

4G AND 5 YEARS IN FENLAND



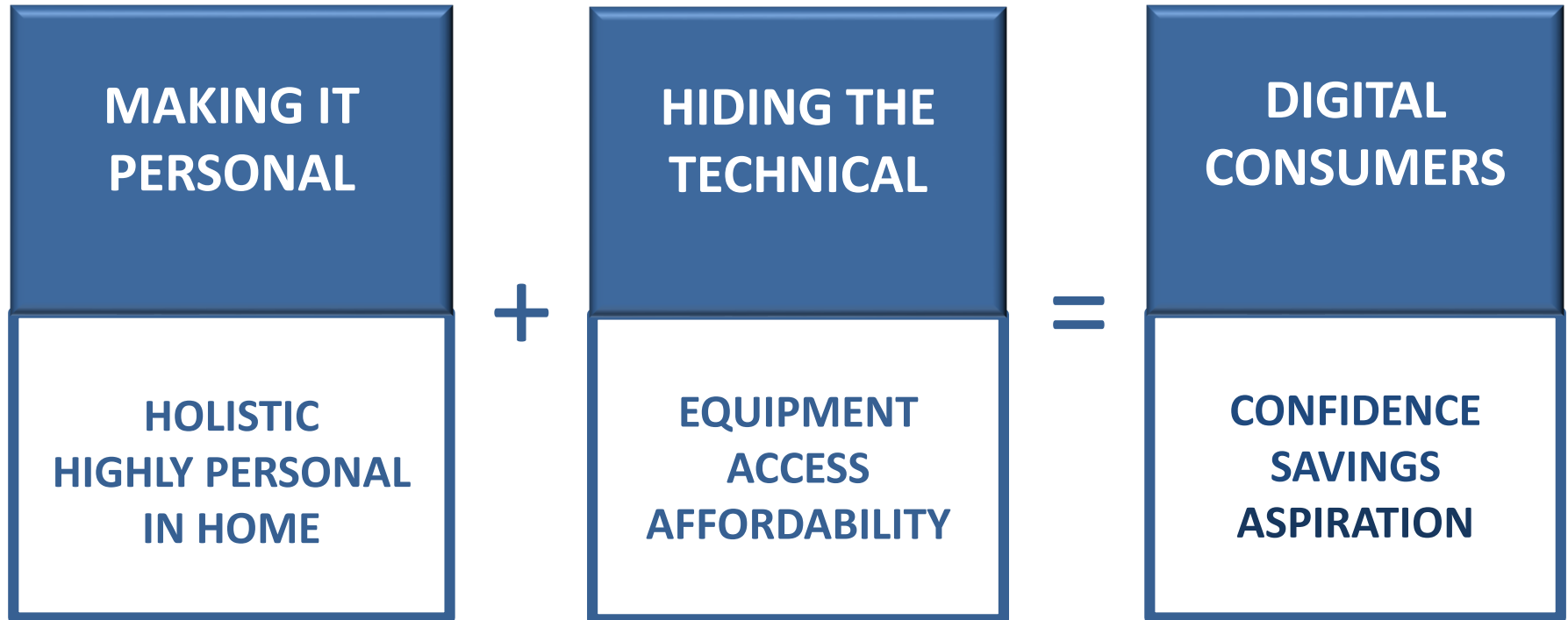
James Lewis CHS Group



Liz Stannard Clarion Futures

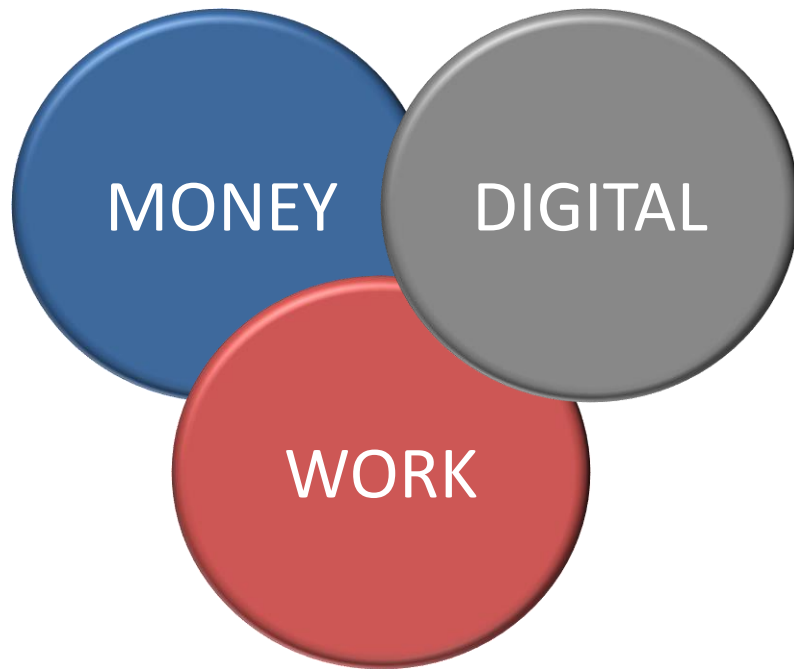


Keeping personal and technical separate...



Making Money Count (2013-2018)

Improving financial confidence



ABOUT FENLAND

Population 99200

18 rural parishes

39% qualified level 3 and above

12 LSOA in 20% most deprived

SOC HOUSING PROFILE

26% unable to work

22% English as additional language

61% not in paid work

31% no formal qualifications

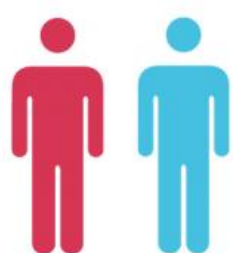
9% retired

Segmenting non and limited internet users

New analysis show there are 15.2 million people in the UK who are either non users or limited users of the internet

7.8m Non users

Non users are those that do not have access to the internet at home or elsewhere; or do not currently use the internet even if they have access. 90% of non users are classed as disadvantaged.



65% of non users are retired
19% of non users are not working or looking for work



36% non users are aged 65 or under
25% are aged 65 - 74
39% are aged over 75



48% of non users have a disability or long standing health issue



78% of non users left education at age 16 or under



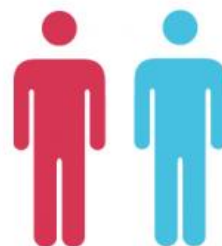
50% of non users are in social class DE



45% of non users have an annual household income of less than £11,500

7.4m Limited users

Limited users are those who do very little with the internet, and/or who do it infrequently. (Infrequent is likely to be less than weekly usage)



42% of limited users are retired
22% of limited users are looking for work or not working



63% limited users are aged 65 or over
18% are aged 65 - 74
19% are aged over 75



47% of limited users have a disability or long standing health issue



62% were aged 16 or under when they left education



38% of limited users are in social class DE



26% of limited users have an annual income of less than £11,500



This data is based on an analysis of the 2015 Ofcom Media Literacy survey, with additional data analysis conducted by Professor Simeon Yates of University of Liverpool. The report has been commissioned by BT, and carried out by Good Things Foundation. This data relates to frequency of use of the internet, rather than skills, as detailed in the Lloyds Consumer Digital Index. All icons from thenounproject.com.

Good Things Foundation
Improving lives through digital



MAKING IT PERSONAL



**59 REASONS
WHY...**

Shopping online – saved £20pw in taxis and better deals

**Found way back to work with
fork lift training**

Needed Google translate to understand UK documents

*Made Christmas
gifts for family
from photos*

STARTED BANKING ONLINE

Applied for TV licence

UNIVERSAL JOB MATCH

Booked GP and
prescriptions online

Helping kids with homework

REGISTER TO VOTE

Applied for volunteering

Online puzzles and quizzes

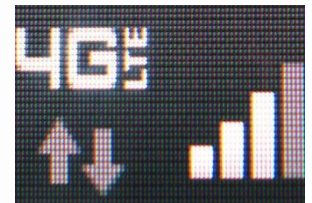
Skype with family abroad

Used homeswapper /
Home link

Apply for blue badge

HIDING THE TECHNICAL

- Windows Laptops
- Android Tablets
- 4G Wifi Routers (Mifis)



TRIED AND TESTED DELIVERY

Windows Laptops:

- 6 weeks' with tutor plus equipment and connectivity loan
- Curated apps and bookmarks
- Very low maintenance



TECHNICAL CHALLENGES

Windows Laptops:



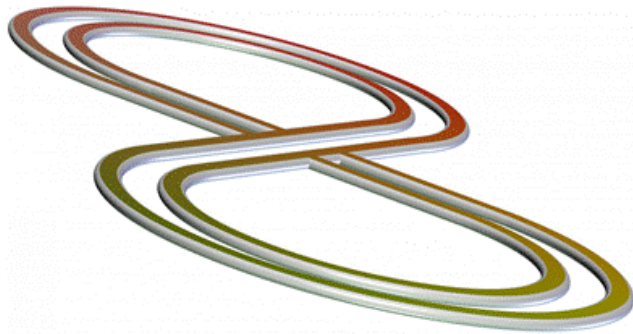
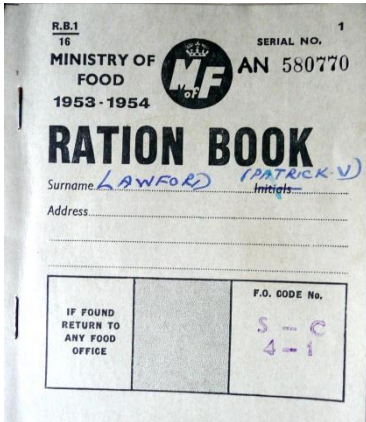
ENTER TABLETS



TECHNICAL CHALLENGES - TABLETS



TECHNICAL CHALLENGES



EVOLUTION OF TABLETS

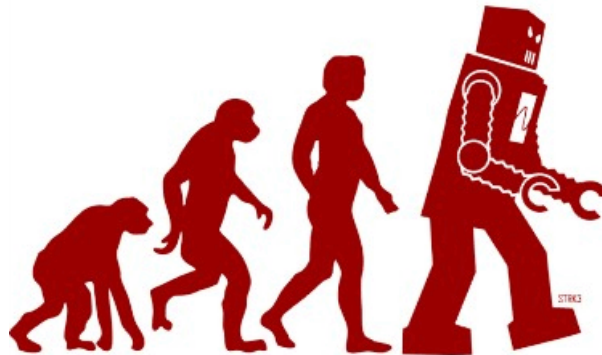
Tablet loan, plus
4G contract loan



Affordable
tablet plus PAYG
4G donation



Affordable
tablet plus PAYG
4G loan





The Future

NEXT EXIT



INTEGRATION

A process of continual learning ...

