestrial
- 33% of UK households don't have a home computer
- 39% of adults in the UK don't use the internet
- 50% of households don't use broadband
- 29% of children lack access from home

and adoption has slowed considerably.



- Internet, PC and mobile growth relatively flat since 2004
- Broadband take-up has been rapid but largely substitutional
 - Internet households: 57% (2004) to 60% (2006) a 3pp increase
 - Broadband households: 15% (2004) to 41% (2006) a 26pp increase

Those who are excluded are not representative of society as a whole

- Use falls with age:
 - younger people (16-24) are more than twice as likely to use the internet, use a PC or a mobile phone than older people (65+)
- Use increases with wealth:
 - people on the highest incomes are more than three times as likely to use the Internet than those on the lowest incomes.
 - They are over twice as likely to use a PC and also more likely to have a mobile phone.
- Use increases with socio-economic status:
 - ABs are more than twice as likely to use the Internet than DEs.
 - Usage of mobile phones is below average for DEs.
- Results true for broadband as well, however:
 - some evidence that once online, lower income and lower socio-economic status groups are as likely as the average online person to have broadband

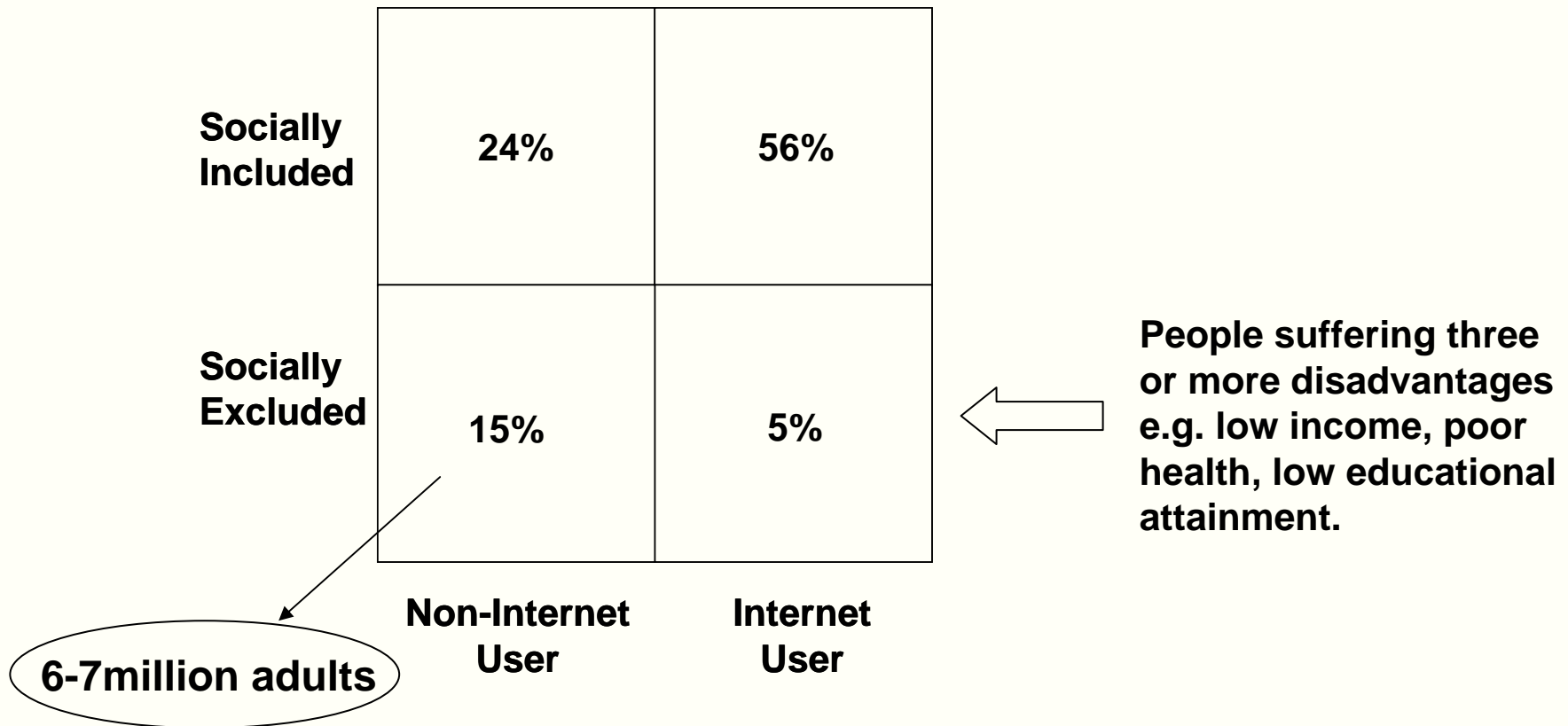
Reasons for non-use are a complex mix

- Key issues are around:
 - Motivation: disinterest and lack of need (46%*)
 - Access: lack of access to equipment/ connections (40%*)
 - Skills: lack of confidence or skills (36%*)
- but complicated by the fact that many who are not engaging with technology also:
 - suffer multiple social disadvantages
 - live in deprived areas

* % of non-users citing this as reason for non-use

Many Non-Users are Socially Excluded

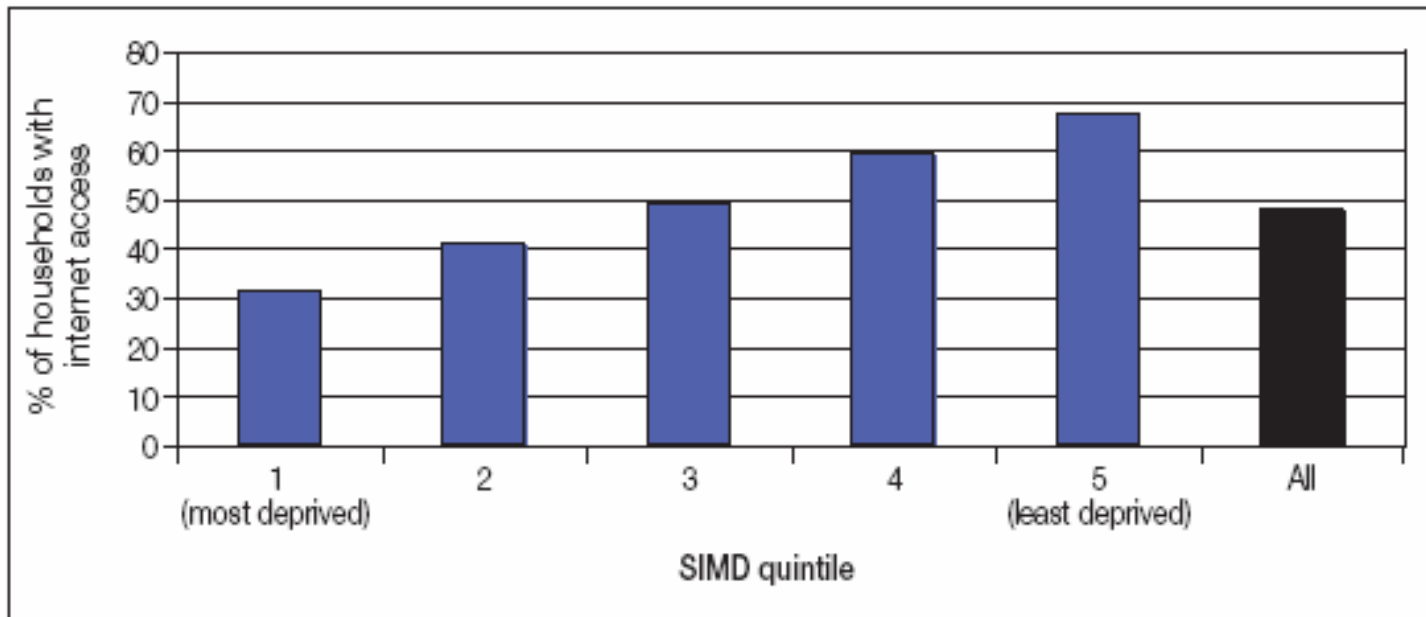
- Socially excluded are 3 times as likely to be non-internet users
- 75% do not use the internet



Non-Use is Highest in Deprived Areas

Households in the least deprived 20% of communities are more than twice as likely to have home internet access as those in the most (Scotland)

Household internet access by Scottish Index of Multiple Deprivation Quintile, 2005



Source: Scottish Household Survey, adults aged 16+

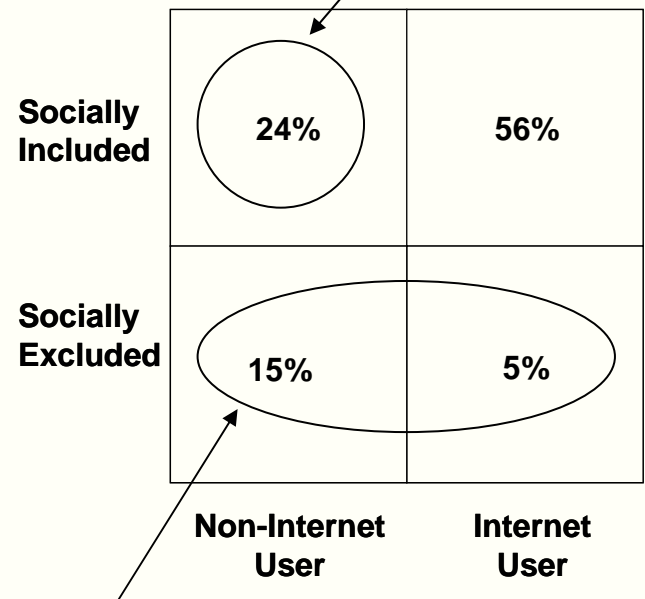
Issues and Opportunities

- **Issues:**
 - Social Exclusion is a barrier to closing the digital divide
 - Lack of engagement with ICT is another disadvantage suffered by the socially excluded
- **Opportunities:**
 - A market opportunity (24% of popn)
 - ICT can help to tackle social exclusion (20% of popn)
 - Combined interventions to tackle social and digital exclusion concurrently
 - Broadband increases intervention options

Market Focus:

Product & service

Innovation and Partnerships



Government Focus:

Combined policy interventions
e.g. Telecare/ Telehealth, Digital Switchover, eMentoring, eClinics

Digital Inclusion

- Broader than:
 - the digital divide
 - direct access and use of any one form of technology
- Focussed on:
 - social outcomes
 - most disadvantaged people
 - the most deprived places

***The use of technology, either directly or indirectly,
to improve the lives and life chances of people
and the places in which they live***

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Digital Inclusion Examples

Supporting Slides

Broadband Examples

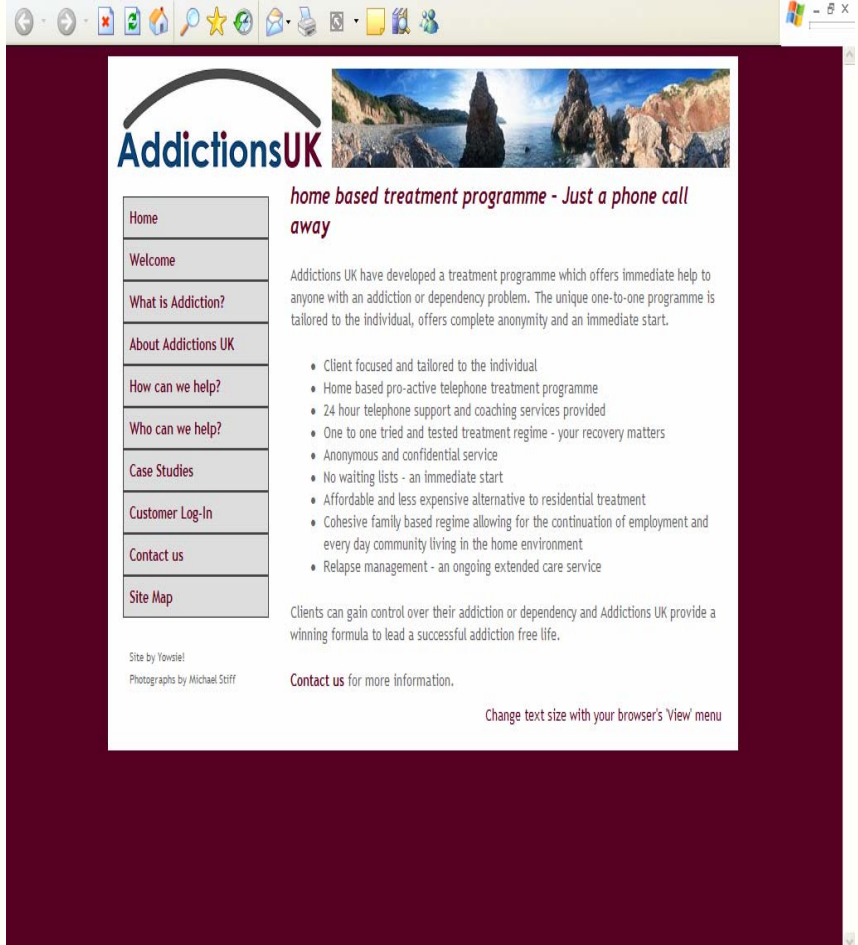
- Telehealth/ Telecare/
Telemedicine
 - Target audience often digitally excluded
 - Business case for public sector broadband
- Digital TV
 - Universal Switchover Policy
 - Convergence between broadband and TV
- Sign Video Call Centre
 - Improving access to services



Sign Video Call Centre

Supporting Addicts

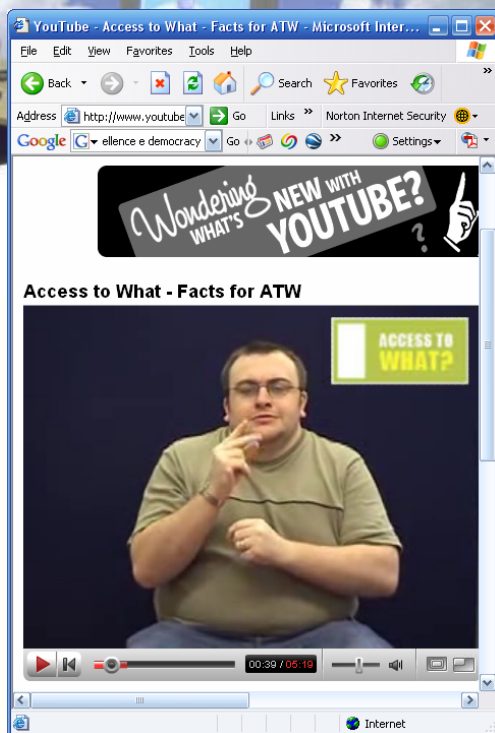
- Support and recovery programme for alcoholics
- Cognitive Behaviour Therapy with a difference
- 'Distance based' through IT:
 - 24/7
 - telephone
 - text messages
 - support via the internet
 - DVD's
 - Home study books
- Particular applications in rural areas



The screenshot shows a web browser window displaying the AddictionsUK website. The website has a dark red background. At the top, there is a logo for 'AddictionsUK' with a curved line above it, and a photograph of a rocky coastline. Below the logo is a navigation menu with the following items: Home, Welcome, What is Addiction?, About Addictions UK, How can we help?, Who can we help?, Case Studies, Customer Log-In, Contact us, and Site Map. To the right of the menu, there is a heading 'home based treatment programme - Just a phone call away' and a paragraph of text: 'Addictions UK have developed a treatment programme which offers immediate help to anyone with an addiction or dependency problem. The unique one-to-one programme is tailored to the individual, offers complete anonymity and an immediate start.' Below this is a bulleted list of features: 'Client focused and tailored to the individual', 'Home based pro-active telephone treatment programme', '24 hour telephone support and coaching services provided', 'One to one tried and tested treatment regime - your recovery matters', 'Anonymous and confidential service', 'No waiting lists - an immediate start', 'Affordable and less expensive alternative to residential treatment', 'Cohesive family based regime allowing for the continuation of employment and every day community living in the home environment', and 'Relapse management - an ongoing extended care service'. At the bottom of the page, there is a footer with the text 'Site by Yowiel' and 'Photographs by Michael Stiff', and a 'Contact us' link for more information. A small note at the bottom right says 'Change text size with your browser's 'View' menu'.

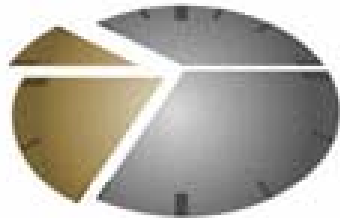
Addictions UK

Sign Video Call Centre



- Deaf and hard of hearing can call anyone in their local council via a qualified sign language interpreter
- Access within an hour instead of weeks

Tackling Worklessness



SLIVERS-OF-TIME

Slivers-of-Time working is for anyone with spare hours to sell to local employers.

Ultra Flexible, local working opportunities

Connecting local people and local businesses -

