Manx Lottery Trust

Thematic Funding 2021

Bridging the Digital Divide

- Digital technologies help people stay connected with friends and families and access activities they need or enjoy

- Those at risk of loneliness and social isolation due to age, health, disability and income, are also at risk of digital exclusion

- People aged 50+ have different levels of income, motivation, confidence and skills when it comes to digital technology; this is called the "digital spectrum"; over half of all adult internet non-users are 75+ (ONS, 2018)

Bridging the Digital Divide

- **What are the challenges?**

- Digital confidence, language barriers, jargon, skills gaps and fears of being the victim of online scams, are all barriers to people accessing online services.

- Covid-19 has presented its own unique digital challenges, a greater need to overcome these, as well as opportunities to achieve real change for people moving online

- Financial circumstances can make accessing digital equipment and internet services unaffordable

Bridging the Digital Divide

- **How can we reduce the digital divide?**

- Support people to express their fears and barriers

- Support people to move from offline to online through person-centered support

- Employ professionals and work with volunteers who can identify a person's "digital hook" (the benefit they would gain by becoming more digitally active)

- Personal motivations to move online might include communicating with loved ones, shopping, information seeking or accessing services

Bridging the Digital Divide

- **What works?**

- Working in a person-centered way

- Working at a pace, frequency, and in a style that suits people

- Understanding where people are on the "digital Spectrum"

- Understanding what their "digital hook" is

- Support people to move online through sustained support packages delivered one-to-one