

## Appendix D

PART ONE: ABOUT YOU		
1.	<b>Area Committee</b> To find out about Area Committees, click here	<input type="checkbox"/> Chipping Barnet Area Committee <input type="checkbox"/> Finchley and Golders Green Area Committee <input checked="" type="checkbox"/> Hendon Area Committee
2.	<b>Members Item brought by:</b>	Councillor Ammar Naqvi
3.	<b>Proposed organisation or Council department to deliver the proposal:</b>	Love Burnt Oak
4.	<b>What is the total cost of the project?</b>	£9,400
5.	<b>How much Area Committee funding are you applying for?</b>	£9,400
PART TWO: ABOUT YOUR PROJECT		
6.	<p><b>What is the project?</b> Please provide a brief overview of the project and what the funding will be used for.</p> <p>This project will address issues of digital exclusion experienced by people living in Burnt Oak included in the 18% digitally excluded residents across Barnet (ref. <i>A Digital Exclusion Strategy for Barnet</i>). Digital exclusion refers to individuals' lack of access to Information Communications Technology – ICT - (i.e. computers, tablets, SMART phones etc.) either because they lack the means to purchase equipment, lack knowledge of how to use the technology and/or do not understand the disadvantages they may experience in a world which is increasingly digital by design. Our project will focus on addressing issues of understanding and knowledge rather than the supply of hardware/software. Our project will draw upon the experience of others as it is clear that there is no one right way of tackling this issues.</p> <p>Our project will be informed by the digital inclusion checklist of the <a href="#">Government Digital Service</a> which highlights the importance of:</p> <ul style="list-style-type: none"> <li>• starting with the needs of the users to address the barriers faced by individuals</li> <li>• tapping into individual motivation to bring ICT into people's lives in a way that provides them with a positive benefit</li> <li>• ensuring that digital engagement is as safe as possible so that people are not exposed to undue risks</li> </ul> <p>Our project will also aim to address the needs identified more locally in the <i>Digital Exclusion Strategy for Barnet</i> and to work in close collaboration with other locally-based initiatives rolled out under this programme.</p> <p>The issue of knowledge is addressed to some extent by community-based classes provided by Barnet Southgate College but these do not address the needs of individuals lacking in understanding of how ICT can meet their needs and therefore motivated to attend. Access to such formal provision requires a commitment to learning over a period (e.g. a 6 week course in a local library) which presumes a certain level of interest and motivation.</p>	

	<p>The project will recruit a person, with appropriate knowledge and experience, to work on a sessional basis to help people individually to address their questions and concerns. The project is aiming to tap into a specific motivation such as: “I have just bought this mobile phone and need to know how it works”. This could include:</p> <ul style="list-style-type: none"> <li>• using the computer suite at LBO to access the Web (etc. set up an email address, pay a bill) or produce a document</li> <li>• helping an individual to use a piece of technology (e.g. phone, tablet) in their possession</li> <li>• providing support to individuals in using the wide range of on-line learning opportunities and other resources which facilitate digital inclusion</li> <li>• attending community venues/events to advocate the benefits of becoming digitally engaged through informal presentations and practical demonstration</li> <li>• providing assistance to individuals on a ‘drop-in’ basis at community venues</li> </ul> <p>The project worker will staff ‘drop-in’ sessions at LBO Resource Centre which are widely promoted in the local area. They will also go out to meet groups of people who may be attending other community venues in the area to help people with their ICT issues. This could include, for example, a group of older people who meet regularly at a local church.</p> <p>The project will aim to achieve an element of future sustainability by seeking out individuals with ICT competencies who are able and willing to support the project longer term on a voluntary basis. This digital buddies approach exists in many other areas (e.g. Coffee and Computers: Haringey; Lambeth Digital Buddies etc.). LBO will also be seeking longer term funding to maintain its work in Burnt Oak and digital inclusion is an important element in our portfolio.</p> <p>Our project will draw upon the learning that has been achieved by others as it is very clear that there is no <i>one size fits all</i> approach to achieving 100% digital inclusion</p>
7.	<p><b>Which priority area will the project / initiative address?</b></p> <p><input type="checkbox"/> Improving community safety</p> <p><input checked="" type="checkbox"/> Improving local mental and physical health, physical activity and independence</p> <p><input checked="" type="checkbox"/> Supports local people to improve their skills or find employment</p> <p><input type="checkbox"/> Support local businesses</p> <p><input type="checkbox"/> Improves the local environment</p>
8.	<p><b>How will it benefit the local area?</b> Please state the area(s) within the constituency (e.g. ward(s)) which will benefit from the project</p> <p>Evidence exists to demonstrate that Burnt Oak is an area of higher digital exclusion than other parts of Barnet. This creates disadvantages for those local residents lacking access to ICT and addressing this need will reduce such disadvantage. Greater levels of digital inclusion</p>

	<p>will give rise to:</p> <ul style="list-style-type: none"> <li>• more accessible public services (n.b. many such services are increasingly on-line with a limited off-line offer)</li> <li>• public agencies enabled to access their 'customers' more quickly and at lower cost</li> <li>• greater ability of people to 'self-help' in addressing their particular problems/issues through access to information, advice, on-line tools etc.</li> <li>• access to lower cost goods and services (a whole raft of commercial companies only have an online presence and these tend to have the lower cost-base which drives down prices)</li> <li>• improved access to the employment market</li> </ul>
<p><b>9.</b></p>	<p><b>Who will it benefit?</b> Please state the main beneficiaries of the project.</p> <p>The primary beneficiaries will be any individuals who do not have easy access to ICT due to lack of knowledge or understanding. This project may also provide some increased access to ICT hardware via the computer suite at the LBO Resource Centre.</p> <p>Whilst the traditional assumption is that older people have been generally left behind by the technology revolution, it would be wrong to make assumptions about beneficiaries. In the Burnt Oak community, there are a large number of residents for whom English is not their first language and may be unable to use textual information on-screen or short video clips in English.</p> <p>We aim to provide benefit to any individual who:</p> <ul style="list-style-type: none"> <li>• is not making any use of digital technology</li> <li>• is making limited use of technology and could gain advantages by greater engagement</li> </ul> <p>Public agencies, increasingly 'digital by default', and commercial organisations (e.g. Web-based) will also benefit from a project to increase digital engagement. The digital agenda is driven by the need to reduce costs in all sectors and this is of particular importance to the public sector.</p>
<p><b>10.</b></p>	<p><b>Please tell us what the outcome of your project or initiative will be. An outcome is what happens as the result of your project or initiative</b></p>
	<p>Our project will ask beneficiaries to provide personal testimonials as to how our work has been of benefit to them in addition to basic information about the numbers of people using the service, who they were (age, gender etc.).</p> <p>The main outcome we are seeking to achieve is to enable individuals with no level of digital engagement to change their behaviour and begin using that element of technology which is relevant to them. Technology is now so pervasive that it is hard to anticipate anyone who could not benefit in some way.</p>

11.	<p><b>How many people do you predict will benefit from this project or initiative?</b> Please state how you have arrived at this number</p>
	<p>The number of people who will benefit from this project will depend on the level of engagement involved. Our profile of potential service users is as follows:</p> <p><b>Low involvement</b> – these people will have a ‘one-off’ engagement where they will learn about the benefits of a technology feature</p> <p><b>Medium involvement</b> – these people already have some level of digital engagement but are not familiar with the benefits of using some of the latest developments. They would join the project for a period of time to address their learning ‘gap’</p> <p><b>High involvement</b> – these are the digitally not engaged: those who need to learn about (and perhaps be persuaded of!) the benefits of being digitally included. These people are likely to join for the duration of the project.</p> <p>Our project is particularly keen to identify and make links with those digitally excluded individuals who could benefit from being Highly involved. The project lead would have a total of 260 hours with more time being required for High engagement (6 hours) compared with Medium engagement (3 hours) and Low engagement (less than 1 hour) service users. However there would be a balance to be achieved across all categories and a possible profile would be:</p> <p><b>High</b> = 20 people (120hrs)</p> <p><b>Medium</b> = 30 people (90 hours)</p> <p><b>Low</b> = 70 people (45 minutes average)</p>
12.	<p><b>What evidence of need is there for this project?</b> Please provide any supporting evidence of need, such as local statistics or information from a needs assessment.</p> <p>Burnt Oak is well-known as an area of disadvantage in the London Borough of Barnet. Characteristics of disadvantage in regard to Burnt Oak include:</p> <ul style="list-style-type: none"> <li>• Super Output Areas that score highly in terms of the Index of Deprivation (80% of LSOAs fall within the 30% most deprived LSOAs in England)</li> <li>• Generating some of the highest levels of enquiries re debt/benefits at Citizens Advice</li> <li>• Significantly higher levels of child poverty than other areas of Barnet</li> <li>• 2<sup>nd</sup> highest number of Free School Meal recipients in Barnet</li> <li>• High levels of lack of qualifications linked with higher unemployment</li> <li>• Significantly greater risk of fuel poverty (n.b. index reflects income, health disadvantages, housing standards etc.)</li> </ul> <p>LBO has previously undertaken work, in collaboration with Barnet Homes, to address digital</p>

exclusion and concluded that not only is there a need, but that such work needed to focus on addressing what would engage digital 'learners' and that this might require time and effort to be spent with individuals over a period of time.

The project identified that trust is an issue that discourages many people from becoming digitally engaged. With so much in the news about cyber-crime, and the losses that some individuals have experienced, it is not surprising that many conclude that non-engagement is the safest option. Clearly the challenge is to ensure that individuals have sufficient knowledge to engage whilst understanding how they can manage the very real security risks that exist.

The need to take positive action to address the issue of digital exclusion is not limited to the Burnt Oak area of Barnet. It is a nationwide issue which needs to be tackled by local initiatives. The Carnegie Trust ([carnegietrust.org.uk](http://carnegietrust.org.uk)) has undertaken work on this subject and reports that digitally excluded people are likely to be:

- living in the top 20% areas of social deprivation
- not in employment
- living in social housing
- living on a low income
- older people

In short, the Trust reports: *those who are excluded digitally are also far more likely to be disadvantaged according to many other social and economic measures. The digital divide exacerbates inequality.* The Trust considers that perhaps 20% of the population in some areas is digitally excluded and our project is a local response to the Carnegie Trust's call to address the needs of the *Final Fifth*.

The UK-wide profile of digital disadvantage is reflected in the characteristics of Burnt Oak.

Evidence of need derives from two directions: the need for individuals to be digitally included to be empowered active citizens in society and data indicating that residents of Burnt Oak are disadvantaged in comparison with their fellow citizens.

Public bodies are increasingly using digital methods of communicating with their services users and the driver of cost-saving will ensure that this will become universal within the foreseeable future. Traditional means of communication (e.g. paper form-filling and letters) will not exist. Examples of this include DPW claims for Universal Credit which are solely on-line. Jobseeking DPW benefit recipients need to engage with the on-line Jobmatch system to validate their claims. Barnet Council's Customer Access Strategy (CAS) incorporates the vision that phone-based services will be replaced by on-line by 2020 ('digital by default'). Approximately 18% of Barnet residents are digitally excluded and, unless this is addressed, this will effectively limit the success of the CAS and require the Council to continue deploying resources for phone-based and face to face operations. Outside the public sector, use of digital technology can be fairly described as ubiquitous (e.g. appointments sent by text, applications/shopping etc. online) and anyone unable to use such technology is excluded.

	<p>The digital environment also provides cost-saving opportunities such as on-line shopping which offer obvious benefits to anyone on a limited income.</p> <p>Given that a significant proportion of residents are living in social housing, it is useful to consider a specific example of how digital communications can both reduce (considerably) costs for a service provider and improve service for the customer/service user.</p> <p>Currently tenants of Barnet Homes (BH) have to notify the need for repairs etc. via a telephone based system, communicating with a BH staff member who has to create a record and then notify the contractor to undertake the repair etc. The cost of processing each phone call is circa £7.00 and it takes, on average, 2 weeks for the work to be completed. In contrast, an online system (i.e. the customer/end user) could create a direct chain of communication between the tenant – housing provider – contractor reducing the cost of each transaction to less than a £1. The customer/end-user would benefit by receiving a much quicker response to their request.</p> <p>It is important to stress that fact that digital inclusion offers benefits to all parties in this, and many other, transactions.</p> <p>Finally, LBO would like to stress the need to avoid stereotypes in seeking to identify those who are socially excluded. For example data from Barnet Homes (54% residents income under 20%, 36% described as Lagging Behind in regard to digital etc.) might suggest that social housing tenants are digitally excluded. In fact 75% are likely to have a SMART phone and a larger proportion than average are active users of social media.</p>
<p><b>13.</b></p>	<p><b>Please demonstrate below how local people have been involved in developing this proposal</b></p>
	<p>The involvement of local people was in the earlier project managed by Barnet Homes (See Section 12 above) where it was concluded that there is still an outstanding need to address the issue of digital exclusion at the local level.</p>
<p><b>14.</b></p>	<p><b>How will the project or initiative be promoted to local residents?</b></p>
	<p>We will use the usual social media but, given that we are targeting the digitally excluded, this is unlikely to directly reach the relevant people. The project will be promoted through flyers and posters and ‘word of mouth’ through as many public venues in Burnt Oak that we can access. LBO will be undertaking some work ‘on the street’ (survey, service promotion) and this provides another avenue to identify suitable people.</p>
<p><b>PART THREE: PROJECT DELIVERY</b></p>	
<p><b>15.</b></p>	<p><b>What are the project timelines?</b></p>
	<ul style="list-style-type: none"> <li>• Funding agreed</li> <li>• Month 1 – seek suitable qualified person as project lead</li> </ul>

	<ul style="list-style-type: none"> <li>• Month 1 – begin promoting awareness of the project</li> <li>• Month 2 onwards – project lead in place to ensure more active promotion</li> <li>• Month 2 onwards – project lead responds to requests for assistance from individuals and seeks external venues/partners for the service</li> <li>• Month 3 – 6 Active delivery of the service</li> </ul>
<b>16.</b>	<b>Please provide a breakdown of how the project intends to spend the Area Committee funding?</b>
	<p>The majority of the funding will be use to engage a suitably-qualified person as a project lead:</p> <p>10 hours/week for 6 months (26 weeks) = £6,500  Design/production of printed promotional material (printed flyers) = £350  Promotional banner for project = £50  Project promotional work by LBO generic staff and volunteers = £1,500  Low-cost mobile phone/service connection for project lead (Giff Gaff) = £200  Contribution to LBO for use of Resource Centre space for small group presentations and individual support work = £800</p> <p><b>TOTAL = £9,400</b></p> <p>The project lead will allocate their time at various community locations in Burnt Oak and hold information/support sessions for Medium/High engaged project users at LBO Community Resource Centre.</p> <p>Promotional work to identify potential service users will take place prior to the appointment of the project lead to ensure that their time can be used most effectively</p>
<b>17.</b>	<b>Who will be responsible for the delivery of the project?</b>
	A project lead will be appointed by Love Burnt Oak to deliver the project. The project will be managed by the LBO Trustees working with the part-time Community Development Manager
<b>PART FOUR: DUE DILIGENCE AND ACCOUNTABILITY</b>	
<b>18.</b>	<b>Is the applicant or organisation part of a constituted group / organisation?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>18.1</b>	<b>If no, the individual or group will need a sponsor organisation. Has a sponsor organisation been identified?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, what is the name of the organisation?
<b>18.2</b>	<b>If yes, does the proposed delivery organisation have a summary</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

