

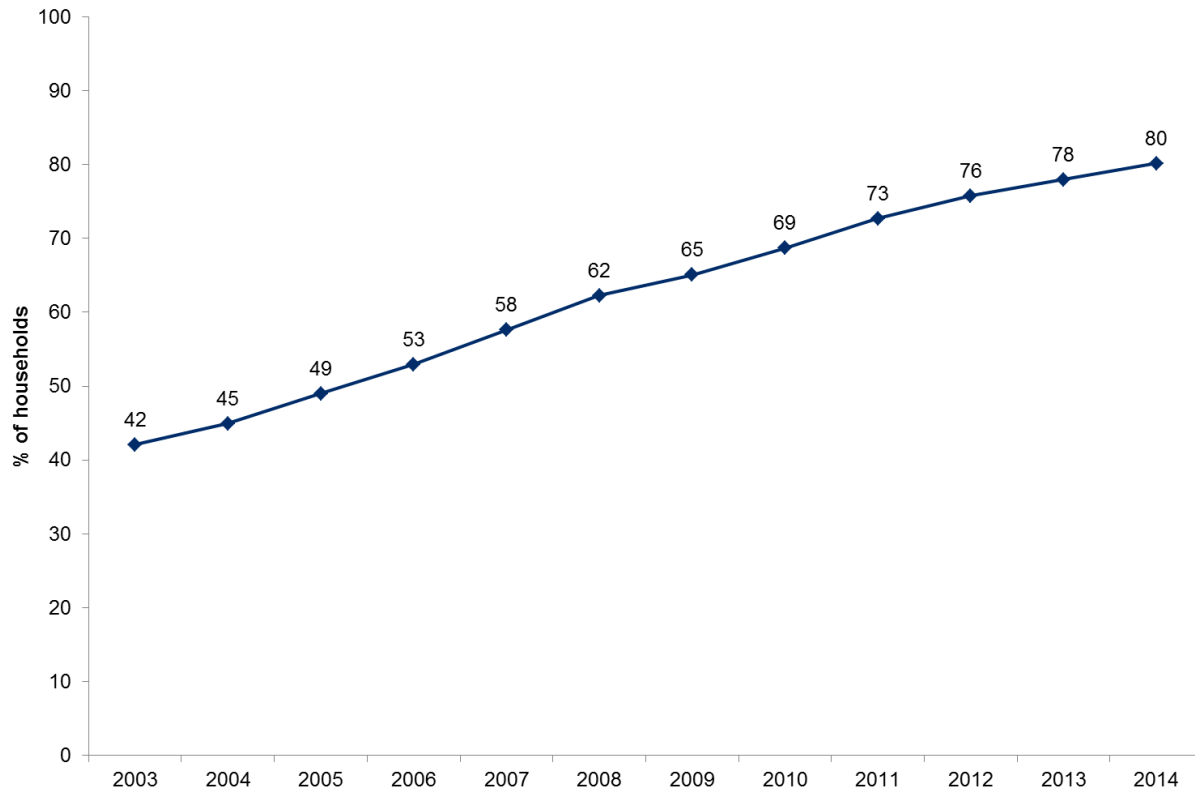
# Digital Families

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26 February 2016

Alyson Mitchell, Head of Digital Participation  
Digital Directorate,  
Scottish Government

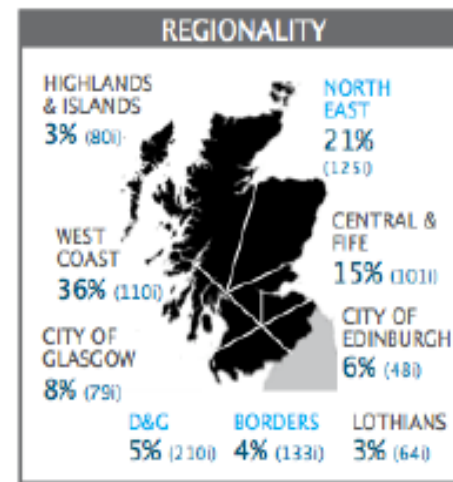
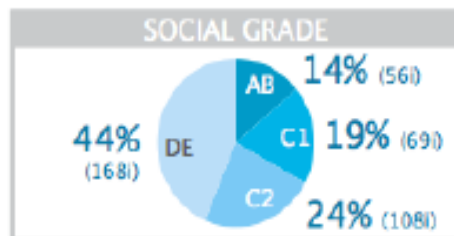
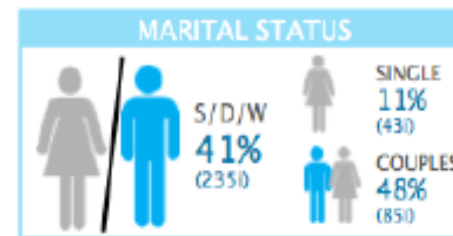
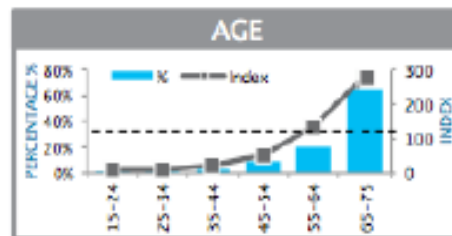
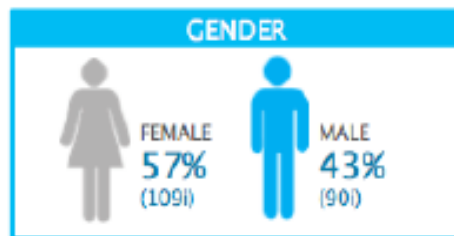
# Internet @ home



# Who remains off line

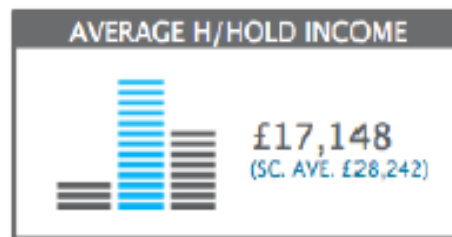
## 17% OF ADULTS IN SCOTLAND DO NOT ACCESS THE INTERNET AT ALL

730,000 ADULTS 15+

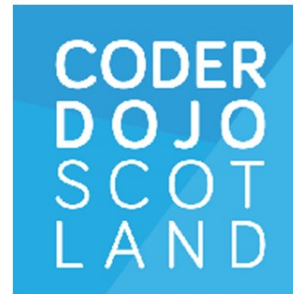


### WORKING STATUS

Retired	67.7%	246
Working full time	8.6%	25
Working part time	6.6%	44
Long term illness/disabled	6.0%	163
Unemployed/other not working	11.1%	57



Let's get on

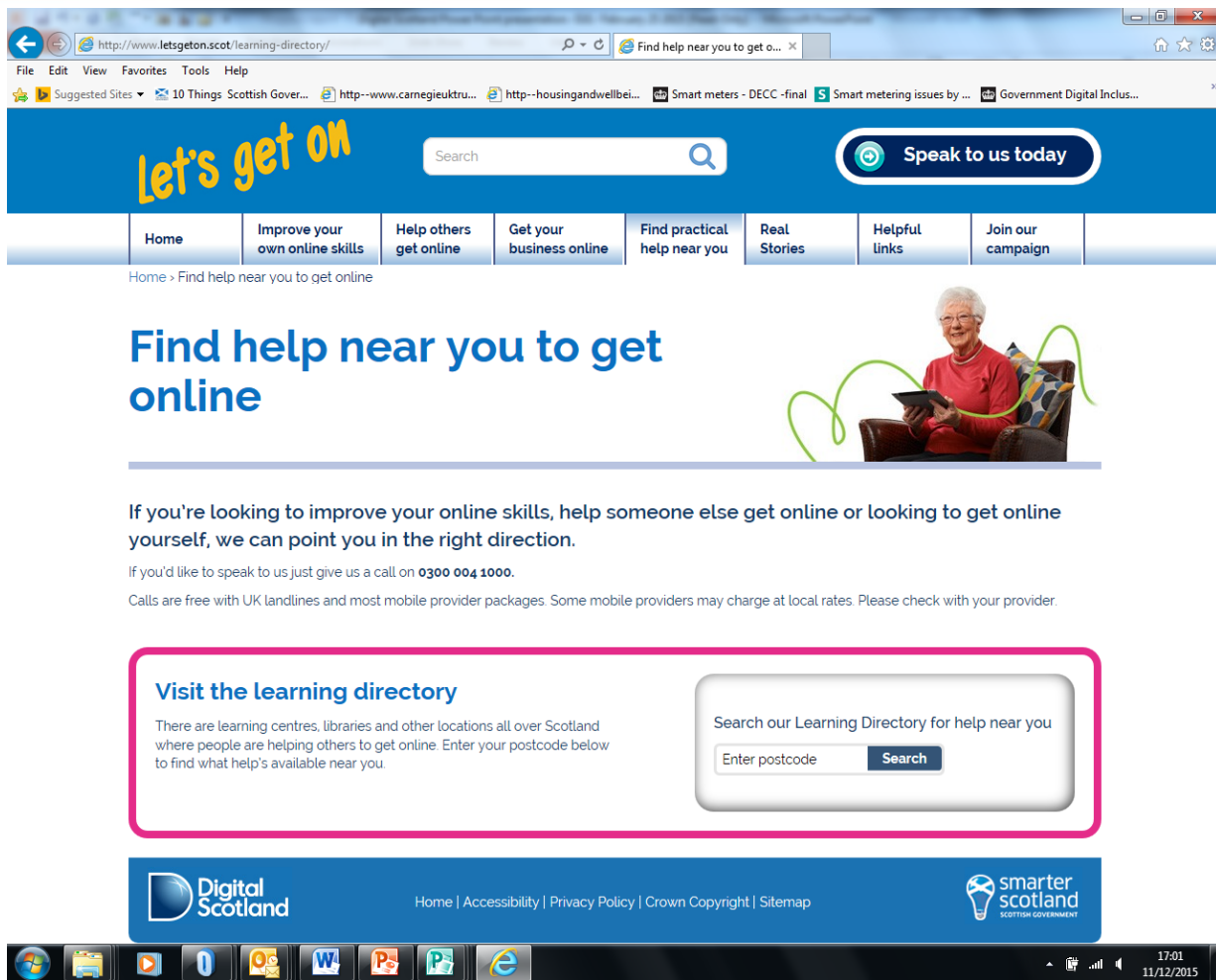


improving Everyday Skills

**THE DIGITAL PARTICIPATION CHALLENGE FUND  
SUPPORTED 58 DIGITAL INCLUSION PROJECTS  
REACHING 8,500 PEOPLE.**



THE SCOTTISH GOVERNMENT'S "LET'S GET ON" CAMPAIGN PROVIDED INTERNET TASTER SESSIONS FOR 23,000 PEOPLE IN 89 LOCATIONS ACROSS SCOTLAND.



The screenshot shows a web browser window displaying the 'Let's get on' website. The browser's address bar shows the URL 'http://www.letsgeton.scot/learning-directory/'. The website has a blue header with the 'Let's get on' logo in yellow and orange. Below the header is a navigation menu with links: Home, Improve your own online skills, Help others get online, Get your business online, Find practical help near you, Real Stories, Helpful links, and Join our campaign. A search bar is located in the top right of the header, and a 'Speak to us today' button is next to it. The main content area features the heading 'Find help near you to get online' and a photograph of an elderly woman sitting in a chair and using a tablet. Below this is a paragraph: 'If you're looking to improve your online skills, help someone else get online or looking to get online yourself, we can point you in the right direction. If you'd like to speak to us just give us a call on 0300 004 1000. Calls are free with UK landlines and most mobile provider packages. Some mobile providers may charge at local rates. Please check with your provider.' A pink-bordered box highlights a section titled 'Visit the learning directory' which contains text about learning centres and a search form for the Learning Directory. The search form has a text input field labeled 'Enter postcode' and a 'Search' button. The footer of the website includes the Digital Scotland logo, navigation links (Home | Accessibility | Privacy Policy | Crown Copyright | Sitemap), and the 'smarter scotland' logo with 'SCOTTISH GOVERNMENT' text. The Windows taskbar at the bottom shows various application icons and the system clock displaying 17:01 on 11/12/2015.

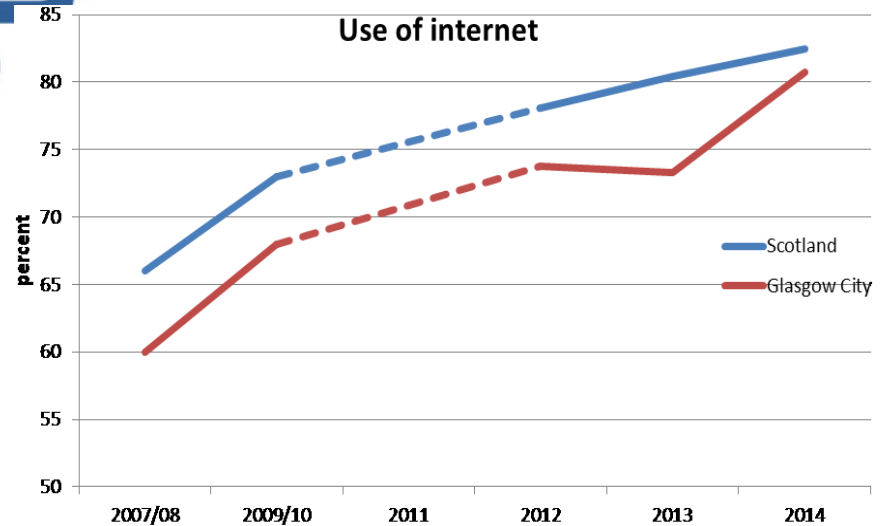
**WITH SG FUNDING CODERDOJO SCOTLAND HAS PROVIDED 175 CODING SESSIONS ATTENDED BY 2283 YOUNG PEOPLE THROUGHOUT SCOTLAND**

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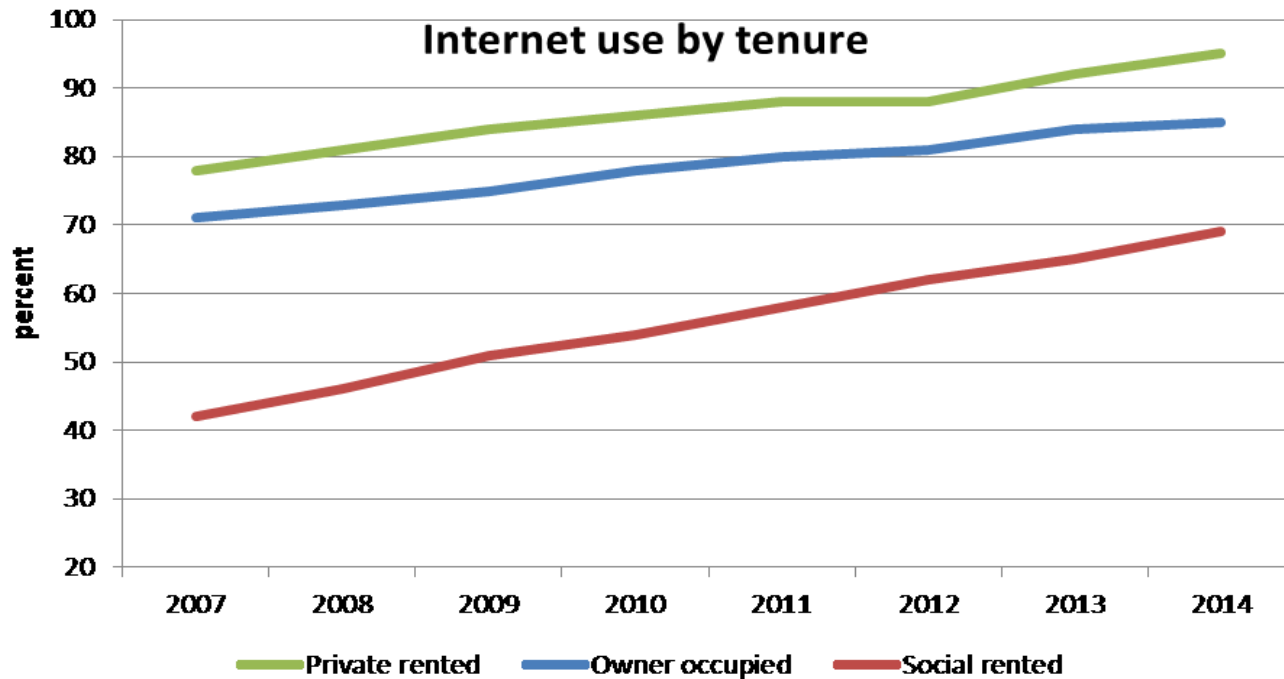
**THIS INCLUDES 8 NEW CLUBS, 5 ARE IN AREAS OF HIGH DEPRIVATION. A TOTAL OF 622 PARTICIPANTS HAVE ATTENDED SESSIONS IN THESE AREAS.**

# Is it working?

SCOTLAND HAS THE HIGHEST LEVEL OF BASIC  
DIGITAL SKILLS OF  
THE FOUR UK NATIONS.



# Who remains off line



**Hard to reach**

**Sheltered Housing**

**Independent Living**

**GHA/ Wheatley Group**

**Edinvar Castle Rock**

**Blackwood**



**59%** of tenants had no access to internet before

**66%** of tenants now use internet daily



**82%** feel confident requesting a service online

70% would be able and willing to pay for an internet connection, but 35% struggle to pay for it



Use of the Internet by children is far higher than anticipated



**79%**

say they got benefit from the connection

**62%** **41%**

of tenants used a search engine for the first time sent/received emails for the first time

**75%** of tenants saved money from being online

Tenants aged 16-44 engaged most in the study



**62%**

searched for a job online during the study.

- **Partnerships work**
- **Evidence is important**
- **It's all about people**
- **Sharing is essential**



# Questions?

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Alyson Mitchell, Head of Digital Participation  
Digital Directorate,  
Scottish Government