

# The role of digital champions Brent

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(Brent)



# Digital Inclusion in Brent



## Digital exclusion estimates

- 17,600 (6.8%) non-internet (adults)
- 48,500 (18.4%) people with digital skills
- 50,000 (18.7%) adults with laptop/PC at home
- 30,000 (11%) smartphone

# Challenges to digital inclusion

- Devices
  - Lack of access to suitable devices
- Skills/training
  - Low or no digital skills to make use of existing technology
- Connectivity
  - Poor internet speeds or unaffordable broadband
- Motivation
  - No or low awareness of benefits of being a digitally included

# Digital inclusion response to Covid19

## Digital Inclusion Pilots

- 10 devices and connectivity provided to AgeUK to complete virtual digital skills training for residents
- 63 devices were provided to day centre service users to access services virtually
- 35 council devices were refurbished and provided to the Living Room, Women's refugee centre and h
- 25 devices were provided to housing tenants to assist with accessing the new housing portal

## Resident Support Fund

- 208 residents have received digital support through the Digital Fund
  - 24% of all RSF applicants
- Residents were able to access an insured device and/or connectivity

## Digital Inclusion Action Plan

- Developed with internal and external stakeholders
- The Digital Inclusion Network holds the council accountable for implementing the plan

# The role of digital champions in Brent

- Support the development of digital skills for all residents
- Assist with engagement and access to online services
- Part of existing front line
- Key in achieving digital inclusion ambitions
  - Effective use of devices and connectivity
  - Access to universal services
- Building on the residents change in motivation due to the p
- Undertake essential core courses and training
- Don't need to be an expert!
- Willingness to help others



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# Digital Champions pilot (Feb – July 2020)

- Citizens online review recommended that we implement digital champions and increase their presence throughout the borough
- Launched a pilot of 50 digital champions from:
  - Brent Libraries
  - Brent Hubs
  - AgeUK
  - Health champions
- Trialled the use of the Digital Unite platform and the use of digital resources for residents



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# Digital Champions rollout

- Positive feedback on usefulness and suitability of Digital Champions
  - Culture change required to acknowledge role of digital champions
  - Awaiting further reopening to monitor implementation
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- Expanding rollout from August 2021 with the aim of having 100 digital champions across Brent by 2025
  - Developing a Brent Digital Champions network
  - Alongside increased device, digital skills and connectivity



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# Digital Champions rollout





# Challenges

- Culture change required around having digital conversations
- Digital skills of digital champions
- Capacity for 121 support
- Identifying digital motivation

# Partnership working

- We are working with AgeUK to engage digital champions from across the VCS network
- We have also worked with our NHS CCG and Trust to ensure collaboration between separate digital champion programmes



Thank you

Please contact me at  
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have any questions

