

Stockport Home case study – digital pilot

Tanya King

Head of Customer Engagement & Inclusion



What is the GM digital pilot?

The problem:

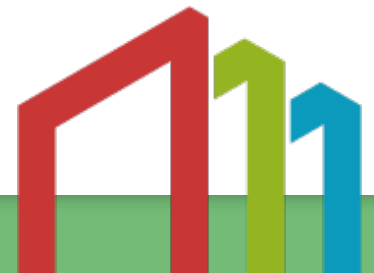
- Approx 1.2m digitally excluded in GM
- Most living in GMHP properties on low income & benefits

Solution is partnership between:

- Five social housing providers
- Five local authorities
- Five Internet service providers (ISPs)

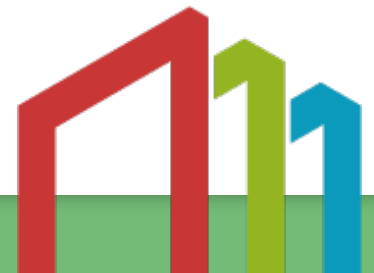
Aiming to deliver:

- Affordable high speed internet connectivity for GM social housing tenants
- A support safety net for the digitally excluded within a commercially sustainable model



Activities at SHG...

- In depth tenant survey roadshow 2022
- Connectivity, devices and skills
- Door knocking, telephone calls, text and email, connecting communities events
- ~600 households responded
- Results analysed by University of Liverpool



Divided by digital

Internet users

77% use and have device

Wide range of activities

- Banking, shopping, streaming, social media

Almost exclusively using at home

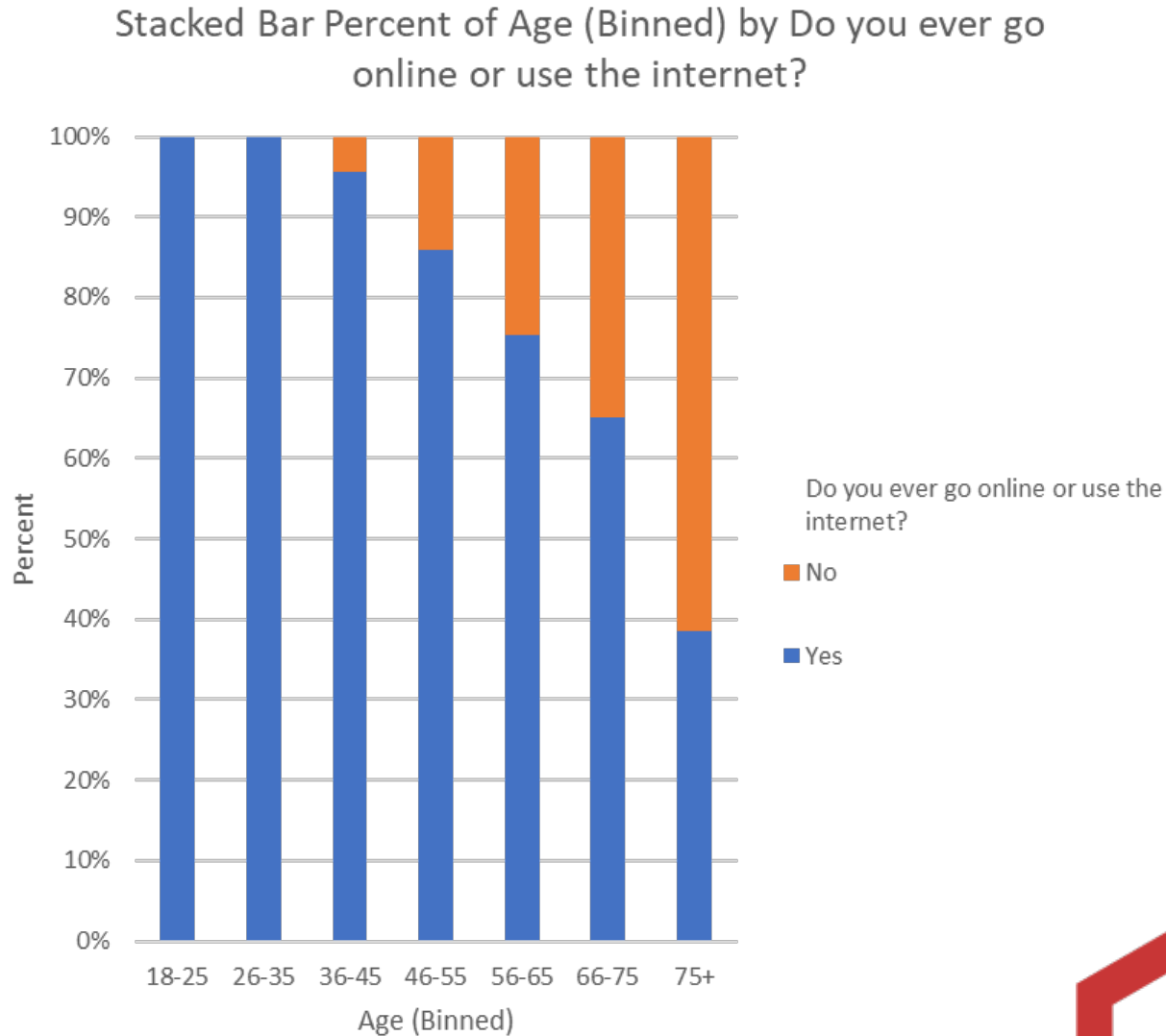
2/3 use mobile

Non users

- 23% don't use internet or have device
 - 50% not interested in being online
 - 28% don't know how to get online
 - Lowest rates of use amongst older, disabled and certain postcode areas
- Not a simple split between user/non users
- Higher than average dependency on smart phones and phone data for access

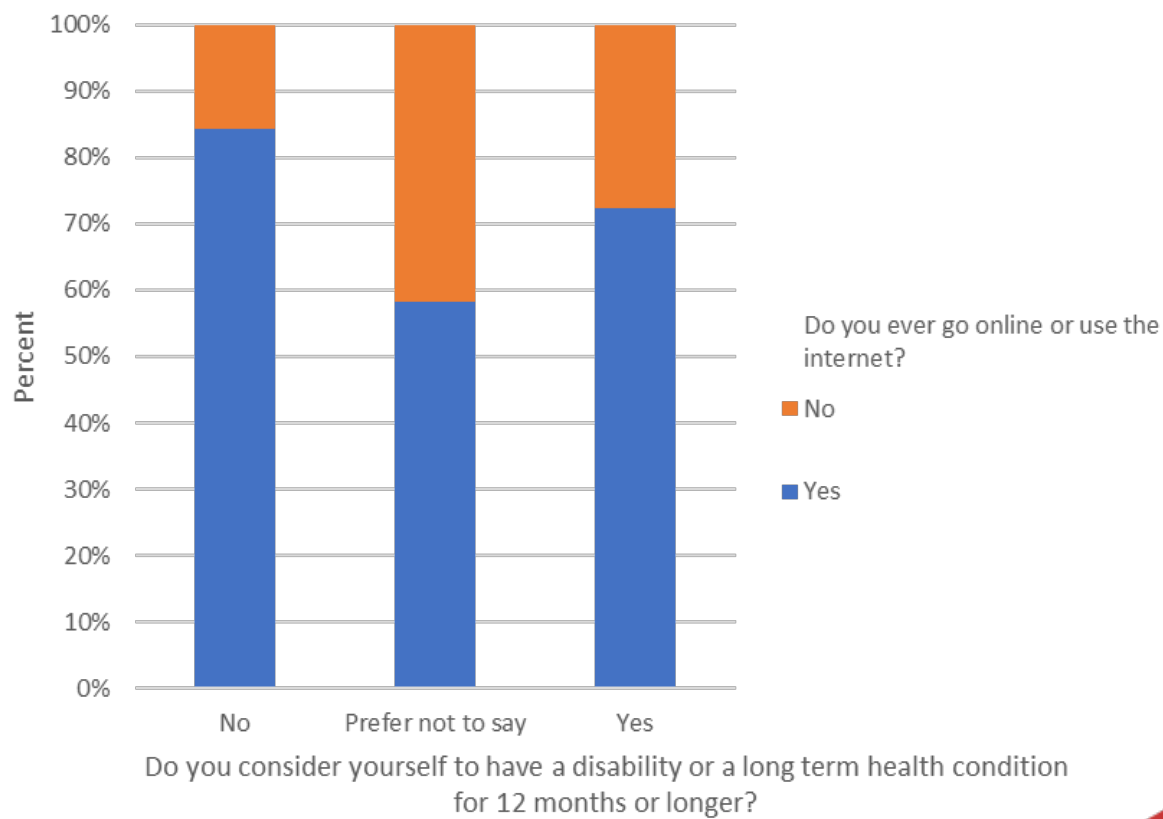


Age - Non-users likely to be older 56+ years

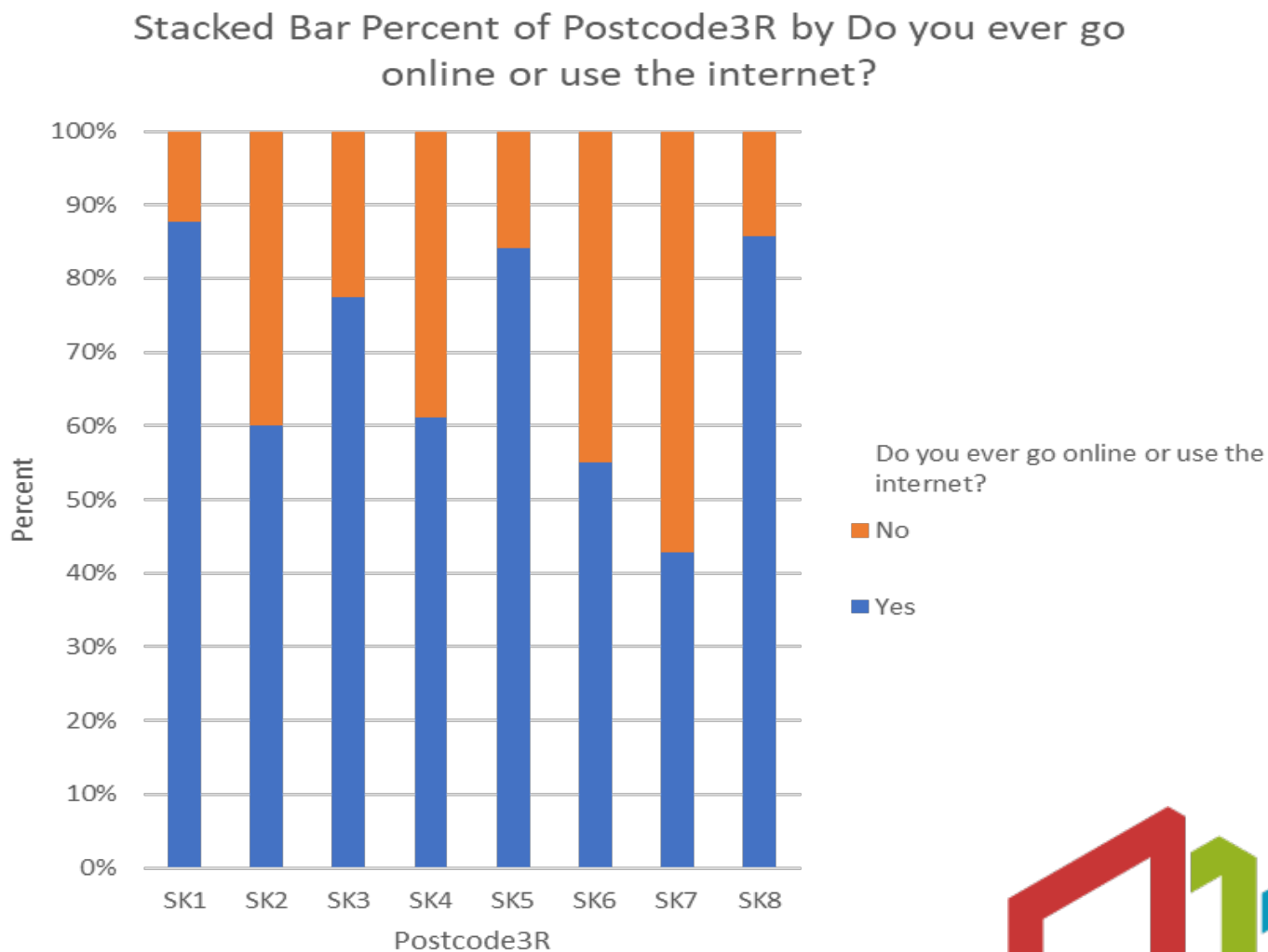


Disability - those declaring a disability more likely to be offline

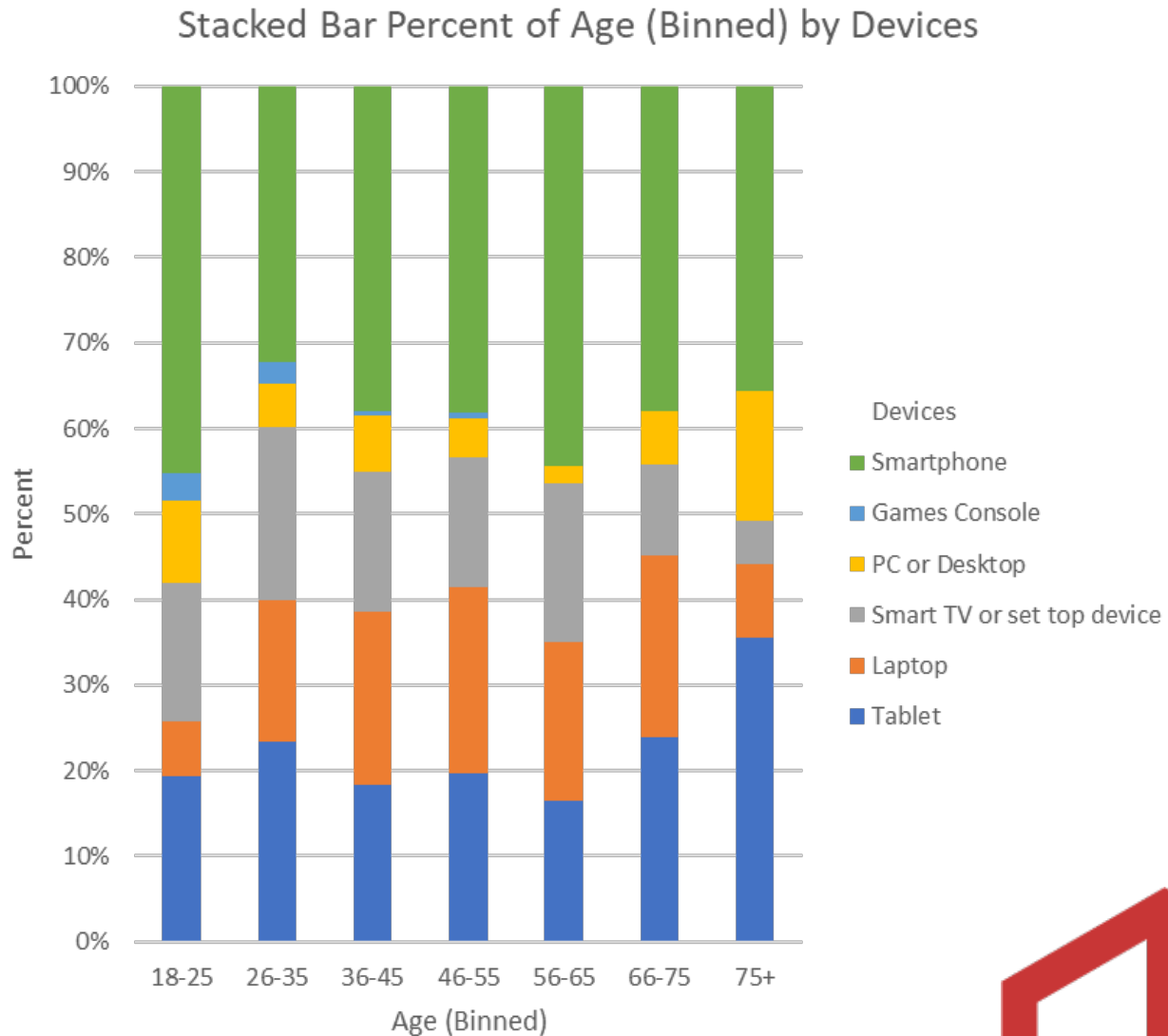
Stacked Bar Percent of Do you consider yourself to have a disability or a long term health condition for 12 months or longer? by Do you ever go online or use the internet?



Location - significant differences between areas Highest level of non-users (39-57%) SK2, 4, 6 and 7



Smartphones & tablets are main devices



Devices and household type

28% of people no devices

25% only one device

Fewer than 50% have laptop - UK average is 74%

17% of people with devices are smartphone only

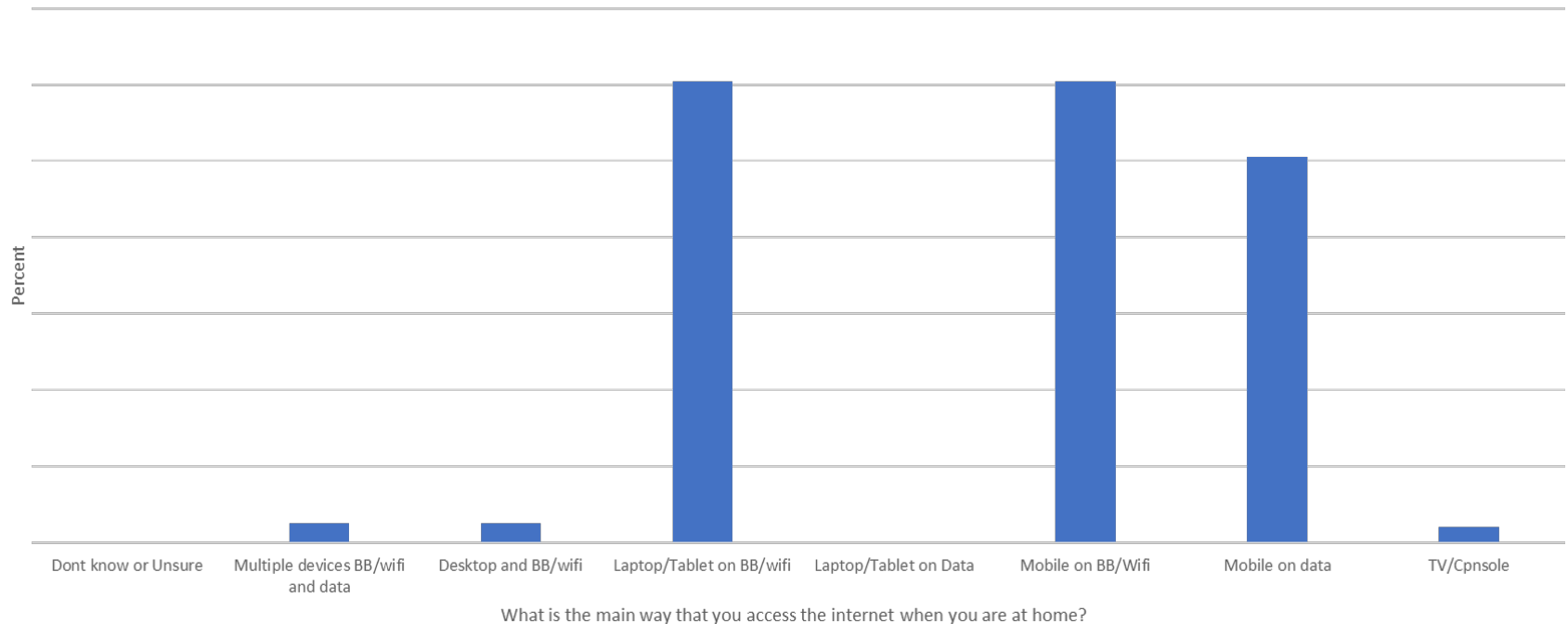
17% of households with kids are smartphone only

>75 least likely on smartphone, <55 most likely



Lots of people dependent on mobile data

Simple Bar Percent of What is the main way that you access the internet when you are at home?



Stockport Homes- accessing social tariffs

51% respondents not interested in social tariff when explained

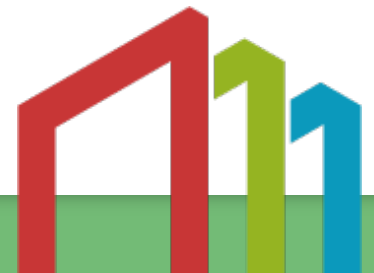
Majority (88.2%) of those who are offline and could take a social tariff are not interested – most happy with current package, don't want internet at all or want more services than basic package

Most would pay less than £15/month for a social tariff

Those interested in a social tariff likely under 36 years old and have children

Statistically no difference in what currently paying for broadband and interest in social tariff

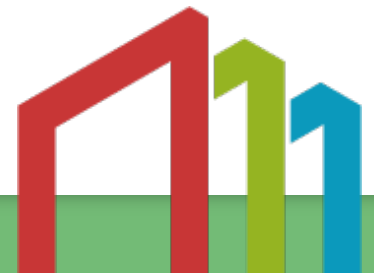
SHG already offering low and no cost wifi in several locations, as well as databank



Actions for SHG

Customer access and communication

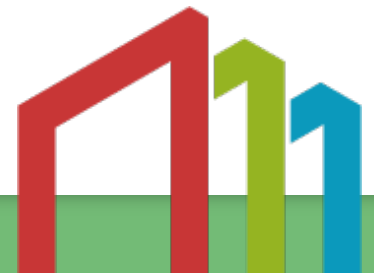
- Continue commitment to developing customers' digital skills and move online where possible
- Corporate recognition high % customers are not online and may never be – not about achieving 100% digital access
- Responsibility to provide information in non-digital formats as standard – especially 'all tenant' info such as customer newsletter
- Regular profiling of those accessing services to address gaps



Actions cont'd

Provision of support

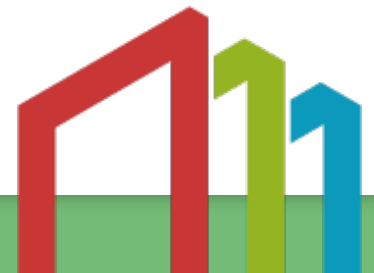
- Digital upskilling for colleagues to support customers
- Addressing digital inclusion as a household support need, alongside mental health, food, furniture etc – Minimal Digital Standards
- Greater awareness of affordable devices, connectivity and skills training amongst colleagues and customers
- Target digital support to customers least likely to be online, particularly Older People via targeted skills sessions based in schemes



The future...

Strategic role

- Seek external funding to extend existing provision via Funding Officer
- Remain actively involvement in GM pilot
- Continue to explore affordable connectivity options with ISPs based on good practice
- Deliver digital skills training to job searchers via employment team



Welcome your comments!

