

BASP event March 2015

Notes from workshops



Is this a problem we need to address?

YES – all workshop groups agreed that this was issue we should do something about.

What are the barriers people face?

The barriers identified within the groups can be grouped under the following headings (most were identified in a least 3 of the groups):

- **Cost** – limited awareness of the best deals, cost of broadband at home
- **Access** – internet access beyond smartphone, broadband connection coverage, access to appropriate equipment, access for transient/hidden members of the community
- **Motivation** – fear, lack of trust, lack of confidence, embarrassment, have always managed before
- **Speed** of technological change
- **Individual capacity** – mental/physical health, Literacy, numeracy and language issues
- **Lack of help** – lack of computer helplines and volunteers where community access pcs are, lack of consolidation after courses finished

Vulnerable Groups

The following groups were highlighted as being less likely to possess digital skills, harder to reach and engage with or facing additional/multiple barriers:

- Women fleeing domestic violence
- Rural communities
- Homeless people
- Older people
- Disabled people
- Non English speaking communities
- Young people (literacy/numeracy issues, access to the right equipment)

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What can we do about it?

The first four were identified in all 4 groups as possible actions to take forward.

1.	Digital Champions Drive	link up existing community champions so they can signpost, learn from Sovereign's experience, best use of voluntary groups – volunteers at home, over 55s help other over 55s, intergeneration projects, businesses to support by providing digital champions, local helpline with volunteers, volunteers at community access points.
2.	Improve communications	target hard to reach groups, increase awareness of what's available, campaign for affordable digital solutions, clear list/mapping of provision (Discovery Centre Directory), use BDBC/BASP website, parish and town newsletters, target motivational and fear issues, understand BDBC/HCC plans re connectivity
3.	TechStart model	shop in town centre and mobile service into communities, out-reach service in rural and urban locations, group and 1-1 sessions, provide in right setting for specific groups
4.	Joined up working	hook in with national partners already committed to the agenda e.g. Argos, Reading SavaCentre, identify what companies are offering, business communities provide specialist drop in sessions donate unwanted kit, link with schools
5.	One-off events	techy tea parties, Housing Association event
6.	Borough wide campaign	make Basingstoke 'Digital Friendly', pledge to be digital friendly
7.	Pressure to secure reduced broadband costs	BDBC, Housing Associations, community groups