

DIGITAL CHAMPIONS

AT THE CENTRE OF ONE DIGITAL...



The UK is going 'digital by default' but bringing everyone online is getting harder...



Digital Champions are an extremely effective digital inclusion solution...



Digital Champions provide essential personal, long-term digital skills support...



Being a Digital Champion brings significant personal rewards...

A One Digital Digital Champion ?

Someone who is trained and supported to inspire others about being online and can spend some time showing them how.

"It's been great to become a Digital Champion and improve my own digital and teaching skills.

"Helping others to learn and use the internet for their own benefit is enormously satisfying and gives me a real boost."

11% of adults in the UK have never used the internet¹

23% (12.6 million) of UK adults don't have basic digital skills²

77% of non-users cite lack of interest as their main reason for being offline³

26% of beginners do not use their new digital skills without ongoing support⁴

88% of learners would use an informal approach to learning a new online skill⁵

90% of Digital Champions said they made a difference to getting people online⁶

81% of learners rated their Digital Champion sessions as good or excellent⁷

58% of job seeking learners had searched or applied for jobs online since their Digital Champion training⁷

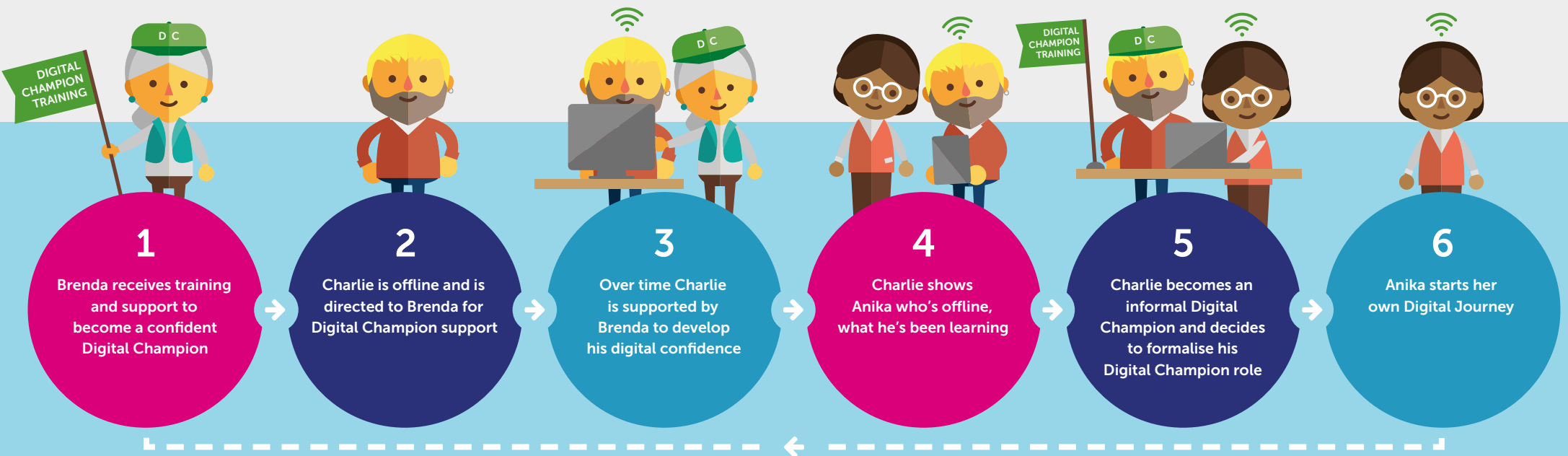
25% of learners made new friends through their Digital Champion sessions⁷

70% of Digital Champions felt volunteering had added skills and experience to their CV⁷

20% secured work after volunteering⁷

80% of Digital Champions gained confidence from their training and support scheme⁷

A DIGITAL CHAMPION MODEL CAN BECOME SELF-PERPETUATING AND ENTIRELY SUSTAINABLE OVER TIME



¹ Office of National Statistics Internet Users 2015 ² Go ON UK 2015 ³ BBC Media Literacy - Understanding Digital Capabilities 2014 ⁴ Two year longitudinal research study from Citizens Online – April 2015

⁵ BBC Media Literacy – Understanding Digital Capabilities 2012 ⁶ Impact Survey amongst Digital Unite's Network of Digital Champions 2013 ⁷ Review of Hyde Plus Getting Online 2014/15 by Citizens Online

