

LONDON BOROUGH OF HAMMERSMITH & FULHAM

Report to: Full Council

Date: 22/10/2025

Subject: Digital Inclusion Strategy Launch Event Update

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SUMMARY

The aim of this report is to provide an update about the launch event for the council's Digital Inclusion Strategy.

On 15th October 2025, between 5-7pm, councillors, residents and members of the VCS were invited to an event to talk about our ambition to be a digitally inclusive borough, where residents have access to the skills, devices and the support they need to achieve their aspirations.

The launch event took place at The Archive Search Room, Hammersmith Library, Shepherds Bush Road, W6 7AT.

The event was scheduled alongside the regular Digital Accessibility Group (DAG) co-production monthly meeting, which includes a group of disabled and non-disabled residents.

RECOMMENDATIONS

1. That Full Council notes the event launch and the ongoing initiatives that arise as part of the Digital Inclusion Strategy.

Wards Affected: All

H&F Priorities

Our Priorities	Summary of how this report aligns to the H&F Priorities
Building shared prosperity	Our Digital Inclusion Strategy will ensure that every resident, regardless of age, income, education, disability, or race, can benefit from the opportunities

	that technology and an increasingly digitalised world presents.
Creating a compassionate council	This strategy is built on a foundation of collaboration, in partnership with residents, and our voluntary and community sector. It outlines our vision for a digitally inclusive borough where everyone has access to the connectivity, skills, devices, and support they need to thrive
Doing things with residents, not to them	By working together, we believe we can help our residents, third sector and businesses access the skills, devices and connectivity required for everyone to fully participate in work, education and training opportunities
Being ruthlessly financially efficient	At Hammersmith and Fulham, we recognise the risk of deepening existing inequalities through the digital divide and are committed to making sure that no resident is left behind.
Taking pride in H&F	We are using technology to deliver our services better and respond to the changing demands of our residents. Our primary concern is making sure that in this digital age, no resident is left behind and all residents have access to the support, skills and devices they need.
Rising to the challenge of the climate and ecological emergency	Our borough is rich in the economic opportunities and cultural richness it offers, and our vision is to make sure everybody benefits from these and nobody is left behind. We know that we can move to a more sustainable service model if our residents become more confident in using digital services.

1. Background

The Digital Inclusion Strategy was approved by cabinet on 7th October 2024. The strategy was co-produced with resident participants of the Digital Accessibility Group (DAG) and went through a series of iterations with them and officers and members before the final version was approved.

Since the approval of the strategy, we have recruited a Digital Inclusion Programme Manager, Alison Evans, who took up her post in June 2025.

Since her appointment, she has been gathering data to baseline the levels and types of exclusion in the borough and mapping our objectives against the range of

embryonic ideas we had. This work is helping us to ascertain which of these we can turn into actionable initiatives where we can measure progress.

2. Objectives

There are a set of clear objectives included in the strategy.

- ✓ All residents will have the opportunity to gain the digital skills, knowledge and access to thrive in education, work or socially
- ✓ Everyone who needs and wants support has it
- ✓ Everyone knows where to go for the help that they want
- ✓ Residents will be able to access digital services, independently or with support
- ✓ No one is disadvantaged by a lack of digital awareness, skills or access to equipment
- ✓ Residents have developed skills that enable them to use digital services and devices with confidence
- ✓ Residents feel safe and secure when online
- ✓ We've had a measurable impact on the level of digital exclusion

3. Launch and Event

Residents, members of the VCS, Cllrs and Council officers were invited to the official launch of the Digital Inclusion Strategy. Updates were shared by Cllr Ree, the portfolio holder for Cabinet Member for Finance and Reform, and council officers about the ambitions the council has to bridge the digital divide and provide residents with the skills and opportunities they need to thrive.

The event was a great success, with around 30 attendees who were highly engaged and very proactive in sharing ideas for collaboration on Digital Inclusion activities. Attendees were invited to contribute to the Digital Inclusion Wish Wall, where we captured their ideas and suggestions for how H&F can become more digitally inclusive and to inform ideas for future Digital Inclusion interventions.

There were opportunities to network, while discussing forthcoming digital inclusion initiatives, such as the roll out of the Digital Champions programme in collaboration with the West London Alliance. We also held a Digital Inclusion quiz, where attendees could test their knowledge about the resources available to digitally excluded residents, and copies of the Digital Inclusion Strategy were shared for attendees to take away.

Following on from the event, we will also be conducting some face-to-face focus groups with residents who are experiencing digital exclusion, to understand their lived experience and what kind of help they think the council could offer.

4. Measurement

We are busy baselining the extent of digital exclusion in the borough and will be reaching out to residents through the VCS, digital surveys and online focus groups so that we can track progress.

Objective	Trackable Metric 26/27
All residents have the opportunity to gain the digital skills, knowledge and access to thrive in education, work or socially	20% of residents enrolled in and complete basic digital skills training
Everyone who needs and wants support has it	20% increase in residents reporting improved digital confidence from a baselined position after focus groups, digital surveys and input from DAG participants
Everyone knows where to go for the help that they want	25% of residents aware of digital support services
Residents are able to access digital services, independently or with support	10% increase in low-income households with access to internet-enabled devices
	10% reduction in residents reporting digital exclusion
No one is disadvantaged by a lack of digital awareness, skills or access to equipment	10 partnerships with device donation schemes
	20% increase of residents who report applying new skills in daily life
Residents have developed skills that enable them to use digital services and devices with confidence	20% positive change in local digital exclusion index*
Residents feel safe and secure when online	25% of residents feel confident about identifying scams or fraud
	30% of target population** moved from “digitally excluded” to “digitally included”
We’ve had a measurable impact on the level of digital exclusion	Independent evaluation or audit results***

*Criteria for local digital exclusion index TBC

**Target population to be defined

***Independent evaluation partner to be selected

List of Appendices

Appendix 1 – Digital Inclusion Strategy