



Everyone's online aren't they?

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Why does rural matter?

- Rural communities and rural economies in the United Kingdom are significant contributors to the life and prosperity of the country as a whole
- **9.3 million** people live in the small towns, villages, hamlets and farms
- Rural England has **524,000** registered businesses
- Rural areas directly benefit us all as a place for food production, energy generation, flood alleviation, leisure activities and the enjoyment of nature.
- The sustainability and wellbeing of rural communities makes the countryside a place that everyone can value and enjoy.

Adapted from - Rural Coalition Statement 2017



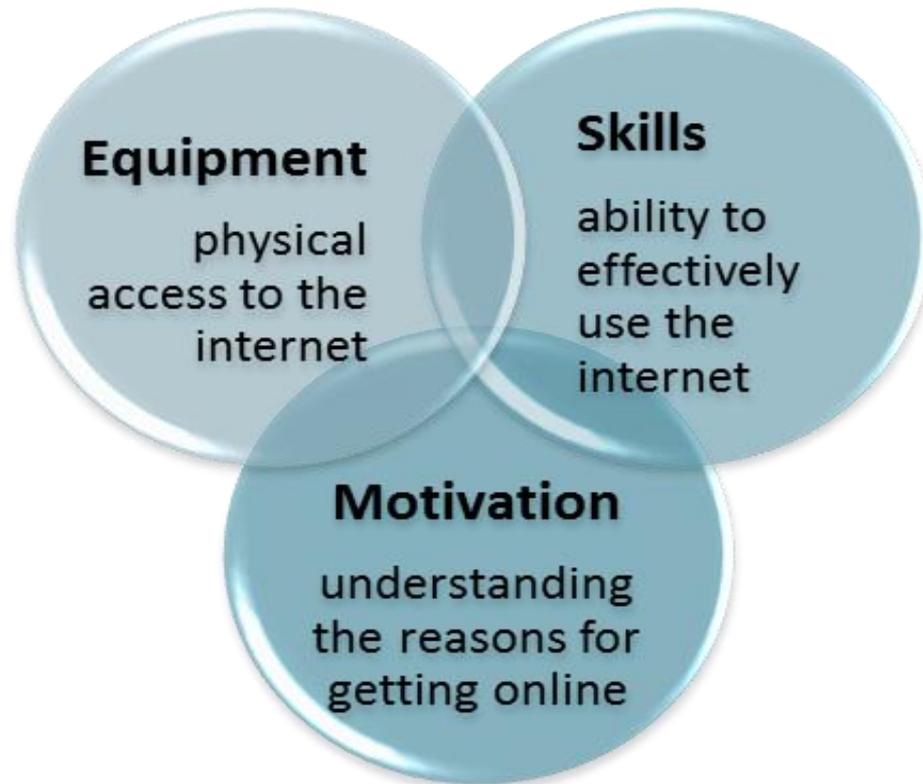
Ofcom - Connected Nations report 2017

“broadband speeds and access remain worse in rural areas, where properties are often situated a long way from the telephone exchange or local street cabinet. Around 17% of rural premises are not getting decent broadband services, compared to just 2% in urban areas”

Why does broadband matter?

- Fast, reliable internet access is essential for homes throughout the country to benefit from online services, and for UK businesses to compete globally.
- Having access to the same speed of broadband service is essential if rural dwellers are not to be disadvantaged.
- Lack of access to broadband or slow broadband speed can lead to increased social and economic disadvantage and this is exacerbated in rural communities by the remoteness from local services.
- Modern businesses depend on connectivity to broadband and mobile networks, yet a quarter of rural premises cannot access fast broadband

But that's not the whole story





The UK may have more internet users than any other EU country, but 1 in 5 adults still don't have the basic online skills to benefit from the web.

<http://www.acre.org.uk/rural-issues/digital-inclusion>

Why do digital skills matter?

The Economic Impact of Basic Digital Skills and Inclusion in the UK – estimated the cumulative benefits of everyone in the UK having Basic Digital Skills the report concluded that by 2025

- **Communication** – estimated total additional expenditure on recreational and cultural activities could amount to £415 million per year
- **Earnings** – net earnings benefits of £358 million per year for individuals, and £243 million per year for Government from higher income tax and national insurance receipts
- **Employment** - It is estimated these benefits will lead to £204 million per year for individuals' earnings, and £79 million for government.
- **NHS cost savings** – Based on a cost to the NHS of £45 per GP visit, ensuring everyone had the Basic Digital Skills to access health information online would provide savings of £121 million a year.
- **Time savings** –In monetary terms, this time saving is estimated to be worth £1.5 billion per year.
- **Transactional** –The estimated transaction benefits of giving Basic Digital Skills to those currently without them are £796 million per year.

Who is offline?



Being older than 65 contributes significantly to the likelihood of an individual lacking Basic Digital Skills
In Cornwall that is 24% of our residents



Low levels of education or lack of core literacy can indicate a lack of broader skills including Basic Digital Skills

35% of adults in Cornwall have no qualifications



Affordability is one of the key barriers to people accessing the internet
£19,300 is the average income per taxpayer



Illness and disability contribute significantly to the likelihood of an individual being offline and lacking Basic Digital Skills

21% of adults in Cornwall have a long-term illness or disability

Opportunities



DWP Department for Work and Pensions

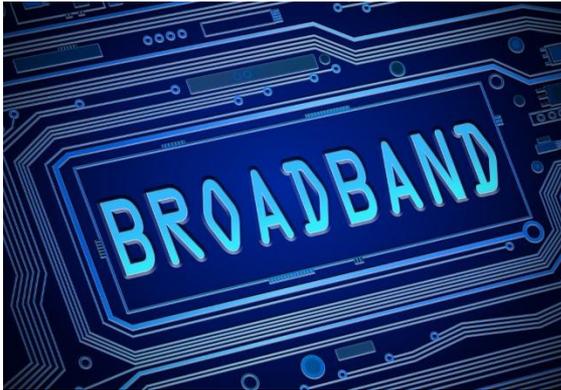


pub is the hub



WITH PLYMOUTH UNIVERSITY

A very different presentation



Get Digital basic skills framework

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