# COVENTRY CONNECTS
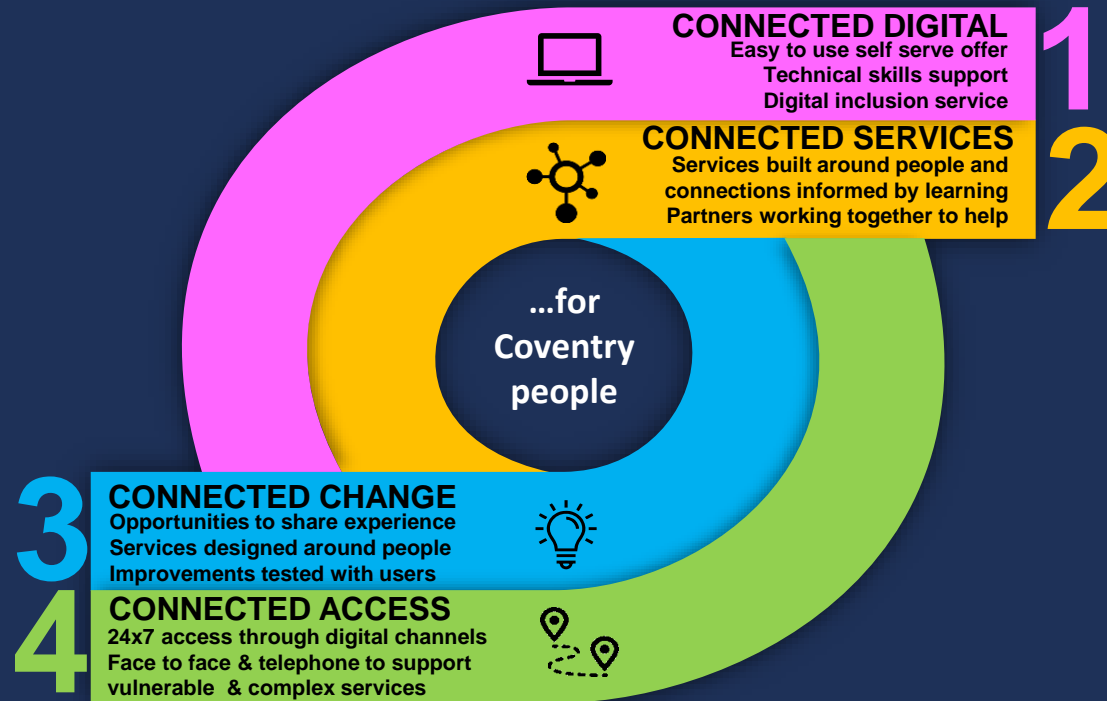
*Connecting with the people of Coventry to deliver the services they need and listening to them to keep improving what we do*

## What we'll do …

- Use the strategy and behaviours to ensure that everyone considers their actions and understands how the decisions that they make affect the resident experience

- Work with the organisation to design and evolve efficient services to achieve the best resident experience possible

## Why it's important …

- To offer joined up service provision from across the organisation and beyond to improve the resident experience and reduce the need for multiple contacts

- To build confidence in digital channels and support people to gain digital skills

- To improve inclusivity and accessibility for all our residents

- To enable residents to inform and shape services through actively seeking feedback on their experience

- To improve our understanding of resident perspectives, helping us to anticipate their needs and expectations

- To create an organisational view of the resident to provide an awareness of individual circumstances

- To establish an organisational brand and a consistent service offer, managing expectations

## What it means…

**1 CONNECTED DIGITAL**
Easy to use self serve offer
Technical skills support
Digital inclusion service

**2 CONNECTED SERVICES**
Services built around people and connections informed by learning
Partners working together to help

**…for Coventry people**

**3 CONNECTED CHANGE**
Opportunities to share experience
Services designed around people
Improvements tested with users

**4 CONNECTED ACCESS**
24x7 access through digital channels
Face to face & telephone to support vulnerable & complex services

## How we'll know we're making a difference…

- Collaborative working across the organisation and beyond is the norm, built on trust with the express purpose of helping residents and improving services

- Targets for customer satisfaction and supporting measures are in place that are shared organisationally

- Governance arrangements are in place to monitor and drive improvement activity

- Best practice against benchmark measures is celebrated organisationally and learning shared across services

- Data is shared to support the prevention agenda rather than responding to situations as they occur

- Optimum channels of contact are identified for all transaction types

- The website is easy to use and the digital council service offer has a consistent resident focussed experience with a significant take up

- Resident experience training forms part of the organisations mandatory offer

- Mystery shopper activity is in place for services that aren't directly front facing and coaching support is available for those directly engaging with customers

- End to end complaint management in place across the organisation and learning from mistakes is encouraged

## Behaviours that underpin everything that we do

listening to residents, actively seeking feedback and opportunity

embracing change and progressing improvement activities

working collaboratively, having a solution focussed attitude

being proactive and intentional, anticipating residents needs

**Laura Waller,** Digital Services and Inclusion Lead

# National digital exclusion snapshot

1.7 million households with no broadband or internet access in 2021

Estimated 1 million people have reduced or cancelled internet packages in the past year due to affordability

7% of household have no access to devices which can connect to the internet

5 million workers who will be acutely under skilled in basic digital skills by 2030

2.4 million adults unable to complete basic tasks to get online

Digital skills shortages costs the UK £63 billion

**"The economic case for digital inclusion."**

*Good Things Foundation and Cebr, 2022*

*Estimated £9.48 ROI for the economy for every £1 investment in interventions supporting digitally excluded people to build their basic digital skills*

**Time savings:**
Conduct transactions online saves people's time

**Earnings benefit:**
Benefits to people in work from higher wages

**Retail benefits:**
Shopping online saves people money

**Corporate benefits:**
Reduced digital skills shortage in the workplace

**Employment benefits:**
Enhanced employability options

**Tax revenue:** Benefits to the public purse from increased tax revenue

**NHS savings:**
Increased access to digital services

**Digital efficiency savings:**
Greater uptake of digitalised government services

**Environment:**
Benefits from net reduction in carbon emissions

# PRINCIPLES OF THE PROGRAMME

- **Outcome based**       We prioritise around social inclusion not tech

- **Partnership led**      We don't set the agenda we respond to it

- **Research focus**       We gather the evidence to understand and adapt

- **Efficiency driven**     We create interest and excitement to find funding

- **Unique solutions**     We recognise community differences and tailor a response

- **Scalable core offer**   We create a sustainable tech, skills and data offer

# Community Connectivity

**Free data-** Sim cards via National Databank, Vodafone Charities Connected, Jangala 'Get Boxes'

**Social tariffs-** Promotion of discounted broadband rates

**Community free Wi-Fi-** CCC offer, Sky Digital Hubs

# Community Skills

- Community Digital Drop-Ins via Adult Education and EnV Digital Champions

- Embedded digital champion programme with Barclays

- Focused digital inclusion networks

- Partner-led digital inclusion activity embedded within service

# #CovConnects Device Bank

- Launched June 23 following a circular economy approach of CCC devices

- Second boost received by WMCA Connected Services Programme

- #CovConnects provide wraparound person-centred bespoke digital inclusion initiatives to support the diverse needs of our communities

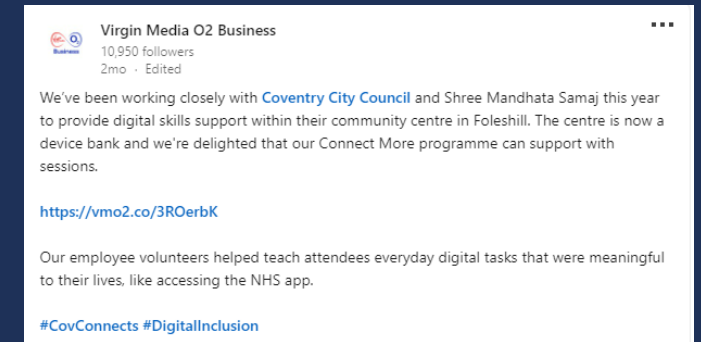| Understanding individual barriers each community experience | Co-designed holistic supports based on need | Ongoing #CovConnects partner and support | Evaluation and impacts |

# Shree Mandhata Samaj- Case Study

**Initial seeds….**

#CovConnects engagement and Device Bank application



**Grew into….**

- ✓ Bespoke Digital Drop Ins
- ✓ Digital champion support
- ✓ Virgin Media 02 support



**Virgin Media O2 Business**
10,950 followers
2mo · Edited

We've been working closely with Coventry City Council and Shree Mandhata Samaj this year to provide digital skills support within their community centre in Foleshill. The centre is now a device bank and we're delighted that our Connect More programme can support with sessions.

https://vmo2.co/3ROerbK

Our employee volunteers helped teach attendees everyday digital tasks that were meaningful to their lives, like accessing the NHS app.

#CovConnects #DigitalInclusion

**Future growth…..**

- ✓ Broadband and tech package
- ✓ Adult Education skills programme
- ✓ Device gifting
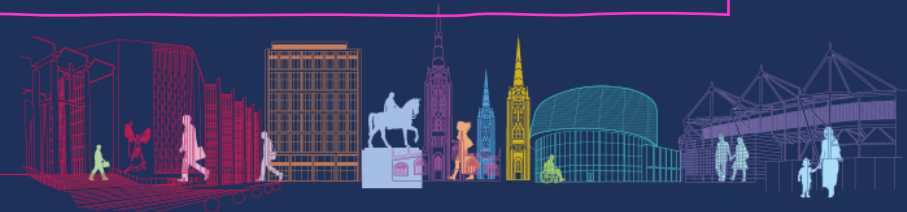
# The impact

*A* cares for her husband, who has given up work to care for him. After receiving a laptop, they have been able to complete job searches online to access a remote working role. This has relieved extensive pressure for *A* and her family.
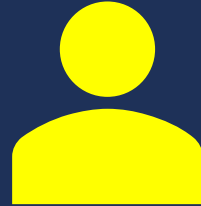
B has been supported by person-centred holistic mental health support services and as part of this has received a device. They have been able to reconnect with their loved ones via video calling, positively impacting their wellbeing.

*C* has fled domestic abuse with her family and is struggling as she doesn't speak much English. They were unsure whether to stay in Coventry as have no friends or family here. Since being gifted a laptop, they have accessed online courses and bid on properties themselves. they have decided to stay within Coventry as **they feel so included**.

*D* attends a Day Opportunities hub and has limited verbal communication. After working with a staff member to use tablet devices with visual apps, it has enabled **better communication, choice and autonomy**.

**#CovConnects**

|  | January 23 | March 24 |
|---|---|---|
| **Devices distributed** | 180 devices distributed | 2000 devices across over 80 VCSE organisations & 8 CCC services |
| **National Databank Hubs** | 18 Databank Hubs | 7000 sim cards across 42 Databank Hubs |
| **Partner organisations** | 28 partners | 140 partners and counting! |
| **Digital champion volunteering** | 142 hours | Over 400 digital drop-in hours, with over 700 volunteer hours |

*Thank you to all the #CovConnects partners who made this possible*

**2** Coventry 2nd in digital inclusion across 2 reports

# Digital reuse, repair and recycling

Design, development and delivery of a working proof of concept model that seeks to tackle both digital exclusion and e-waste, through the existing #CovConnects Device Bank

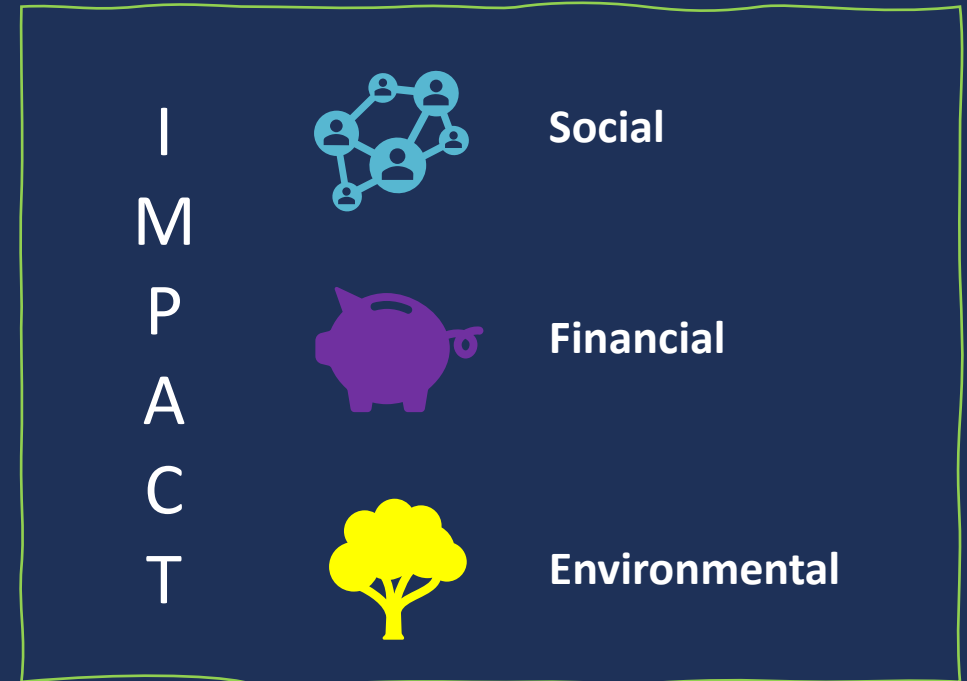Devices donated from partners

Securely wiped via Blanco @CCC

Repurposed via #CovConnects Device Bank with wraparound support

End of life kit recycled, and value reinvested in model

**I**
**M**
**P**    **Social**
**A**
**C**    **Financial**
**T**

**Environmental**

# Why scale up?

- Increased partnerships and efficiencies across sectors
- Sustainable model across as shared strategic vision
- An enabler to our One Coventry ambitions and better outcomes for our residents

**Increasing the economic prosperity of the city and region**

**Improving outcomes and tackling inequalities within our communities**

**Tackling the causes and consequences of climate change**

# Digital Health Inclusion

Digital exclusion as a wider determinant of health

PCN pilots and role of social prescribers

Marmot Partnership and HDRC

Bespoke digital health pilots

# Older adults and digital inclusion

**WMCA Adaptive Fund – Community led digital innovation to reduce loneliness and isolation for older adults**

- Smart devices to improve connection and healthcare
- Assistive technology suite
- Digital technology to connect residents with each other and green spaces in social housing *tbc*
- Dementia Partnership Hub- outreach and skills support
- Enabling older isolated neurodiverse and disabled adults to access art experiences and participation

**Dementia and digital- creating opportunities for meaningful activity and reminiscence**

- Game of Phones *(Coventry University Game Changers)*
- Digital archives
- Alignment with care and carers
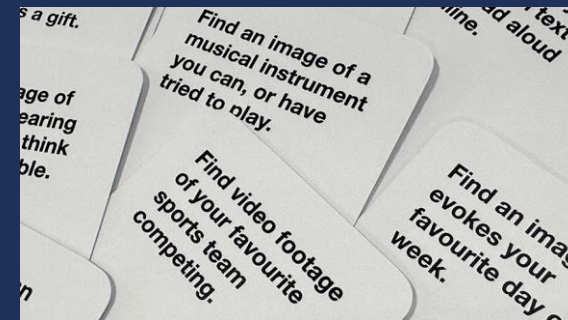


Older Adults Digital Inclusion Network

# Young people and families



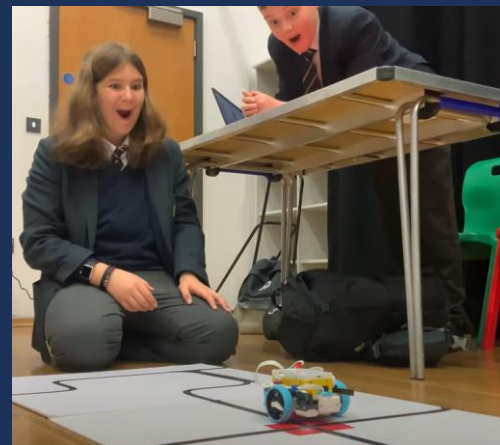"Young first-time mothers"

*Family Nurse Partnership*

"Lenovo: An Introduction to Tech"

*Moat House Community Trust*

"Connectivity in Temporary Accommodation"

*Jangala*

"Winter HAF programme"

Guardian Ballers

"Media literacy and young people"
*Newswise and Guardian Foundation*

"Raising digital aspirations"

*Sky Blues in the Community*

# Through Care

- ✓ Embedding digital within current support systems

- ✓ Alignment with wider social value opportunities

## Impact

- Increased exposure to digital innovation

- Increased access to services, employment, education and connection

- House Project young people helped raise over £8000 for local charities

## Next steps

- Sustainable tech and connectivity offer

- Creating a BAU model for digital inclusion within Through Care
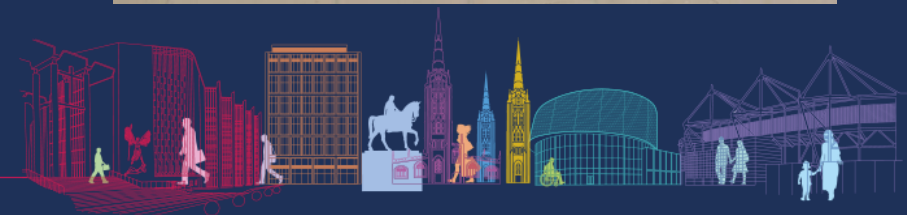
# Let's keep the conversation going….

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