



Digital Unite

Kate.holmes@digitalunite.com

[www.digitalunite.com](http://www.digitalunite.com)

0800 228 9272

# Inspire

- Raise awareness of digital inclusion across your public sector organisation.
- Encourage leaders, managers and teams to tackle the digital divide.
- In a standardised way you can measure and evidence.





*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

## What is Inspire?

- Inspire is a quick and simple training course that raises awareness of digital inclusion and encourages staff and volunteers to bridge the digital divide.
- It's been developed to meet the specific challenges public sector organisations face and the way they are structured.
- It brings clarity and relevance to a complicated subject in a way that works for everyone, no matter what team or role.
- It's delivered via eLearning or interactive workshops in a single session. It's CPD certified.
- It comes with built in monitoring tools so you can measure its immediate impact while you enable long term behavioural change.



# What is digital inclusion?

Everything is digital these days from prescriptions to parking, education to employment, housing to healthcare.

But **a third of people in the UK have low or very low digital skills.** These people are often those who rely mostly heavily public services but struggle to access them because they don't have the skills.

“Digital Inclusion” means everyone regardless of background or ability, can use technologies like the Internet.

It means they have the data, devices, connectivity and crucially the skills they need to safely and confidently connect and engage.

1.6m

people are completely offline

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16.8m

of us have low or very low digital skills

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52%

of the UK labour force lack the essential digital skills for work

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4 out of 10

households with children don't meet the Minimum Digital Living Standards

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**£659**

The “digital dividend” - how much people with good digital skills make & save a year compared to those without

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**£1.4bn**

In efficiency savings the Government could make through improved digital uptake

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**£9.47**

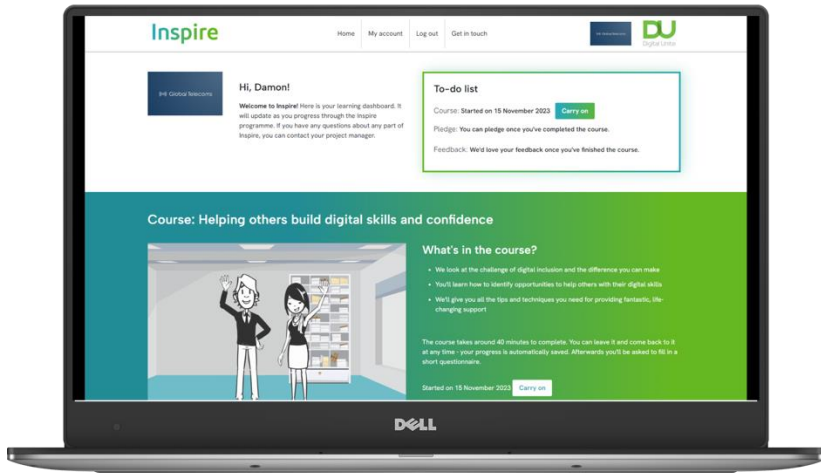
is returned for every £1 invested in digital inclusion

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## Why does it matter?

- Your organisation serves people – residents, patients, clients, learners or beneficiaries – who struggle with digital. So your services need to be designed and delivered to take this into account.
- For this to happen, everyone, whether they’re volunteers, customer facing staff or in senior leadership roles, needs to understand the challenges and how to meet them.
- This brings huge benefits. It saves time and money. It lowers stress, it raises satisfaction with the organisation, inside and out. And it brings people together with a shared goal.





# How will being digitally inclusive help your organisation?

Truly digitally inclusive organisations have inclusive thinking embedded throughout them. It's not an add-on or one department's responsibility. It's part of everyone's role. This leads to:

- **Happy customers and service users** who can confidently use digital services and who feel that the organisation is listening to them.
- **Happy staff and/or volunteers** who have the skills they need to do their jobs and feel empowered and confident to help their customers & co-workers.
- **Efficient ways of working:** these organisations create and deliver services that are digitally inclusive as standard. It's not an expensive afterthought, but a proactive consideration that makes the best use of stretched resources.

Being digitally inclusive is not really optional any more, particularly for public sector organisations. And at time when the Department of Science, Innovation and Technology is looking at funding digital inclusion as a priority. Inspire is a catalyst to move inclusion forward at pace.

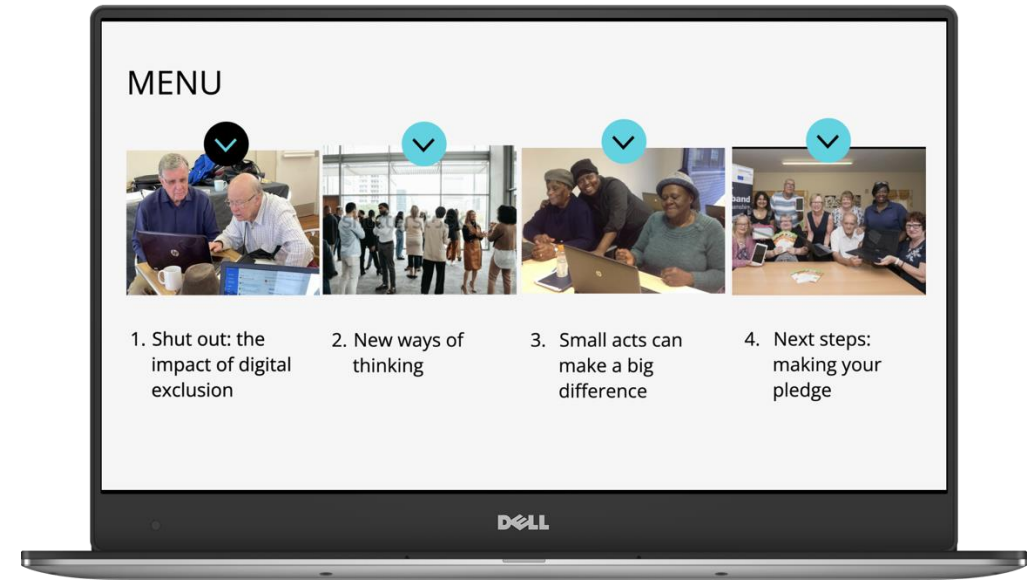
# How does Inspire work?

The course increases awareness and knowledge of digital exclusion and how to tackle it. It takes around an hour, depending on how it's delivered.

It helps people realise why the issue matters to their organisation and its users and to start to think about what people can do to help in their roles and beyond in a proactive way.

It then encourages them to pledge to take a specific, practical action and help someone with a digital skill.

It's interactive, and uses real stories and scenarios to bring home the realities of why digital inclusion matters.



# What happens when people have done Inspire?



## Understanding

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Everybody understands what digital inclusion is, why it matters to the organisation and to its residents, clients or beneficiaries. This knowledge is not siloed or scattered but spread throughout the organisation.



## New ways of thinking

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People realise that digitally inclusive thinking is enabling and helpful in their roles. Digital inclusion isn't a nag or an expensive add-on to existing services but becomes an integral part of them.



## New ways of behaving

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People can identify opportunities to support others. They can include digital inclusion considerations in their work, and design and deliver services that have digital inclusion woven through them.

# How is the course delivered?

Inspire can be completed as self-directed eLearning or in a workshop. Both methods are CPD certified. We provide full resources to support you to deliver each one. All users have access to the course online for a year to revisit whenever they like.

- eLearning

Users register online and complete the course independently. It takes around 40 minutes and can be done on any device at a time and place that's convenient for them.

- Workshop

Online or in person. This takes around 90 minutes (though some organisations like to take longer, others do it in an hour). The workshop lets you engage your users in directed reflection and discussion. This can be a great way to grow engagement and to target particular sections of your organisation in way that's very relevant to them.

We provide notes and templates so you can deliver it in-house. We can also provide a facilitator for a fee.



*We are thrilled to have partnered with Digital Unite and local digital support groups, providing students with the opportunity to apply their skills while supporting communities with limited digital literacy.*

**Dr Claire Stapleton, University of Keele**

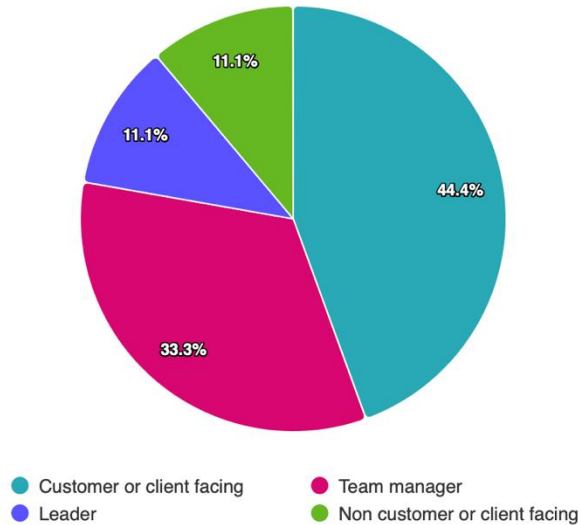


## Ready-to-go training and support

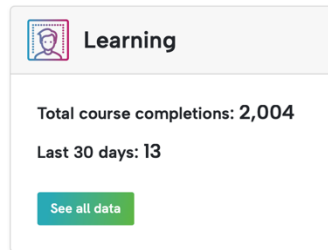
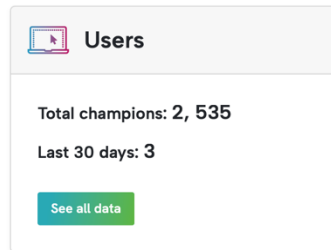
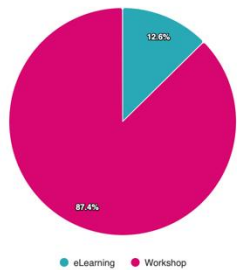
Inspire is easy to set up and deliver. As well as full access to the training platform for learners and project managers, we provide...

- Full resources, advice and support to get the programme running and the entire organisation engaged and onboard.
- A suite of project tools to monitor and evidence progress with visual dashboards and exportable data sets.
- Full training to deliver Inspire through tailored workshops.
- Quarterly meet-ups with others in similar roles who are already taking their organisations through Inspire, to share learnings, challenges and best practice. These are hosted by our CEO, Emma Weston OBE, who has more than 25 years experience running digital inclusion programmes.

## By role



## By learning type



# Monitoring & reporting

Project Managers can access all their data from an easy-to-use dashboard which shows project and individual progress.

It's designed to make in-depth monitoring easy, and all data sets can be exported and explored.

It also comes with visual dashboards, which allow PMs to report in way that's easy to understand at a glance.

We can provide extra, optional support and consultancy on reporting and data management, though in practice, our public sector clients quickly get up to speed and don't require this.



*We are a data driven organisation. Digital Unite make reporting really easy.* **Toby Leonard, Capgemini**

# Tailored training for the public sector

The public sector form the majority of our clients and this version of Inspire was created specifically for them, in a co-development process with the Digital Leads in six large public sector organisations.

It is tailored to meet their needs. This means that everything from the content of the course to to the reporting tools, are designed to fit with the challenges and structures of the public sector.

This new version was completed in early 2025 and we're delighted that all our partners are now rolling out the training in their organisations.



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**Dr Claire Stapleton, University of Keele**



# What they say about it so far...

We launched Inspire for the public sector in February 2025.  
Some of the feedback we've had so far...



*It's concise and to the point and will be useful to a wide range of colleagues.*



*It made me reflect on my own digital skills, identifying my own digital strengths and weaknesses. In turn, this made me think of what support I might need as well as the support that I can offer to others to improve their digital skills*



*The course length was ideal and it was a good balance of content. I liked the examples of each professional and how they could support DI in their specific roles. I really liked the pledge section! It focused you to think about changes you could make*



**93%** would recommend the course.

**85%** have an increased understanding that digital inclusion mattered to their organisation.

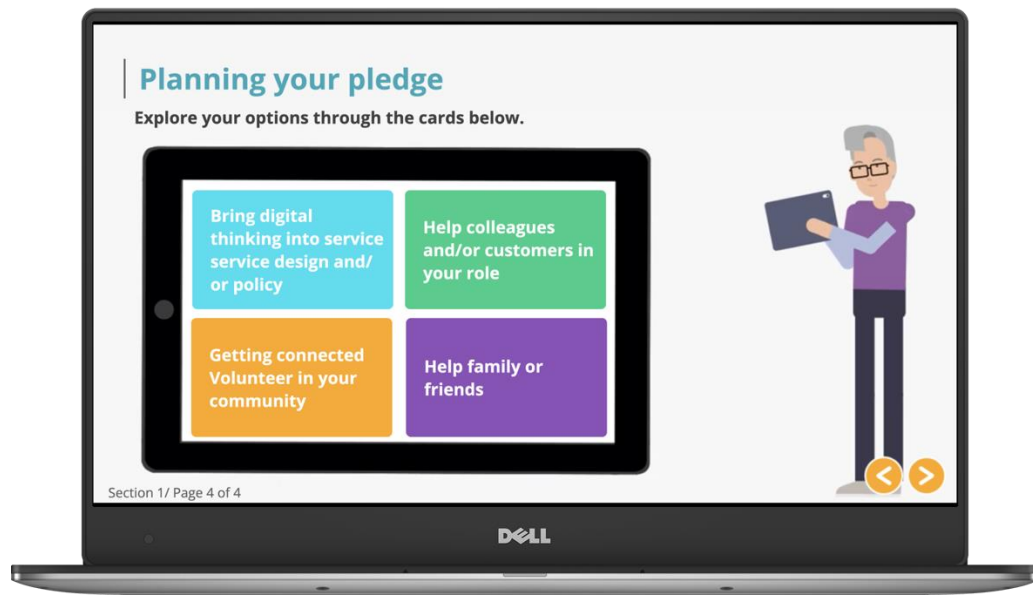
**91%** said they were more likely to take action to promote it.

Figures from Inspire public sector clients, Spring 2025

# What kind of pledges have people made?

The course guides people into choosing a pledge best suited to them and their role. It makes them think about digital inclusion in a personal, relevant way.

The pledge holds them accountable. It increases the likelihood that they'll take action and that they'll see the difference their actions can make.



*I am going to support my colleagues by spending time with them showing them what to do on online platforms/tools and providing resources to enable them to undertake tasks rather than me doing it quickly for them.*



*I pledge to support residents with their digital skills to ensure they have the independence to use technology to get into work.*



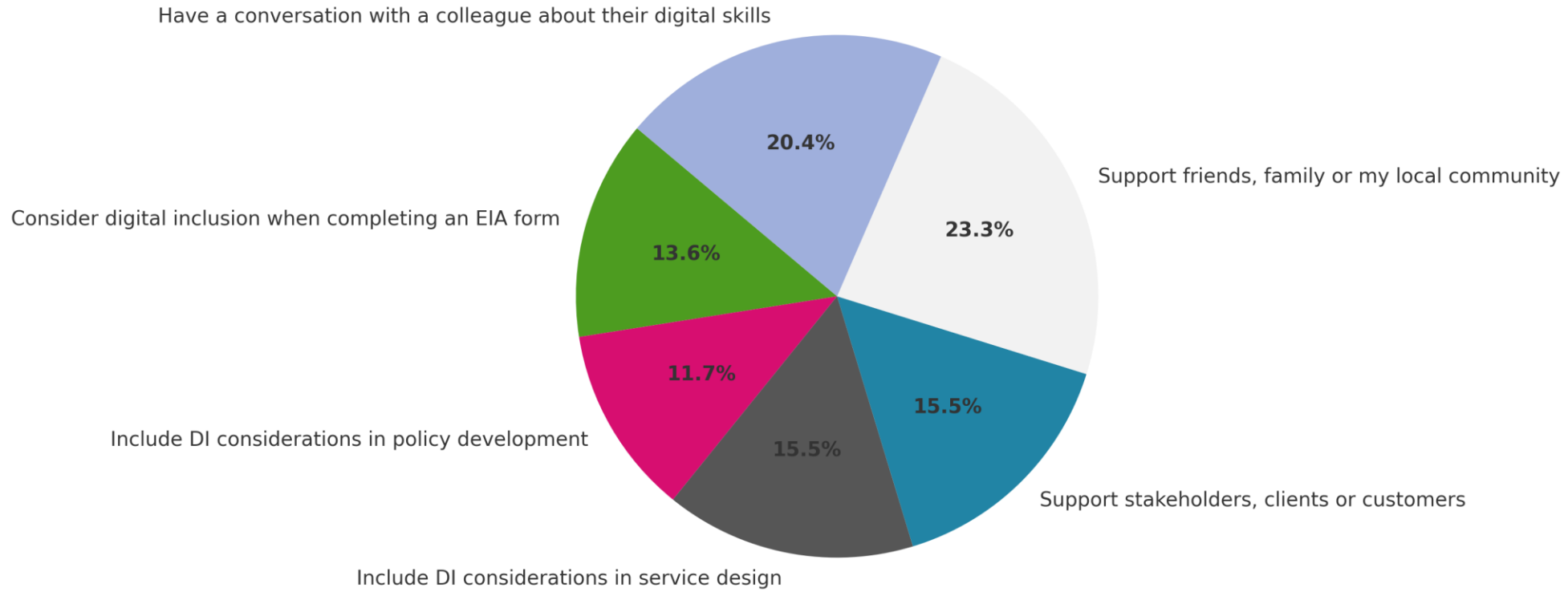
*I pledge to use my new found championing skills to help patients have greater control and autonomy over their own health.*



*I pledge to support my father by ensuring I set aside enough time to assist him with online tasks.*

# Changes in behaviour

We're especially pleased that a result of doing the course, people say their behaviour is likely to change and they are more likely to do the following:



Data from March 2025, graduates can pick more than one option, most pick more than 3.

# Why work with us?

- We're recognised leaders and innovators in digital inclusion. We've been working in it for more than 25 years and won personal and professional awards.
- We've worked with hundreds of organisations across private, public, health and voluntary sectors.
- Our Inspire clients range from global tech consultants to local authorities and universities.
- We're creative and agile and we're passionate about digital inclusion.



*Digital Unite's professionalism, enthusiasm and creativity have been key to making this project the success that it is.*

Lynn Smith, Programme Lead, NHS England





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