Using **Digital Champion Networks** strategically and locally to provide **Digital Social Inclusivity**
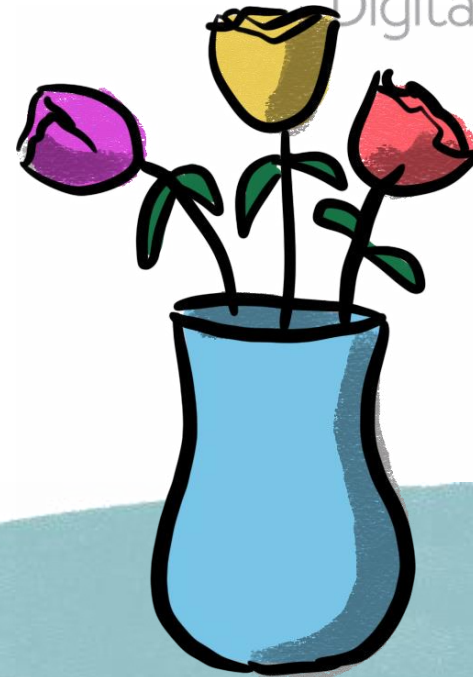
Emma Weston, OBE

Scale

- Our products currently being used by **100 organisations** to drive digital inclusion and skills

- **2 million people** annually use Digital Unite's proprietary online digital learning guides

- **25 third parties** (local authorities, councils, charities) embed our guides in their own websites

Loyalty

- Products **trusted** since 2017 by over 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'

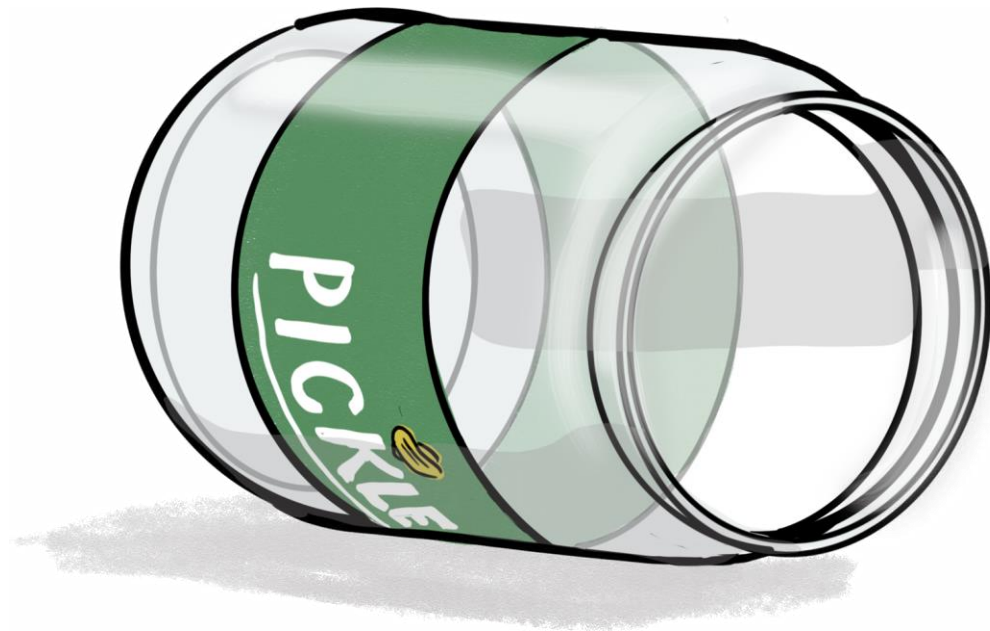**Tricky times with challenges and pressures ...**

- health and wellbeing
- employability / job security
- cost of living increases
- conflict and uncertainty

**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.

Why Digital Champion models? Because they:

- Support a lot of people to improve **digital skills** in a short space of time and in a sustainable way

- Embed **digital inclusion + 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.

- Leverage that all important **human** capacity
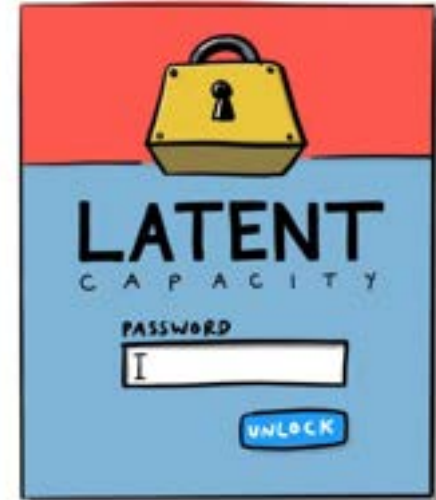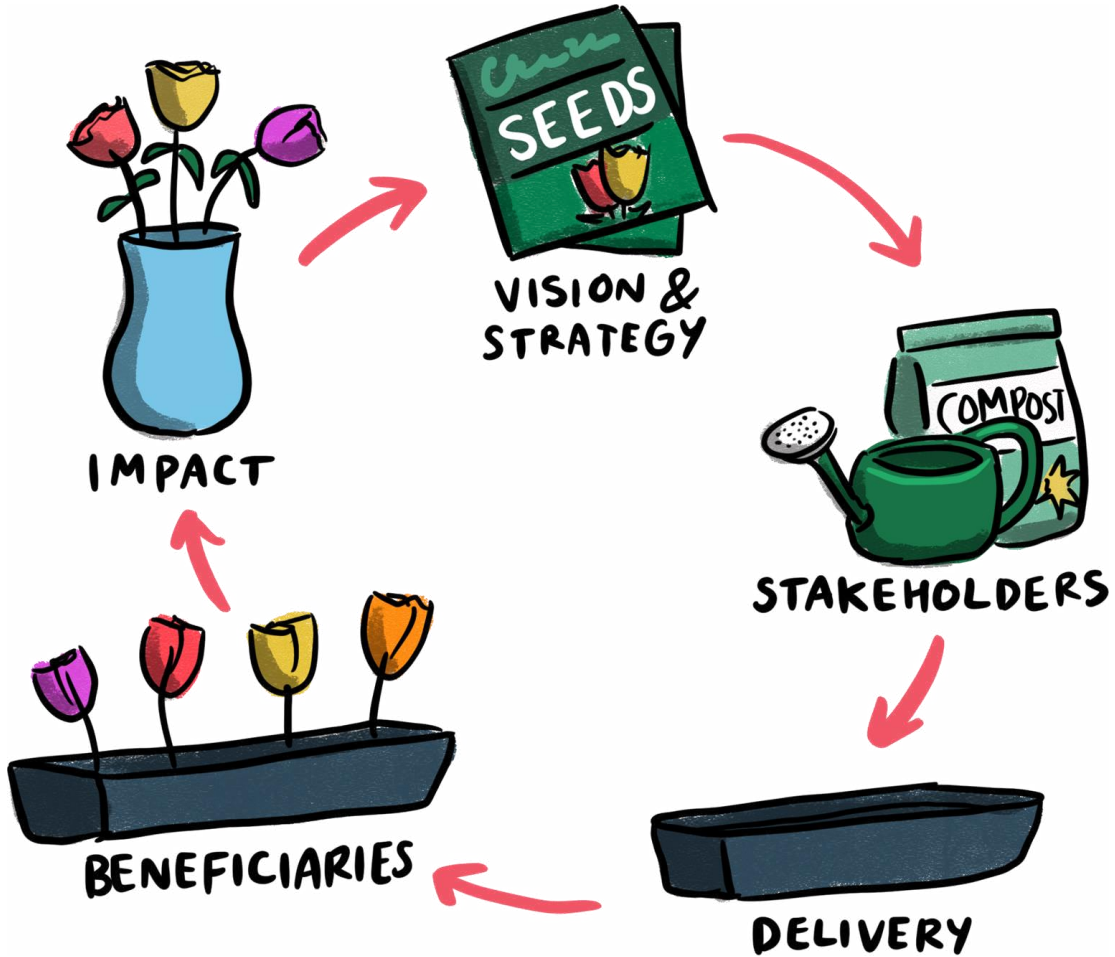
Have a **vision**. Define goals/aims. Create a plan.

Define **audience**:
- stakeholders,
- deliverers,
- beneficiaries,
- partners

Plan **delivery** - who will do what? How will you engage them and which channels will you use?
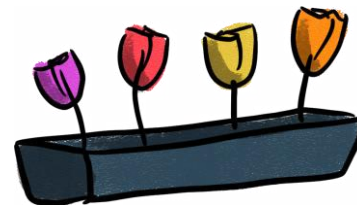
Think about beneficiaries - how will you **maintain** and sustain?

How will you **measure** impact and evaluate?

TIMEFRAME?
BUDGET?
DEPENDENCIES?
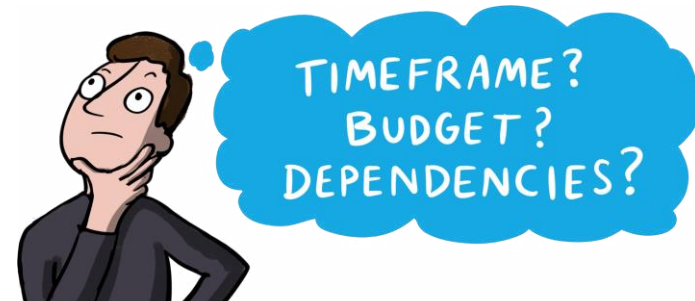
Digital Champion Networks are eminently scalable:

- Digital is implicit and Champion thinking is key!
- Using the model – for **thematic extension** e.g.
  - Health
  - Financial Literacy
  - Environment
- For **audience extension** e.g.
  - Older people
  - ESOL
  - Accessibility

Once you adopt **(Digital) Champion thinking** you will start to see other things the model and the Digital Champions can be used for / contribute to:

- Developing and producing multi-format content
- Galvanising and sharing
- Inspiring and supporting
- DC networks are ready made flourishing networks – they leverage peer2peer

Let them grow and see where they go...

DU Digital Unite

Digital Champions Networks are made for **partnerships**

Bexley DCN

has 12 partners including:
- Local Care Partnership
- Volunteer networks
- Health Providers
- Local Authorities

North Yorkshire County Council

has 9 partners including:
- Living Well (a health project)
- Stronger Communities
- Libraries
- Scarborough Borough
- Hambleton District
- Ryedale District
- Selby District
- Richmondshire
- Craven District

DU 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.

SINCE 2020

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

DU
Digital Unite

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

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

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**.

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

We believe **high quality** digital inclusion **outcomes** require **high quality people**!

Our **Networks** provide:

- Training for Digital Champions
- Training for Digital Champion Project Managers
- 500 resources for Champions and PMs 'in action'
- 400 resources for learners they are helping
- Rewards and recognition for Champions including CPD
- Quality, consistency, benchmarking
- Community of Champions and PMs
- **Project management tools:** dashboards, data and MI tools
- Wrap around support - webinars, meetups, shared learning and resourcing

DU Digital Unite

Our services cater to demand.

We **surveyed DCs and PMs** last year:

91% of them will continue to provide **remote digital skills** support post pandemic

88% plan **blended support**, when they can get back to f2f

64% want **ongoing support** from people like DU

87% said DU support **webinars** gave them new ideas

Throughout 2021 an average of:

157 Digital Champions / month **registered** on one of our Networks, and devoured

47k **pages of learning** and training content a month and completed

500 **courses** a month across all Networks. (Average active Digital Champions did 6 courses a month)

98.8% of **Network users** said they had
- increased their understanding of how to help
- increased their understanding of digital inclusion
- learned new DC/ PM skills

"The customer care, knowledge and diligence shown by Digital Unite's staff is brilliant. I would like to thank all involved who are always pleased to help or provide support. Brilliant work, many thanks."

Marc Davies
Project Manager
Digital Communities Wales

"I want to say thank you personally, and on behalf of the Council, for all of the support and guidance you have provided. The Network is a really useful knowledge hub and a great place for Champions to upskill themselves and gain confidence to help others with their digital skills."

Louis Walton
Customer Services Manager
Epping Forest District Council
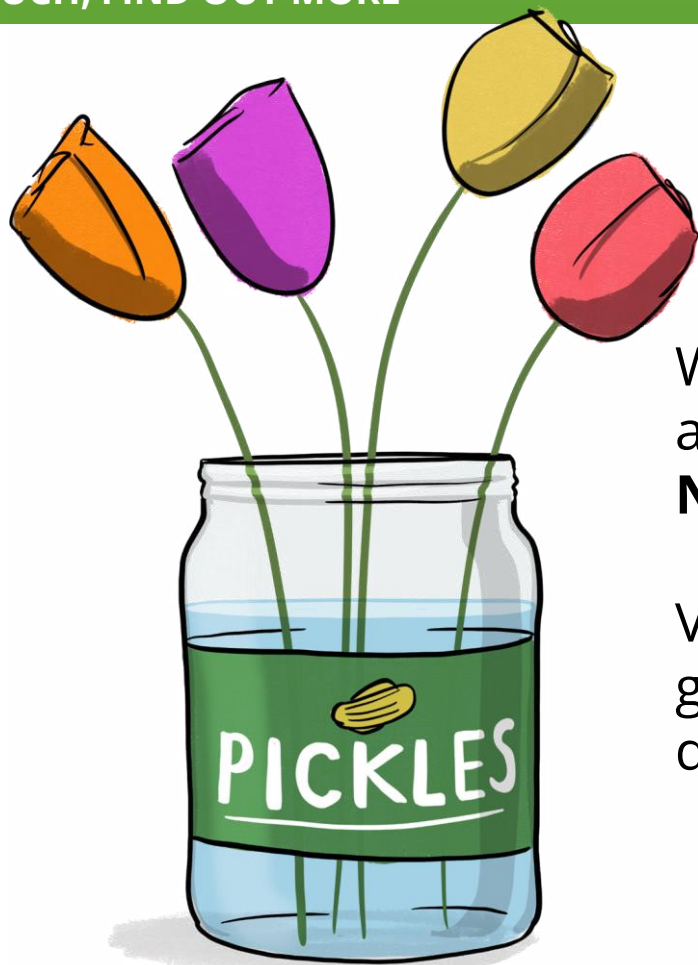
Want to know more about us and **Digital Champion Networks**?

Visit https://bit.ly/3hRxhMh for guidance and resources. Book a demo! Book a call!