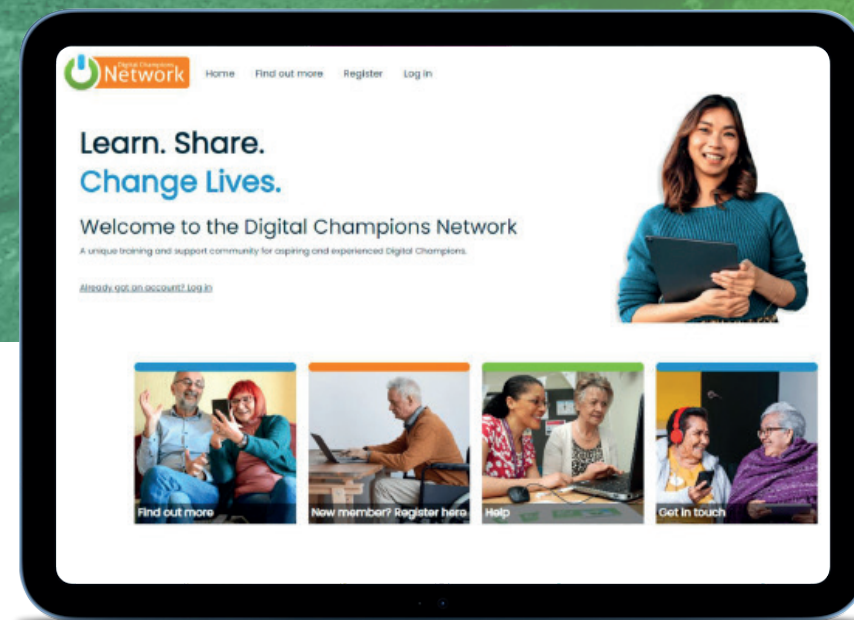




Let's digitally unite!

Join the Digital Champions Network
and help people access digital services
and thrive in the digital world.



Does this sound familiar?

“We come across people every day who are struggling to use online services.”

“We’re looking for solutions that are scalable and sustainable to help us deliver digital inclusion rather than just talk about it.”

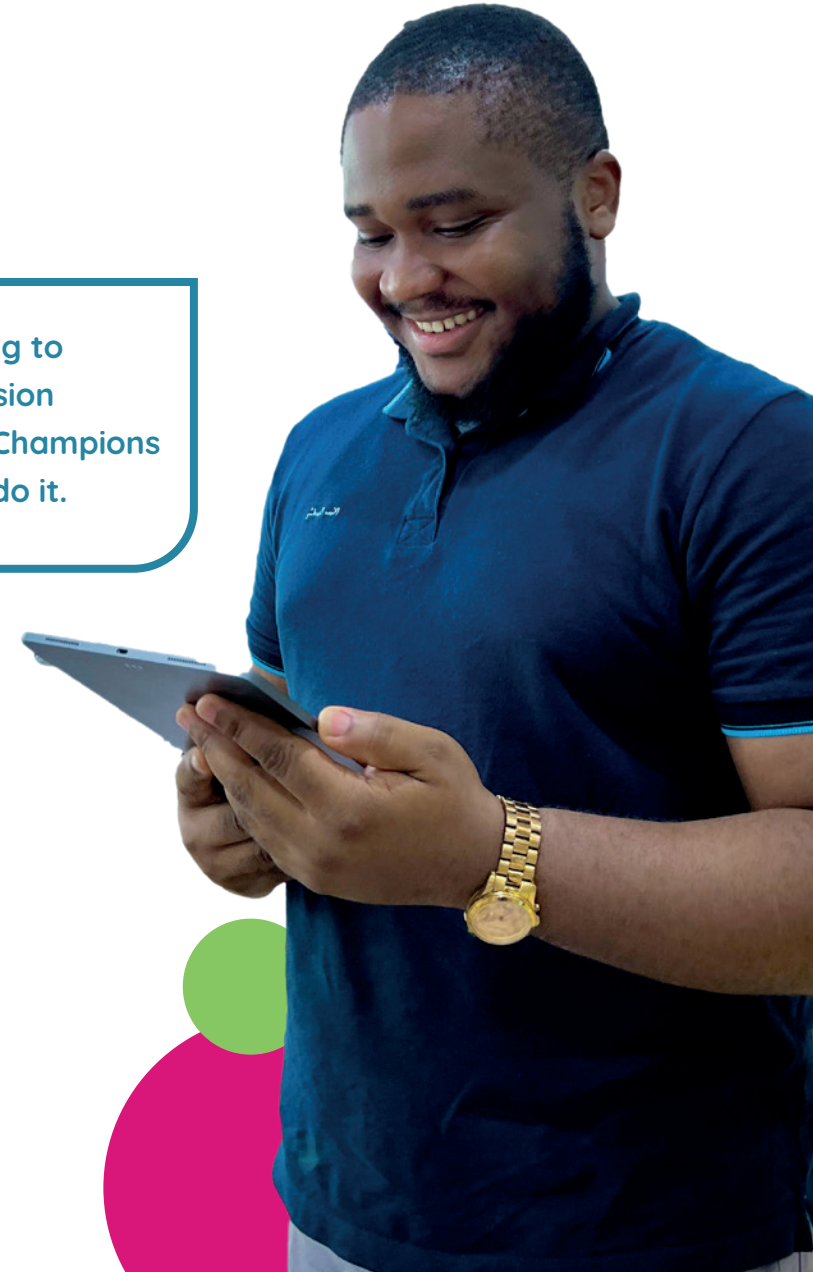
“When we ask people to use our digital services, they get annoyed with our frontline staff. But people need to start using them.”

“Our staff are too busy to do complicated digital skills training.”

“We are tackling the digital divide but don’t know how to measure our progress and impact.”

We know it’s challenging to implement digital inclusion strategies. The Digital Champions Network can help you do it.

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Why don't people use digital services?

- They don't have digital skills
- They don't have anyone to help them
- They don't feel confident
- They don't want to appear foolish
- They feel scared of online fraud
- They can't afford broadband and struggle with connectivity
- They don't have a digital device

We know that people with poor digital skills like to learn from a human being and they won't keep learning without continued support. Whizzy apps aren't the solution – people are.



Why do people need digital skills?



32%

of people in the UK
have low or very low
digital skills

52%

of us don't have all the
Essential Digital Skills
for Work

5m

people can't
download an app

51%

of people feel less
lonely being online

62%

say being online helps
them manage health
and well-being

67%

say being online
helps them to
save money

4m

can't connect to Wifi

1.6m

people are offline

£17bn

extra collectively in
additional earnings for
those with digital skills

£63bn

lost each year to the
economy through poor
digital skills

£1bn

in savings for GP
surgeries alone

What is a Champion approach?



- We train people in your organisation to become Digital Champions.
- They get confidence, skills and the resources they need to help others with digital skills.
- Your Champions then help other people learn new digital skills, so they can thrive in a digital world.
- They might help colleagues, clients, customers, patients or residents – anyone who needs help with digital skills.

Your staff and volunteers get new skills and confidence. They help people learn to access digital services.

“The Champ programme has helped us equip staff as well as volunteers to make every contact count for digital inclusion and support as part of other roles.”

Project Manager, Library Project



Why does it work for organisations?

With a Champions model, you can:

- Create a flexible and impactful inclusion plan, tailored to your fit your organisation, using your existing resources and structures.
- Meet the specific needs of your users.
- Support a lot of people in a short space of time, in a sustainable way.
- Embed digital transformation within your organisation, in a way you can scale, own and distribute.

“It’s all the wrap around support for Champions that we don’t have the capacity to provide within our own organisation. So CPD training that you can access anytime, PDFs, guides and resources Champions can keep coming back to.”

Project Manager, Health Project

Why does it work for learners and Champions?

It helps people learn in a way that suits them:

- 65% of people want to learn in a face-to-face setting. The percentage rises in those with low skills.
- 68% want to learn from friends.
- 1 in 4 learners give up without ongoing support.

“I feel I have got over the most important hurdle, because I had this enormous build-up of fear about technology.”

End Learner on a health project

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And your Champions benefit too:

- 98% increase their digital skills.
- They report increases in well-being from Championing – doing good feels good!
- Being a Champion contributes to professional development, progression opportunities and earning power.

“The feeling of helping someone with digital skills truly makes your job feel worthwhile.”

Volunteer Digital Champion





Join the Digital Champions Network

Set-up a flexible, scalable and sustainable project with:

- Structured training for your Champions
- Project management framework and support for your project managers.
- In-person and online support from our dedicated team

And when you become a member of the Network, you join a powerful community of individuals and organisations sharing best practice to tackle the inequalities of an increasingly digital world.

“Establishing a strong partnership with a trusted delivery partner like Digital Unite, who is willing to go that extra mile to meet our high-quality standards and the needs of our highly valued volunteers, has been a key factor in creating our successful Digital Champion programme.”

Steph Noyce, Head of Money and Digital, Clarion Futures.

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Award-winning training for Champions

- 25+ CPD accredited, bite-sized e-learning courses, accessed at any time on any device.
- Covering everything from digital essentials, to working with users with specific needs.
- Backed up by hundreds of curated, resources, tech guides, session plans and training tips.
- Regularly updated with fresh, new content.
- Champions achievements are recognised with certificates and badges.
- Champion Record logs activity about learners helped.
- Backed up by online and in-person support with newsletters, forums, regular online meet-ups and drop-ins and a community of other Digital Champions sharing challenges and best practice.

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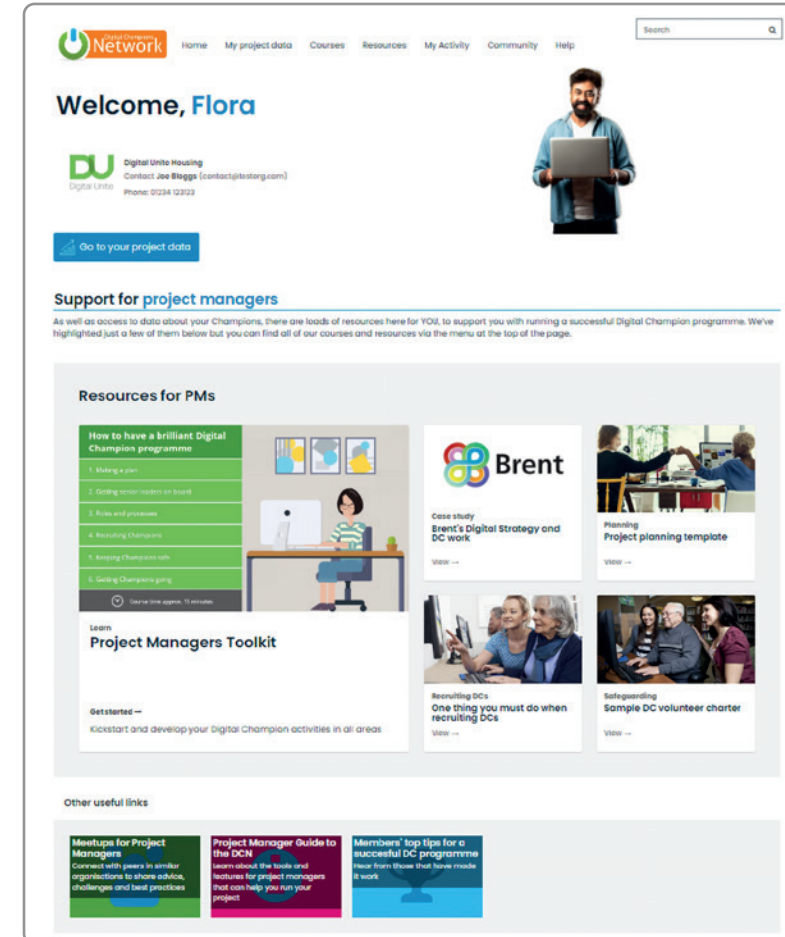


Project management framework and support

All you need to get your project off to a great start and keep it going.

- A bite-sized CPD accredited course for Project Managers.
- A toolkit with planning outlines for every stage and useful templates for things like recruitment posters.
- An easy-to-use dashboard to monitor champions' progress.
- Easy-to-use tools to report on progress that can be filtered, saved and exported.
- A dedicated membership manager to support project managers.
- Newsletters, meet-ups and a community of best practice, sharing challenges and ideas.

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Tailoring the Network

For most organisations, the Champions Network is “ready-to-go”. But if you want customisation, we offer:

- Tiering project management tools: with up to 10 sub-projects beneath an umbrella project.
- Customised document areas, with specific resources (like a volunteer handbook).
- Tailored Learning Pathways: bespoke inductions making specific learning mandatory or initial selections of content that vary from our standard pathways.
- Tailored Champion Records to gather additional information about your Champions’ activities.

You can find more information about [customisation and costs](#).

Inspire

Is everyone in your organisation digital-inclusion aware?

We have clients who need everyone in their organisation to understand what digital inclusion is and why it matters. But they don't all need the in-depth training on the Champions Network. That's where our Inspire course comes in.

- A single session training course that raises awareness of digital inclusion and encourages staff and volunteers to bridge the digital divide.
- The same high quality learning and support, resources to run, and built-in tools to monitor and evidence impact.
- Cost effective and suitable for all sectors.

- Can be run separately or combined with the Digital Champions Network, depending on team and role.
- [More details here.](#)

“The course was great, simple to follow, accessible and I liked the bite size approach... It really makes the individual take responsibility for their own actions.”

Senior Manager, Barnet Council.

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“In planning for digital inclusion from the start of something rather than firefighting afterwards, we can ensure that it's included in budgets and that we have the best people in place for delivery.

We're not missing opportunities or wasting resources which is what happens when digital inclusion is an afterthought.”

Jess Flack, Digital Inclusion Lead Officer, Essex County Council



Why work with us?

- We help hundreds of organisations across the public, private and third sector on champion projects that range from ones with 500+ Champions to just 10.
- We've been working in digital inclusion for more than 25 years and we're recognised leaders in our field.
- We are approved by the Crown Commercial Service and we've won personal and professional awards for our service.
- It costs around just £4 a person to support someone to use Digital Technology via the Digital Champions Network

"As we grow digital services within the NHS, helping people to access those services becomes ever more important and this model of working with local champions to help their fellow citizens is highly sustainable."

Lynn Smith, National Head of Implementation, Digital Citizen, Transformation Directorate, NHS England.

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We work across all sectors...



Find out...

- More about the Digital Champions Network
- See the full course list
- Try a free course
- Prices

Get in touch

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