Championing diversity and inclusivity in the workplace and beyond

Nadira Hussain, Chief Executive

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Socitm is the **society of innovation, technology and modernisation.**

We aim to be the preferred network of professionals shaping and delivering public services.

Socitm is.....

The professional network for leaders engaged in the innovation and modernisation of public services

Local and central government

Health and social care

Third sector

Education

Over 2000 members

CIOs, CDOs, CTOs, directors, heads of ICT and digital leaders

Social housing

Blue light

Socitm

297 member organisations

Formed in 1986, Socitm is the professional network for leaders engaged in the innovation and modernisation of public services

Established 2015
Socitm Advisory was established in 2015, delivering advisory services to Socitm members and public sector organisations.

100+ employees
Socitm Advisory have a passionate team with broad skills and vast public sector project experience.

100+ customers
Socitm Advisory are trusted by over 100 public sector organisations across the UK.

£1.1m re-invested
Over the last 6 years we have shared £1.1m in dividend payments back to Socitm membership, which has then been diverted into public services. This includes highly successful programmes like the Leadership Academy; a set of leadership development programmes to harness, develop and promote talent within public service technology roles; and Socitm research, particularly our ground-breaking work on ethical use of emerging technologies and data, and our developing programme on post-Covid recovery.

Socitm advisory

Your trusted, independent partner

Socitm Advisory is a well-established, fully impartial consulting organisation providing independent advice for the public sector

What we do…

We offer the following six services to our members

Lead
Our Leadership Academy equips members to be able to lead the transformation of public service delivery

Improve
Our benchmarking service which helps members enhance their ICT services, backed by 20 years of data gathered from the public sector

Share
Our programme of peer networking events, national and regional conferences and regional meetings

Inform
Our research and publications programme delivers a range of strategic insights into the challenges faced by members

Advise
Socitm Advisory offers digital and ICT advisory services for the public sector. From ICT and digital strategy consultancy to flexible resourcing solutions

Include
Socitm Include offers insights and tools to support and strengthen your organisation's vital work in accessibility, diversity and inclusion

President's team

Vice presidents are elected by members each year.

The president is selected from the vice presidents.

Huw McKee
Head of IT and digital transformation, Conwy Council

President

Sam Smith
Assistant director of IT and digital services, Cambridgeshire County Council and Peterborough City Council

Immediate past president

Kurt Frary
Deputy director of information management and technology / chief technical officer (CTO), Norfolk County Council

Vice president

Matt Lewis
Chief operating officer (COO), SRS Shared Resource Service

Vice president

Mark Lumley
Director of ICT and digital, London Borough of Hounslow

Vice president

Carol Williams
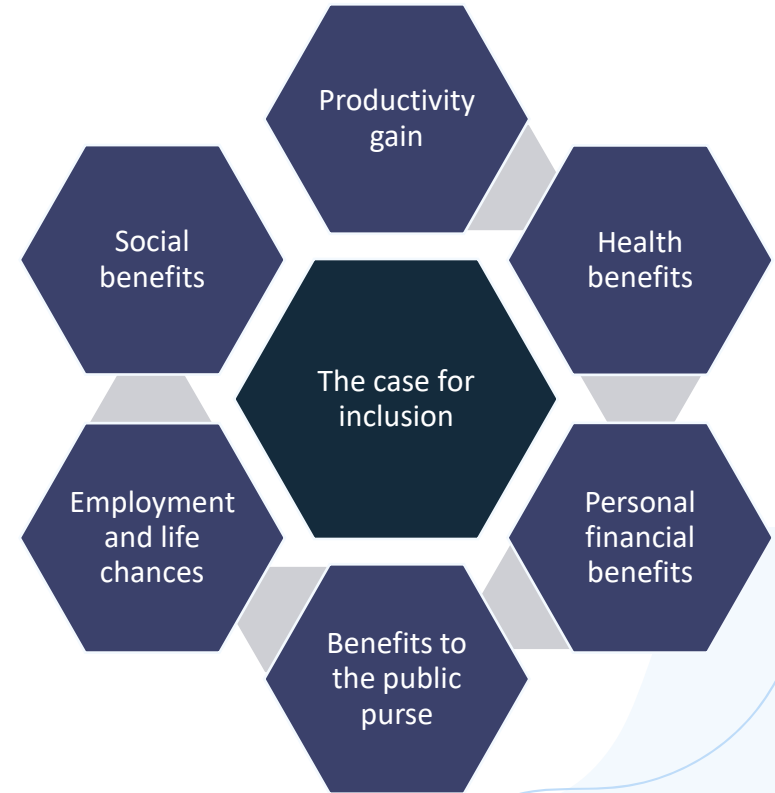Director of transformation and digital, Walsall Council

Vice president

Digital Inclusion : A basic human right

- The older you are and the poorer you are, the more likely you are to be digitally excluded.

- The impact of digital exclusion compounds and is compounded by, existing inequalities.

- Connectivity, device access, affordability, confidence, willingness and trust all play a part.

- UN: Digital connectivity as a basic human right.

Why is it important?

- £63bn / year lost as a result of exclusion.

- £1.1bn time saved.

- £571m additional tax receipts.

- £560 / year per household in savings.

- 75% - 95% of jobs require computer use.

- Most jobs advertised online.

- Demand reduction, increased social inclusion / reduced isolation.

Productivity gain

Health benefits

Social benefits

The case for inclusion

Personal financial benefits

Employment and life chances

Benefits to the public purse

Socitm INCLUDE

Socitm Include; equality, diversity & inclusion

Here you'll find our body of tools and resources to support and strengthen your organisation's vital work in accessibility, diversity and inclusion.

- Digital Accessibility Maturity Assessment (DAMA)

- Web accessibility testing

- PAUSE model

- Diversity and inclusion

- LGA collaboration & toolkit

Socitm PAUSE model

PAUSE... for thought

socitm.net | @Socitm | Socitm | Learning Solutions Matter.

P Power up | A Ask open questions | U Unmute yourself and others | S Stop the tape | E Extend your privilege

Pause – reflect – act

The PAUSE model encourages us to look at our personal ecosystem and identify small steps that will shift us from 'passivity to activity'. The model suggests a number of reflective questions as to how we can all become active contributors to a more equal, diverse and inclusive team, organisation and community.

Power up

- Leverage your power as a manager or a team member
- Find a problem to solve or a person you can support
- Challenge poor practice

Ask open questions

- Have a curious mindset about your organisation
- Are all the managers in my department the same?
- Have we got diversity in our teams at all levels of the organisation?
- Are we providing services that are accessible by everybody?
- Recruitment, policy versus practice, promotions and access to opportunity... All are good places to start

Unmute yourself and others

- Express your views and ideas without the fear of being judged
- Understand others by talking and listening more
- Be open to learning from others

Stop the tape

- Do not let political correctness get in the way of honest conversations
- Stop your own tape and uncover your personal biases

Extend your privilege

- Who can I speak up for?
- Who can I help? Who can I help to develop?
- Who can I coach? Who can I mentor?
- Can I make a difference to someone from a minority group?

Accessibility

"The one argument for accessibility which doesn't get made nearly often enough is how extraordinarily better it makes some people's lives.

How many opportunities do we have to dramatically improve people's lives just by doing our job a little better?"

Steve Krug

Accessibility

- Most census data indicates approximately 20% of populations are living with a disabling health condition.

- Accessible products and services tend to be more usable for everyone.

- Accessibility is a legal requirement generally within the Equality Act 2010 and specifically for public sector bodies with the Public Sector Bodies (Websites and Mobile Applications) (No 2) Accessibility Regulations 2018.

- For public services, there usually isn't any consumer choice. Ensuring that products are accessible is essential to avoid disenfranchising citizens.

- An inclusive workplace requires that the digital workplace is accessible. Failure to do so reduces opportunities for disabled people contributing to the disability poverty gap.

Digital accessibility maturity assessment

- Gain clarity and gap analysis in your accessibility practices

- Receive advice and guidance

- Baseline against ISO standards for digital accessibility

- Benchmark

- Complements Web Accessibility Content Guidelines (WCAG) guidelines

Measuring the impact of digital inclusion activity

A tool developed by Socitm Advisory for the Local Government Association (LGA) – DI toolkit

What we did

The brief

A Return on Investment (RoI) tool for digital inclusion programmes

Available to all local authorities and others

To demonstrate the cost-benefit of investment in digital inclusion

Short, medium and long term benefits

Cashable savings, cost avoidance and intangible benefits

…but there's no baseline against which to measure RoI

The solution

A digital inclusion assessment/baselining tool

The tool asseses:

Basics – equipment, connectivity, environment

Blockers – cost, geography, skills and confidence, interest and motivation

Digital skills – aligned to the Essential Digital Skills Framework

Interest and motivation

Can be completed for personas/cohorts or individuals – in as much (or as little) detail as is appropriate

Can be revisited over time to demonstrate progress

How it works

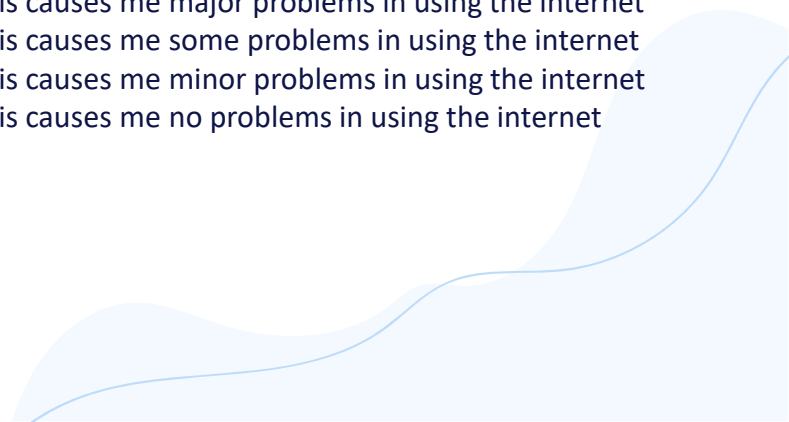| Basics	Options
• I have a device that connects me to the internet • I have an internet connection (fixed broadband and/or mobile data) • I have a physical environment that lets me I can do what I need to online	• I do not have this • I occasionally have access to this • I sometimes have access to this • I usually have access to this • I always have access to this

Blockers	Options
• Prohibitive cost (of kit and/or broadband/mobile data) • Connectivity (availability of fixed broadband and 4G - not cost related) • Lack of skills and confidence • Lack of interest or motivation • Health, disability or language barriers	• This stops me from using the internet • This causes me major problems in using the internet • This causes me some problems in using the internet • This causes me minor problems in using the internet • This causes me no problems in using the internet

How it works

Skills and confidence – 48 skills under the headings:

- Getting started
- Communicating
- Handling information and content
- Transacting
- Problem solving
- Staying safe
- Advanced skills

Options

- I have no ability
- I'm cautious/reluctant to do anything without help
- I'm willing to give it a go, but may need help
- I'm confident doing it for myself
- I could teach others

Interest and motivation

- The same 48 skills

Options

- I'm not interested in doing this
- I'm unlikely to do this regularly
- I may or may not do this regularly
- I'm likely to do this regularly
- I'll definitely do this regularly

Baselining

The tool provides a numeric score against each option

This provides a personalised profile of the individual's circumstances, needs and priorities

– e.g. "Paying bills online" might have a low Skills and Confidence score ("I'm cautious/ reluctant to do anything without help") but a high score for Interest and Motivation ("I'll definitely do this regularly") – this shows up as a high priority for the individual

Baselines are provided for 25 personas created by the London Office of Technology and Innovation (LOTI) – this allows you to identify possible priorities for a cohort of local residents

Measuring impact

By re-visiting the scores over time you can build up a picture of changes in skills, confidence, interest and priorities

This provides a measurement of the impact of a DI initiative

If used consistently throughout the sector it could provide a powerful picture of what types of initiative make the most difference

Future possibilities

Integration with other RoI tools, e.g. the Cost Benefit Analysis tool developed by Greater Manchester Combined Authority

Useful links

Download the digital inclusion assessment tool: https://www.local.gov.uk/our-support/cyber-digital-and-technology/four-essential-steps-digital-inclusion

LOTI personas:
https://drive.google.com/file/d/18eN4hzWJoyXgXKUyQXBhAO5f31exHWHp/view

GMCA Cost-Benefit Analysis tool: https://www.greatermanchester-ca.gov.uk/what-we-do/research/research-cost-benefit-analysis/