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Citizens Online
DIGITAL INCLUSION EXPERTS

CLARION FUTURES

Digital Unite

SCVO

Mapping data to target digital inclusion activity

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Citizens Online

DIGITAL INCLUSION EXPERTS

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Programme Manager, Age UK

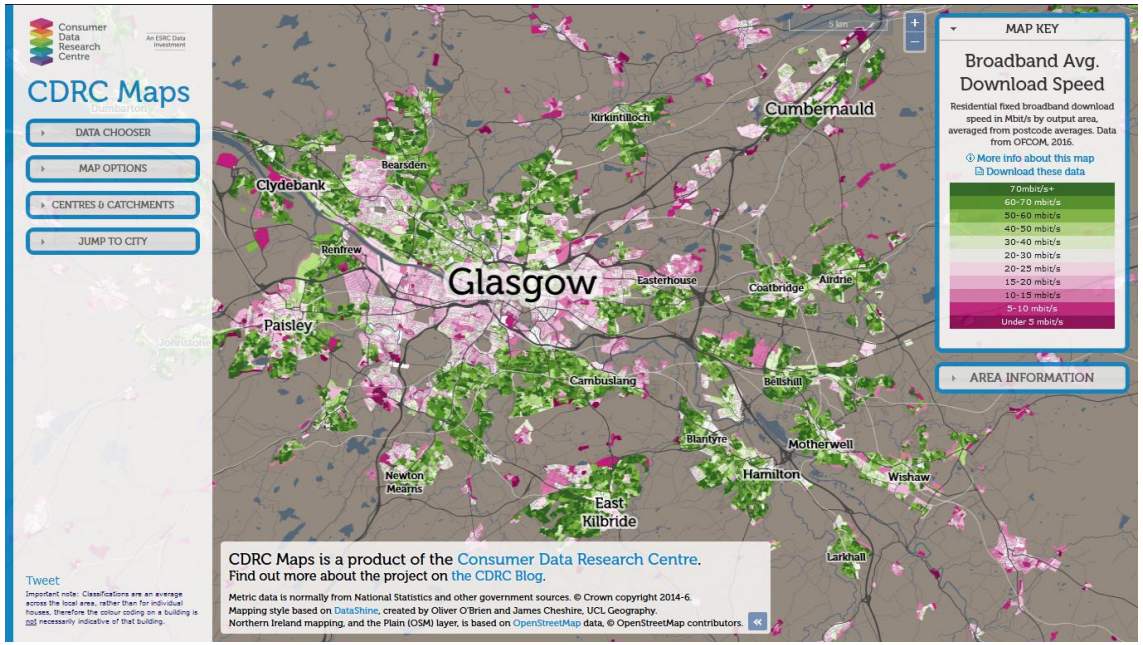
About you

1. Have you created maps as part of your work?
2. What did you map?
3. Were the maps useful?

1. What does this map show?

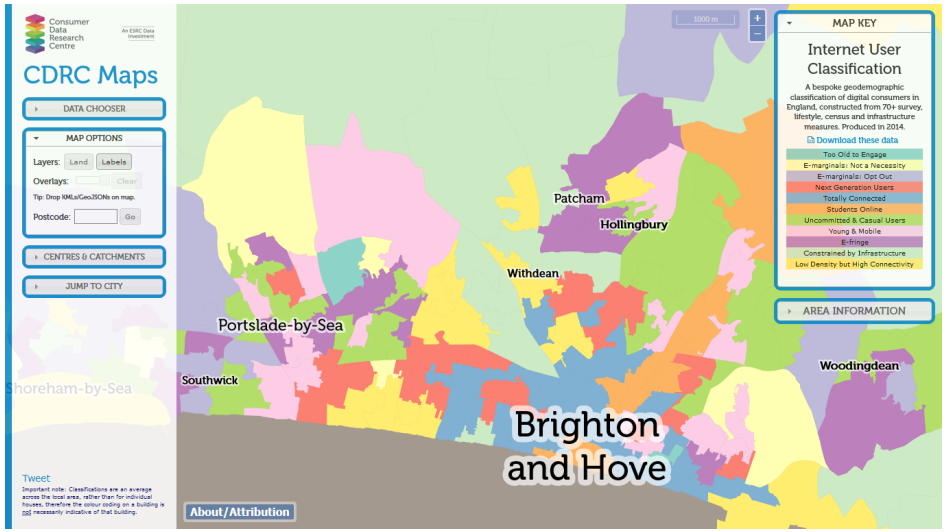
2. Who would this map be useful for?

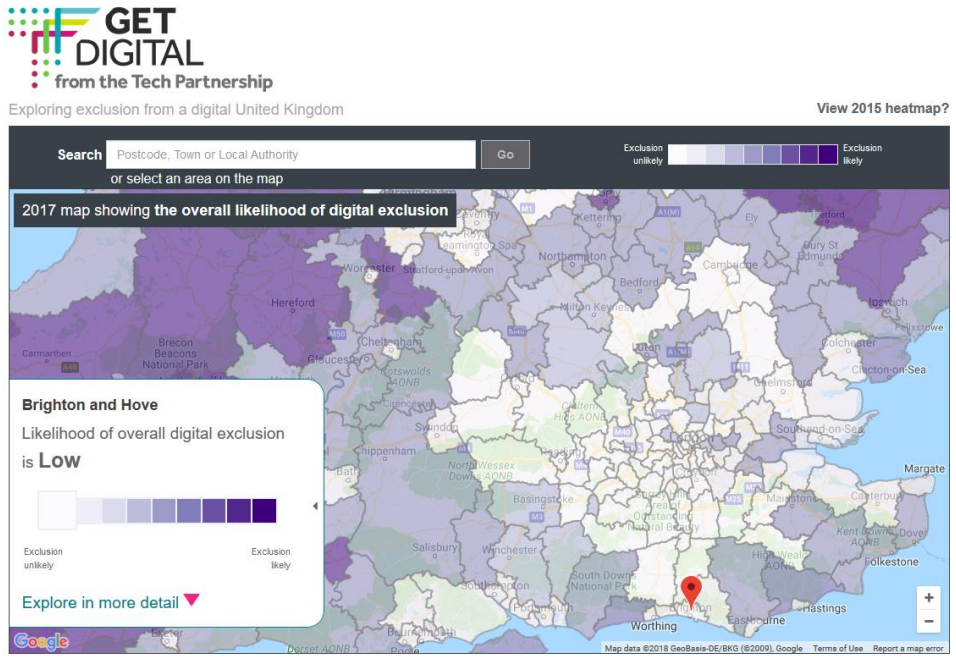
3. What other information could be added to the map?



1. What are the challenges of mapping?

2. What are the benefits of mapping?





Activity

1. What does this map show?
   Who would this map be useful for?
   What other information could be
   added to the map? (yellow)

2. Benefits of mapping (green)

3. Challenges of mapping (pink)

Citizens Online

DIGITAL INCLUSION EXPERTS

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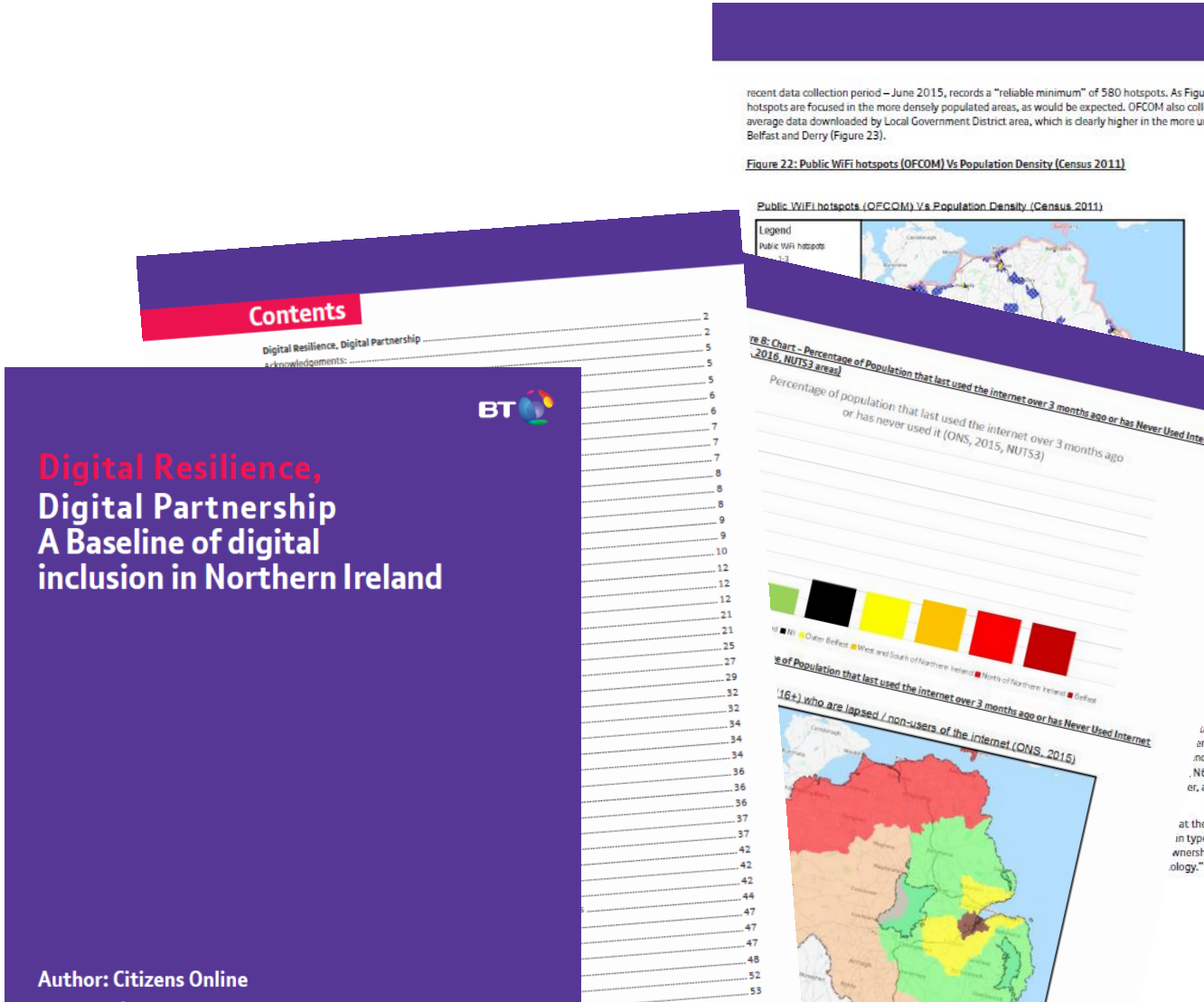
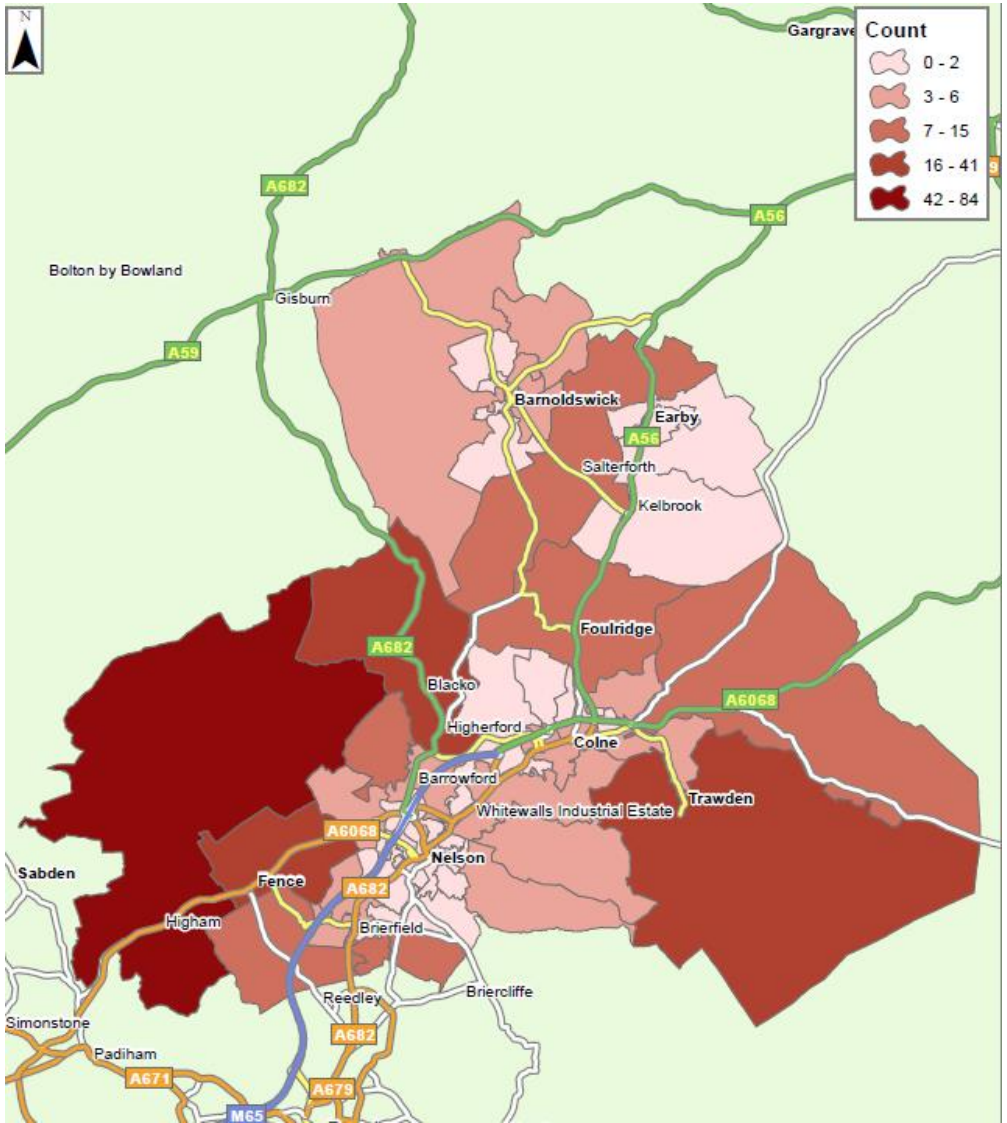
- Open Source data
- Proprietary data (Experian Mosaic)
- Part of “Baseline”



- Data from Experian
- Population 65+
- Broadband speed less than 2Mb.

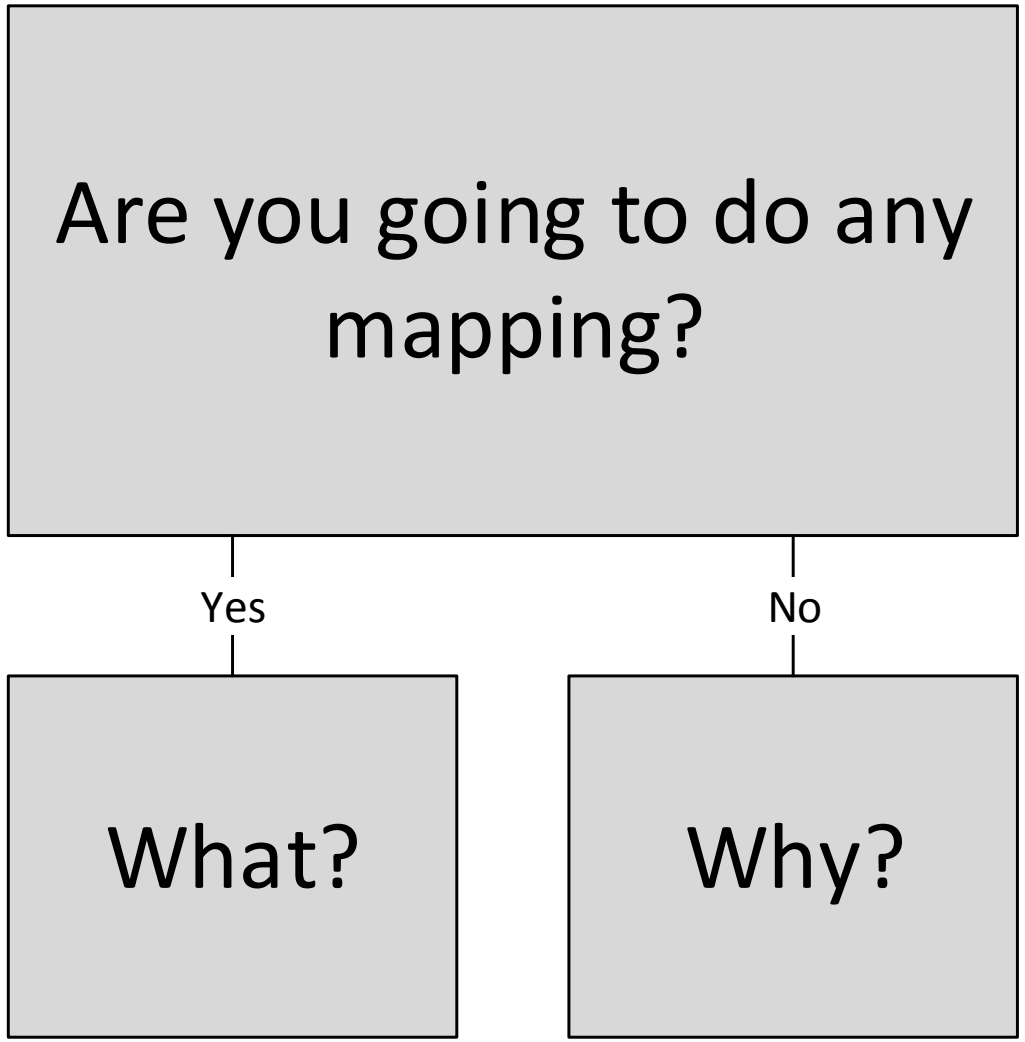


Next steps..

1. Citizens Online guide to mapping for Digital Inclusion, available via: onedigitaluk.com/toolkit

2. Talk to Anthony Saunt from Experian or visit: www.segmentationportal.com

A final ask...



Any questions?

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0203 0331413

Additional slides covering the key points and explaining the maps used

Some key benefits of mapping

- Visually represent complex data

- To target marketing

- Reach more digitally excluded people (improve attendance at and value of sessions)

- Make best use of scarce resource by avoiding waste and maximising benefit

- Match digital champions to people who need support with basic digital skills

Some key challenges of mapping

- Time and/or financial cost

- Can only map data that is available – can give a steer toward topics based on available data rather than reality

- Can use proprietary algorithms that we don't fully understand

- Can show only what is obvious – limited interest to teams

- Can show completely different to on-the-ground experience – limited persuasive power to team

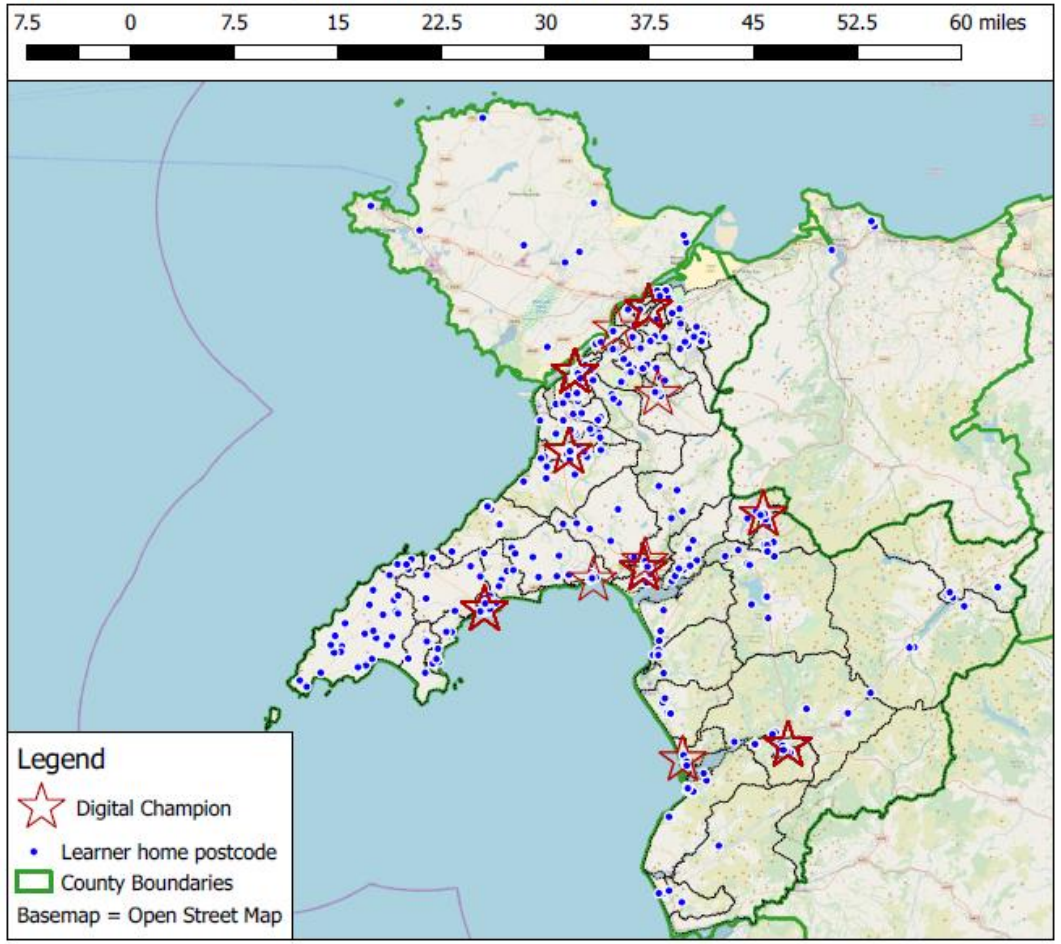
Other reflections

Maps require explanation to be read – acronyms, labels for places, detailed context

Granularity is important – Local Authority is quite high level and can hide more than it tells

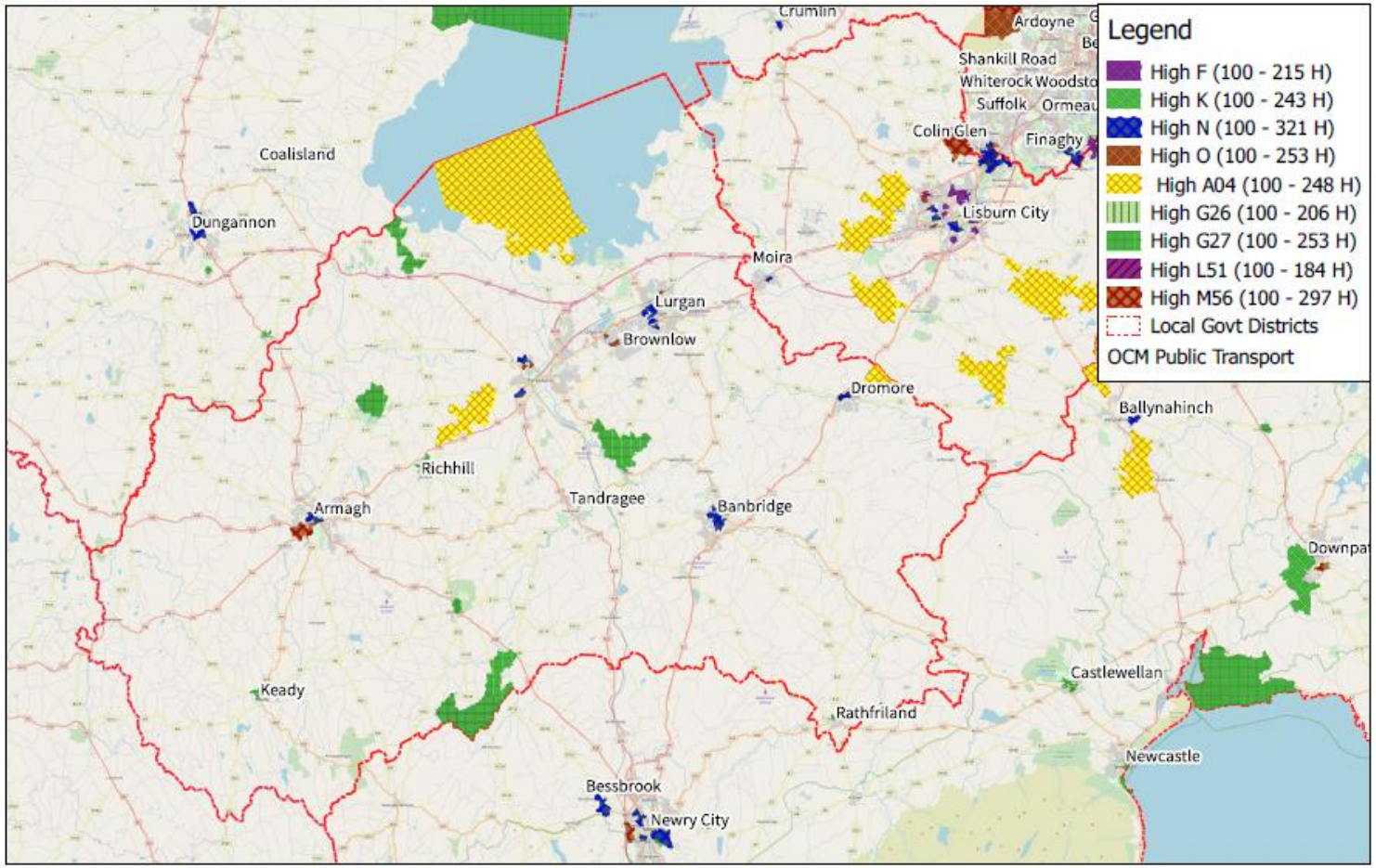
Quantity of data mapped visually is a consideration – too much lessens clarity

Heatmap of 1,050 End Learners by postcode (542), vs DCN registered Digital Champions - Gwynedd.
Sources: Citizens Online / Digital Champions Network, December 2017.

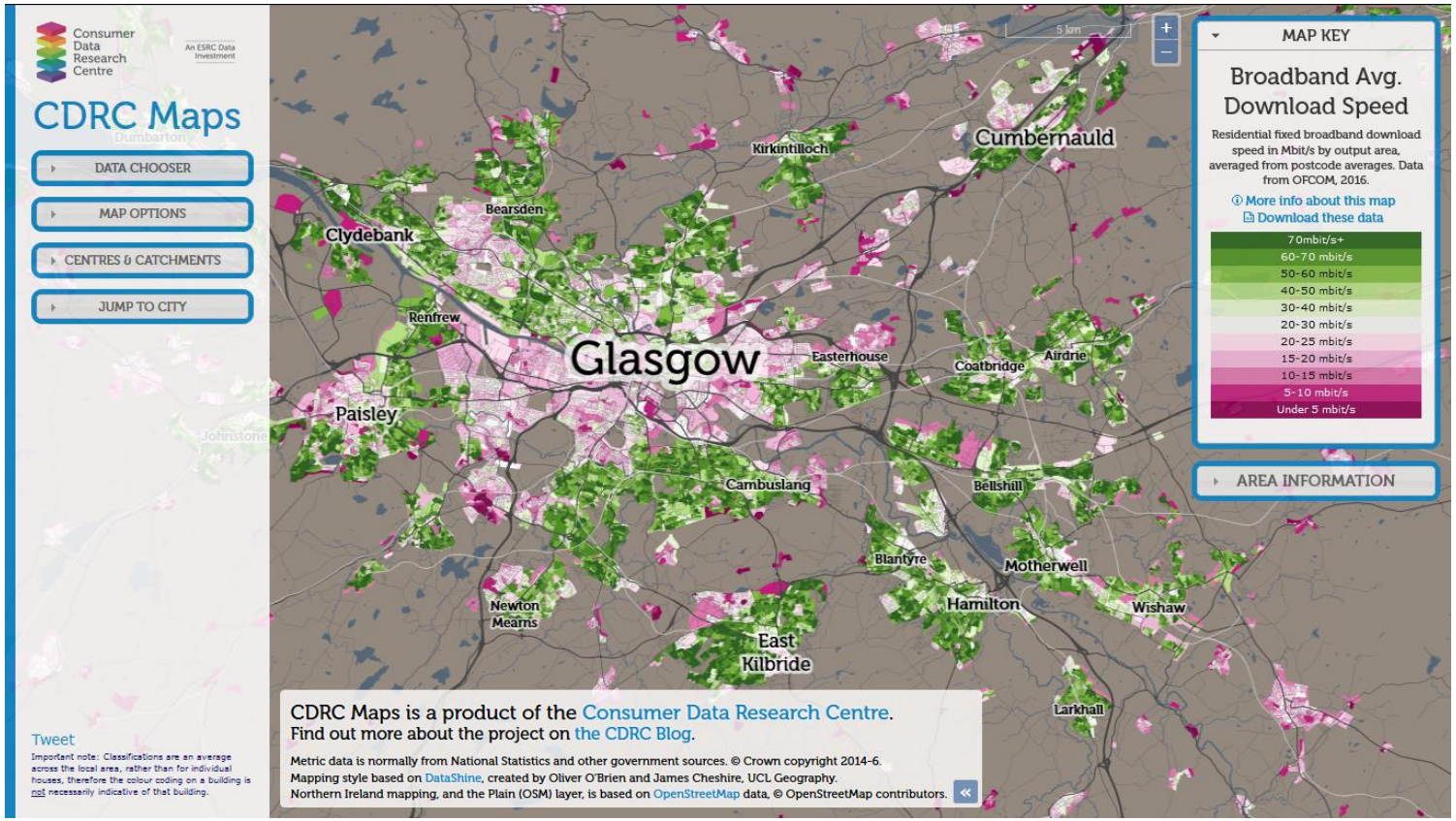


Map used by Citizens Online to explore the locations of people assisted with digital skills by Digital Champions registered on the Digital Champions Network as part of the Digital Gwynedd project. This formed part of the evaluation of the project's effectiveness.

High concentrations of Households at risk of digital exlcusion - Armagh, Banbridge and Craigavon.
Source: Experian/Citizens Online, 2017



Citizens Online map of different Experian Mosaic groups that are more likely to be at risk of digital exclusion in one local government area in Northern Ireland, used as part of a report exploring different potential action plans for different demographic groups.



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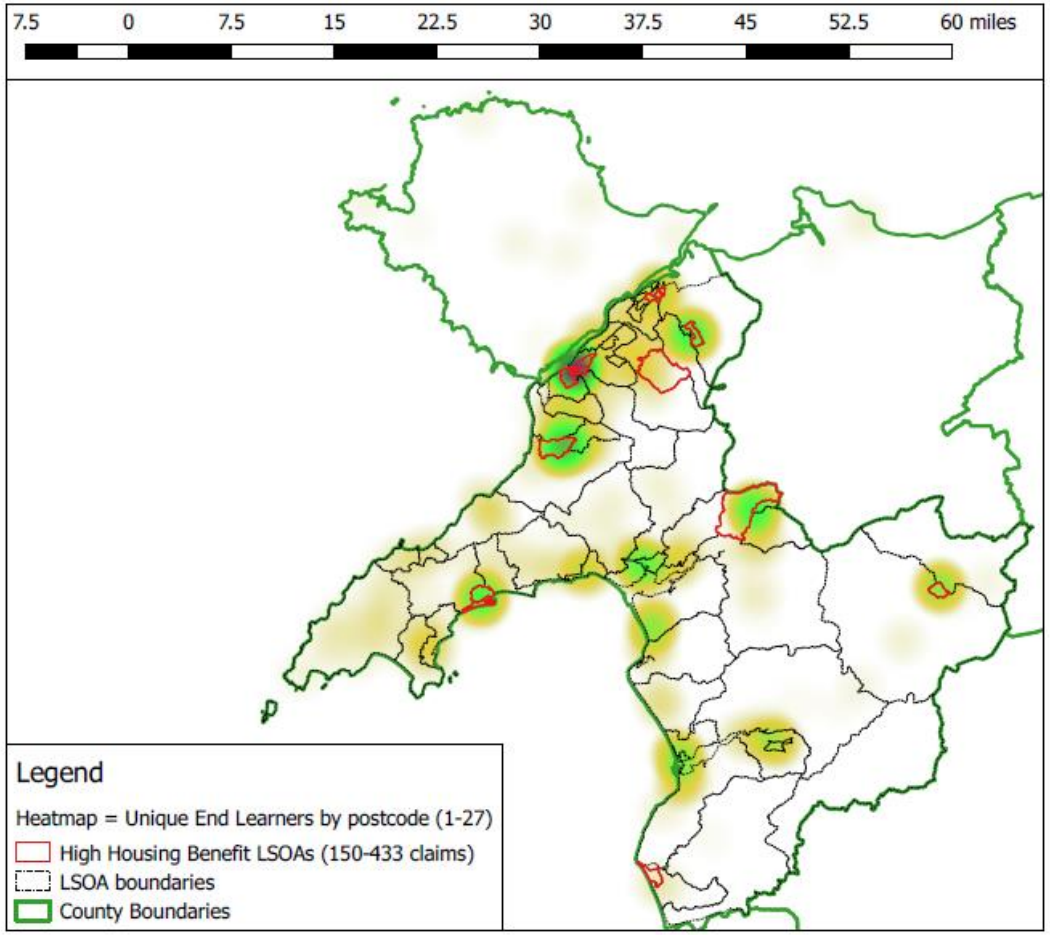
The Consumer Data Research Council has an online mapping system that can be used for a variety of datasets relevant to digital exclusion. This maps the range in average Broadband Download Speed by postcode area across Glasgow.

maps.cdrc.ac.uk

Heatmap of 1,050 End Learners by postcode (542), vs target LSOAs - Gwynedd.
Sources: Citizens Online / Digital Champions Network, December 2017; DWP StatXplore, 2015.



This is another map used by Citizens Online to explore the locations of people assisted with digital skills by Digital Champions registered on the Digital Champions Network as part of the Digital Gwynedd project. This formed part of the evaluation of the project's effectiveness. Here, the locations of learners are compared with target areas identified before the delivery phase.

GET DIGITAL from the Tech Partnership

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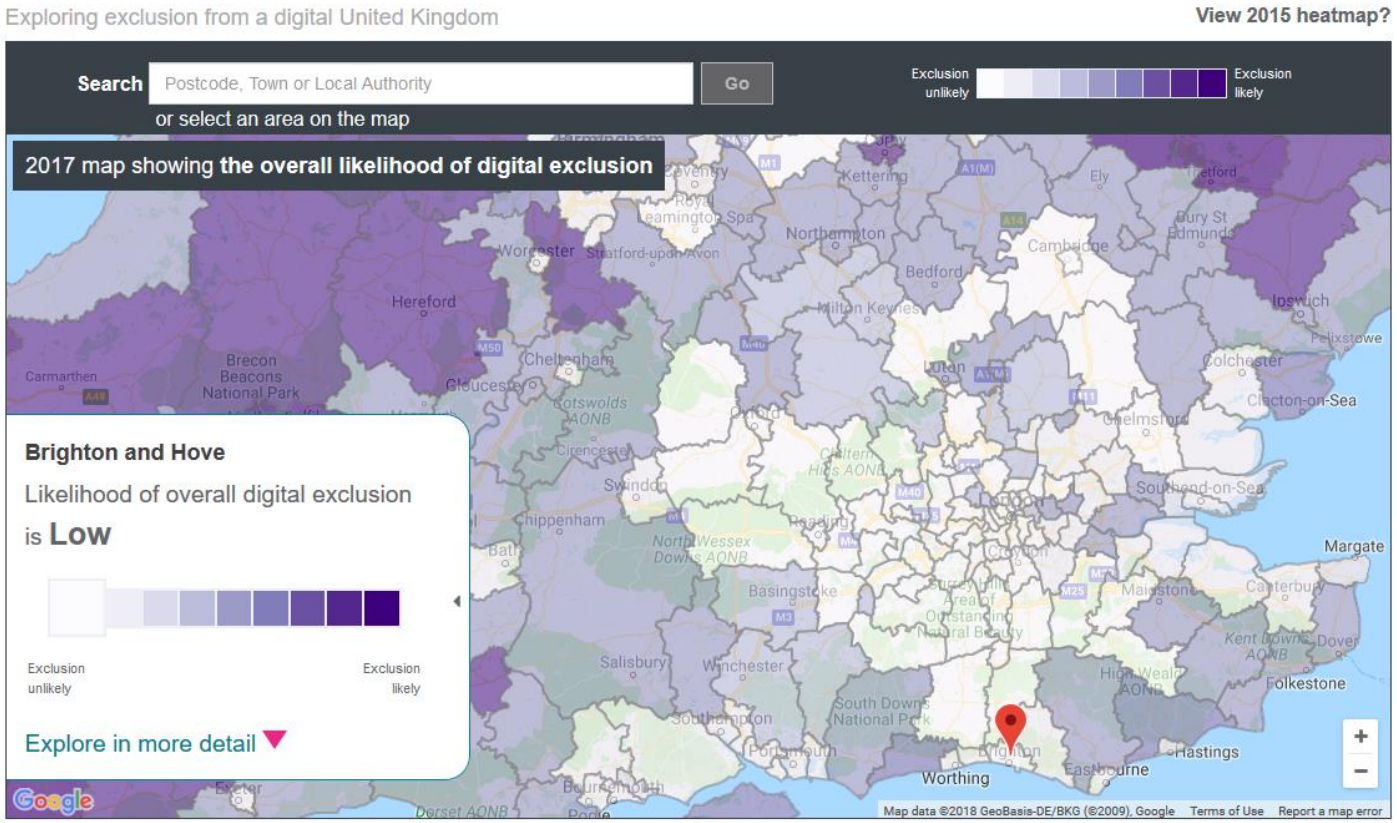
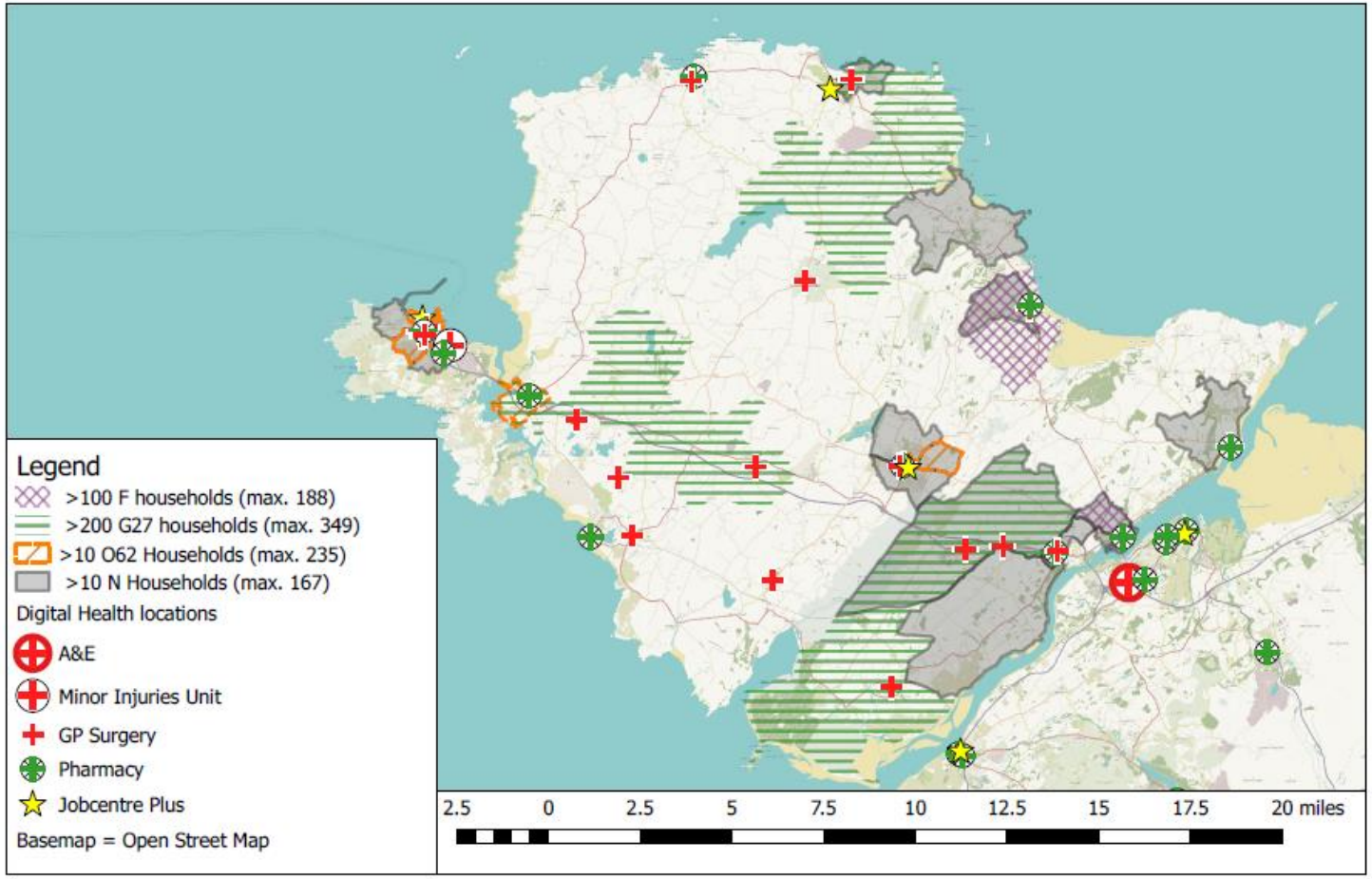


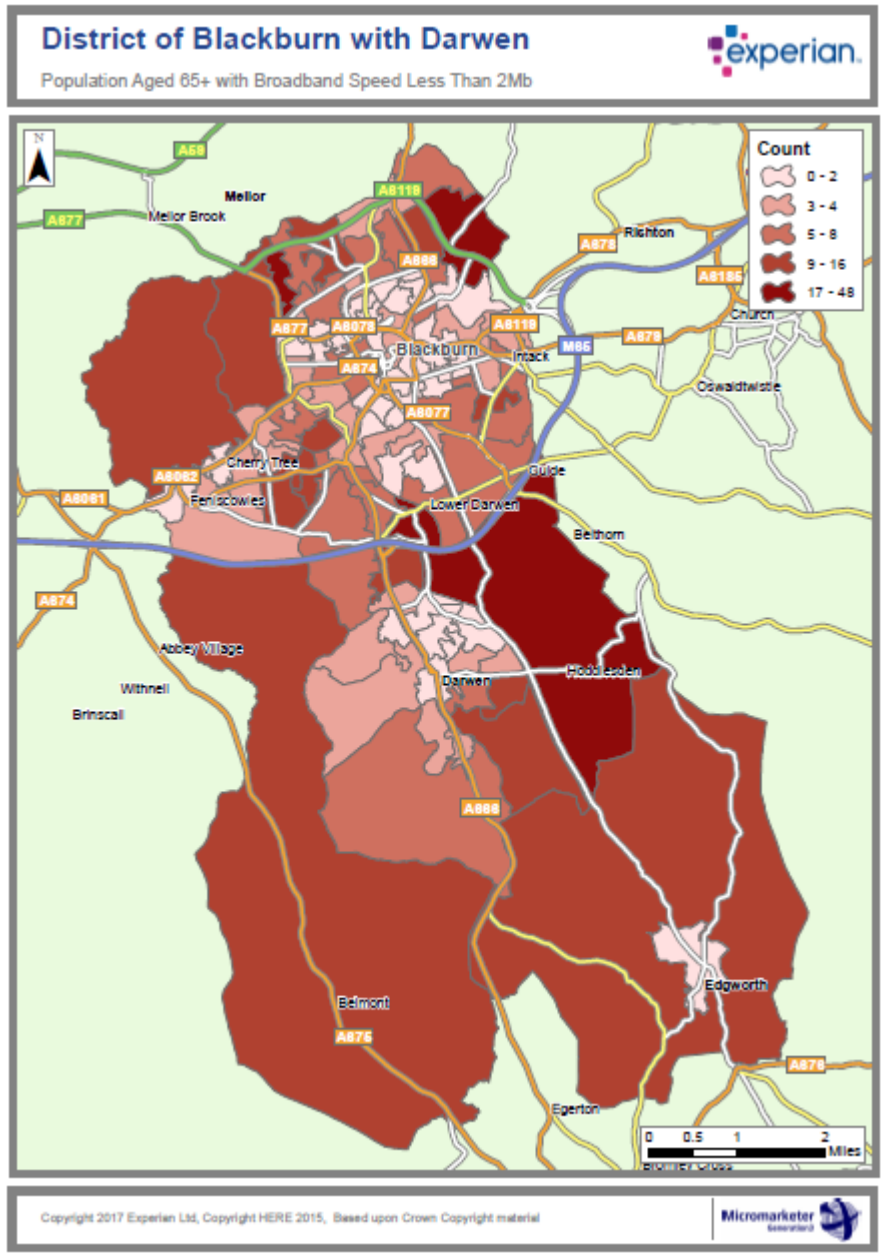
This is the Digital Inclusion “Heatmap”, currently managed by Get Digital. It collates a variety of data sources into a single map estimating likelihood of overall digital exclusion at the Local Authority level.

heatmap.thetechpartnership.com

Households at risk of Digital Exclusion by LSOA vs Digital Health locations - Anglesey.
Sources: Citizens Online/Experian Mosaic, Statistics Wales, 2017.



Citizens Online map of different Experian Mosaic groups that are more likely to be at risk of digital exclusion and in greater need of health services in Anglesey. These demographic groups have been mapped against health locations as part of an action plan for digital skills training based around digital health services.



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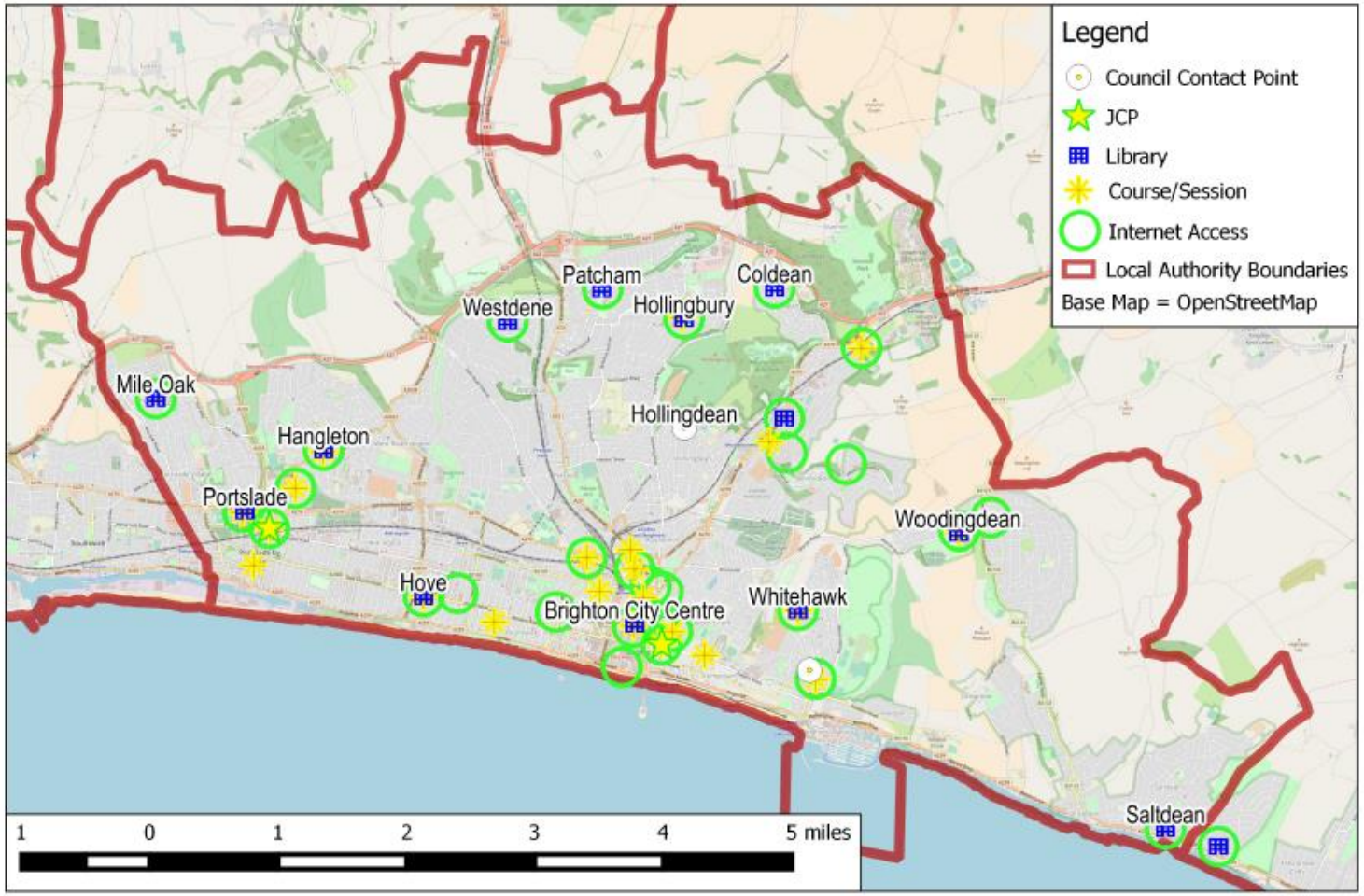
Age UK map using Experian data to target those who are over 65 and offline in the district of Blackburn with Darwen. This map will be used to target our digital inclusion sessions in the areas which have the most older people who have the highest risk of being digitally excluded.

Digital Training and Internet Access locations, Brighton and Hove - 2015.



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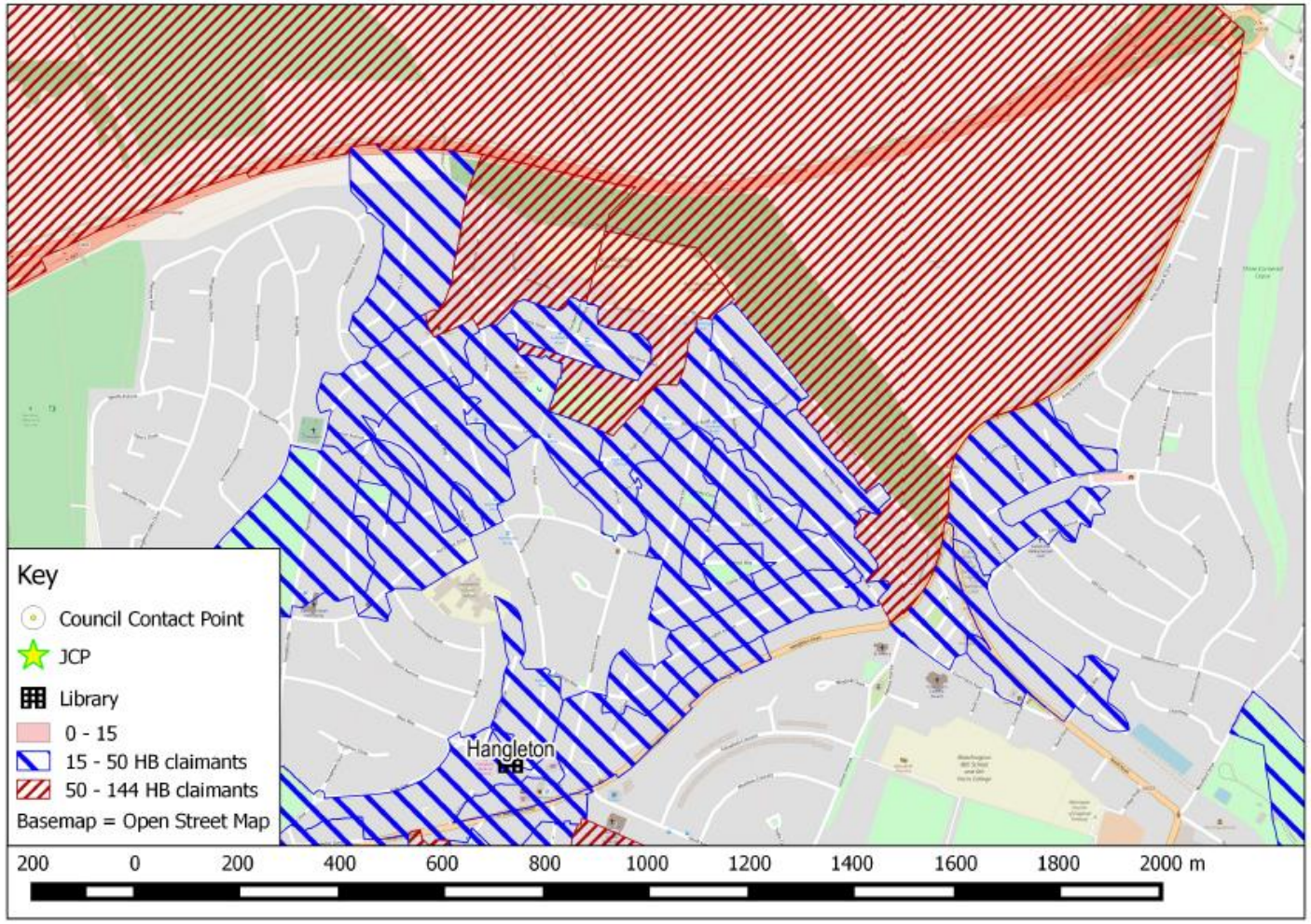
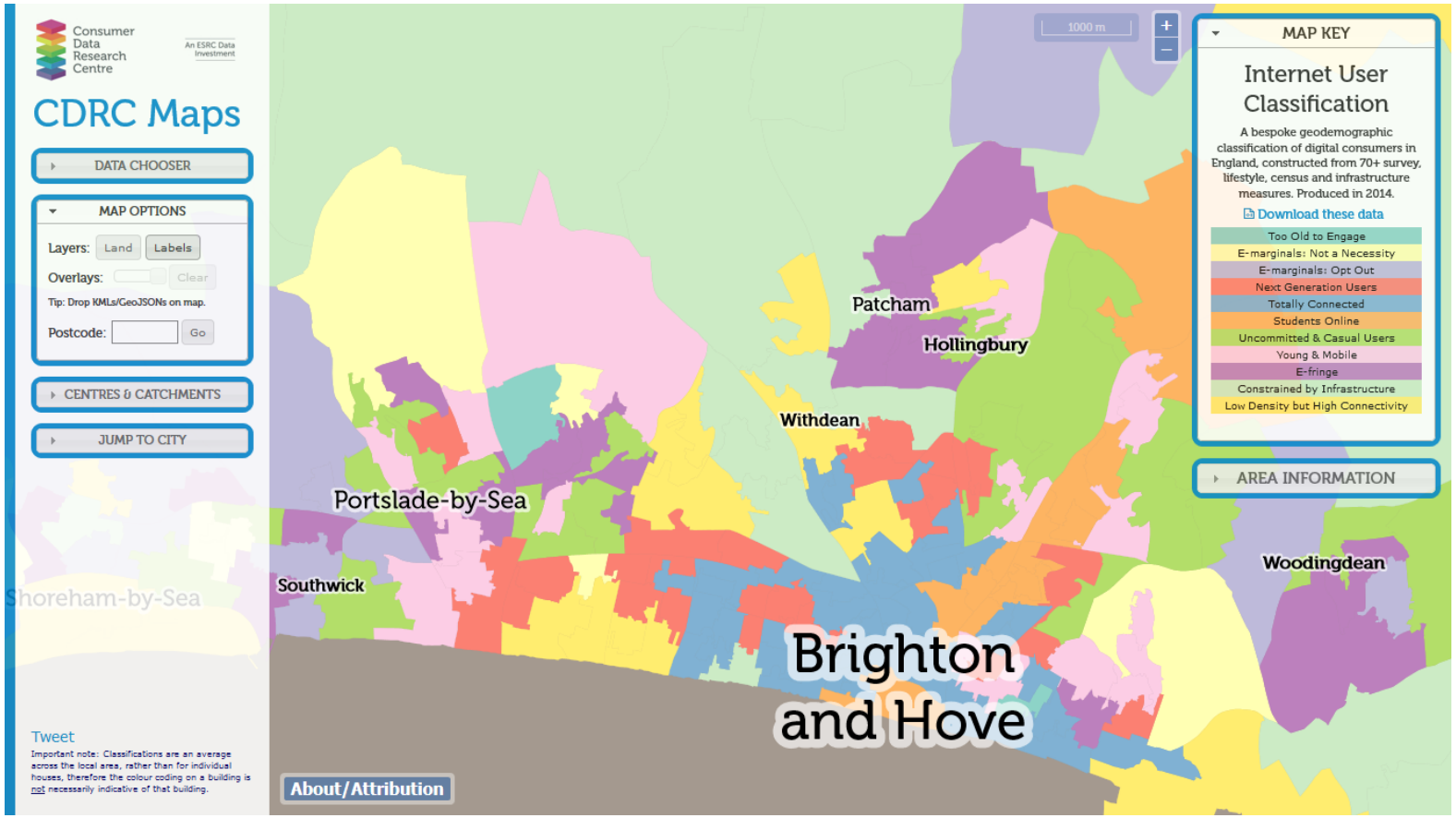
Citizens Online map of sites offering free internet access and/or digital skills drop-in sessions or courses. This map was used as part of baseline work for the Digital Brighton and Hove project – in order to design an action plan to enhance provision and plug gaps, alongside the creation of a signposting tool listing the sites:

digitalbrightonandhove.org.uk

Access Points VS Need (Housing Benefit Claimants), north of Hangleton, Brighton and Hove. Source: DWP StatXplore, 2015



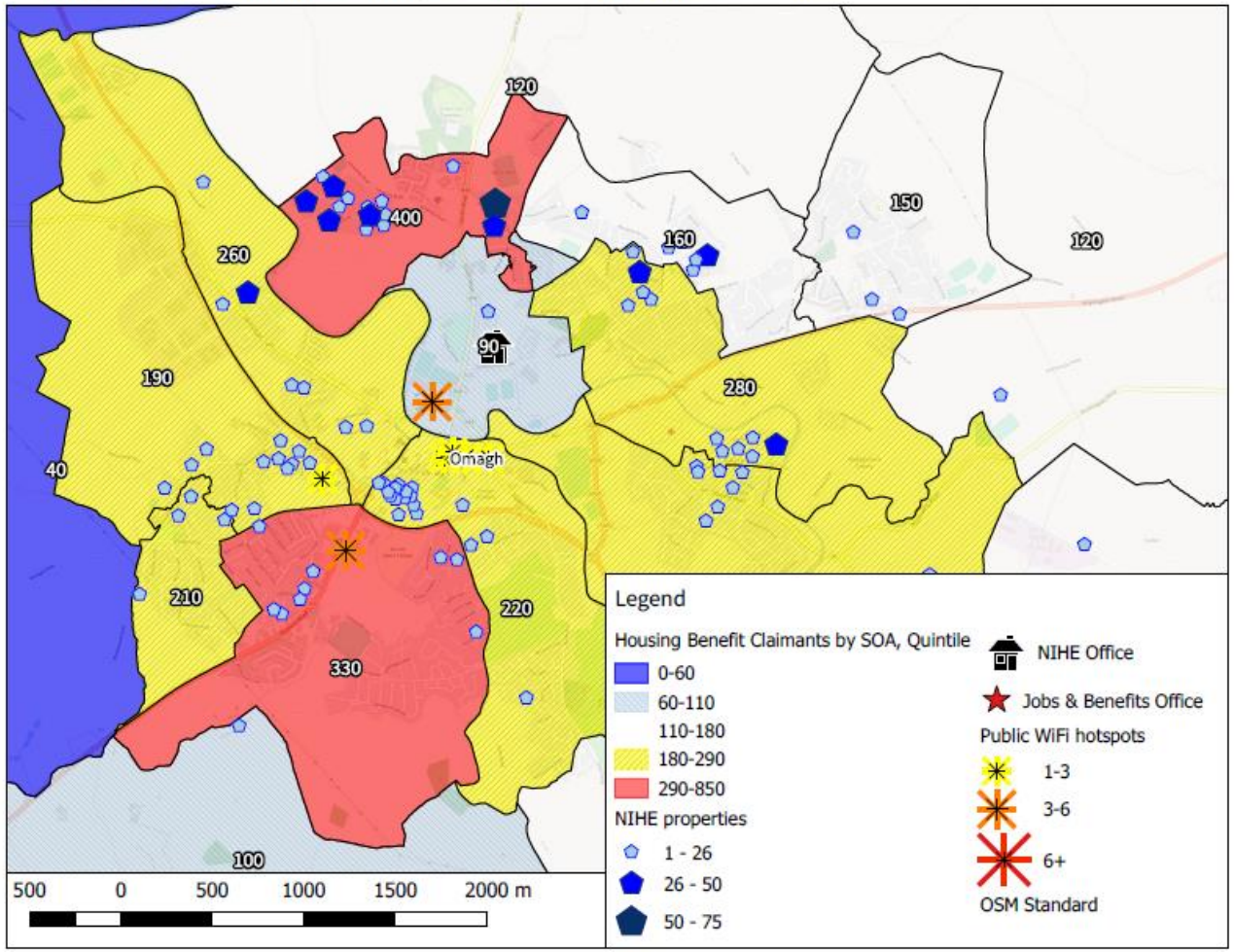
Citizens Online map of an area of Brighton where Housing Benefit claimants appeared to be higher. This hyperlocal map was created to emphasise how even small geographic areas require careful examination in order to understand where affected populations may be – in this case the population section of one geographic area is in it's southernmost corner.



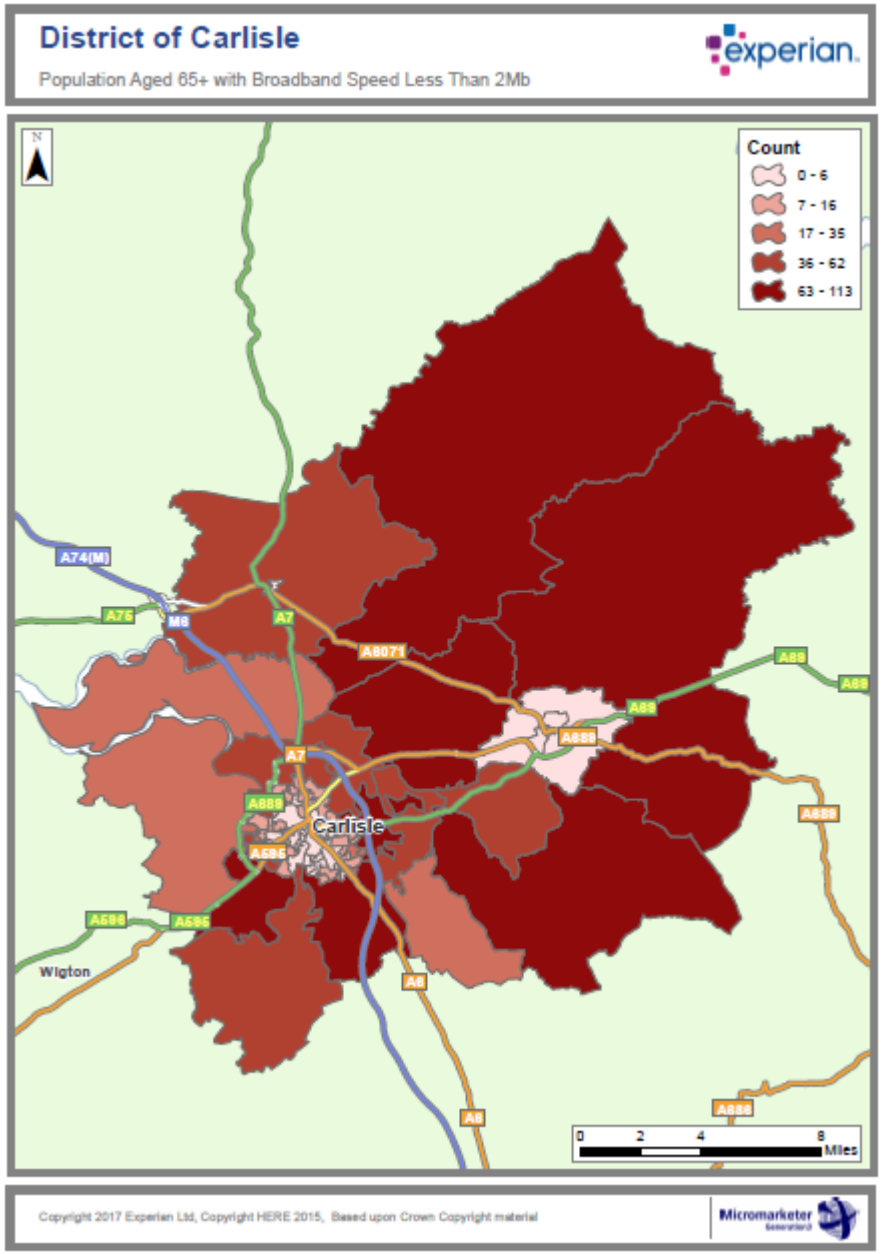
Another of the maps available from the CDRC portal, this time showing a demographic classification of different types of Internet User. The classification comes from the Oxford Internet Surveys – you can learn more at:

oxis.oii.ox.ac.uk

Housing Benefit Claimants, Omagh. Sources: NIHE, NINIS, OFCOM



A Citizens Online map used as part of creating a digital inclusion action plan which focuses on housing benefit claimants. This map includes data from two maps that were used in the project and was included in the presentation partly to make the point that sometimes maps can contain too much information!



Age UK map using Experian data to target those who are over 65 and offline in the district of Carlisle. This map was designed to be used to target our digital inclusion sessions. It was used in the presentation as staff delivering the services didn't find it useful to improve their targeting given so much of the district was high risk.