

Workshop at Manchester Digital Development Agency 04/01/2007

Two groups developed scenarios for north and south Manchester

North Manchester scenario

- High level of deprivation and worklessness
- No industry base
- Very few students
- Very diverse in some parts but not in others
- Good community-based provision and further education facilities
- New showcase facilities (e.g. library and learning centre)
- High level of community identity (a network of urban villages)
- Uneven level of take-up of online and broadband services
- High level of agencies but very little co-ordination of service delivery
- High levels of small/micro-businesses

Cards for north Manchester

Chosen: Capacity building; Wireless Broadband; DIY Multimedia; Network champions; Local content organised; community storytelling; Upgrade activists; Community access; Develop your voice; Extra Tech usability; Learning online; Community video online.

New cards: NGI ?; Smart homes/environment; Assistive technology; access to equipment; e-enterprise.

Character Development Storyline

Name: Jack

Age: 38

Location: North Manchester

Now	Year 1	Year 2	Year 3	Year 3+
<p>Northwards Housing. Twins are 13. He's on incapacity benefit.</p> <p>Left school at 16 and worked in paint factory in Miles Platting where he contract a respiratory disorder. Recently bereaved, wife died of breast cancer.</p> <p>Twins started to get involved in networking (SMS, Internet at school and friends houses)</p> <p>He doesn't have a landline (pay as you go phone). He has problems getting information from schools. He struggles to do shopping due to his disability</p> <p>Under pressure from Stepping Stones (JCX) to get a job. Struggles to manage his disability.</p>	<p>Twins keen to get equipment in the home and wireless connectivity.</p> <p>Starting to access relevant content following referral to Online Learning Centre from Stepping Stones. Accesses "how to use PC" learning. Get subsidised PC and connectivity in home.</p> <p>SEVERE ILLNESS GETS WORSE</p> <p>Links to support groups: self-help health; bereavement group; GP services</p> <p>Twins not out so much by using online resources in the home.</p> <p>Improved relationship with school through online access.</p> <p>COURSE IN ?? AT SCHOOL</p>	<p>PC STOLEN</p> <p>Possibility of using DigiTV as an alternative to stolen PC.</p> <p>Using support network and community transport does visit learning centre.</p> <p>ONE Manchester 'dividend' that he has built up could be 'cashed in' to replace PC.</p> <p>Also possibility of recycled PC on long-term loan.</p> <p>Uses credit union micro savings/loan scheme to replace PC.</p> <p>Mainstreaming provision so that PC becomes part of assistive tech provided by social services.</p>	<p>Media convergence - DigiTV and PC become one.</p> <p>Takes opportunity to access relevant e-learning and training.</p> <p>Takes control of worsening health situation through online healthcare planning and increased knowledge of self-help options e.g. improved motivation, quitting smoking.</p> <p>Becomes mentor/network/community champion. Starts e-Bay trading with support of 17 year old daughter who does the same.</p>	

(Note: words in capitals denote a crisis or opportunity card)

Character Development Storyline

Name: Not given

Age: Early 40s.

Location: North Manchester

Now	Year 1	Year 2	Year 3	Year 3+
<p>Self-employed life coach. Asian, early 40s. Married with kids.</p> <p>Black and ethnic minority community.</p> <p>Targetting SMEs and community enterprises.</p> <p>Issue - how to find potential clients and then support clients both online and face-to-face. Therefore problems of networking.</p> <p>Working from home in a regeneration area.</p>	<p>Learning online how to do a basic website and do online marketing e.g. "cascade emailing".</p> <p>Access to social media input to stimulate ideas e.g. podcasts on intro to life-coaching.</p> <p>Needs to deal with multi-cultural issues re. website, downloads etc</p> <p>Face-to-face networking with other self-help groups</p> <p>Goes to volunteer with self-help group e.g. Samaritans.</p>	<p>Challenge of how to break in to mainstream service provision: NHS, GPs, social services etc</p> <p>Links in to multi-agency forums, business clubs, local community forum. Decides to write book and publish parts of it online e.g. on blogs.</p> <p>Starts to give talks to schools and colleges and uses their online forums.</p> <p>On-line business support e.g. tax returns.</p>	<p>Makes specialist TV programme for local community DigiTV channel</p>	<p>Has regular slot on DigiTV - niche programmes etc</p>

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South Manchester scenario

- Urban
- Large ethnic population: Asian, Afro-Caribbean; Irish; Polish; Somali
- Large employers - out of area - University, Hospital
- Large student population
- Mixed tenure
- Medium deprivation
- Multiple communities
- No single identity
- Mixed use of technology - 30 percent Internet

Cards for south Manchester

Core: Capacity building; Network champions; Local content organised; Develop your voice; Extra Tech usability; Community research; E-participation; Small business online; Face to face networking; Internet television; more services online; ADD Next generation broadband; smart homes/environments (green) Personalised "Netstart" package; Assistive technologies

Enabled: Upgrade activists; Job search online; Learning online; Community access; Upgrade organisations; Community video online; Mobile tech support; After school clubs; DIY multimedia; Online maps; Showcase areas; Focus on mobiles; "Thin" computers cut costs; Information kiosks; Community storytelling; Wireless broadband.

Character Development Storyline

Name: Mali family: Mum, Dad, 3 year-old Age: 30, 24, 3.

Location: North Manchester, Longsight

Now	Year 1	Year 2	Year 3	Year 3+
<p>Recently arrived from Somali, and recently housed by Grove Village Housing Trust.</p> <p>French-speaking wife - health worker.</p> <p>Husband unskilled. Never used a computer. Receiving benefit. No health problems,</p> <p>Child not in childcare at present. Know very few people in the area.</p> <p>Challenges - language, employment, integration/inclusion, education.</p> <p>He is a musician</p> <p>Face to face communication</p> <p>(Would like ?) Email to contact friend and family</p>	<p>DAP? set up in centre?</p> <p>Finds out about DAP via social housing service</p> <p>Have Netstart planning session</p> <p>Created personalised Netstart plan which included training courses at Grove Village e.g. ESOL/My community gateway</p> <p>Hospital and university offer pre-employment training programme for Mrs Mali includes online learning materials</p> <p>Mr Mali - job search, Job centres services</p> <p>SERIOUS ILLNESS</p> <p>Mother at home looking after child with serious illness</p>	<p>Mr Mali has a job (minimum wage). Supplements income with music which helps build social network.</p> <p>Mrs Mali now working part-time at the hospital. Child is better and able to start nursery.</p> <p>Netstart</p> <p>Malis want computer at home for uploading music</p> <p>RACIAL ATTACK</p> <p>Mr Mali starts local support group Neighbourhood Watch after racial attack - CCTV, online crime reporting</p> <p>Access on-line information about school.</p> <p>Voice over IP to contact friends and family. Webcam.</p>	<p>Move to new house with fibre to the door.</p> <p>Mr Mali has become local councillor. Uses online advice and info - video-conferencing for constituents.</p> <p>Mrs Mali promoted to district nursing role. Working from home using computer to access Primary Care Trust intranet, uses PDA, video conferencing.</p> <p>Junior Mali downloading music, DVDs, social networking.</p>	

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