Digital Unite, October 2021
reinvigorating digital inclusion - what we've learned from the pandemic

Digital Unite

Emma Weston, OBE

Social/civil sector

78% using digital to reach **audience** as part of the pandemic

67% believe digital service delivery is a **priority**

63% will be **investing** in digital skills

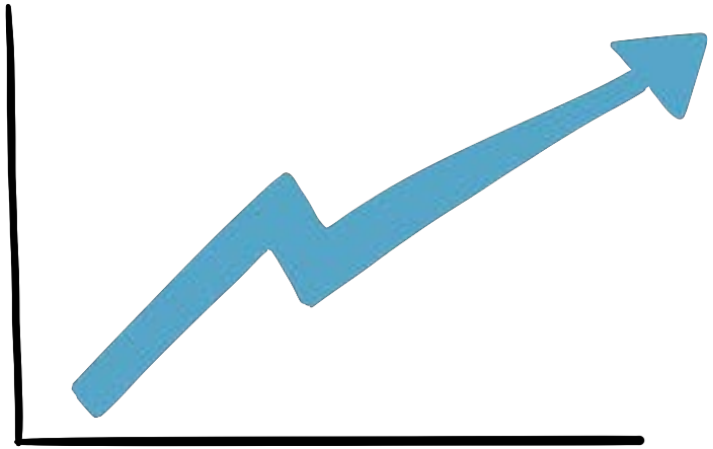
52%
Of charities are worried about **digitally excluding** service users

20.5m
people have low or **very low** digital engagement or skills.

52% charity **boards** have low digital skills

47% Of charities lack organisational **confidence** around digital and skills

ESSENTIAL DIGITAL SKILLS ARE ... ESSENTIAL



80% Of business leaders see improvement in digital skills as important to **COVID recovery**

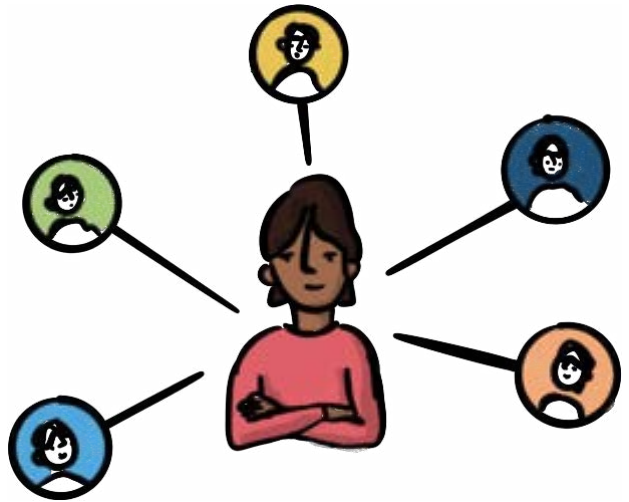
90% **jobs** will require digital skills in 20 years

92% those working in social/civil sector say developing the digital skills and capabilities of the **workplace** is important.

51% of people feel less **lonely** through being online.

62% say being online helps them manage health and **wellbeing**.

67% say being online helps them to save **money**. Those with digital skills earn more than those without.



1. Covid has indubitably accelerated the pace of digital transformation.

2. Digital service delivery no longer optional.

3. Creating and supporting digital service users critical.

"The pandemic has emphasised even more the need to make our online services as accessible as possible, and to help people to use them. I think there is now greater awareness of the importance and social value of making sure our residents are digitally included."

4. Sustainability, integration and scalability more important than ever.

"Rather than being a standalone service, digital inclusion is now recognised as a cross-cutting essential element for employment support, financial inclusion and wellbeing support."

OUR COVID INSIGHTS - PRACTITIONERS

91% will be providing remote digital skills support ongoingly

88% plan to run blended activities ongoingly and into the future

64% want continued practitioner support

87% said practitioner support webinars give them ideas on how to provide digital skills support beyond lockdown

TODAY'S BIGGEST DI CHALLENGES

- Instability of funding
- Collaboration and coordination
- Remote team working
- Changing workplaces and new skills needed
- Changing strategic priorities
- Rebuilding confidence amongst the disengaged
- Delivering blended support
- How to plan in continued uncertainty

Digital Champion models CAN:

- Support a lot of people to improve **digital skills** in a short space of time and in a **sustainable** way
- Embed **digital transformation** strategies within organisations
- Improve staff **wellbeing** and professional pride
- Enhance wellbeing and **access** to services for customers
- Improve **employability**, earning power and life chances
- Are **flexible**, **scalable**
- Extend the all-important **human touch**

INTRODUCING OUR DIGITAL CHAMPION PRODUCT OFFERS

Digital Unite

SINCE 2017

Our core Digital Champion product. Clients exist of charities, social housing, local authorities, Unions, etc.

SINCE 2020

Our offer for health care service providers, national such as NHSx, NHS; and local such as GP surgeries, hospitals and Trusts.

SINCE 2020

Digital inclusion and skills for people with learning disabilities and their supporters.

Inspire

SINCE 2020

Our corporate offer for those committed to employee volunteering and/or with an interest in digital inclusion.

OUR PRODUCTS DELIVER

67%
Organisations able to **integrate** digital skills support and delivery for workforce and service users.

96%
Digital Champions increase in **their own** digital skills.

94%
Digital Champions are 94% better able to support others including with **employability** and **well-being**.

Thousands **saved** for each person trained for organisations and their customers.
2.8k
PER HEAD

41%
Inspire employee volunteer learners make a **digital skills pledge**

PRACTITIONERS AND LEARNERS THROUGH THE PANDEMIC

40 **DC** and **PM courses** on our DCNs

93 **Practitioner Resources** on our DCNs

743 digital inclusion **corporate employee volunteers** trained

1,583 **DCs** and **PMs** trained

2,191 **Practitioner Resources** used monthly

6,599 DC+PM **courses completed**

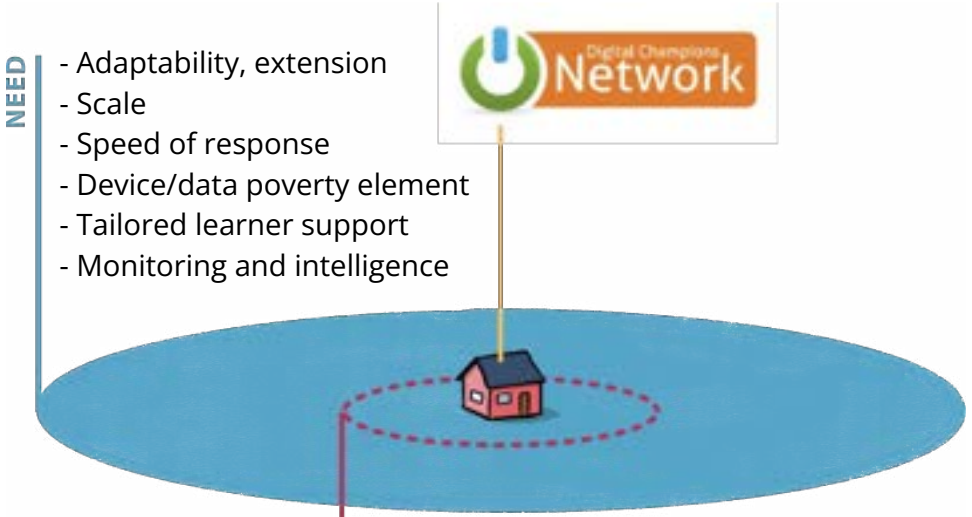
4,000 Technology Guides for **learners** self-serve + practitioner resources

12,000 Views of our Technology Guides for **learners** each week, and no.1 changed..

No. 1 'How to shop online' 1st from 6th most popular resource in Covid

"We see digital inclusion as essential for our residents to be able to participate in society. When Covid-19 hit, getting residents online became the number one cross-cutting priority for all the services we run in the Community Investment Team."

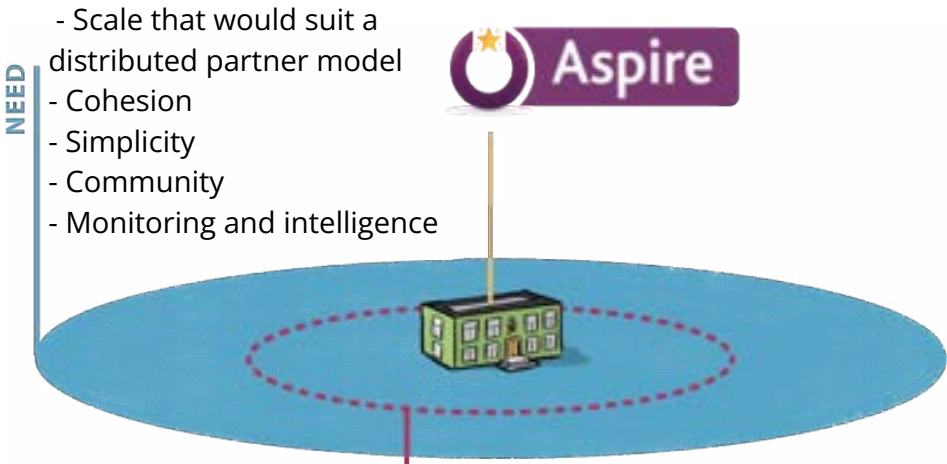
Hexagon



CHAMPION MODELS IN ACTION - CHARITY

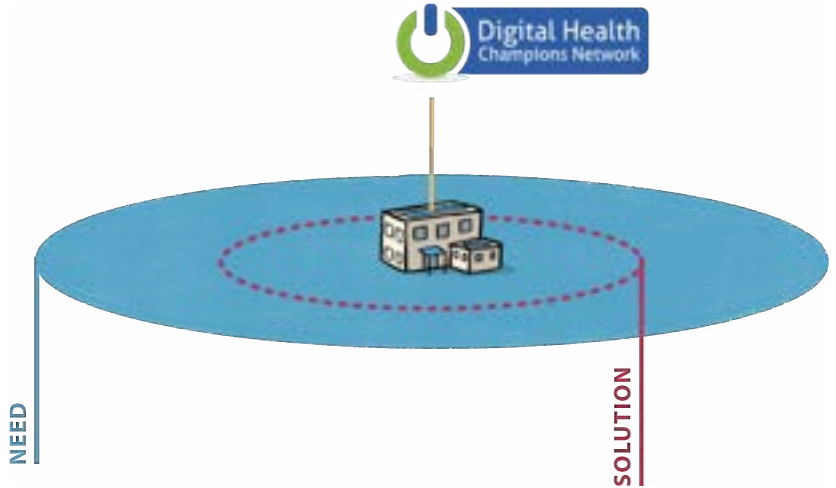
mencap
The voice of learning disability

"Supporting people with learning disabilities to use digital technologies had been a missing part of the picture for years. Covid forced everyone suddenly to shift to remote working, and the issue became urgent. We had to address it."



CHAMPION MODELS IN ACTION - HEALTH

"We will motivate and support citizens to access health services online so they can participate in their health and care using digital services that meet their needs. We will develop digitally enabled care pathways in ways which increase inclusion."

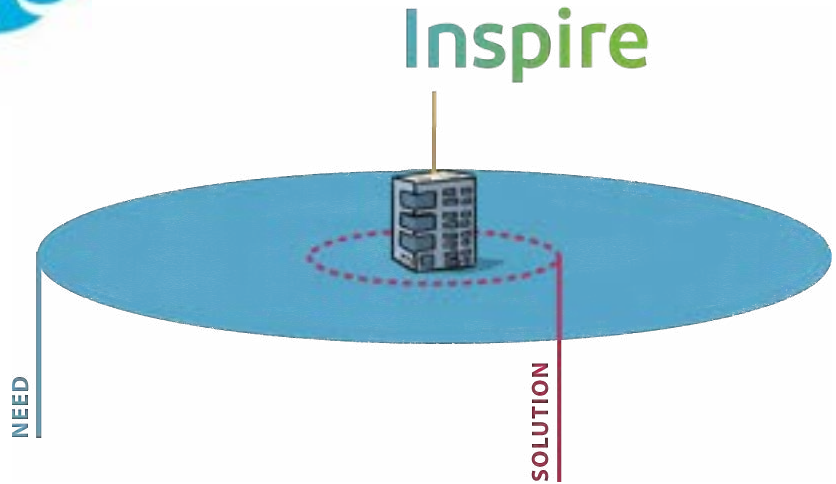


- Standardised training offer
- National training offer
- Customisation for specific cohorts
- Customisation to match local needs
- Ability to join up with local DI orgs/initiatives
- Integrated monitoring and intelligence

- 7 pilot areas testing both geo-responsiveness AND cohort/ audience responsiveness
- New content/guidance on national resources
- Flex around 'who' is a DHC – volunteers, clinicians, front line staff
- Continual review of data

Capgemini

"We are a technology company; we help large organisations to deliver digital transformation, so we feel a strong social responsibility to ensure no one in society is left behind in this move to digital automation."



- Scale
- Simplicity
- Layered impact
- Measurable impact
- X-business appeal
- 'Skills rich, time poor'
- Covid proof
- Monitoring & intelligence

- Short, sharp, doable
- Scalable
- Layered impact
- Shareable (clients)
- Works across the business
- Creates a pipeline
- Demonstrable value

Scale

- Our products currently being used by **70 organisations** to drive digital inclusion and skills
- **2 million people** use Digital Unite's online learning guides every year
- **25 third parties** (local authorities, councils, charities) embed our guides in their own websites

Loyalty

- Products **trusted** since 2017 by 300 local authorities, housing providers, charities, health trusts and community groups across the UK
- Successful **membership** model, renewals 64% for 2 years; 14% for 3 years; 7% for 4 years. 18% of lapsed renewals are reinstated

Credibility

- Member of the **CPD Certification Service**; quality assured, professionally verified e-learning. Digital certification (Badging) on all our DCN courses
- Approved supplier of digital inclusion training and support by the **Crown Commercial Service**
- Bronze Medallist for **Innovation in Learning**, Learning and Performance Institute
- Emma, our CEO, awarded an OBE in 2012 for 'services to digital inclusion'

CPD AFFILIATE
The CPD Certification Service

Crown Commercial Service

INNOVATION IN LEARNING
2019 BRONZE WINNER

Social Enterprise UK
Certified Member

WHAT THEY SAY ABOUT OUR NETWORKS

"I can't overstate just how useful the DCN is to an organisation like ours. It allows you to do more and achieve more, with less time spent on administration."

Waltham Forest Council

Digital Champions Network

"Aspire was a great way to find the information that I needed, without feeling like it was a silly question! The platform was easy to use and the topics were relevant."

Surrey Choices

Aspire

TOGETHER WE CAN…

- Do **more**: amplify our collective **impact**
- Consolidate, champion and extend our **influence** and **intelligence**
- Grow **together** using your experiences and ideas to develop **more, better** Digital Champion products and services