

Digital Inclusion in Arts and Culture



Easy read booklet

Who we are and what we do



We are **Arts Council England**. We believe everyone has the right to access art and culture. This can be in person or online.



Digital art and culture has got bigger. **Digital** means online. We think this will get even bigger in the future.

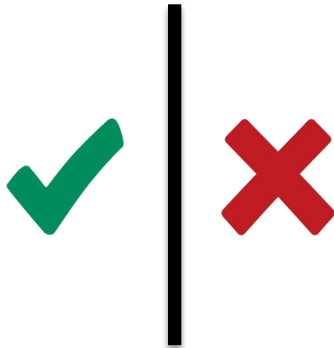


Digital art and culture can reach more people. But it can also mean that some people are left out. This might be because they find it hard to get online.



This booklet tells you about how digital art and culture can be better, and how art and culture can help others make their digital work better.

The digital divide



The UK has a **digital divide**. This means that some people can access things online but lots of other people can't.



Some people do not have the money or the equipment to get online. Some people do not know how to get online or are not confident.



This means they can miss out on different experiences like art and culture.



Lots of art and culture organisations already make digital activities for everyone. But we need to make this happen in more places and for more people.

Digital inclusion



People can be **excluded** or **included** in digital activities.



- **Excluded** or **exclusion** means people can't join in.
- **Included** or **inclusion** means people can join in.



Digital exclusion happens when people can't get online or are not confident.



Digital inclusion happens when we make it possible for everyone to join in online. We want everyone to be included in digital arts and culture.

Digital inclusion for audiences



Audiences means anyone that joins in an activity or an experience.



What stops people joining in

We found out that lots of people can't join in with digital art and culture because they



- don't know about it.
- don't have the right equipment or the internet.
- have access needs.
- can't afford to take part.
- don't have digital skills.
- don't feel confident to use the internet.
- don't have a space that works well for going online.





What people say

People told us the reason why they didn't take part in digital art and culture. Here are some things they said.



- It's not for me.
- I can't the support I need.
- It's too complicated.
- It costs too much.
- I only use social media.
- I only use social media a little bit.
- I don't have social media.



We know that

- ✓ art and culture are great ways for people to experience digital work.
- ✓ art and culture organisations need to talk to people to find out what is stopping them joining in with digital activities.



We want artists to



- ✓ make digital art and culture inclusive so everyone can experience it.



- ✓ get people interested in a different way.



- ✓ make sure the first time someone has a digital art and culture experience that it is good.

Digital inclusion for organisations



What stops organisations making digital activities

We found art and culture organisations may not be able to make activities digital because they

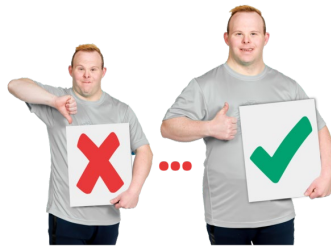


- don't have the right equipment.
- don't have enough people working for them who have the right skills.
- don't know how to make their usual activities work online.
- don't know how to make digital activities easy to understand and access.
- don't know how to make an activity inclusive.
- don't know how to get money to make their digital activities.



We want organisations to

✓ work harder to find out what stops digital access.



✓ use tools like the **Digital Culture Compass**.

✓ find the areas that need to be made better.



✓ have a big plan called a strategy to make things happen.



✓ find money from other digital funding to spend on digital work.

✓ train staff and volunteers in digital skills.



✓ work with new partner organisations.

Digital inclusion for communities



Art and culture organisations are important in the community. They might need to do more with partners to make digital work happen.



What stops communities from joining in digital activities

Communities might not take part because



- there are not enough connections between local groups.
- there isn't enough money or digital equipment in the area.
- there isn't a shared digital plan.
- good ways of doing digital work aren't shared.
- it isn't clear about who is in charge of digital inclusion
- art and culture are not a big part of the community.



We want communities to



- ✓ work with partners so they can create more digital experiences for more people.
- ✓ work with other groups – for example they could work with other art organisations, housing groups, health and social care groups and charities.
- ✓ sharing equipment and skills.
- ✓ working with digital experts to get more people online.
- ✓ working in art and culture networks to give more support and services to people.
- ✓ work with community support groups to help people get more confident.
- ✓ groups to use places like the library, charities and the **Online Centres Network**.
- ✓ have a digital inclusion plan, for example like the **Power Up programme**.

Digital inclusion for our sector



Our **sector** means all the groups that make art and culture.



Some art and culture groups don't know enough about digital inclusion.



We want groups that know more about digital to share what they know. This will help everyone.



The Arts Council have a Digital Culture Network. This is a great way to

- ✓ learn from the digital work other groups are doing.
- ✓ share training and learn new skills.

Digital inclusion for society



Society means the way we live in the UK.



Our society is using digital a lot more. This has got bigger since COVID-19 when people had to stay at home. The only way to access art and culture then was online.



Art and culture play an important part in the digital world. We know the world is changing and we need to be ready for the future.



Digital exclusion happens when a person doesn't have the skills or equipment to take part. We want to change this so that people have digital access, skills and confidence.



We want

✓ everyone to be able to take part and experience art and culture in new ways.



✓ everyone to know that art and culture can be digital.

✓ to help people start their digital journey.



✓ to help give people skills and confidence in the digital world.

✓ to take care that people are safe online.



✓ to understand and be part of new technologies in the future.

✓ organisations to learn the skills they need to be more digital. This helps everyone in society know more about digital work.



✓ everyone to share the success of being more digital.

What we will look out for in the future



We will look out for

- ✓ how digital work is changing education and how people learn.
- ✓ what the world looks like after COVID-19.

We know we will need to

- ✓ keep digital work as inclusive as we can in all our art and culture experiences.
- ✓ keep asking people and communities if they need help to access activities online.
- ✓ work with partners and other digital experts who can help.
- ✓ promote digital inclusion as a good thing in society.

Find out more



This report was written by the Good Things Foundation.



For more information send an email to this address

research@goodthingsfoundation.org



Thank you to A2i for the words www.a2i.co.uk (reference 34044)

The full version of this document is called “Digital Inclusion and Exclusion in the Arts and Cultural Sector”